



The Vitamin D Challenge

For Vitamin D Day this year, encourage your family and coworkers to participate in the vitamin D challenge!

The challenge is a way to raise awareness while also getting adequate vitamin D and maintaining healthy levels.

Here's how it works. For a month or longer, you, your coworkers, friends or family pledge to get 20-30 minutes of midday sun exposure (if you can) or take a supplement every day and keep a log of your participation.



Once the challenge is complete, whoever has participated the most on will be declared the winner!

To take this a step further, at the end of the challenge purchase in-home vitamin D test kits so that you can actually measure your levels. Whoever is in the healthy range of 40-60 ng/ml or closest is the winner!

If you live at a latitude of 37 degrees or lower (think south of Los Angeles) then your vitamin D challenge can focus on sun exposure. Ideas for safe, sensible daily sun exposure include outdoor breaks and outdoor picnics.

If you live at a latitude more northern than 37 degrees (think New York City, Boston, or Toronto), it is much harder to produce vitamin D from the sun. Pledge to take a supplement every day (we suggest around 5,000 IU/day, but do not take more than 10,000 IU/day) or visit a low pressure tanning bed and treat it just like sun exposure (only 20-30 minutes).

Encourage participation with fun prizes such as a chance to score the best parking spot in the workplace or a gift card prize at home!