

NJWELL

The 5-2-1-0 Challenge

July 1 -
July 29, 2026



Follow our formula for better health:

5 servings of fruits and vegetables, 2 hours or less of screen time, 1 hour of exercise, and 0 sugary drinks each day.

How It Works

- Register between June 24 and July 7.
- Select the 5-2-1-0 Challenge Registration tile on the NJWELL homepage.
- Each week focuses on a different healthy habit. Track your habits for at least 21 of the 28 challenge days.
- Complete healthy habits for at least 14 days to earn points toward your NJWELL reward.



[Join The Challenge](#)

Please talk to your doctor before beginning an exercise program.



Earn \$250 or more with NJWELL!



NJWELL, administered by the New Jersey Division of Pensions and Benefits, is an incentive-based wellness program offered to eligible employees and their covered spouses/partners who participate in the SHBP/SEHBP. All provisions of the program are established by the Division and are subject to change. More details can be found on nj.gov/njwell. Horizon Blue Cross Blue Shield of New Jersey is an independent licensee of the Blue Cross Blue Shield Association. The Blue Cross® and Blue Shield® names and symbols are registered marks of the Blue Cross Blue Shield Association. The Horizon® name and symbols are registered marks of Horizon Blue Cross Blue Shield of New Jersey. © 2026 Horizon Blue Cross Blue Shield of New Jersey, Three Penn Plaza East, Newark, New Jersey 07105.

ECN0027036 (0726)