

NJWELL Nutrition Challenge

March 19, 2025 -
April 16, 2025



Fuel Your Body and Boost Your Health!

For National Nutrition Month, enhance your diet by incorporating more fruits and vegetables into your meals!

Join The Challenge

How It Works

- Registration is open March 5 - 20.
 - Sign in to HorizonBlue.com/shbp
 - Select: *Wellness & Services*, follow NJWELL prompts. Go to *Physically Fit* Category to register.
- Eat 5+ servings of fruits or vegetables daily and track for 21 days minimum.
- Complete the challenge to earn 50 points toward your NJWELL reward.

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. © 2025 Horizon Blue Cross Blue Shield of New Jersey. Three Penn Plaza East, Newark, New Jersey 07105.

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