



21 – Day/Week Racial Equity Challenge

To bring about change, you must not be afraid to take the first step. We will fail when we fail to try.

- Rosa Parks, (1913-2005)
American activist known
for her role in the Montgomery bus boycott.

Constantly, we embark on new efforts to make ourselves better and healthier for ourselves, our loved ones and the communities we belong to. Following the American Heart Association's Guidelines of getting at least 150 minutes per week of moderate-intensity aerobic activity is at the top of our lists! What else is on your list to bring about change in your life or the lives of others? Have you considered this question lately? Clearly, you have! We see you. We value you. You are appreciated. I often say, "We are better together." The more we can examine and reflect upon what makes us who we are, what we think of others who are different from us, and how we can make the world a better place, the more we can bring about change in social injustice, especially as it relates to issues of racism, power, and privilege.

There are 21-Day Racial Equity Challenges, and we know that this is a great first step. We also know that it can take anywhere from 18 to 254 days for a new habit to form, which includes an average of 66 days for a new behavior to become automatic! And it behooves us to extend the twenty-one day trip into twenty-one week journey! Many of us have longed for lasting sustainable change that extends far beyond the efforts we make today. The C in our ITEACH Values stands for Courage and further states to "have no fear of failure in the pursuit of excellence. Admit mistakes and learn from them." We are in a period of tremendous growth and learning! Don't stop now.

We have great partners at the UNMC McGoogan Library of Science, who have compiled resources for us: <https://unmc.libguides.com/diversity>. Dr. Eddie Moore, Jr provided permission for the use of: <https://www.eddiemoorej.com/21daychallenge>. He also shared another *automatic* resource: <https://21daychallenge.prohabits.com/start> that sends you a daily email or text message. See the sample chart and link below to track your progress.

We ask you to join us in this 21-day or 21-week challenge! Follow us on Twitter at the @UNMCInclusion, @SAStrongMD, and @UNMC on Twitter to stay engaged over the next 21 weeks. Also, use the hashtag #UNMCCourage.

Be inclusive,

Sheritta A. Strong, MD

Director of Inclusion, UNMC



21-Day/Week Racial Equity Challenge

***Use this chart and/or a journal to help track your progress.

Day	Date	Read	Listen	Watch	Notice	Connect	Engage	Act	Daily/Weekly Reflection
1	3/8/2021								
2	3/15/2021								
3	3/22/2021								
4	3/29/2021								
5	4/5/2021								
6	4/12/2021								
7	4/19/2021								
8	4/26/2021								
9	5/3/2021								
10	5/10/2021								
11	5/17/2021								
12	5/24/2021								
13	5/31/2021								
14	6/7/2021								
15	6/14/2021								
16	6/21/2021								
17	6/28/2021								
18	7/5/2021								
19	7/12/2021								
20	7/19/2021								
21	7/26/2021								

Follow Dr. Sherita Strong and the Office of Inclusion on Twitter at: [@SAStrongMD](#) & [@UNMCInclusion](#)