



# ChallengeME MONTHLY MINUTE

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Monthly topic:

## Behavior Change

A habit is a routine of behavior that is repeated regularly and tends to occur subconsciously. Nearly 43% of daily behaviors are performed out of habit. You can make a new behavior automatic through the process of habit formation.

So how does one form a new habit, and therefore change their behavior?

BJ Fogg's Behavior Change Model says that if you have the motivation (or drive) to change your behavior, the ability to make that change (it's a reasonable change and easy to do), and a trigger to prompt the target behavior, you can make a behavior change.

Behavior changes can help you live a happier, healthier, or more fulfilling life.

Not sure where to start? Here's an example.

**Target behavior:** Stretching regularly at work.

**Motivation:** Fear of injury and lack of flexibility. Desire to be healthier and have more energy.

**Ability:** Start small. Try choosing one or two stretches and only do them for 30 seconds or a minute a couple times each day.

**Trigger:** Morning and afternoon break times.

Try using this month's Stretching Challenge to help you change your behavior. Check your email or the ChallengeME website for details!

## Dynamic vs. Static Stretching

Dynamic movement stretches improve mobility while moving through a range of motion. Dynamic stretching prior to exercise will reduce the risk of injury by activating the joints and muscles.

Static sustained stretching is holding a stretch without movement. The focus is on relaxing the body part being stretched and letting it go further on its own. Holding a position for 30-60 seconds will increase flexibility in the tissue.

**Try these before you exercise:**

**Inchworms:** Start in pushup position and walk your feet as close to your hands as possible. When you can't go further, stop and walk your hands out in front to return to pushup. Come down on your stomach and arch your back up for a spine stretch.

**Leg swings:** Stand sideways next to a wall and swing your outside leg forward and back, increasing the height each time.

**Walking lunge with twist:** Perform deep walking lunges to stretch the hips, twisting torso away from the back leg.

**Try these after you exercise:**

**Frog stretch:** Stand with your feet about shoulder-width apart. Turn your toes out and squat down as low as possible, keeping your heels flat on the floor. Press your knees open with your elbows.

**Quad stretch:** While standing, grab the top of your right foot and bring it closer to your glutes while pushing the hips forward.

**Pigeon:** On the ground, bring a bent right leg in front of your body with your left leg behind you to stretch your glutes.

## Visit a Fair this Fall

Fair season started back in June, but September has its fair share of fairs to share with you. Fairs are a great way to get outside and be active. There is something for everyone; visit the exhibits, catch a race at the midway, attend a live concert or show, check out woodsmen day, watch a demolition derby or truck pull, or try out the rides. Get out, be active, and enjoy the weather!

5-8 Clinton Lions Agricultural Fair

6-8 Litchfield Fair

11-14 Oxford County Fair

13-15 New Portland Lion's Fair

15-21 Farmington Fair

20-22 Common Ground Fair

22-28 Cumberland Fair

29-October 6 Fryeburg Fair



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## This Month

7th: Lobsterman Triathlon, Freeport  
Pumpkinman Triathlon, South Berwick

8th: Lake Auburn 5K/Half Marathon

10th: MSECCA Open House  
Darlings Ice Cream Truck/MSECCA

13th: Office Olympics Registration Deadline

15th: 20th Annual Trail to Ale 10K, Portland

17th: Blood Drive, HQ

20th: Employee Recognition Day  
Office Olympics

21st: Great Inflatable Race, Brunswick

23rd: First Day of Autumn

27th: Rise N Shine 5K, YMCA Augusta

28-29: Dempsey Challenge, Lewiston

29th: Ragged Mountain Scuttle, Camden

**Coming Up** October: Cancer Awareness

Comments, questions, ideas, or submissions?  
Please email: [kara.a.aguilar@maine.gov](mailto:kara.a.aguilar@maine.gov)