View results

Respondent

3 Anonymous

22:31
Time to complete

Title and contact details

1. Title of Initiative (please ensure this is a good description of your initiative in no more than 90 characters) *

A 42-day structured self-care program for gut health and lifestyle reset

2. Name of organisation and region (please state context, ie general practice, community care etc) *

Pertsiya.World (ExtraDetox-Box consumer health program, delivered in Europe and the US)

3. Name of person or team involved in the self-care initiative *

Liya Pertsiya and the ExtraDetox-Box team

4. Timeframe and dates of initiative *

Ongoing since 2024; continuously delivered across multiple cohorts

5. Contact name for entry *

Liya Pertsiya

6. Contact email for entry *

XXXXXXXXX

About your self-care initiative

7. Describe the problem you were facing and your objective(s) in tackling this. (1200 characters max) *

Many people entering weight loss or health programs struggle not with knowledge, but with consistency. They receive recommendations, supplements, and guidance, yet fail to sustain daily routines once external support decreases. This is especially evident after structured interventions such as GLP-1 treatments or intensive coaching phases, where long-term maintenance becomes the primary challenge. The objective of this initiative was to create a structured, accessible self-care system that supports individuals in building sustainable daily habits without requiring continuous practitioner involvement. The focus was on improving adherence, supporting gut health, and helping participants regain a sense of control over their energy, digestion, and overall wellbeing through consistent self-care practices.

Please enter at most 1200 characters

8. Outline your initiative, explain your planning and execution of the project. (1200 characters max) *

We developed a 42-day structured self-care program delivered as a physical-digital system. Participants receive a complete kit including supplements, a day-by-day nutrition and lifestyle guide, and access to ongoing digital support. The program follows a structured progression based on established gut health principles, combined with practical daily actions. Each day includes clear steps, reducing decision fatigue and helping participants integrate self-care into everyday life. Execution focused on simplicity and consistency: a fixed protocol, automated reminders, and access to support via an AI-based Q&A system and community channel. The program was designed to function independently, allowing individuals to follow it without continuous supervision while maintaining a high level of adherence.

Please enter at most 1200 characters

9. What were the challenges and how did you overcome these? (1200 characters max) *

The main challenge was adherence. Many participants begin with strong motivation but struggle to maintain consistency over time. Another challenge was delivering support without increasing practitioner workload. We addressed this by designing the program as a fully structured system. Daily steps are predefined, reducing ambiguity and decision fatigue. Automated reminders and clear sequencing help participants stay on track. To reduce reliance on practitioners, we introduced a support architecture that includes an AI-based Q&A system trained on program materials and a structured communication channel. This allowed participants to receive timely guidance without requiring constant one-to-one interaction, improving completion rates and overall experience.

Please enter at most 1200 characters

10. Did you collaborate with other local partners, if so, who and why were they chosen? *

The initiative has been implemented in collaboration with health coaches, nutrition practitioners, and small clinics who introduce the program to their clients as part of a broader lifestyle or weight management approach. These partners were chosen because they work directly with individuals seeking long-term behavior change and self-care support. Their role is to identify suitable participants and integrate the program into existing care pathways, while the delivery and support are handled centrally by our team.

11. Would you describe your initiative as "innovative", if "yes" please tell us why. (800 characters max) *

Yes. The initiative introduces a structured, product-based approach to self-care delivery. Instead of relying on ongoing consultations, it provides a complete system that combines physical resources, daily guidance, and behavioral support in a single format. The key innovation lies in how adherence is built into the design: predefined daily actions, automated guidance, and accessible support reduce the gap between intention and execution. This allows individuals to maintain consistent self-care practices with minimal external input.

Please enter at most 800 characters

12. Did you use any of the Self-Care Forum's free resources as part of your initiative? Provide details *

No, we did not directly use Self-Care Forum resources in the development of this initiative. However, the program aligns closely with the principles promoted by the Self-Care Forum, particularly in supporting individuals to take an active role in managing their health through education, daily practices, and sustainable lifestyle changes.

Impact, outcomes, and evidence

13. Who was the initiative directed at and what were the benefits to the targeted group or individuals? (1200 characters max)

The initiative is directed at adults seeking to improve their health through structured self-care, particularly those struggling with consistency in nutrition, digestion, energy levels, and lifestyle habits. It is especially relevant for individuals transitioning from intensive interventions (e.g. weight loss programs or GLP-1 treatments) to long-term maintenance. The main benefits include improved daily adherence, clearer structure in self-care routines, and reduced decision fatigue. Participants report better digestion, more stable energy, improved sleep, and increased confidence in managing their own health. The program also reduces reliance on continuous professional support by providing a clear, guided framework for daily actions.

Please enter at most 1200 characters

14. Please quantify the impact of your initiative. (e.g. cost improvement, numbers of people helped, time saved) ((1200 characters max))

The initiative has been delivered to over 1,200 participants across multiple cohorts. Key measurable outcomes include: • 96% completion rate of the full 42-day program • up to 45% reduction in inflammation markers (CRP) in tracked participants • 88% reported improvement in gut-related symptoms and digestive balance • 82% reported improved sleep quality and mood within the first weeks • 79% reported sustained energy improvements after completion From an operational perspective, the program reduces the need for ongoing one-to-one support by providing structured guidance and automated assistance, saving practitioner time while maintaining engagement.

Please enter at most 1200 characters

15. Do you have formal or anecdotal evidence of success? (e.g. qualitative, quantitative, informal feedback?) (1200 characters max)

We use a combination of quantitative and qualitative data. Quantitative evidence includes completion rates, participant-reported outcomes, and biomarker changes (such as CRP levels) in tracked cohorts. These data points are collected during and after the program. Qualitative evidence includes structured participant feedback, testimonials, and case-based observations from health coaches and practitioners who integrate the program into their work. Feedback consistently highlights improved consistency, ease of following the program, and reduced overwhelm compared to unstructured approaches. Together, this evidence indicates that a structured, guided self-care model can significantly improve adherence and perceived wellbeing outcomes.

Please enter at most 1200 characters

Learning and sustainability

16. What was the cost of this initiative in time, money, and other resources? Please be as specific as you can. (1200 characters max) *

The main costs were related to development, production, and support infrastructure. Initial development required time investment from a small multidisciplinary team (health, nutrition, and behavioral support) to design the 42-day structure, educational materials, and protocol. Financial costs included supplement sourcing, packaging, and logistics setup. Ongoing costs include production of physical kits, shipping, and maintenance of digital support systems (AI-based Q&A and communication channels). However, once developed, the initiative operates with relatively low marginal time cost, as delivery does not require continuous one-to-one practitioner involvement. This allows the program to be delivered at scale without proportional increases in staffing or operational complexity.

Please enter at most 1200 characters

17. Were there any learnings from the initiative, if so what were they? (1200 characters max) *

The key learning was that adherence is the central challenge in self-care, not lack of information. Even well-informed individuals struggle without structure. We found that predefined daily steps significantly reduce decision fatigue and increase consistency. Simplicity and clarity of instructions were more important than complexity or personalization. Another important learning was that support does not always require direct human interaction. Structured guidance, combined with accessible on-demand support, can maintain engagement while reducing pressure on practitioners. Finally, integrating physical elements (supplements, printed guides) with digital support created a stronger sense of commitment and routine than digital-only solutions.

Please enter at most 1200 characters

18. Are you continuing to implement the initiative, please give details. (1200 characters max) *

Yes, the initiative is ongoing and continuously implemented. The program has been delivered across multiple cohorts and is now integrated as a repeatable system. It is used both directly with participants and in collaboration with health practitioners who introduce it within their existing services. Sustainability is supported by a model where each cycle is self-contained (42 days), allowing participants to complete the program independently. Many participants return after several months for повторный цикл, supporting long-term engagement. The structure is also replicable and adaptable to different settings, which allows the initiative to be scaled without significant changes to the core model or additional resource burden.

Please enter at most 1200 characters

And finally .....

19. How easy will it be to replicate your initiative and do you have top tips to share? (1200 characters max)

The initiative is designed to be easily replicated. It relies on a fixed, structured protocol combined with simple delivery components: a physical kit, clear daily guidance, and scalable digital support. To implement it elsewhere, organisations would need: • a defined protocol with step-by-step daily structure • accessible educational materials • a basic support system (digital or community-based) • a distribution method for physical resources Key tips: Keep the structure simple and consistent. Reduce decision-making for participants. Focus on adherence rather than complexity. Combine physical and digital elements to reinforce routine. Ensure support is accessible but does not rely entirely on one-to-one interaction.

Please enter at most 1200 characters

20. Please let us know the social media addresses of those involved in the initiative.

Website: https://extradetoxbox.com Instagram: https://instagram.com/extradetoxbox Founder (Liya Pertsiya) LinkedIn: https://linkedin.com/in/liyapertsiya

21. Why do you think this initiative deserves to win the award? (800 characters max)

This initiative addresses a core gap in self-care: the ability to sustain daily health practices without ongoing professional supervision. It translates knowledge into structured, achievable actions and demonstrates high completion rates across diverse participants. By reducing reliance on continuous practitioner input while maintaining engagement and outcomes, it offers a scalable and practical model for self-care. The approach is simple, replicable, and focused on empowering individuals to take consistent responsibility for their health.

Please enter at most 800 characters

22. Do you have an image, materials or weblinks to supplement your application? Please supply no more than 2 images which may also be used to promote your application if successful. Ensure images are square (ie height and width dimensions are the same). Please email information to selfcare@selfcareforum.org including the name title of your initiative (as in Q1).

https://www.dropbox.com/scl/fo/51f408a7mkx6fyc5gb2m6/AHorpYVE8LOoO3V4RBiCnDk?rlkey=kdrjrv0vr51b31apjt9a2zs2o&st=1p8pb9ap&dl=0

23. Your application may be chosen to be uploaded to the "best practise" page of the Self-Care Forum website to share self-care excellence with others who might want to use the learnings in your application. We will also include your email address so that people may get in touch with you. Please confirm your preference below. *

- ○ I am happy for the Self-Care Forum to add our entry to the website **with** my email address
- ◉ I am happy for the Self-Care Forum to add our entry to the website **without** my email address
- ○ I would rather our entry was not included on the Self-Care Forum website

24. Would you consider becoming a self-care champion? *

- ○ Yes
- ○ No
- ◉ Maybe, I'd like to know more