

MENTAL HEALTH AWARENESS MONTH · MAY 2026

10 Days. No Platitudes. A Real Start.

The printable starter kit for ILTY's 31-Day Mental Health Challenge. A full Week 1 (Days 1-7) plus 3 preview days from the harder weeks that follow.

What's in this PDF (free): Days 1-7 (Week 1: Baseline) complete, plus 3 preview days from Weeks 2-4. Everything you need to get a real start.

What's NOT in this PDF (free at ilty.co/challenge): The remaining 21 days. Mood delta tracking. Companion Match quiz. Five AI companions you can talk to. Share cards. Streak bonuses. Sweepstakes entries (iPhone 16 Pro + more).

Printable starter kit · Free · No signup
Full 31-day program at ilty.co/challenge

ILTY

INSTRUCTIONS

How to use this starter kit

Every prompt takes 5-10 minutes. The point isn't to do it perfectly — it's to do it honestly. Missing a day doesn't break anything. The structure matters more than the streak.

1. **Do Week 1 in order.** Days 1-7 build on each other. Baseline means starting from truth, not intention.
2. **Write it somewhere private.** A notebook, a notes app, a doc. These are notes to yourself, not performances for others. The share card text is optional.
3. **Be specific.** Vague prompts get vague compliance. If a prompt asks "what are you avoiding?" — give 3 real things, not 1 generic one.
4. **Miss days. Catch up when you can.** The online version at ilty.co/challenge lets you catch up on past days automatically. The printable version requires honesty.
5. **Track a delta.** Day 1 asks you to rate your mental health 1-10. Day 7 asks you to compare. Even one week of data is more than most people ever have.
6. **When you hit the preview days (8, 9, 10 in this PDF):** you're seeing a glimpse of what Weeks 2-5 look like. The interactive version has all 31 days plus tracking — join at ilty.co/challenge.

About the AI companions. Each prompt is tagged with an ILTY companion (Mindful Guide, Stoic Advisor, Mr. Relentless, The Architect, Ember). Each represents a different tone — the voice that fits the moment. In the interactive version, you can actually talk to them. In the printable version, consider the tag a cue for how to approach the prompt.

Important: not therapy. If you're in crisis — active self-harm thoughts, severe distress — call or text **988** (US Suicide and Crisis Lifeline) right now. The challenge is for everyday processing. It's not built for acute care, and it's not a substitute for a professional.

WEEK 1 · BASELINE

Get honest about where you actually are

Days 1-7 — Low barrier, observation not intervention.

DAY 1

Mindful Guide

The Real Number

Rate your mental health right now on a 1-10 scale. Don't overthink it. Write down the number and one sentence about why it's that number, not higher. No positivity spin. Just the truth.

Share card: "My honest number today: ___. No spin. #ILTYChallenge Day 1"

DAY 2

Stoic Advisor

The Lie You Tell Everyone

What's your go-to answer when someone asks "How are you?" Write down what you say. Then write down what's actually true. Notice the gap.

Share card: "What I say: 'I'm good.' What's true: ___. #ILTYChallenge Day 2"

DAY 3

Mr. Relentless

Your Avoidance Menu

List 3 things you've been avoiding. Not big life decisions — small, specific things. The email. The conversation. The appointment. Write them down.

Share card: "3 things I've been avoiding. I wrote them down. That's step one. #ILTYChallenge Day 3"

DAY 4

The Architect

Energy Audit

Think about yesterday. List 3 things that drained your energy and 3 things that gave you energy. Be specific — not "work" but "the 4pm meeting with no agenda."

Share card: "Drains me: ___. Fuels me: ___. The ratio explains a lot. #ILTYChallenge Day 4"

DAY 5

Mindful Guide

The Last Time You Asked for Help

When was the last time you genuinely asked someone for help with something emotional — not logistical? If you can't remember, that IS the answer. Write down why you didn't.

Share card: "The last time I asked for help: ____. Why I don't ask more: ____. #ILTYChallenge Day 5"

DAY 6

Stoic Advisor

The Soundtrack

What thoughts play on repeat in your head? Write down the 2-3 sentences your brain says most often. "I should be further along." "Nobody actually cares." Write them exactly.

Share card: "On repeat in my head: '____.' First step is hearing it clearly. #ILTYChallenge Day 6"

DAY 7

All five

Week 1 Delta + Companion Match

Rate your mental health again, 1-10. Compare it to Day 1. Did the number change? Why or why not? One sentence about what surprised you.

The online version unlocks the Companion Match quiz at the end of Day 7 — 3 questions that identify which of ILTY's 5 companions (Mr. Relentless, Mindful Guide, Stoic Advisor, The Architect, Ember) matches your style. It's the moment that turns this from "a 31-day checklist" into "which voice will work for me long after May."

Share card: "Day 1: ____. Day 7: ____. Delta: ____. #ILTYChallenge Week 1"

SAMPLE DAYS · FROM THE DEEPER WEEKS

A taste of Weeks 2-5

These 3 preview days come from Weeks 2, 3, and 4. The interactive version has 21 more.

DAY 12

WEEK 2 PREVIEW

Mr. Relentless

Your Coping Mechanism Report Card

List your top 5 coping mechanisms — what you do when stressed. Rate each: A (actually helps), B (numbs temporarily), C (makes things worse). Be honest. Scrolling at 2am is not an A. Doomscrolling is not a coping mechanism; it's sedation.

Share card: "Graded my coping mechanisms. Not a lot of A's. #ILTYChallenge Day 12"

Week 2 theme: **Patterns** — see what keeps repeating.

DAY 17

WEEK 3 PREVIEW

The Architect

The 'Should' Inventory

List everything you think you "should" be doing. Every single one. Mark each: (M) mine — I actually want this, or (T) theirs — someone else planted this in my head. How many are actually yours?

Share card: "Listed my 'shoulds.' ___ of them are actually mine. The rest are borrowed. #ILTYChallenge Day 17"

Week 3 theme: **Depth** — go where it's uncomfortable.

DAY 22

WEEK 4 PREVIEW

The Architect

The One-Thing Commitment

If you could change exactly ONE thing about your daily routine — not five things, ONE — what would it be? Write it as a specific, time-bound commitment. "I will ___ at ___ every ___." The interactive version holds you to it with a weekly check-in.

Share card: "My one-thing commitment: 'I will ___ at ___ every ___.' One change. That's it. #ILTYChallenge Day 22"

Week 4 theme: **Integration** — build forward. Make it stick.

WEEK 5 (DAYS 29-31) · RECKONING

Three final days to close the month. A letter from Day-1 you to today-you. A 4-dimension report card (honesty, action, consistency, depth — no curve). The final delta: what is the single most important thing you learned, and what will you do about it starting tomorrow? The interactive version includes the "Month in Review" personalized report.

THE FULL PROGRAM

You've got 10 days. The other 21 are waiting.

This printable kit covers Week 1 (full) and 3 preview days from Weeks 2-4. It's more than most people do during Mental Health Awareness Month. It's also less than the full program was designed to deliver.

The interactive version at ilty.co/challenge is free. No app download required. No credit card. Here's what flips on when you sign up:

This printable kit

Free · Offline · Paper

- Week 1 (Days 1-7) full prompts
- 3 preview days from Weeks 2-4
- Share-card text for social posting
- Day 7 Companion Match preview
- Your notes, your notebook, your pace

ilty.co/challenge

Free · Online · Interactive

- **All 31 days unlocked**
- **Mood delta tracking across all 31 days**
- **Companion Match quiz (Day 7)**
- **Conversation with 5 AI companions**
- Auto-generated share cards for each day
- Streak bonuses (+25 at day 7, +50 at day 14)
- Complete-all-31 bonus (+100 points)
- Sweepstakes entry: iPhone 16 Pro + AirPods Pro + Premium subs
- Month in Review personalized report on June 1

Unlock the full 31 days

Free. Takes 2 minutes to sign up. No download required (web-only works fine).

You can continue this paper version AND the online version — your Week 1 paper answers transfer fine if you want to keep everything in one place.

→ ilty.co/challenge

About ILTY. ILTY is an iOS AI mental health companion app with five distinct companion personalities — tough love to gentle support. The 31-Day Challenge is a free companion program for Mental Health Awareness Month 2026. ILTY is not a therapist and not a crisis service. For crisis, call or text 988 (US Suicide & Crisis Lifeline). Full program at ilty.co/challenge. The app at ilty.co. Printable version — share freely.

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