



STEPPING UP FOR HEALTH

contentgroup – 21 staff

contentgroup's mission is to help government and the public sector strengthen communities and improve the wellbeing of citizens through effective content communication. Services include content creation, strategy, publishing and distribution, public relations, graphic design and video production.

Workplaces don't have to be 'unhealthy' to start a health and wellbeing plan. For the team at contentgroup, they were already participating in ad hoc activities, but decided it would be beneficial to set specific goals.

"Our biggest challenge in starting our plan was definitely ensuring our goals were achievable and people had enough time to complete these within work hours," says Olivia Porter, Senior Content Strategist and co-healthy work champion. "It's been a bonus that staff have voluntarily chosen to extend the plan outside of work as well!"

They have already introduced walking meetings, held a healthy indoor picnic (due to Canberra's inclement weather!), and had a visit from a beyondblue guest speaker to help them focus on their own mental health in the workplace.

"Our walking challenge, where we've pitted half of the office against the other half, proved really successful," says Lydia Stevens, co-healthy work champion and Senior Content and PR Strategist. "I think it has unleashed people's inner competitiveness!"

Across the month of the walking challenge, the entire team was more focused on increasing their step count each day, with one staff member taking on Mount Ainslie several times a week to boost her team's steps as part of the challenge.

The benefits of working towards a common healthy goal has helped to bring the team together.

"Our team has really bonded this year, which could be attributed to more all-staff activities and being open to talking about mental health challenges with each other," says Olivia.

"We found the process of setting up the strategy really easy as we were provided with plenty of resources to get started."

contentgroup are now gearing up for a greater focus on social and emotional health, as well some healthy eating challenges in the coming months.

