



'Healthy Month' promotes well-being in the workplace

Poor health and high levels of sickness absence can adversely affect a company's performance. Promoting health and fitness, back and joint health and mental well-being in the workplace can benefit an organisation as a whole as much as it can benefit individual people.

In June 2011 Sonae Sierra launched the third edition of 'Healthy Month' across our offices in Europe, inviting employees to take part in healthy activities at breakfast time, lunch time or after work. Taking into account the feedback received on activities held in previous years, we sought to offer a range of activities that would be suited to all tastes and repeating those that were most popular in the past.

We created a 'Healthy Month' mascot to publicise the initiative, and made sure that a contact person was available at each site to help implement activities locally. Diverse activities were offered including relaxation massage; yoga; pilates; shiatsu; reiki; nutrition, dieting and skincare workshops; football; circuit training; gymnastics; cycling; walking; healthy breakfast and healthy lunch.

All in all, 452 employees took part in a total of 165 'Healthy Month' activities. Employees were satisfied with the overall organisation of the initiative and believed it should be repeated. Employees also agreed that 'Healthy Month' helped to promote a healthier lifestyle and a positive work environment.

"The initiative showed us various ways in which we could have a healthier lifestyle and I liked it very much. My congratulations!" – Sonae Sierra employee, Germany

"I adore Healthy Month. It is marvellous, a breath of fresh air that breaks the day-to-day pressure" – Sonae Sierra employee, Portugal

"With everyday workload and stress, added to personal life and family demands, there is never time to think about my health and how it could be improved. The Healthy Month reminds me that this should also be a priority!" – Sonae Sierra employee, Portugal

"I would like to increase the time that we can spend on Healthy Month" – Sonae Sierra employee, Spain