



Opportunity to be a cornerstone partner of *Live Well, Build Well*

- Benefits are aimed at the residential construction industry overall (not individual organisations).
- Provides a vehicle and opportunity for leaders in construction to contribute to a culture change promoting mental wellbeing.

Why this programme (Live Well Build Well)?

There is a rapidly growing interest in mental wellbeing at work. We believe there is a need to talk about mental wellbeing positively and to create social networks that spread positive ideas and behaviours to increase mental fitness in the residential construction sector. Mental fitness is not only good for overall health but also business success.

What do we do?

Our programme is very practical and aims to pass on the mental fitness skills that can help builders and tradies become more successful in their work and manage the stresses and pressures of the workplace and life in general.

We have three main approaches:

- The first is to get tradies and builders to share the pride in their work and positive things they are already doing to live good lives and be mentally fit. We do this by creating short videos and stories and sharing through existing communication channels.
- Secondly, we back this up with the latest evidence based mental fitness and resilience skills from experts that the industry can relate to.
- Thirdly we measure our results through feedback and industry wide surveys.

Live Well, Build Well encourages builders and tradies to think about their wellbeing a bit like a bank account and make small, regular 'investments' in things that increase their wellbeing and resilience over time so they increase their 'mental resource' and have something to 'draw on' when times are tough.

For progress we have made so far visit www.live-well-build-well.com

How do we work?

We communicate with the people in the industry in a way that is relevant for them. We ask rather than tell. We find out what works for builders and tradies and then help champions on the ground to spread the ideas and skills for better mental health.

We are also committed to work in partnership with the industry and draw on what is already working rather than reinvent the wheel. We already partner with the CHASNZ *Work Should Not Hurt* programme.

Who are we?

We bring skills from construction health and safety and social programmes that increase mental wellbeing. One such programme we have developed is [Farmstrong](#). Launched in 2016, this programme has 40,000 farmers participating each year, with 15,000 attributing an increase in their wellbeing to the programme. We have evidence that programmes like this also decrease rates of accident and injury by helping people have clearer and sharper minds.

The programme is supported by The Mental Health Foundation of New Zealand and ACC. Our founding governance, management and advisory team includes:

- Gerard Vaughan – Programme leader of Farmstrong and expert in social good programmes
- Shaun Robinson – Chief Executive Mental Health Foundation of New Zealand
- Francois Barton - Executive Director of the Business Leaders Health and Safety Forum.
- Hugh Norriss – Positive mental health and wellbeing programme expert.
- Rafael Caso – Construction Health and safety expert and Live Well Build Well project implementation lead.
- Chris Polaczuk – Programme lead [Work Should Not Hurt](#) (a CHASNZ initiative)
- Dr Grant Scofield – Human performance expert and researcher

Our social research partner is [Ipsos New Zealand](#) .

Your opportunity

We are looking for cornerstone partners who want to be industry leaders invest in the social change we are helping to create around mental wellbeing.

Currently the programme is starting its second year of a two-year pilot funded by ACC. After year two, the opportunity is for the residential construction industry to take this programme forward in partnership with current participants and with inspired leadership from the wider sector.

What you can offer?

As a cornerstone partner you could:

- Provide financial support towards the operational costs of the programme (currently around \$0.5million annually).
- Provide In-Kind resources such as marketing, communication and administrative expertise.
- Join the governance team of Live Well Build Well.
- Be a highly visible champion for the programme across the wider sector.

To discuss further contact:

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