



## Podsquad is here!

Dear Stakeholder

Health and Wellbeing Queensland (HWQld) is delighted to announce the launch of its brand-new app, Podsquad, a free play-based wellbeing program designed for Queensland families.

A first of its kind, Podsquad has been developed by childhood health experts from HWQld, The University of Queensland, and across the health sector with more than 300 families involved in the design and development of the program.

Podsquad encourages healthier habits such as enjoying physical activity, exploring different foods, improving sleep habits and setting personalised health goals.

Podsquad explores the topics of eat, move and sleep through custom-made content for children and carers, with a focus on supporting real-world activities and changes, including those that the whole family can do together. Resources include quizzes, quests, songs, in-app games as well as real-life challenges, sleep-scapes, educational podcasts and conversation starters.

For more information about Podsquad, please visit [www.playpodsquad.com.au](http://www.playpodsquad.com.au)

**We would love to have your help to share the news about this free, play-based wellbeing program making learning healthy habits fun for Queensland children and families.**

**In this stakeholder kit you'll find the below information and resources:**

1. Links to the Podsquad webpage and app:
  - [www.playpodsquad.com.au](http://www.playpodsquad.com.au)
  - download Podsquad for free on the [Apple App Store](#) and [Google Play Store](#).
2. Key Messages
3. A range of social media tiles and messaging which you can share on your organisation's social media channels
4. Information which you can include in your regular communications and newsletters and on your website
5. Handles and hashtags to use on social media
6. Contact details for HWQld and Podsquad
7. Frequently Asked Questions

**Download assets here**

[www.playpodsquad.com.au](http://www.playpodsquad.com.au)



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# POD SQUAD



4x

**Social media tiles**

1080 x 1350 px



3x

**Hero images**

Varied sizes



2x

**Launch video**

1080 x 1080 px & 1920 x 1080 px



1x

**EDM banner**

3:1 1200 x 400 px



1x

**Digital advert**

300 x 300 px



1x

**Desktop wallpaper**

1920 x 1080 px

[Download assets here](http://www.playpodsquad.com.au)

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## Key messages

- Health and Wellbeing Queensland's mission is to support and inspire Queenslanders to adopt healthy behaviours.
- Podsquad is a free, fun and interactive online program that supports Queensland children and their families to build healthy habits together.
- The content and resources contained within Podsquad have been produced by, or in conjunction with clinicians and childhood health subject matter experts from Health and Wellbeing Queensland, The University of Queensland and from across the health sector.
- Podsquad has been co-designed with over 300 Queensland children aged 5–12 years and their families.
- By exploring different worlds and completing learning activities along the way, children build their personalised 'Podsquad' by collecting 'Epipods'.
- Podsquad supports lasting behaviour change by exploring the topics of nutrition, physical activity and wellbeing through a behavioural science framework.
- Want to build healthy habits for your family? Then try out the new, free app for kids and their families.
- Podsquad is a free, fun way to start conversations about health and wellbeing with your children.
- Through play-based learning, children will enjoy bite-sized lessons about nutrition, physical activity and sleep.
- Families can set their own goals for each child and Podsquad will provide the tools they need to help achieve them.
- No referral is required for Podsquad, any family can download the app for free from the Apple App Store or Google Play Store.

[www.playpodsquad.com.au](http://www.playpodsquad.com.au)



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## Social media

### Facebook, Instagram and LinkedIn copy

Healthy habits made easier 🍌 Health and Wellbeing Queensland is delighted to announce the launch of a new free, play-based wellbeing program makes learning healthy habits fun for Queensland children and families. 🥗🥦 The Podsquad program aims to inspire healthy goal setting for enjoying physical activity, exploring all kinds of foods, improving sleep habits and setting health goals.

The launch of Podsquad follows recent findings which uncovered community need.

- Only half of Queensland parents include their kids in planning for and preparing meals and food at home.
- Two in 5 parents find it difficult to have conversations with their children about being physically active.
- Despite almost 60% of parents reporting that they try to set a good example of being physically active for their children, only about one in 10 believe it is easy to encourage their children to be more physically active each week.

Podsquad is certain to provide lots of fun for the whole family as they explore the amazing world of Imago and discover its creatures, known as Epipods, each of whom represent different elements of health and wellbeing. Children build their own Podsquad by collecting Epipods, helping them to be healthier and happier through online and real-life quests.

Find out more at [playpodsquad.com.au](http://playpodsquad.com.au) and download Podsquad for free on the Apple App Store and Google Play Store. Find out more about the launch of Podsquad [insert link from page 7].

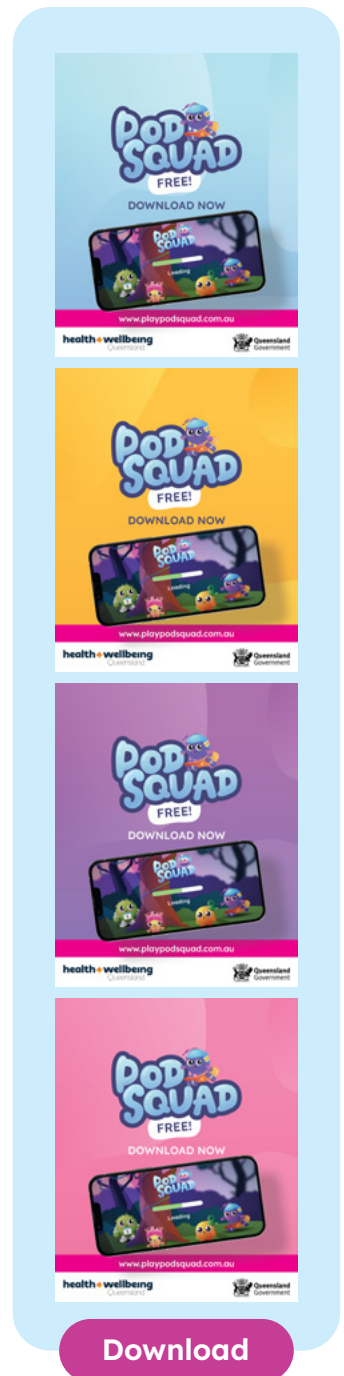
@healthandwellbeingqld #SendintheSquad #Podsquad

### Twitter copy

@hw\_queensland has launched Podsquad, a new free program to make learning healthy habits fun for Queensland children and their families. Discover [> insert link from page 7]

OR

Two in 5 Qld parents find it difficult to talk to their kids about being physical active. @hw\_queensland have launched Podsquad to setting healthy goals fun through a free online program. Discover > [insert link from page 7]



**Download**

[www.playpodsquad.com.au](http://www.playpodsquad.com.au)



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EDM copy

Suggestion 1

Download banner



### New Podsquad program makes learning healthy habits fun

Health and Wellbeing Queensland (HWQld) has partnered with childhood health experts from The University of Queensland, the health sector and more than 300 Queensland families to launch [Podsquad](#). A free, play-based wellbeing program that makes learning new healthy habits fun for children and families. A first of its kind in Australia, the program features educational podcasts, conversational topics, in-app games, sleep-scapes and real-life challenges such as yoga, dance and exercise.

Podsquad is based on the amazing world of Imago and its creatures, known as Epipods, each of whom represent different elements of health and wellbeing. Children build their own Podsquad by collecting Epipods, helping them to be healthier and happier through online and real-life quests. Podsquad supports families across Queensland, including regional, remote and First Nations communities, to set their own goals and provides them with the resources to get active, explore different foods, improve sleep habits and set health goals.

Podsquad is available at [playpodsquad.com.au](http://playpodsquad.com.au) and you can download Podsquad for free on the Apple App Store and Google Play Store.

[www.playpodsquad.com.au](http://www.playpodsquad.com.au)



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## EDM copy

### Suggestion 2

Download banner

#### Podsquad helps Queensland children learn healthy habits

We are delighted to share the news that Health and Wellbeing Queensland (HWQld) has launched [Podsquad](#), an innovative free, play-based wellbeing program that makes learning new healthy habits fun for children and families.

Podsquad is a free, play-based wellbeing program that supports children and families across Queensland to set their health own goals and provides them with the resources to get active, explore different foods and improve sleep habits.

HWQld partnered with childhood health experts from The University of Queensland, the health sector and more than 300 Queensland families to develop Podsquad.

A first of its kind in Australia, the program features educational podcasts, conversational topics, in-app games, sleep-scapes and real-life challenges such as yoga, dance and exercise.

Podsquad is based on the amazing world of Imago and its creatures, known as Epipods, each of whom represent different elements of health and wellbeing.

Children build their own Podsquad by collecting Epipods, helping them to be healthier and happier through online and real-life quests.

Podsquad is designed for children aged 5–12 years and the healthy habits learned through Podsquad are reinforced through real-life quests and an easy-to-use tracking tool that creates structure and helps to monitor progress.

- Research commissioned by HWQld, the state's dedicated health prevention agency, noted that:
- Only half of Queensland parents include their kids in planning for and preparing meals and food at home.
- Two in 5 parents find it difficult to have conversations with their children about being physically active.

Despite almost 60% of parents reporting that they try to set a good example of being physically active for their children, only about one in 10 believe it is easy to encourage their children to be more physically active each week.

Podsquad is set to turn this around by supporting families to set their own health goals and provide the tools they need to achieve them.

Find out more at [playpodsquad.com.au](http://playpodsquad.com.au) and download Podsquad for free on the Apple App Store and Google Play Store.

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## Links

### Sharing with Queensland consumers?

Use this link: [fal.cn/3zBrn](https://fal.cn/3zBrn)

### Sharing Podsquad with clinicians?

Use this link: [fal.cn/3zBrr](https://fal.cn/3zBrr)

## Social media handles and hashtags

### Handles

|                  |                                 |
|------------------|---------------------------------|
| <b>Facebook</b>  | @healthandwellbeingqld          |
| <b>Instagram</b> | @healthandwellbeingqld          |
| <b>Twitter</b>   | @hw_queensland                  |
| <b>LinkedIn</b>  | Health and Wellbeing Queensland |

### Hashtags

#Podsquad  
#SendintheSquad

## Contact us

- Visit us at [www.playpodsquad.com.au](http://www.playpodsquad.com.au)
- Health professionals can find out more at [www.hw.qld.gov.au/hub/podsquad](http://www.hw.qld.gov.au/hub/podsquad)
- Email us at [podsquad@hw.qld.gov.au](mailto:podsquad@hw.qld.gov.au)

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## Frequently Asked Questions

### How does Podsquad work?

Podsquad is a free, fun and interactive online program that supports Queensland children and their families to build healthy habits together. It is focused on supporting real-world activities and changes, including those that the whole family can do together.

Podsquad can be downloaded for free from the Apple App Store and Google Play Store.

Once the app has been downloaded, parents and carers complete a series of questions on each child's health behaviours, which informs the goals for each child, and these goals then define and personalise the child's experience in the game. Goals can be changed at any point.

Children are prompted to practise their health habits and behaviours through real life challenges and quests, which earns them rewards within the app.

Parents and carers receive content that complements their child's goals and learning experience. In providing the parents and carers with this content they can role model behaviours, create a supportive environment and support the child's learning.

The app contains an easy-to-use tracking tool that helps families create, structure and monitor their new healthy habits.

### What content does Podsquad cover?

Topics include:

- Consuming a balance of everyday and sometimes foods
- Reducing sedentary behaviour
- Getting more huff and puff exercise
- Maintaining a regular bedtime routine
- Consuming a variety of nutritious foods

Children are supported to learn about nutrition, physical activity, and sleep through exposure to:

- Animated videos
- Audio soundtracks and guided meditations
- Offline 'real-life' activities to complete
- Conversation cards
- Games
- Quests
- Quizzes
- Wordsearch activities
- Dance, yoga and 'huff and puff' exercise videos

### What information is available for parents and carers?

Parents' and carers' learning focuses on practical, evidence-informed strategies to make small, sustainable changes. Resources provided for parents and carers include:

- Podcast episodes
- Recipes
- Habit tracking and monitoring tools
- Email updates on their child's learning journey and real-life quests

### Will more content be added to Podsquad in the future?

Yes. We are looking forward to working with targeted groups in our communities to create additional content to ensure Podsquad is effective for every Queensland family.

### Will there be ongoing research on Podsquad?

Yes. Health and Wellbeing Queensland, in collaboration with The University of Queensland, will continue to conduct research evaluating the effectiveness of the Podsquad program. Research findings will continue to inform content revisions and development.

[www.playpodsquad.com.au](http://www.playpodsquad.com.au)



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### Doesn't Podsquad encourage screen time?

The Podsquad program is deliberately designed to require only a short amount of screen time, with offline engagement and activity remaining the focus to support health behaviour changes.

### Is the app safe for kids to use?

Health and Wellbeing Queensland have worked hard to ensure Podsquad is secure and safe to use for all ages. Comprehensive security testing has been carried out and data capture has been kept to an absolute minimum, with parent contact details being the only information required to sign up.

### Who has been involved in creating Podsquad?

The design, content development and delivery of Podsquad has been informed by significant engagement with cross-industry professionals and clinicians throughout Queensland with extensive knowledge in movement science, sleep medicine, early childhood education, diabetes, languages and literacy, the performing arts, Aboriginal and Torres Strait Islander health, nutrition, research, behavioural science and prevention programs.

Over 300 children aged 5 to 12 years and their families have been engaged so far to co-design the Podsquad app. Piloting, feedback and consumer engagement activities continue to inform content revisions and future iterations.

### Who should use Podsquad?

Podsquad has been developed for Queensland children aged 5 to 12 years and their families.

### Can Podsquad be used for multiple children in the one family?

Yes! Multiple profiles can be created within one account. Parents and carers are prompted to complete questions regarding each child's health behaviour habits and can individualise goals according to the needs of each child.

### Does Podsquad work?

Early user feedback has told us that children demonstrated a high level of accurate comprehension of the animated video messaging and that 60% of children intended to do something different as a result of watching a Podsquad video.

Podsquad was piloted with 17 Queensland families over 4 weeks and gathered both quantitative and qualitative data. Key insights included:

- 70% found Podsquad engaging or very engaging
- 90% learned something new from using the app in the first week
- 82% wanted to do something different as a result of using Podsquad

The pilot identified some key enhancements to increase the program's usability and engagement. These features are included in Podsquad's first release.

### Where should families go to find out more about Podsquad?

[www.playpodsquad.com.au](http://www.playpodsquad.com.au)

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