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Media Release

AIA HEALTHIEST SCHOOLS BACK FOR THIRD YEAR

Highlighting the importance of health and wellbeing education during school years

Melbourne, 19 February 2025. Leading life, health and wellbeing insurer, AIA Australia is proud to launch AIA Healthiest Schools program for a third consecutive year.

In 2022, AIA Australia released its State of Children's Wellbeing report, which highlighted the impacts that unhealthy behaviours in childhood had on chronic disease diagnoses later in life. In light of this concerning evidence, AIA Australia launched the AIA Healthiest Schools program to help make a positive difference in the lives of Australian students.

Three years on, AIA Healthiest Schools continues to be adopted by schools in each state and territory. The free program arms teachers with additional tools that help educate and inspire students across four major health pillars: nutrition, exercise, mental health and our connection to the environment.

This year, a series of online webinars have been added to the comprehensive list of resources in the program. The Virtual Classroom series, featuring AIA Ambassadors Daisy Pearce, Jy Simpkin & Marika Day will take place in February, with recordings available to access at a later date.

The Virtual Classroom sessions will comprise two modules for each wellbeing pillar, one aimed at lower primary and the other for upper primary.

- Mental Wellbeing with West Coast Eagles AFLW Senior Coach Daisy Pearce
- Active Lifestyles with North Melbourne AFL Captain Jy Simpkin
- Healthy Eating with Accredited Nutritionist and Dietitian Marika Day
- Health & Sustainability with a Kimberlin Education Presenter

CEO and Managing Director of AIA Australia, Damien Mu, said he was proud that AIA Australia had continued to offer the AIA Healthiest Schools program, which provided interactive modules and resources that helped to instill positive health habits and behaviours from a young age.

"AIA Australia is committed to helping Australians lead healthier, longer, better lives. We have an opportunity to make a difference in the health and wellbeing of our youngest Aussies and are proud that the AIA Healthiest Schools program can help support students to lead a healthy and happy life.

"While children can't control all their choices, we can ensure that they have good health literacy and feel empowered to make choices that will have a positive impact on their wellbeing."

The AIA Healthiest Schools Program provides teachers with free, downloadable, curriculum-linked resources for students aged 5-16. These resources will include a variety of engaging lessons, videos, presentations, films and activity sheets.

Schools who register for the AIA Healthiest Schools program also have the option to enter the AIA Healthiest Schools competition. Students can brainstorm and share their idea for an initiative that will

positively impact the health and wellbeing of their school for their chance to win up to \$25,000.00 in prizes from a \$150,000.00 prize pool. *

More details and registration for AIA Healthiest Schools can be found at ahs.aia.com/au and schools can register for the Virtual Classroom sessions [here](#).

*Subject to terms and conditions.

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About AIA Australia

AIA Australia is a leading life insurance specialist with 50 years' experience and purpose to make a difference in people's lives. In 2014 the company launched AIA Vitality, a world leading, science-based health and wellbeing program, to the Australian market. In July 2017, AIA and its partners launched AIA's health insurance business, now known as AIA Health Insurance.

In 2021, ComInsure Life was integrated into AIA Australia. The lives of more than 3.1 million Australians are protected and enhanced through AIA Australia's unique value proposition of life, health and wellbeing. Our vision is to embrace shared value in championing Australia to be the healthiest and best protected nation in the world.

In pursuit of this, AIA Australia has developed AIA Embrace- a comprehensive wellbeing ecosystem of world-class products, programs and partnerships. These are designed to help customers, partners and the broader community to embrace better health and wellbeing.

In offering a broad range of health and wellbeing services to its customers, partners and broader community, AIA is proudly helping people lead healthier, longer, better lives.

AIA Australia has been recognised with multiple awards, including the ANZIIF Life Insurance Company of the Year (2024, 2023, 2022), GoodCompany Award – Top 40 (2024), Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), FSC Life Insurance Industry Awards Innovation in Group Life Insurance (2021), Shared Value Awards Organisation of the Year (2020) and Shared Value Project of the Year (2021).

About AIA Vitality

AIA Vitality is a personalised, science-backed health and wellbeing program that supports you every day to make healthier lifestyle choices. The program incentivises you to know your health, improve your health and get rewarded with lower insurance premiums,* discounts and cashbacks on great partners and more.

*with eligible policies

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