

Inspiring health

Victorian Health Promotion Foundation
Annual & Financial Report 2008–2009

Awards for
excellence
in health
promotion

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Innovating
and building
evidence

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The Victorian Health Promotion Foundation (VicHealth) is a statutory authority established by the Victorian Parliament in accordance with the *Tobacco Act 1987*. It has a mandate to promote good health for all Victorians.

Our vision

VicHealth envisages a community where:

- Health is a fundamental human right
- Everyone shares in the responsibility for promoting health
- Everyone benefits from improved health outcomes.

Our mission

Our mission is to build the capabilities of organisations, communities and individuals in ways that:

- change social, economic, cultural and physical environments to improve health for all Victorians
- strengthen the understanding and the skills of individuals in ways that support their efforts to achieve and maintain health.

Our objectives

(as mandated by the *Tobacco Act 1987*)

- To fund activity related to the promotion of good health, safety or the prevention of disease
- To increase awareness of programs for promoting good health in the community through the sponsorship of sports, the arts and popular culture
- To encourage healthy lifestyles in the community and support activities involving participation in healthy pursuits
- To fund research and development activities in support of these activities.

Under section 33 of the Act, the budget of the organisation must include provision for payments to sporting bodies (not less than 30%) and to bodies for the purpose of health promotion (not less than 30%).

Highlights from the year

The past year has seen many of VicHealth's partnerships and investments deliver considerable outcomes.

From Margins to Mainstream: Mental Health Promotion

VicHealth hosted From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Behavioural Disorders in partnership with the World Federation for Mental Health, the Carter Center and The Clifford Beers Foundation – 850 participants from 44 countries attended, with 380 papers presented. One of the major outcomes was the development of an international Charter: The Melbourne Charter for promoting and preventing mental and behavioural disorders.

Reducing tobacco harms

We committed an extra investment of \$1.5 million to further reducing tobacco harms in Victoria, bringing our total investment in tobacco control to \$19 million over the next four years. The funds will be channelled to Quit Victoria, which has led the battle to reduce smoking rates in the state.

Preventing violence against women

Over the past 12 months, VicHealth has continued to build on past research and field activity designed to prevent violence against women. This has included ongoing partnership work with AFL National and AFL Victoria to ensure that sporting environments are safe and supportive of women's participation. Of particular note this year has been increased state and Commonwealth focus on the prevention of violence against women. This has culminated in the development of a national plan to prevent violence against women and the development of a state plan to support cross-sector activity to prevent this violence. VicHealth staff have made considerable contributions to these developments, with Manager Melanie Heenan continuing to provide national leadership on this agenda.

Creating active communities

VicHealth continued our investment in programs to tackle obesity and preventable chronic diseases, by encouraging participation in physical activity and improving healthy eating. As part of our program of work to get people active, this year we invested in the creation of Victoria Walks, an organisation focused on increasing the number of people who walk as a means of transport.

Working in partnership

We continued our key investments in SunSmart, the Obesity Policy Coalition, the Parents Jury and the Alcohol Policy Coalition. The Alcohol Policy Coalition – a partnership with the Australian Drug Foundation, the Cancer Council Victoria and Turning Point Alcohol and Drug Centre – has an important role to play in advocating for changes in policies and regulation aiming to reduce harms from alcohol.

Our performance 2008–2009



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Chair's report

Fostering change in social, economic, cultural and physical environments to support healthy lifestyles underpins all of VicHealth's work. We focus on making a difference to the lives of all Victorians. As a knowledge-based organisation, we engage in a flexible, creative and evidence-informed approach. This allows us to lead, partner and advocate for appropriate health-promoting policies and programs.

The year in summary

There has never been a better time to secure significant and sustained health reforms on a national level. This year, we worked with the National Health and Hospital Reform Commission and the National Preventative Health Taskforce to build the case for national leadership in health promotion.

A reorientation of Australia's health system toward illness prevention and health promotion would lead to a considerable reduction in the personal and community burden of avoidable disease, injury and disability. It would result in a more efficient use of resources and generate substantial economic benefits over time as Australia's economic performance and productivity would improve through a healthier workforce.

VicHealth's work reflects state and national health promotion priorities and strategies. With support across the political spectrum, we work in partnership with governments, organisations, communities and individuals in a broad range of sectors, including sport, recreation, community, urban planning, research, transport, local government, education, arts and business. The key to any of our success is the strength of these partnerships and I would like to pay tribute to your work with us over the past year.

I would like to particularly acknowledge our work in partnership with many State Government departments, including the Department of Human Services, and express my gratitude for the significant contribution of my fellow Board members, for their ongoing commitment to the growth of VicHealth's work.

Our business strategy

VicHealth is in a unique position to highlight what can be achieved to foster environments and cultures that support health and wellbeing. We fund a diverse range of projects, which are underpinned by evidence and rigorously evaluated. We also build opportunities for people to be informed, learn new skills, have greater access to activities that promote good health, and share healthier environments. This innovative role allows us to lead, partner and advocate for excellence in the development of appropriate health-promoting policies and programs, as well as maintain strategic alliances with national and global public health interests that aim to strengthen health promotion action and advocacy.

Where we're headed

Responsiveness to current and emerging health promotion challenges has been the cornerstone of VicHealth's success. As well as seeking ways to improve the health of all Victorians, we continue to target many of our health promotion activities toward people in disadvantaged groups and geographic areas. VicHealth will build knowledge on **health inequalities** and the policy responses needed to reduce them.

We shall continue to focus on stemming the rising tide of **obesity** and chronic illness across the state, much of which is preventable and related to unhealthy lifestyles.

This year, we embarked on the development of our Strategic Plan for 2009 to 2013 and – in partnership with many communities, organisations and individuals across Victoria – we look forward to building upon the foundations of our work with renewed focus, to ensure a healthy future for everyone.

Jane Fenton, AM
Chair

Chief Executive Officer's report

VicHealth has an acknowledged track record in bringing diverse groups together to influence individuals' health-related lifestyles and improving the social, cultural and environmental conditions to sustain health. We are proud of these strategic partnerships and look forward to continued collective efforts to improve health and wellbeing for all Victorians.



Highlights from the year The past year has seen many of VicHealth's partnerships and investments deliver considerable outcomes. Here's a snapshot of some of the highlights over the year:

- We hosted the international conference **From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Behavioural Disorders**.
- We committed an extra investment of \$1.5 million to further reducing **tobacco harms** in Victoria.
- We were integral in the development of a national plan to prevent **violence against women** and the development of a state plan to support cross-sector activity to prevent this violence.
- We invested in the creation of Victoria Walks, an organisation focused on increasing the number of people who walk as a means of transport.

Our people In the past year, VicHealth created a new organisational structure, and a new executive management team commenced in preparation for the planning and delivery of our next strategic plan. I would like to express my thanks and gratitude to the team at VicHealth for its dedication and enthusiasm in promoting better health for all Victorians.

Future trends The future for health promotion and achieving sustained health gains for all Victorians is a challenging one, but we see many opportunities ahead.

VicHealth's Strategic Plan 2009–2013 features a particular focus on increasing participation in physical, social and economic environments, and the role they play in priority health issues. A key strategic priority aims to reduce health inequalities. We will also build upon past work, with a specific focus on social marketing and developing evidence about the effectiveness of social marketing across all of our priority areas. This is an area that has been developed in conjunction with the Victorian Health Minister, the Hon. Daniel Andrews, and I would like to acknowledge his leadership and support.

Building and sharing knowledge will continue to be a key priority for the organisation. We shall focus on translating knowledge from research and evaluation outcomes into practical health promotion action.

It is my pleasure to present VicHealth's Annual Report 2008–2009. As we reflect on the achievements and challenges of the past year and contemplate the work ahead, we look forward to continued work in partnership with you and your organisation, working together to ensure improved health into the future.

Todd Harper
Chief Executive Officer

[more info on a Building Evidence on p11](#)

[more info on Reducing Harm on p17](#)

[more info on Health Inequalities on p22](#)

[more on Mental Health & Wellbeing on p25](#)

[more info on Active Communities on p33](#)

[more info on the conference on p50](#)



Ganbina Indigenous School-to-Work project. Overall Award for Excellence in Health Promotion 2008.

Projects primarily promoting mental health and wellbeing

Kicking Goals for Healthy Relationships (Corowa/ Rutherglen Domestic Violence Committee and Indigo North Health)
(project with budget under \$15,000)

Kar Kulture (South Eastern Region Migrant Resource Centre)
(project with budget between \$15,000 and \$75,000)

Ganbina Indigenous School-to-Work project (Ganbina Koori Economic Employment and Training Agency)
(project with budget over \$75,000)

Projects primarily promoting active communities and healthy eating

Food for All (City of Wodonga)
(project with budget between \$15,000 and \$75,000)

Active Gippsland (GippSport)
(project with budget over \$75,000)

Projects promoting other health issues

SunSmart Program (Victoria) (Cancer Council Victoria) *(project with budget over \$75,000)*

Excellence in journalism on health promotion issues

Jill Stark
(The Age)

Health reporter Jill Stark covered the alcohol debate from several perspectives. Through her in-depth series, she raised awareness, challenged conventional wisdom and detailed the health impacts of alcohol misuse.

John Ferguson
(Herald Sun)

John Ferguson's articles highlighted the community's concern about alcohol-related violence and also canvassed a range of reforms to address this complex issue.

Peter Mickelborough
(Herald Sun)

Journalist Peter Mickelborough's powerful feature 'Twisted Love' provided a snapshot of how domestic violence impacts on women and reinforced the need for a change in community attitudes.

Cameron Houston, Chris Johnston, Paul Austin
(The Age)

Their front-page article on 'The Violent CBD' drew on several elements, including a newspaper-commissioned poll. Houston and Johnston's Insight feature, 'Mean Streets' examined why drinking culture has changed, and illustrated the extent of community concern.

These awards were presented at VicHealth's Annual General Meeting on 10 December 2008 at the Melbourne Museum.

VicHealth's annual health promotion awards are presented in recognition of outstanding achievements and innovative contributions to health promotion through VicHealth-funded projects.

Geoff Bartlett is Community Nurse/Health Promotion Officer at Rutherglen's Indigo North Health. As a member of the Corowa/Rutherglen Domestic Violence Committee, VicHealth funding supplied Bartlett with the opportunity to establish a project, **Kicking Goals for Healthy Relationships**, through the local football club. It was aimed at raising the issue of family violence among the wider community, in a region where Victoria Police data confirms high incidences have been reported.

While the support of Rutherglen Football Club was imperative to the success of the project, Bartlett says that VicHealth support was also critical.

"The significance of the award, aside from the program goals, was that it indicated to our organisation that we are on the right track in terms of our approach to health promotion," says Bartlett. "To be recognised by our peers was very important as health promotion is a fairly new field to us."

Sally Regan, Settlement Manager, South Eastern Region Migrant Resource Centre, and Manager of the **Kar Kulture** program, also knows exactly how much of a boost a VicHealth award can give. For her, the real prize is the simple thrill that comes from having important work recognised by others.

"I think it's just a wonderful acknowledgement of a unique project," Regan says of the award she believes helps highlight a small, quietly achieving project – one that attempts to actively address racial barriers in a highly diverse community, a project that might otherwise 'fly under the radar'.

For **Ganbina's** CEO, Adrian Appo, the response to being named a VicHealth award winner was best typified by **Ganbina's** Chair, Neville Atkinson.

"His chest puffed out and he just walked around with the hugest smile," Appo says, adding that, as a winner, the award means acknowledgement for the work already completed, as well as the encouragement to continue.

"I think that to have won it in a generalist level and not in a specific Indigenous category made it all that more special," he says proudly. "We are still dealing with the significance of this, as it has lifted our profile for those who may not have been fully aware of **Ganbina**. It certainly gave many of our supporters something to cheer about and that is important, as this is their journey as much as ours."

Wodonga Council Mayor, Cr Mark Byatt, believes in long-term solutions. With the support of VicHealth, the council aims to provide some with its **Food for All** program – a project that has involved community partners from both the welfare and business sectors, working with education and environmental groups to promote improved access to healthy, affordable food in the region.

Already, says Byatt, the project has led to several initiatives, including the development of a food security policy for the council, the establishment of a regional food security network and the organisational assistance of local forums to identify community needs. Winning the VicHealth award was, says Byatt, "positive reinforcement".

"It is recognition for the hard work and commitment to working in partnership with welfare, business, health and environmental organisations and groups with the shared vision of food security for the Wodonga region."

Similarly, Barry Switzer, CEO of **GippSport**, says his organisation "has developed a team approach to delivering the VicHealth Participation in Community Sport and Active Recreation (PICSAR) program". PICSAR is part of an ongoing program to encourage people – in this case, in Gippsland, a collection of diverse communities spread over a large area – to become more physically active.

The associated challenges are being successfully overcome – thanks to the development of an extensive knowledge and understanding of local community needs.

"We have also created a vast network of partners to foster involvement in sport and recreation activities," says Switzer of his team's efforts. "The award was a tribute to the fantastic work carried out by **GippSport** staff over the last few years. They have dedicated a lot of hard work to the program and to their planning and evaluation practices."

However, getting active often means getting outdoors into the sun – but, unfortunately, every year 1600 Australians die from skin cancer and there are more than 40,000 cases of skin cancer diagnosed each year in Victoria alone. The related financial burden on the health system is estimated at more than \$300 million annually and yet skin cancer is Australia's most preventable cancer.

The importance of the **SunSmart** program – established over 20 years ago – is obvious and, with ongoing support from the Cancer Council Victoria (CCV) and VicHealth, the success of **SunSmart** messages is just as vital. Rates of melanoma and non-melanoma in young people continue to decrease, while smart use of hats and sunscreen has seen incidences of sunburn also drop.

Ask Sue Heward – Manager, **SunSmart**, CCV – what winning a VicHealth Award means and she is quick to answer.

"It's fantastic for the program to be recognised by this award," she says. "What the **SunSmart** program has shown is that when there is commitment and ongoing appropriate funding for research, implementation and evaluation then health promotion really does work."

Above left: VicHealth CEO Todd Harper presents the Overall Award for Excellence to the Ganbina Indigenous School-to-Work project team.

Above right: Musician Phil Heuzenroeder leads the BiPolar Bears band.

Board of Governance



Chair, Ms Jane Fenton, AM

Jane Fenton is the Principal of Fenton Communications, a social marketing and strategic communications consultancy. She is a fellow of the Public Relations Institute of Australia, a life governor of Very Special Kids and director of the Murdoch Children's Research Institute. She is a Telstra Business Woman category award winner and received an Order of Australia Medal for service to the community, particularly through support for a range of health, medical research, youth and women's groups.



Ms Gill Brewster

Gill Brewster is Executive Director of the Victorian Olympic Council. She has worked extensively in sports administration as General Manager of Museums at the Melbourne Cricket Club and has also taught in the primary sector for many years. Gill is a member of the vicsport Women's Advisory Group, National Sports Museum Advisory Board and the Presentation College Windsor Board.



Dr Sally Cockburn

Dr Sally Cockburn is an experienced GP and well-known media commentator. She has extensive corporate governance experience through various roles on health and charity boards. Sally is currently Chair of Family Planning Victoria and a member of the Victorian Sexual Health Task Force. She is also patron or ambassador of a range of health-related organisations and is an Ambassador for the 2010 Parks Victoria International Healthy Parks Healthy People Congress.



Ms Sue Cormack

Sue Cormack has worked in sport and recreation for the past 20 years across national, state and local levels and is passionate about sport and recreation as a means of connecting people of all abilities to their communities. Sue is active in club and community development to support grassroots sport and volunteers across the Barwon Region, with a particular interest in planning, leadership and the achievement of quality clubs.



Mr Lindsay Gaze, OAM

Lindsay Gaze is Director of Coaching and Player Development for the Melbourne Tigers in Australia's National Basketball League. Lindsay is a member of the Sport Australia Hall of Fame Board, one of Australia's most prominent and experienced basketball coaches. He represented Australia in basketball as a player in three Olympic Games and as a coach in four Olympics.



Mr Peter Gordon

Peter Gordon, Executive Director and Deputy Chairperson of national law firm Slater & Gordon, has been at the forefront of smoking and health litigation in Australia, involving class action litigation against the Australian tobacco industry and helping the US Department of Justice in a multibillion dollar action against the tobacco industry. Peter has worked for asbestos victims for 20 years. In 2004, he established the \$500,000 Slater & Gordon Asbestos Research Trust. He is also a former AFL director and former president of Western Bulldogs Football Club.



Professor David Hill, AO

Professor David Hill is director of the Cancer Council Victoria. One of Australia's leading public health researchers, David is widely regarded as a leading international expert in social marketing and public health campaigns. In 2009, he was made an Officer of the Order of Australia for 'service to public health, particularly through leadership roles in the promotion of cancer awareness and prevention programs'. He is the President of the International Union Against Cancer.



Ms Kirstie Marshall, OAM

Kirstie Marshall, State Labor Party Member for Forest Hill, was elected to the Victorian State Government in 2002 and re-elected in 2006. Kirstie has served on the Parliamentary Drug and Crime Prevention Committee and currently sits on the Parliamentary Rural and Regional Committee. Previously, Kirstie was Australia's first world champion skier, winning 17 World Cup gold medals. She was named Australian Skier of the Year six times, Victorian Sportswoman of the Year four times and awarded an OAM on the Queen's Birthday Honour List in 2003.

**Mr Richard Dalla-Riva**

Richard Dalla-Riva, State Liberal Party Member for Eastern Metropolitan Region, was born in Orbost, Victoria. Before entering politics, Richard was a Senior Police Detective with the Victoria Police. After leaving the Police Force, Richard held a variety of positions in business before being elected to Parliament in November 2002. He currently serves as Shadow Minister for Industry and State Development and Shadow Minister for Major Projects and Freedom of Information.

Mr Hugh Delahunty

Hugh Delahunty, State National Party Member for Lowan, has a long involvement in local government as a councillor and mayor with Horsham Rural City Council. He was an advisor with the Office of Rural Affairs and has links with many community and sporting bodies. He played with Essendon Football Club and is a life member of Murtoa Football Club. He was the previous National Party Spokesman for Health and Aged Care and is now the Shadow Minister for the portfolios of Sport and Recreation, Youth Affairs, and Veterans' Affairs.

Dr Mei Ling Doery

Mei Ling is a medical doctor and passionate social entrepreneur. Her keen interest in human performance was recognised with a Young Investigator Award from the European Space Agency, and as a consultant to the CSIRO and club doctor for the Richmond reserves AFL team. She was instrumental in forming the first peer-led Internet resource for doctors and the first consumer SMS campaign promoting sexual and reproductive health. In 2009, Mei Ling co-founded theone*undred, a high-potential mentoring network for women.

Ms Belinda Duarte

Belinda Duarte was born and raised in Ballarat and is a descendant of the Wotjobaluk people and the country of Poland. Belinda is National Project Manager Indigenous Employment Program with AFL SportsReady. She is also a qualified teacher, a former elite athlete, Director of the Victorian Indigenous Leadership Network, patron of EastWeb and an ambassador for Go for your life. Her professional experience involves extensive work with young people, Indigenous communities and high-risk groups.

**Ms Jerril Rechter**

Jerril Rechter is the Executive Director of Leadership Victoria and has extensive experience of executive leadership in the arts, education, not-for-profit and youth sectors in Australia. Jerril is a recipient of fellowships from the Australia Council, Harvard Club of Australia and Winston Churchill Memorial Trust. She has received a Tasmania Day Award, and in 2003, was awarded a Centenary Medal for service in the Tasmania Together process as a Community Leaders Group member.

Professor Richard Smallwood, AO

Professor Richard Smallwood has a wealth of experience in senior medical and public health positions, recently as Commonwealth Chief Medical Officer. He is a former Chair of the Victorian Ministerial Taskforce for Cancer, the National Health and Medical Research Council and past President of the Royal Australasian College of Physicians. He is also an international speaker and author/co-author of some 250 publications, as well as President of the Australian Medical Council and Chair of its Specialist Education Accreditation Committee, and a Board member of the Bio21 Institute.

Staff



Senior officers at 30 June 2009

Chief Executive Officer

Mr Todd Harper



Executive Manager, Participation & Equality for Health

Ms Lyn Walker



Executive Manager, Knowledge & Environments for Health

A/Prof. John Fitzgerald



Executive Manager, Communications

Ms Kerry Grenfell



Executive Manager, Corporate Support

Mr Craig Barry

Staff list – at 30 June 2009

CEO's office

Todd Harper
Chief Executive Officer

Lisa Manby Executive Assistant

Participation & Equity for Health

Lyn Walker Executive Manager

Physical activity

Shelley Maher Manager

Vanessa Phillips
Senior Project Officer

John Strachan
Senior Project Officer

Fiona Tinney
Senior Project Officer

Shelley Salter Project Officer

Serrin Cooper
Assistant Project Officer

Social connection and economic participation

Irene Verins Manager

Therese Riley
Research Practice Leader

Preventing discrimination

Kim Webster
Manager (plus health inequalities, and research and evaluation)

Philippa McLean
Senior Project Officer

Natascha Klocker
Research Practice Leader

Preventing violence against women

Melanie Heenan
Manager

Dee Basinski
Senior Project Officer

Michael Flood
Research Practice Leader

Chrissy Gaughan
Project Manager

Knowledge management and workforce development

Irene Verins Manager

Chrissy Gaughan Project Officer

Cassie Nicholls Project Officer

Unit administration

Betty Bougas
Assistant Project Officer

Knowledge & Environments for Health

John Fitzgerald
Executive Manager

Unit administration

Michele Agustin-Guarino
Senior Project Officer

Andrena Matthews
Assistant Project Officer

Tobacco, alcohol and UV

Brian Vandenberg
Senior Program Advisor

Kerryn O'Rourke
Senior Project Officer

Knowledge

Lisa Thomson
Senior Project Officer

Monica O'Dwyer
Project Officer

Environments

Lee Choon Siau
Senior Project Officer

Jane Potter
Senior Project Officer

Policy

Jennifer Alden Manager

Corporate Support

Craig Barry Executive Manager

Information & communications technology (ICT)

Martyn Baker ICT Manager

Xa Dinh ICT Officer

Paul Grant ICT Officer

Eromi Paiva ICT Officer

Performance and planning

Nick Boyle Manager

Finance

Michael Divens
Chief Finance Officer

Len Tan Finance Officer

Larna-Grace Pack
Finance Support Officer

Human resources

Jennifer Atkinson
Manager, People and Culture

Support staff

Chris Davis
Operations Support Officer

Karen Reinsch
Operations Support Officer

Casey Sexton
Trainee Administration Officer

Information and knowledge support

Shirley Pandolfo
Manager, Information and Knowledge Support

Communications

Kerry Grenfell Executive Manager

Media

Robyn Thompson
Senior Project Officer

Antony Balmain
Senior Project Officer

Publications and website

Samantha McCrow
Senior Project Officer

Heather Smith
Senior Project Officer

Natalie Leonart
Assistant Project Officer

Event support/study tours

Jo Hillas
Assistant Project Officer

Communications support

Sarah Posner
Assistant Project Officer

Front of house

Helene Finnie
Receptionist

Board-appointed advisory panels

Memberships listed here include current members, in addition to representatives who left advisory panels during the financial year.

Active Transport

Hugh Delahunty (Chair)
VicHealth Board

Bernadette George
BG Urban Solutions

Anne Harris
RACV

Marlene Johnson
Growth Area Authority

Patrick Love
Catholic Education Office, Melbourne

Vera Lubczenko
Sustainability Victoria

Sheryl McHugh
Wellington Shire Council

Dr Karen Malone
University of Wollongong

Dr Ben Rossiter
Victoria Walks Inc.

John Robinson
Department of Transport

Nicole Sweeney
Parents Victoria

Healthy Eating

Sue Cormack (Chair)
VicHealth Board

Nicole Antonopoulos
Obesity Policy Coalition

Jennifer Browne
Victorian Aboriginal Community Controlled Health Organisation (VACCHO)

Trevor Budge
Planning Institute of Australia

Richard Dalla-Riva
VicHealth Board

Paul Fishlock
The Campaign Palace

A/Prof. John Fitzgerald
VicHealth

Kellie-Ann Jolly
Heart Foundation (Victoria)

Kirsten Larsen
VEIL (Victorian Eco-Innovation Lab), Australia Centre for Science, Innovation and Society (ACSIS), University of Melbourne

Mark Lawrence
Deakin University

Kathy McConell
Monash University

Sarah Pollock
Wesley City Mission

Jane Potter
VicHealth

Lee Choon Siau
VicHealth

Maurice Sinclair
George Weston Foods

Mary Stewart
Horticulture Specialist

Ragini Wheatcroft
Department of Primary Industries

Sport and Recreation

Belinda Duarte (Chair)
VicHealth Board

Christina Black
Department of Human Services

Peter Burns
YMCA

Lindsay Gaze
VicHealth Board

Sue Hendy
Council on the Ageing

Garry Henshall
Parks & Leisure Australia

Shelley Maher
VicHealth

James Montgomery
Department of Planning & Community Development, Sport & Recreation Division

Michael Neoh
Sports Assemblies Victoria

Prof. Warren Payne
University of Ballarat

Steve Perrson
The Big Issue

Kate Roffey
VicSport

Jackie Solakovski
Landers & Rogers, legal firm

John Strachan
VicHealth

Jeff Walkley
RMIT

Research and Evaluation

Prof. Richard Smallwood (Chair)
VicHealth Board

Prof. John Catford
Faculty of Health Sciences, Deakin University

Dr Mukesh Haikerwel
General Practitioner

Prof. Helen Herrman
ORYGEN Research Centre, University of Melbourne

Prof. David Hill
Cancer Council Victoria

Dr Jim Hyde
Public Health – Department of Human Services

Prof. John McNeil
Epidemiology & Preventative Medicine, Monash University

Prof. Terry Nolan
Population Health, University of Melbourne

Prof. Kerin O’Dea
Department of Medicine St Vincent’s Hospital, University of Melbourne

Dr Lyn Roberts
National Heart Foundation

Dr Leanne Rowe
Department of General Practice, University of Melbourne

Tracey Slatter
Colac Otway Shire

Community Arts Participation Scheme

Jerril Rechter (Chair)
VicHealth Board

Lindy Allen
Regional Arts Victoria

Greg Andrews
Arts Victoria

Adrian Appo
Ganbina Koori Economic Employment and Training Agency

Karilyn Brown
Australia Council

Sarah Cavanagh
Department of Health & Ageing

Jane Crawley
Melbourne City Council

Dr Mukesh Haikerwell
General Practitioner

Lil Healy
Department of Planning & Community Development

Prof. Andrea Hull
Victorian College of the Arts, University of Melbourne

Dr Harold Klein
Department of Human Services

Rachael Mazza Long
Ilbijerri Aboriginal & Torres Strait Islander Theatre Co-operative

Dr Bernie Marshall
Deakin University

Jill Morgan
Multicultural Arts Victoria

Adrian Panozzo
Melbourne City Council

Prof. Mike Salvaris
RMIT

Cath Scarth
Adult Multicultural Education Service

Adam Smith
Foundation for Young Australians

John Smithies
Cultural Development Network

Mary Tobin
Catholic Education Office, Melbourne

Mark Wilkinson
Darebin City Council

Preventing Violence Against Women

Dr Sally Cockburn (Co-Chair)
VicHealth Board

Prof. Jenny Morgan (Co-Chair)
University of Melbourne

Elizabeth Broderick
Sex Discrimination Commissioner, HREOC

Deb Bryant
Women's Domestic Violence Crisis Service (Statewide)

Sue Clark
Australian Football League

Rhonda Cumberland
Office for Women's Policy (Victoria)

Melanie Eagle
Department of Justice

Libby Eltringham
Domestic Violence Resource Centre (Victoria)

Dr Marion Frere
McCaughey Centre, University of Melbourne

Terry Healy
Department of Planning & Community Development

John Howie
Williams Winters Solicitors

Kath McCarthy
Victorian Centre Against Sexual Assault Forum & National Association of Services Against Sexual Violence

Isabel McCrea
White Ribbon Foundation

Helen McDermott
Office for Status of Women (ACT)

Clare Morton
Department of Justice

Chief Commissioner
Simon Overland
Victoria Police

Prof. Boni Robertson
Griffith University, Queensland

Janet Stodulka
Safety Taskforce, Office for Status of Women (ACT)

Prof. Julie Stubbs
University of Sydney

Culturally and Linguistically Diverse (CALD) Discrimination

(Ceased during this financial year)

Prof. Richard Smallwood (Chair)
VicHealth Board

Waleed Aly (Chair)
School of Political and Social Enquiry, Monash University

Paris Aristotle
Victorian Foundation for Survivors of Torture

Asst. Commissioner
Ashley Dickinson
Victoria Police

A/Prof. Kevin Dunn
University of New South Wales

Dr Marion Frere
McCaughey Centre, University of Melbourne

Eugenia Grammatikakis
Municipal Association of Victoria

Carmel Guerra
Centre for Multicultural Youth Issues

Lynne Haultain
CPR

George Lekakis
Victorian Multicultural Commission

Ian McHutchinson
Adult Multicultural Education Services

A/Prof. Harry Minas
Victorian Transcultural Psychiatry Unit & Centre for International Mental Health

Leah Nichles
Department of Immigration & Citizenship

Mark Purcell
Oxfam Australia

Dr Helen Szoke
Victorian Equal Opportunity & Human Rights Commission

Peter van Vliet
Ethnic Communities Council of Victorian Health Promotion Foundation

Teresa Zolnierkiewicz
ANZ Executors & Trustees Company Limited

Promoting cultural diversity and reducing ethnic and race-based discrimination

Belinda Duarte (Co-Chair)
VicHealth Board

Paris Aristotle (Co-Chair)
Victorian Foundation for Survivors of Torture

Waleed Aly
School of Political and Social Enquiry, Monash University

Ross Barnett
Ethnic Communities Council of Victoria

Jade Colgan
Indigenous Issues & Portfolio Planning, Department of Justice

Asst. Commissioner
Ashley Dickinson
Victoria Police

Jason Eades
Koorie Heritage Trust Inc

Dr Marion Frere
McCaughey Centre, University of Melbourne

Carmel Guerra
Centre for Multicultural Youth Issues

Claire Hargreaves
Municipal Association Victoria

Angela Jurjevic
Aboriginal Affairs Victoria

George Lekakis
Victorian Multicultural Commission

Ian McHutchinson
Adult Multicultural Education Services

Leah Nichles
Department of Immigration & Citizenship

Dr Yin Paradies
Onemda VicHealth Koorie Health Unit, University of Melbourne

Dr Helen Szoke
Victorian Equal Opportunity & Human Rights Commission

Teresa Zolnierkiewicz
ANZ Executors & Trustee Company Limited

Innovating and building evidence

\$7,087,823

invested in research and building evidence

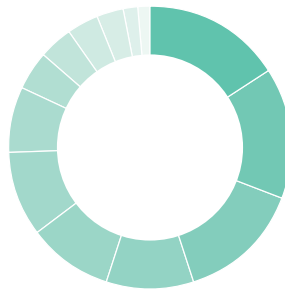
12

conferences supported,
aimed at converting
knowledge into practice

19

research fellows supported

Research breakdown



- Systems strengthening \$1,130,000
- Health inequalities \$1,051,400
- Discovery grants \$1,017,021
- Healthy eating \$698,851
- Sports \$693,830
- Other \$686,447
- Social inclusion \$532,090
- Discrimination \$311,099
- Violence \$292,560
- Tobacco \$250,525
- Alcohol \$209,000
- Economic participation \$115,000
- Active transport \$100,000

4

of our fellows are now
heads of department
at universities

85

research grants provided to build evidence across our
strategic priority areas



Innovating and building evidence: a case study

Research on the move

Technology moves faster and faster each day but the very quest for such advancement has led to the engineering of sitting into so many aspects of our daily life – a shift that has seen sedentary behaviour increase. As the amount of physical activity we engage in declines, our good health and wellbeing follows.

To counter this, traditional public health messages have focused on encouraging short bursts of physical exertion throughout our working week. As Head, Physical Activity, and VicHealth Research Fellow, Baker IDI Heart and Diabetes, Associate Professor David Dunstan believes that there is a better way.

His VicHealth-funded five-year fellowship focuses on understanding and influencing sedentary behaviour in Australian adults – behaviour that, for so many of us, fills in the majority of hours in our waking days. The ongoing research has already generated a significant amount of epidemiological evidence on the potentially harmful effects of prolonged sitting and other behaviours that have low-energy expenditure – examining the influence of such physical inactivity on the development of type 2 diabetes and obesity.

“As a VicHealth Public Health Research Fellow, this funding allows me to contribute 100% of my time to research,” A/Prof. Dunstan says in explaining how he has already been able to make numerous advances in the field since commencing his fellowship in 2006.

“It alleviates the stress of having to be involved in projects outside the fellowship and provides the security to pursue a dedicated research program over a five-year period rather than having to periodically search for funding on a year-by-year basis.”

To date, the VicHealth funding has enabled A/Prof. Dunstan to lead a collaborative research program, which has collectively published more than 20 scientific publications.

A cultural change, he says, is long overdue.

“What we identify is that it’s going to take a lot of factors,” A/Prof. Dunstan says. “Most people spend about seven or eight hours a day in their workplace and could be sitting down for long periods of the day. Just relying on people to change their individual behaviour will not work if an employer says ‘no, you can’t get up and move around’.”

Workplace environment, he says, is critical to better health for the future. Simple measures, such as the introduction of headsets to enable employees to move around while they talk on the phone, can make a big difference.

Boardroom-based progress meetings that once centred around long periods of time seated at a table could be undertaken on the move, with key players discussing relevant points as they move around a room or up and down corridors. Stationary bicycles positioned under desks or work stations can turn time spent answering emails into regular exercise.

“I feel optimistic about the future of the workplace being more activity-permissive,” A/Prof. Dunstan says. “The biggest barrier we have to break down is to provide evidence to employers that this could actually assist in productivity. There is already a substantial link between cardiovascular disease and obesity with a lack of productivity. So, if you can reduce workers’ sedentary behaviour, are they going to be more productive?”

Away from the workplace, A/Prof. Dunstan is also examining the impact of our sedentary leisure time, such as television viewing, but admits that is a more difficult issue to address.

“Telling people how to spend their leisure time is more challenging,” he says – good reason for more research to uncover more evidence and possible solutions. “It’s all about raising awareness.”

Innovating and building evidence

The importance of building evidence and supporting innovation for best practice in public health is emphasised in all VicHealth's program work. This means all of our health promotion programs foster innovative, evidence-based practice.

Program investments

The following are research projects that are focused on supporting innovation and building evidence for health promotion but are not tied to any major program area.

Cochrane Health Promotion and Public Health Field: Transition to Review Group *University of Melbourne* \$624,750

Funding to support the Cochrane Health Promotion and Public Health Field to move from a Field to a Review Group, and to incorporate the Campbell Collaboration. This transition, over five years, will improve the standard of health promotion and public health systematic reviews.

Community attitude surveys to policy issues *The Social Research Centre Pty Ltd* \$89,330

A series of population health surveys to gauge Victorian attitudes toward health policy options in alcohol harm reduction, food and nutrition policy, active transport and mental health and wellbeing. The principal aim of these surveys is to monitor public attitudes and opinions on a range of policy measures and to guide strategic imitative development.

East African communities' health partnership project *North Richmond Community Health Centre* \$10,000

This project is in response to Victorian East African communities' concern over the impact of the use of khat (*Catha edulis*) within their communities. It aims to assess the health and social effects of khat use in Australia.

Economic benefits of reducing disease risk factors *Deakin University* \$31,075

The purpose of this project is to identify the economic benefits of health promotion and disease prevention strategies, which lie both within and outside the health sector. Parameters for the analysis include reductions in the cost of healthcare and hospital admissions, increased labour force participation and reduced absenteeism, increased healthy time for non-work-related activities and increased quality of life.

Health, development and wellbeing of young children in Victoria *Deakin University* \$23,076

Dr Elizabeth Waters. This research will use epidemiological data on the health, development and wellbeing of young children in Victoria to review and develop evidence-based public health interventions in childhood.

Discovery Grants program

VicHealth has offered one-year grants to promote collaboration across disciplines, sectors and areas of expertise. These grants are specifically designed to support early exploration of novel research that has the potential for improving population health in Victoria.

This list should be cross-referenced with Discovery Grants listed under the specific health action areas.

Information communications technology (ICT) use and access in CALD communities for communicating on health and community wellbeing *Victoria University* \$37,500

Funding to conduct a comparative study of the Sudanese, Vietnamese and Pacific Island communities in metropolitan and regional communities, in order to identify potential uses of information technology to communicate and engage people in health promotion messages.

Listening to citizens' views about chronic disease prevention and health promotion *Monash University* \$37,217

Funding for the conduct of two deliberative forums in a metropolitan and regional centre of Victoria in order to evaluate an innovative method for identifying citizens' detailed views in relation to chronic disease prevention and health promotion.

Using text messaging to promote health issues to young people: a randomised controlled trial *Burnet Institute* \$34,296

Funding to conduct a randomised, controlled trial in which young people will receive a series of text messages about either safer sex or sun protection. The study aims to establish high-level evidence about the effectiveness of SMS to increase knowledge and promote behavioural change in a general population of young people aged 16–29.

Link and Learn program

This program is aimed at providing the opportunity to facilitate 'Research to Practice' activity by assisting community-based organisations to access external expertise to work with them on local projects utilising evidence-based health promotion strategies.

Binge and Cringe – a rural community reduction strategy to reduce harm from alcohol consumption *Echuca Regional Health* \$10,000

The aim of this project is to build capacity within the Shire of Campaspe to implement an Action Plan to address issues with alcohol misuse.

Feasibility Study: FEAST (Family Eating and Socialising Together) *Time for Youth* \$10,000

The project will investigate methods that encourage and make it easier for 'vulnerable' families to eat healthy food together. The project will examine possible benefits from both healthy food and healthy family time.

Local Government advocacy for women's health *Women's Health Loddon Mallee* \$10,000

Primary prevention of violence against women is poorly understood. This project will clearly define strong partnerships in primary prevention activities to identify needs, measure and as well as monitor the success of the projects annually over the next three years to ultimately strengthen the positioning across the region.

Making integrated health promotion culturally inclusive in the Sunraysia region

Sunraysia Community Health Services Inc (SCHS)

\$9,500

The project will engage external experts to conduct professional education and mentoring in the Sunraysia region to assist SCHS health promotion staff and other relevant agencies to engage the local CALD communities in health promotion initiatives aimed at improving nutrition and participation in physical activity.

Maribyrnong Being Active Eating (MBAE)

Western Region Health Centre

\$10,000

This demonstration project targets 12 to 18 year olds who live, work, study or recreate in the City of Maribyrnong. It will be implemented across multiple settings, including schools, community organisations and recreation venues, targeting an increase in access to healthy food and participation in sport and recreation.

Newly arrived social connectedness needs assessment and plan development

Dianella Community Health

\$10,000

Dianella Community Health (DCH) has recently completed a review of its health promotion practice and has identified several areas for improvement. This project aims to address the barriers and constraints the organisation faces in achieving best practice in health promotion.

Research program grants

The program funding is aimed at trialling an innovative idea, researching a new concept or methodology, or developing better supporting evidence relevant to the theory, policy and practice of health promotion.

Drinking cultures and social occasions: alcohol harms in the context of major public holidays, sporting and cultural events

Turning Point Alcohol & Drug Centre

\$94,400

The Kids in Communities Study: measuring community -level factors influencing children's development

Centre for Community Child Health – Murdoch Children's Research Institute

\$107,400

Mitigating negative health outcomes of precarious housing

Hanover Welfare Services

\$90,000

Healthy eating and food security issues with Victorian Aboriginal communities

Victoria University

\$107,500

Enhancing participation in sport and physical activity by first-generation migrant communities at a high risk of cardiovascular disease

University of Ballarat

\$107,500

Victorian food supply scenarios – impacts on availability of healthy, nutritious and sustainable diets

Australian Centre for Science, Innovation and Society, University of Melbourne

\$107,500

Community connections: how can technology promote community social inclusion?

McCaughey Centre, University of Melbourne

\$107,500

Connected lives: deploying virtual worlds, the Internet and free media software to connect young people isolated by disability, geography and socio-economic disadvantage

Victoria University

\$102,800

Exploring alcohol use in pregnancy: what questions should we be asking?

Murdoch Children's Research Institute

\$105,032

The growth of alcohol outlets in Victoria 1991–2007: socio-economic and demographic drivers

Turning Point Alcohol & Drug Centre

\$44,500

Centres of Excellence in Research and Practice

A prime goal of VicHealth centres is to translate public health research knowledge into health promotion practice.

Centres carry out research that fills an identified gap in current research and practice activity and contributes to national and state health policy objectives.

VicHealth currently supports, at varying levels, three Centres of Excellence in Research and Practice, listed under the major program areas of mental health and wellbeing, tobacco control and health inequalities.

Research Fellowships

VicHealth supports outstanding public health/health promotion research by awarding Senior and Public Health Research Fellowships. Each Fellow is funded for five years.

During the 2008–09 financial year, 19 fellowships were funded by VicHealth; some are listed here and others under the major program areas.

Breaking generational cycles of mental disorder: a prospective study of the offspring of the Victorian Adolescent Health Cohort Study

Murdoch Children's Research Institute

\$105,000

Dr Craig Olsson. This longitudinal study aims to identify modifiable causes of perpetuating cycles of depression, alcoholism and violence across generations of around 2000 Victorians aged 14 to 26 years old.

Key highlights

6

community organisations funded through our Link and Learn program to facilitate local translation of research into practice

\$1m

invested in Discovery Grants to support innovative research across our strategic priorities

29

centres of excellence in research and practice received our ongoing support

Is it possible to prevent harmful youth substance use and enhance mental health by encouraging pro-social behaviour in children and young people?

Deakin University

\$125,000

A/Prof. John Toumbourou.

This fellowship explores pro-social behaviour in children and young people, and the role this behaviour plays in substance abuse, prevention and mental health promotion.

Men, sexuality and health: new issues, new directions

La Trobe University

\$165,000

A/Prof. Gary Dowsett. This fellowship investigates men's sexual health in Victoria by looking at the connections between masculinity, sexuality and health through the analyses of men's body transformations, changes in their sexual relationships, and the use of sexual technologies.

The climate change and biodiversity health effects research fellowship

Monash University

Sustainability Institute

\$125,520

The key objective of the research fellowship is building knowledge and an evidence base concerning the effects of climate change and the decline of biodiversity on health.

Scholarships

VicHealth supports young researchers by providing Public Health PhD Research Scholarships and other scholarships.

This list should be cross-referenced with PhD Scholarships listed under the specific health action areas.

Australian women's childbearing decisions: the role of gender beliefs, psychosocial and health factors

University of Melbourne

\$10,004

Ms Sara Holton. Funding to investigate the contributions of gender beliefs, psychosocial factors and health variables to the childbearing decisions of contemporary Australian women.

Conference Support

Through the Conference Support scheme, VicHealth provides limited support to conferences conducted by other providers to facilitate knowledge transfer in the field of health promotion. This program aims to ensure these conferences are accessible to a range of delegates and to increase information exchange across sectors.

All conferences supported are listed below and right. Each relates to one of our strategic action areas.

5th Australasian Drug Strategy Conference

Victoria Police

\$10,000

Beyond the Refugee Journey: showcasing best-practice settlement models and refugee achievements

Adult Multicultural Education Services (AMES)

\$10,000

Community Inclusion: what is it and how do we know when it is working? An organisation and community perspective

City of Greater Bendigo

\$6,000

Gippsland Health Promotion – It's Best Practice

Gippsland Women's Health

Service Inc

\$6,000

Healthy Farms, Healthy Food, Healthy People

Agribusiness Gippsland Inc

\$10,000

Policy About Us, For Us!: A Practical Revolution in the Lives of People with Disabilities

Australian Federation of

Disability Organisations

\$5,000

SSMART (Surviving Substance Misuse & Alcohol Risk Taking) ANSWERS2 – How can we talk about alcohol?

City of Ballarat

\$8,000

Strengthening Communities through Sustainable and Healthy Approaches – Campaspe Conference

Shire of Campaspe

\$10,000

Re-generating Community: arts, community and governance

Cultural Development Network Inc

\$10,000

Rural Forum

The ALSO Foundation

\$7,000

The Role of Arts in Times of Crises

Regional Arts Victoria

\$10,000

Youth Mental Health: A Global Health and Social Challenge

University of Melbourne

\$8,000

Reducing the harm: alcohol, tobacco and UV exposure

\$3,692,640

funding to Quit to reduce the prevalence of smoking in Victoria

\$463,996

funding to SunSmart

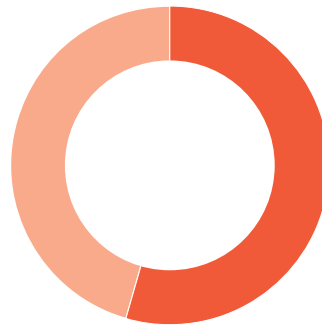
\$459,525

invested in research into reducing harm from tobacco and alcohol

1400 clubs

are now accredited to the Good Sports Program, aimed at implementing systems changes to support responsible use of alcohol

Research breakdown



● Tobacco \$250,525
● Alcohol \$209,000



Reducing harm from alcohol: a case study

Raising awareness to help the real Australian spirit

Australian culture is known for its celebration of what has, in the past, been known as our larrikin spirit – a licence to be irreverent, cheeky and hard-drinking. The fact that social use of alcohol is so widely accepted within Victoria, as well as across the country, has diminished the results of alcohol-related harm in this state: including premature disability and death associated with road trauma, workplace accidents, drowning, sexual assault, domestic and street violence, and self-harm.

To help raise awareness of these effects and help prevent this damage, the Alcohol Policy Coalition (APC) – a coalition of health agencies that share a concern about the level of alcohol misuse and its health and social consequences in the community – was formed 18 months ago.

As one of four member organisations – the others are Cancer Council Victoria (CCV), the Australian Drug Foundation (ADF) and Turning Point Alcohol and Drug Centre – VicHealth's role was originally as facilitator. Now with VicHealth funding enabling the ADF to lead communications for the group and CCV to lead the legal policy function, the Coalition is set to continue to drive public, government and industry awareness.

With 17 years of experience at the ADF behind him, Geoff Munro brings a wealth of knowledge to his current role as the organisation's National Policy Manager and hopes that the boost to the APC's capacity to communicate will strengthen its voice and enable it to offer a more consistent approach to combat what he describes as "the powerful, cashed-up liquor interests".

"The Alcohol Policy Coalition shares information with politicians and policy makers on issues related to marketing, licensing, availability and the consequences of leaving alcohol issues to the marketplace," says Munro. "We point out how current legislation and regulations can be improved, we make submissions to Parliamentary enquiries, we put pressure on the alcohol industry to cease marketing its product in exploitative ways and we advocate our position through the media."

Recent campaigns have included the urging of stronger controls over alcohol marketing, including advertising and unsafe products. The recent debate on 'alcopops' – products the ADF has been campaigning against since 2005 – is another good example of an issue important to the APC. Taxation and pricing, the marketing of unsafe products, promotional activities, advertising and alcohol sponsorship of cultural and sporting events are also under APC scrutiny.

In a media release of May 2009, the APC cited strong evidence to prove that price has a major impact on consumption – after the alcopops tax was reintroduced in April 2008, consumption of alcopops showed a decline of seven million standard drinks a week.

Reducing the availability of alcohol by reducing the number of available outlets, as well as reducing trading hours and the irresponsible social supply of alcohol to young people by parents and other adults, will also have a positive impact, Munro believes. Of great concern, too, Munro says, is the insidious creep of alcohol-related marketing toward under-age consumers – such as the production of neo-alcohol products like child-friendly, alcohol-flavoured and branded chocolate biscuits, barbecue sauce, potato chips and confectionery.

"These products and campaigns are insidious because they incrementally alter our sense of what is appropriate," says Munro. "We are in danger of losing that sense entirely and yet we also know that the earlier a person starts to drink, the greater the risk that they will develop drinking and other behavioural problems."

With VicHealth funding supporting the APC, Munro believes that the "enormous contributions" of the Coalition's partners will now have a better chance to be heard.

"Having community support is an essential part of achieving policy change, so it is really important that we inform and educate the community on the issues and the changes we are seeking," says Munro. "The media is the major source of information for most people and using the media to communicate with the public makes sense. We are just beginning."

Reducing harm from alcohol

While the social use of alcohol is widely accepted, alcohol-related harm in Victoria results in premature disability and death associated with road trauma, workplace accidents, drowning, sexual assault, domestic and interpersonal violence, and self-harm. For many years, VicHealth has been engaged in debates around alcohol misuse and has supported programs that promote responsible drinking. With binge drinking among young people rising, we are strengthening our efforts to reduce alcohol-related harm.

Program investments

VicHealth works in collaboration with government and community partners to facilitate an innovative approach to alcohol-harm reduction; build evidence on the social impact of alcohol consumption; identify effective interventions; and develop programs to reduce alcohol-related harm.

Community Alcohol Action Network (CAAN)

Australian Drug Foundation
\$80,000

The Network aims to raise awareness of harmful alcohol consumption as an issue of public health and safety in Victoria and to mobilise the community to take action against inappropriate alcohol marketing and supply.

Good Sports Program 2008–2009

Australian Drug Foundation
\$200,000

This program assists clubs and/or sports and communities to develop and implement policies to promote the responsible use of alcohol and serving practices.

Building capacity in alcohol policy making

Australian Football League Players' Association
\$98,000

The aim of this project is to build capacity in the Australian Football League Players' Association (AFLPA) in the coordination and delivery of alcohol policy and programs across the AFL.

Creating healthy football environments

Australian Football League Players Association
\$80,000

The project aims to assist the AFLPA in assessing annual club compliance in alcohol policy and in monitoring its own performance in the alcohol policy arena.

Step Back Think

Youth Affairs Council of Victoria Inc.
\$70,000

The project aims to change the culture of night-time violence in and around licensed venues in Melbourne, Victoria. Step Back Think will develop a website to increase community awareness about alcohol-related violence and engage the community in rating venues based on safety, thereby encouraging venue accountability.

Research to address alcohol related harm

Advertising and the Alcohol Industry Social Aspect Organisation (SAO) Drinkwise

The University of Melbourne
\$45,000

This program is aimed at policy network analysis, analysis of Drinkwise-funded research publications and social media research.

Alcohol Legal Policy Project

The Cancer Council Victoria
\$40,000

The project aims to research, develop and advocate for legal and regulatory reform opportunities that support alcohol harm reduction.

Alcohol policy coalition development and community mobilisation

Australian Drug Foundation
\$164,000

The funding aims to increase the effectiveness of the Alcohol Policy Coalition and the Community Alcohol Action Network in responding to issues of community concern, mobilising communities into supportive action and influencing policy makers.

Discovery Grants

An evaluation of a community mobilisation intervention that aims to reduce alcohol-related harm associated with licensed premises

Australian Drug Foundation
\$31,500

This project is an evaluation of a community mobilisation intervention that aims to reduce alcohol-related harm associated with licensed premises in Geelong. The intervention will consist of a formalised accreditation program that will systematically implement demand, supply and harm-reduction strategies within licensed venues. Moreover, it will mobilise communities through the media, social marketing and targeted enforcement.

Guidelines for parents on dealing with underage drinking: A Delphi consensus study

ORYGEN Research Centre
\$37,500

This is a grant to develop guidelines for parents on how to prevent and deal with underage drinking. These guidelines can be widely promoted in the community. This will be done through conducting a content analysis of suggestions made in the literature for how parents can reduce the risk of underage drinking and how they should respond when it occurs. The study also aims to produce a set of guidelines for parents, which will contain messages that can be promoted at the population level.

Reducing harm from tobacco

Evidence shows that tobacco control has been one of the best – if not the best – buy in health for over a quarter of a century. VicHealth has continued to be a major contributor to the decline in smoking rates through its work with the Tobacco Control Unit of the Cancer Council Victoria. We also fund the VicHealth Centre for Tobacco Control, which conducts innovative research and undertakes policy development.

Program investments

We continue to move towards our goals: getting fewer people to take up smoking; a cleaner and safer environment where fewer people are exposed to tobacco smoke; and greater accountability by the tobacco industry.

Supporting tobacco control and the reduction of smoking

Quit

Cancer Council Victoria

\$3,692,640

The Quit Program aims to reduce the prevalence of smoking in Victoria and to reduce the exposure of non-smokers and smokers to the harmful substances in tobacco smoke. Supporting this program is a broad range of policy and program initiatives, delivering a comprehensive program on tobacco control that includes cessation, prevention, exposure reduction and policy advancement.

VicHealth Centre for Tobacco Control, Tobacco Control Unit (TCU)

Cancer Council Victoria

\$325,000

The VicHealth Centre for Tobacco Control, which has a national and international profile, contributes to the decline in smoking levels by carrying out research and development to identify and promote innovative ways of reducing exposure to tobacco, thus reducing the adverse health and social effects of tobacco use.

Reducing harm from UV exposure

Australia has one of the highest rates of skin cancer in the world, and the cost to the health system is enormous. The major cause of skin cancer is exposure to ultraviolet (UV) radiation from the sun and other artificial sources, such as solariums. Skin cancer is one of the most preventable cancers in Australia. That's why VicHealth invests in programs such as SunSmart.

Program investments

VicHealth supports program development, research evaluation and advocacy in the area of sun protection. This contributes to improving health by allowing Victorians to safely pursue recreational and sporting activities essential to health and wellbeing, and limits dangerous exposure to rays that are both damaging to health and costly to the community.

SunSmart Program

The Cancer Council Victoria

\$460,000

This is a major statewide skin cancer prevention program using media and community-based strategies to promote behaviour change and to influence structural barriers and social factors which affect skin cancer risk.



Tackling health inequalities: a case study

Ensuring a successful working life is not merely a matter of finding a job

At Shepparton's Jobs 4U2, run by Ganbina Koori Economic Employment and Training Agency, the approach to improving both education and employment opportunities for young Indigenous people is very holistic – focusing on training and leadership development that acts as a springboard to true employment satisfaction well into the future.

Thanks to VicHealth funding to Ganbina for their Indigenous School-to-Work project, Ganbina CEO Adrian Appo believes that real change will come.

“Typical employment-type funded programs deal with the individual after the event; that is, once they have become unemployed and, in many cases, long-term unemployed,” he says.

With this project funding from VicHealth, Appo was able to implement a more proactive and comprehensive approach to support individuals through transitional phases of their lives – with the opportunity for longer-term engagement enabling more tangible outcomes.

“The funding also allows for strong independent research for evaluation of program impact and adjustment,” says Appo.

From an initial intake of just 25 young people, the stability and success of the program now provides a platform for strong growth, with 250 young people (commencing at age five, but being more directed at those aged 12 to 25) engaged on an annual basis.

Basically, this project is about re-engaging kids – keeping young people in school or finding them training and jobs. This avoids useless, idle time that can lead to so many problems.

The two main reasons that children need to stay in school are, says Appo, very closely linked.

With the days of the ‘unskilled job’ being all but over, Appo believes that anyone denying themselves an education also precludes themselves from the majority of solid employment opportunities.

“Secondly, youth need to develop life skills that complement their transition into a workforce – at the same time as they are gaining their education skills, they are giving themselves the time and opportunity to develop life skills,” he says.

The alternative is, Appo says, far less positive – high unemployment, low life expectancy, high levels of contact with the justice system, a high incidence of alcohol and drug misuse and high levels of youth suicide.

In 2008, Appo's work at Ganbina earned the project a VicHealth Award – presented in recognition of outstanding achievement and innovative contributions to health promotion through VicHealth-funded projects.

Since the project commenced, Appo has already seen the number of Indigenous youth in the region's secondary schools rise from a handful in 2004 to 34 students in years 11 and 12 in 2009.

But there is more to the story than mere numbers.

“Our measure of success is not how many youth we engage with but what we do with them,” says Appo proudly. “We have to be holistic. Each element of a person's life and development eventually defines who they are. It is therefore necessary that we are supportive through transition and crisis times and are realistic enough to acknowledge that they don't happen at the same time for everyone.”

What is also essential, he says, is that Ganbina assists youth in defining their goals and then provides the support mechanisms to aid them in reaching these goals themselves, rather than the program becoming simply a crutch or “another form of welfare”.

“The journey has to be the individual's – it is, after all, their goal.”

Tackling health inequalities

There are significant inequalities in health between different groups of people everywhere, including Victoria. Those health inequalities are unfair, unnecessary and unavoidable, and they result from a range of social and economic factors that influence health. To minimise the impact of social and economic disadvantage on people's health, all of VicHealth's health promotion programs look to reduce health inequalities.

Program investments

While working to improve the health of all Victorians, we also work to address the needs of those with the poorest health by supporting projects that work with people who have the least access or face the greatest barriers to activities that promote health. We also assist program staff to understand the levers that cause health inequalities and to design programs that most effectively reduce health inequalities.

Centre of Excellence in Research and Practice

Onemda VicHealth Koori Health Unit

University of Melbourne
\$365,000
The Onemda VicHealth Koori Health Unit is one of the Centres of Excellence in Research and Practice supported by VicHealth. It is an integrated academic program in Aboriginal health, focusing on research, community development and the Teaching and Learning Program.

Research projects to reduce health inequalities

ARC Linkage: auditing the Victorian Charter: Australian and international perspectives on applied human rights

RMIT University
\$25,000
This project allows VicHealth to become a project partner with RMIT, the Human Rights Law Resource Centre, the Victorian Council of Social Service, the Helen Macpherson Smith Trust, the Australian Bureau of Statistics, the Victorian Equal Opportunity and Human Rights Commission and the Department of Justice, and to undertake a community survey on attitudes, values and levels of support for policy and program development to tackle health inequalities.

Australian Health Inequalities Program

Key Centre for Women's Health in Society, University of Melbourne
\$15,000
Dr Anne Kavanagh. The Australian Health Inequities Program addresses social and economic determinants of health and aims to build capacity in multidisciplinary population health research.

Understanding the impact of racism on Indigenous child health

University of Melbourne
\$107,201
This project will involve analysis of data from four existing surveys/research studies concerned with Indigenous children and young people, to explore the relationship between exposure to self-reported discrimination and health.

Research Fellowships

Contribution and interactions of individual, community and environmental characteristics on health

University of Melbourne
\$13,200
Dr Margaret Kelaher. This research aims to build bridges between the body of evidence concerning individual risk factors, community-level intervention research and population health research.

Health inequalities, governance and participation

Monash University
\$130,000
Dr Bebe Loff. This research project aims to promote health and wellbeing from a health inequalities and human rights perspective, by examining the

legal and broader regulatory environment to determine strategies for future policy and law reform.

Promoting mental health of children living in low-income families

University of Melbourne
\$38,365
Dr Elise Davis. The overall aim of this fellowship is to build a cutting-edge, innovative research program in the field of mental health promotion, with a focus on child health inequalities.

The determinants of health in Australia: an economic framework with public health implications

Monash University
\$80,000
Dr Bruce Hollingsworth. The focus of this research is on the determinants of lifestyle and activities, and the impact of these on individuals' health. The aim is to inform public health policy so disadvantaged groups can be supported to achieve health and wellbeing.

Key highlights

10

years supporting Onemda VicHealth Koori Health Unit focusing on Aboriginal health

+\$1m

invested in health inequalities to inform program design across all of our strategic priorities

4

research fellowships supported targeting health inequalities

Promoting mental health and wellbeing





Promoting mental health and wellbeing: a case study

Fair game – preventing violence against women

Go to any AFL football game and notice the change. Today's football fans – more than ever – show little gender imbalance, with women making up nearly half of all the spectators who attend AFL games. On and off the field, things are changing too, with more women involved in all aspects of AFL – whether they are volunteering at their children's Auskick clinics, sharing boardroom space and club decision making or mixing it up out on the ground itself as players or umpires.

Improving community football club environments to ensure they are welcoming and safe for women is one component of the AFL's Respect & Responsibility work funded by VicHealth.

It's an ongoing project – investigating women's safety and inclusion in what has been, for so long, traditionally seen as a male sport, with the aim of shifting the cultural environment to the extent that violence against women no longer occurs in the first place.

Following the results of a series of community consultations about what women want to see in their own community clubs (this research was funded by VicHealth), a kit called 'Fair Game, Respect Matters' was developed and is currently being piloted in 42 Victorian clubs throughout AFL Victoria's Northern League, with more to follow.

"AFL Victoria recognises all forms of violence against women as a serious health risk," says AFL Victoria's Development and Planning Manager, Michael Daniher. "This is part of our commitment to contribute to the health and wellbeing of our community, by providing supportive and inclusive environments for everyone."

It's not just about getting more women coming along as fans to increase attendance numbers – although Daniher agrees that will be another positive outcome.

"It's about making the environment safer for women who are involved in other ways – improved female change-rooms, better lighting, more responsible serving of alcohol at club venues," he says.

The ongoing survival of community football, says Daniher, depends on it.

"Women are involved as mothers who bring their children and as wives and girlfriends of partners they support. Plus, women footballers are our fastest-growing community," he says. "We recognise the change is a long-term commitment. We also recognise that it will entail many small changes rather than dramatic change. We've had a lot of positive feedback already. There is already strong support from other clubs."

It's an outcome that pleases Diana Taylor, Senior Legal Counsel, Aviva Australia, and President of the Western Region Football League (WRFL) – Diana is the only female president of any football league in Australia. She arranged for a group of WRFL women to take part in a workshop with VicHealth, AFL Victoria and La Trobe University to discuss some of the challenges encountered by women and girls who participate in community football.

"The AFL has been very supportive of the 'Fair Game, Respect Matters' program and accompanying material," she says. "The commitment of VicHealth to the development of the kit has been very important in producing a quality product which is based on rigorous data and analysis."

Her expectation, Taylor says, is that "the program will place at the forefront of club and community thinking the importance and value of women and girls, not only in their roles in community football, but as people who should be respected and treated with dignity at all times".

"It is my view that women are a key component of the future growth and development of the game and the AFL, and have leadership roles to play across all areas of the AFL, including administration, governance, the judiciary, coaching and playing through the women's competition," says Taylor. "Not only will this involvement strengthen the levels of participation across the AFL, but it will play a critical role in developing values, behaviours, health and attitudes generally across the wider community and society."

Promoting mental health and wellbeing

Rates of mental ill-health are increasing alarmingly: by the year 2020 it's estimated that depression alone will be the second-highest cause of disease burden in the world. VicHealth promotes mental health and wellbeing by encouraging social participation, reducing discrimination and promoting acceptance of diversity, preventing violence, and improving access to economic and other resources required for health.

Program investments

Our aim is to address the complex environmental factors that impact on health while at the same time improving people's control over their own lives and enabling them to participate in community life. To do this, we use research, communications and advocacy, and fund community-based participation projects, evaluation and workforce development.

Supporting social inclusion for mental health and wellbeing

Community Arts Participation Grants Program

Participation in Community Arts activity provides opportunities for social inclusion as a means to promote mental health and wellbeing. Grants are provided to assist community members to work in collaboration with artists to create a performance, exhibition or public event that expresses or raises issues important to that community. Through this process, people are provided with the opportunity to: get involved in group activities; access supportive relationships; build self-esteem and confidence; develop skills to express and celebrate their culture; and increase a sense of self-determination and control.

African Women's Cultural project: Stage 2

Victorian Foundation for the Survivors of Torture Inc
\$20,000

Art Of Difference 2009

Gasworks Arts Park Inc
\$10,000

Awakenings Festival

Wimmera Uniting Care
\$16,000

Back To Back Theatre – community programs 08/09

Back to Back Theatre Inc
\$25,000

Beyond Disability – the ability to connect

Beyond Disability
\$20,000

Big House

SRS Project Accessing Recreation in the Community (SPARC)
\$13,575

Black Harmony Gathering 2009

Multicultural Arts Victoria Inc
\$10,000

Building social cohesion through the camp experience

Australian Camps Association (ACA)
\$20,000

Building social connections with young people

Bellarine Community Health
\$20,000

Carlton Harmony Day

North Yarra Community Health Inc
\$10,000

Come Together Strong

Koorie Heritage Trust Inc
\$20,000

Connecting clans

Castlemaine State Festival
\$20,000

Connecting communities

Norlane Neighbourhood House
\$15,000

Connecting the community to the digital age – 'Every Picture Tells A Story'

Hastings Westpark Primary School
\$19,800

Connecting the Peninsula ATSI community – the stepping stones project

Frankston Arts Centre
\$30,000

Couch

Barking Owl Theatre Inc
\$10,000

Different But The Same – stronger connections, healthy outcomes

Reach Out for Kids Foundation Inc
\$10,000

Dis/assemble dance project

Murray Arts Inc
\$12,800

Don't Be A Couch Potato – 'Cabaret'

Crash Course Productions Inc
\$20,000

Dream Catchr Magazine

City of Greater Dandenong
\$15,000

Engaging new communities for the GO Show

Footscray Community Arts Centre
\$20,000

Faith, Diversity & Difference: theatre performance and accompanying DVD youth advocacy project

Platform Youth Theatre Inc
\$20,000

Fawkner Community Newspaper project

Fawkner Community House
\$20,000

Feeling For Place – Meaning For Life – Making Connections

Brotherhood of St Laurence
\$10,000

Flame (Phase II)

The Reach Foundation
\$15,000

Frankston North men's participation activities

Mahogany Neighbourhood Centre
\$10,260

From Idea To Implementation – making cross-cultural connections

City of Ballarat
\$10,000

Global Garden – community involvement

Moomba Park Primary School
\$2,050

Grit Media Mentoring

Disability Media Inc – Grit Media
\$18,500

Hamilton Local Indigenous Network actively maintaining cultural identity project

Winda Mara Aboriginal Corporation
\$8,994

HRAFF ACCESS & HRAFF Community Outreach Program

Human Rights Arts and Film Festival Inc
\$10,000

HYP Fest (Harmonious Youth Participation Festival)

Arabic Welfare Inc
\$10,000

Moonee Valley Multicultural Eid Festival

Jesuit Social Services
\$5,800

New Country, New Friends

Western Young People's Independent Network – Melbourne Citymission
\$20,000

Pacifika Downunder Festival 2009

Pacifika Peoples Community Group Inc
\$10,000

Project R.A.C.E. (Racial and Cultural Equality)

Australian Multicultural Foundation
\$15,000

ruMAD? (Are You Making A Difference?) – Eumemmerring

The Foundation for Young Australians
\$19,785

Southern Grampians "Creative Web"

Southern Grampians & Glenelg Primary Care Partnership
\$20,000

Spotlight On Our Stories

La Mama Inc
\$20,000

Springvale Multicultural Show Day
Springvale Toy Library Inc
\$1,300

SSAYING it on the Net
Cobaw Community Health Services Inc
\$10,000

Sticky – theatre workshops for young people with and without disabilities and their parents, led by Rawcus Theatre
Rawcus Theatre Company
\$15,000

Sunbury Inclusive Theatre Company Pilot Project
Sunbury Community Health Centre
\$20,000

Refugee Women's Support Group
Westgate Baptist Community
\$18,910

Tarerer 2008 ...Too Deadly
Tarerer-Gunditj Project Association Inc
\$17,200

The (Aussie Rules) Taming Of The Shrew
The Old Van Ltd
\$20,000

The Bruthen Blues & Arts Festival Street Parade Spectacular 'History Train'
Bruthen Arts & Events Council Inc
\$10,000

The Dunolly Singers
Dunolly & District Neighbourhood Centre
\$2,110

The Drum Information Communication Technologies (ICT)
Drummond Street Relationship Centre
\$15,000

The Homecoming Project
Westside Circus Inc
\$20,000

The Pictures, Words & Music Project, Artful Dodgers Studios, Gateway, Jesuit Social Services
Jesuit Social Services
\$20,000

Under The Radar (name changed by participants to '3019 – on the radar')
Western Edge Youth Arts Inc
\$20,000

Victorian Arabic Young Achiever's Program
Victorian Arabic Social Services (VASS)
\$16,000

Where The Heart Is... Community Festival: A Framework For Sustainability
Royal District Nursing Service
\$10,000

Whittington Flame Fest
City of Greater Geelong
\$20,000

Women's Circus
Women's Circus Ltd
\$19,980

W Tree Spirit Of Place Celebration
W Tree Promotion and Progress Association Inc
\$10,000

'You, Me And Us' – community cultural evening program culminating in the 2009 'Gung Ho' Multicultural Festival
Wonthaggi Neighbourhood Centre at Mitchell House Inc
\$10,000

Community Together grants program

Horn of Africa Live Night 3
Horn of Africa Communities Network in Victoria Inc
\$7,000

This is the final grant in this program aimed at reducing barriers to participation in community celebrations for groups disadvantaged by social, cultural, geographic or economic circumstances.

Individual projects to support social inclusion

Black Arm Band: Hidden Republic 2008
City of Melbourne
\$20,000

In October 2008, the artists of the Black Arm Band collaborated with the Melbourne Symphony Orchestra to present *Hidden Republic*, a major new musical work for the Melbourne International Arts Festival 2008. This funding supported the delivery workshops for Indigenous school students and enabled Indigenous Victorians to attend the performances of *Hidden Republic* at the State Theatre.

Choir of Hope and Inspiration
Choir of Hope and Inspiration
\$30,000

The Choir of Hope and Inspiration formally commenced operations on 3 March 2009. The vision for the Choir of Hope and Inspiration is to provide a range of music, arts and social inclusion programs for people who are homeless and/or disadvantaged.

Common Solutions Project – Stage 2

Shire of Melton
\$92,932

This is an innovative project that aims to support and collaborate with other sectors to develop policies, research and projects that will enhance the health and wellbeing of young Victorians in their family, school and community environments. Stage 2 will be working at a community level to provide opportunities for young people to develop and maintain meaningful connections to their community, which, in turn will impact school retention rates and promote health and wellbeing.

Cultural strengthening and exchange through art
Songlines Aboriginal Music Corporation
\$25,000

This project focuses on increasing access to arts participation for young people, Indigenous and CALD communities. The project works across a range of creative mediums.

Emerge Hubs
Multicultural Arts Victoria Inc
\$25,000

The project aims to provide an inclusive, high-quality arts mentoring program. The 'Hubs' will be established by Multicultural Arts Victoria in partnership with emerging, Indigenous and new arrival communities in regional areas.

Key highlights

5

Local government areas implemented programs through phase 2 of the Building Bridges Scheme

58

organisations supported through our Community Arts Participation program

\$530,000

invested in research to support social inclusion

Localities Enhancing Arts Participation (LEAP) program knowledge mentor/broker
Cultural Development Network Inc
\$25,000

The LEAP project will fund councils to strengthen their local arts infrastructure, including organisations, people, activities and events.

Role of schools as core social centres
Catholic Education Office Melbourne
\$50,000

This project with the Catholic Education Office will further develop a model to promote mental health and wellbeing as a core function of schools through a whole-school generalist approach.

Technology and new media scoping project
Catherine Jane Martin
\$40,000

The project aims to produce a recommended future program of activity, utilising technology – in particular information communication technologies and new media – as new vehicles for health promotion activity.

Theatre for Change: empowering refugee communities for social dialogue through storytelling and interactive performance
Victorian College of the Arts – University of Melbourne
\$25,000

This project will increase the opportunity for Horn of Africa young people in Dandenong, Brimbank and Warrnambool to connect with one another and the broader community, and will add value to existing VicHealth activity addressing social participation through the arts and media.

Train stations as creative community hubs
Department of Transport
\$100,000

In this pilot scheme, VicHealth will work in partnership with 10 other organisations – led by the Public Transport Division of the Department of Transport – to develop community arts activity in three train stations in Geelong, Hobson's Bay and Yarra Ranges. The aims are to: increase opportunities for participation in arts activity; increase safety at and around the stations through natural surveillance; encourage ownership of the stations by local residents and station users; and create hubs which are vibrant centres of community activity.

Research to support social inclusion

ARC: Health Freedom and Independent Contracting
University of Melbourne
\$25,000

Dr Jeremy Moss. This project will provide the first study of the effects of individual contracts on workers' wellbeing in rural Australia and will, therefore, offer insights to industry and government about employment practices. Through its focus on ethical and health issues, the project will make a major contribution to employment and health policy in Australia.

Evaluation of fire recovery project
Regional Arts Victoria
\$10,000

The project will build knowledge about the contribution of the arts to fire recovery efforts through the evaluation of the impact and effectiveness of the Regional Arts Victoria arts-focused community development in fire-affected communities.

Research Practice Leader Program – Promoting social participation
The University of Melbourne
\$138,040

Dr Therese Riley. The project is aimed at documenting the evidence linking social participation and mental health and wellbeing outcomes. It will review the social and economic costs of limited social participation and the benefits of achieving high rates of participation.

Effective Change: evaluation short course program
Effective Change Pty Ltd
\$84,000

This project will evaluate the model, content and effectiveness of VicHealth's Mental Health Promotion Short Course, to be provided over a two-year period to workers from diverse sectors, including the arts, education, sport, local government, community and health, in order to improve their capacity to integrate a mental health promotion perspective into their core activity.

Research Fellowships

Pathways to inclusion: the contribution of community participation and networks to improved health and wellbeing outcomes
University of Melbourne
\$84,000

Dr Deborah Warr. This research considers how participation in local community groups and institutions promotes social connection. Specifically, it explores how social connection builds local social resources and defines the pathways through which it impacts on mental and physical health.

Surviving (and thriving) on the road less travelled: a longitudinal study of young people, sexual diversity, resilience and social networks
La Trobe University
\$105,000

Dr Lynette Hillier. This research project aims to promote the health and wellbeing of marginalised same-sex attracted young people by understanding the factors that protect them from drug use, mental ill-health and suicide.

Why let them fall? Understanding the role of health promotion in shaping a better life for all young people
University of Melbourne
\$43,750

Dr Jane Burns. This research project explores mechanisms to engage government, corporate and community sectors in mental health promotion with young people, and how effective approaches may be sustained and adapted beneficially across settings and countries.

Reducing discrimination for mental health and wellbeing

Arts Organisations & Venues Grants Program

This program supports arts programs which build positive attitudes and beliefs to build acceptance of cultural diversity. It seeks to promote the benefits of cultural diversity and raise awareness of ethnic and race-based discrimination and its health, social and economic consequences. Funding is provided to build the capacity of existing organisations to promote cultural diversity and reduce race-based discrimination among the target audiences.

Intercultural music, dance and theatre program
Cultural Infusion Ltd
\$50,000

La Mama – theatre for our diverse community
La Mama Inc
\$50,000

The Fair Go Comedy Tour
Auspicious Arts Projects Inc
\$50,000

Aamer and Nazeem's Variety Hour
Footscray Community Arts Centre
\$50,000

The Diversity Commissions
Regional Arts Victoria
\$50,000

Museum Victoria – Public Programs
Museum Victoria
\$50,000

Community Arts Discrimination Grants Program

This program aims to build support for cultural diversity and positive intercultural relations among participants by utilising artistic works to build positive attitudes and beliefs. It seeks to promote the benefits of cultural diversity and raise awareness of ethnic and race-based discrimination and its health, social and economic consequences. Funding is provided to build the capacity of community and arts organisations to promote cultural diversity and reduce race-based discrimination.

Anti Racism Action Band (A.R.A.B.) Sound and Music Hub
Victorian Arabic Social Services
\$30,000

Calling The Shots
Auspicious Arts Projects Inc
\$23,000

Exploring The Tower of Babel
Jewish Museum of Australia
\$30,000

Face to Face – Unity Within Diversity
City of Greater Dandenong
\$30,000

NationHood
North Richmond Community Health Centre
\$30,000

New Australia Media
New Australia Media
\$30,000

Re-igniting Community
The Torch Project
\$30,000

Stand Up 4 Rights
Centre for Multicultural Youth
\$30,000

The Black Arm Band – Community Engagement
Arts House – City of Melbourne
\$30,000

We R 1 Project
National Gallery of Victoria
\$30,000

Building Bridges: Together We Do Better (Phase 2)

This program recognises that, while cultural diversity enriches the local community, it also creates some challenges. The program aims to address the identified social distance and tension between groups within the community by providing positive intercultural contact opportunities.

Anti Racism Action Band (A.R.A.B.)
Victorian Arabic Social Services
\$88,000

Beaut Buddies
Victorian Foundation for the Survivors of Torture Inc
\$81,000

Cultural Games
Maribyrnong City Council
\$80,000

Kar Kulture
South Eastern Region Migrant Resource Centre
\$62,000

Kitchen Culture
Melbourne Citymission Inc
\$88,000

Localities Embracing & Accepting Diversity (LEAD) program

The LEAD program aims to increase the prevalence of positive attitudes towards cultural diversity among members of the whole community within specific localities. It seeks to foster an appreciation and sense of 'ownership' of cultural diversity within localities through local leadership. Funding is targeted to local organisations to encourage the implementation of policies and practices that promote diversity and prevent ethnic, race-based discrimination.

Greater Shepparton City Council
\$250,000

City of Whittlesea
\$300,000

Individual projects supporting the reduction of discrimination

Fellowship for indigenous leadership
Brotherhood of St Laurence
\$40,000

This project will ensure the further development of Indigenous leadership by providing opportunities for recognised Indigenous leaders to pursue their vision, learn skills in leadership, mentorship and strategic planning and networking.

Research and evaluation related to reducing discrimination

Evaluating practice to reduce discrimination affecting CALD communities
University of Melbourne
\$98,898

Evaluation of projects funded under Phase 2 of the Building Bridges Scheme. This evaluation will build the evidence and knowledge base for reducing discrimination through projects supporting cooperative intercultural contact.

Research Practice Leader Program – reducing ethnic and race-based discrimination
University of Melbourne
\$126,000

Dr Natascha Klocker. The project will support research and evaluation allied to a program of work being undertaken by VicHealth and its partners to address ethnic and race-based discrimination. Included in the work is research and evaluation of specific programs, as well as secondary research and analysis and research translation activity to inform policy and practice. The grant will also help to build research capacity related to preventing discrimination by exploring new research questions, building networks with other researchers and supporting postgraduate student research projects.

Reducing violence for mental health and wellbeing

Respect, Responsibility and Equality Grants Program: Phase 2

This grants program supports the scale-up of a range of innovative community-based approaches in preventing violence against women. These projects support work with a broad range of women's organisations, Indigenous and culturally diverse population groups, men, boys and even workplaces to prevent violence against women at the community level.

Baby Makes 3
Whitehorse Community Health Service Inc.
\$90,000

Gender local governance & violence prevention – Maribyrnong
Maribyrnong City Council
\$90,000

Northern Interfaith Project
City of Darebin
\$90,000

Partners in prevention
Domestic Violence Resource Centre (DVRC)
\$80,000

Working together against violence
Women's Health Victoria
\$90,000

Multimedia stop violence against women project
Women's Domestic Violence Crisis Service
\$40,000

Individual projects to reduce violence for mental health and wellbeing

Local government networking and capacity-building project
City of Darebin
\$95,000

This project is aimed at developing a network to build capacity in local government to prevent violence against women.

Prevention of violence against women: short course development
Deakin University
\$65,000

This project will develop short-course material to build capacity within the workforce and organisations from a range of sectors. It aims to apply a common framework, language and tools with which to form partnerships, plan, apply and evaluate activity aimed at preventing violence against women.

White Ribbon Day
No To Violence, Male Family Violence Prevention Association Inc.
\$35,000

Funding to facilitate cross-sector involvement and collaboration in the White Ribbon Campaign in order to: increase community awareness of the individual, family and community-level impacts of violence perpetrated against women; and encourage men to take responsibility for violence perpetrated against women.

Research addressing violence in relation to mental health and wellbeing

A realistic evaluation of the East Gippsland CommUNITY Walk Against Family Violence
Monash University
\$30,000

This project will evaluate the outcomes of a collaborative community-based initiative that sought to raise awareness about family violence in Indigenous communities. Alliances were built across Indigenous and non-Indigenous communities to develop a prevention strategy that culminated in more than 1,000 men and women participating in the East Gippsland CommUNITY Walk Against Family Violence. It seeks to develop a complex understanding about the context, processes and actions which contributed to the success of this project.

ARC: models of intervention to stop violence against women
La Trobe University
\$25,000

This project will develop, implement and evaluate models of good practice in addressing partner violence, including management of victims, their children and abusive partners from nurses' and women's points of view. It will also estimate the prevalence of women experiencing partner violence among Maternal Child Health nursing populations.

Research Practice Leader Program – primary prevention of violence against women
La Trobe University
\$126,000

Dr Michael Flood. The project will support research and evaluation allied to a program of work being undertaken by VicHealth and its partners to prevent violence against women. The work includes research and evaluation of specific programs, as well as secondary research and analysis and research translation activity to inform practice and policy. The grant will also help to build research capacity related to the primary prevention of violence against women by exploring new research questions, building networks with other researchers and supporting post-graduate student research projects.

Research Fellowships

Promoting women's mental wellbeing by reducing intimate partner violence against women – building an evidence base and expanding our knowledge.
La Trobe University
\$100,000

Dr Angela Taft. This research program evaluates whether formal and informal primary healthcare strategies improve the mental health, wellbeing and mother-child bonds of women at risk of or experiencing partner abuse.

Increasing access to economic resources for mental health and wellbeing

Fitted For Work
Fitted For Work
VicHealth will support this program with the evaluation of two components of the Fitted For Work Organisation: the first, entitled 'Working Women', provides engagement, mentoring and support to unemployed women; and the second, 'Fitted for You' – a vintage retro clothing store – will pilot a social enterprise in partnership with the Westpac Foundation, Bobby Brown and David Lawrence.

Ganbina Indigenous School-to-Work Project – Phase 2
Ganbina: Koorie Economic Employment and Training Agency
\$50,000

This project provides a holistic approach to engaging Indigenous young people and families in a program of activities with schools and industry to increase their career aspirations, school retention rates and access to employment opportunities.

Short Course: workplace certificate training
RMIT University
\$17,628

This project is aimed at building an appropriately skilled workforce able to deliver cross-sector training, focusing on the development, implementation and evaluation of activity to address the social and economic determinants of health.

Research addressing increased access to economic resources for mental health and wellbeing

Estimating the economic benefits of eliminating job strain as a risk factor for depression
University of Melbourne
\$10,000

This project will quantify the economic benefits of addressing job strain as a risk factor for depression, using epidemiologic and economic modelling.

Research Fellowship

Managing employment pathways to reintegrate older workers
Swinburne University of Technology
\$105,000

A/Prof. Libby Brooke. This project extends the Finnish 'work ability' framework, enabling unemployed and injured older workers, retirees and volunteers to participate in employment. By engaging stakeholders across employment, rehabilitation and health services, interventions supporting ability and positive ageing will be developed.

Strengthening policy and practice in mental health promotion

The McCaughey Centre: The VicHealth Centre for the Promotion of Mental Health & Community Wellbeing
University of Melbourne
\$900,000

Professor John Wiseman. The purpose of this centre is to create and share knowledge about the social, economic and environmental determinants of community wellbeing and mental health. The centre also hosts Community Indicators Victoria, which supports the development and use of local community wellbeing indicators.

Key highlights

6

organisations supported through phase 2 of our Respect, Responsibility and Equality grants program

42

senior and junior clubs from the Northern Football League are targeted to participate in the 'Fair Game, Respect Matters' program

\$900,000

invested in the McCaughey Centre to create and share knowledge about the social, economic and environmental determinants of health

Creating active communities and promoting healthy eating

\$8,719,380

invested in sports and recreation

322

primary schools participated
in the Walktober Walk to
School event

581

sports clubs received
Active Clubs grants

\$1,747,679

invested to improve healthy eating

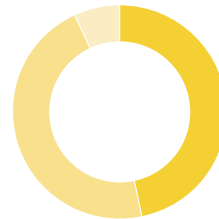
\$1,174,971

invested in active transport

\$1,492,681

dedicated to research

Research breakdown



- Healthy eating \$698,851
- Sports \$693,830
- Active transport \$100,000



Promoting healthy eating: a case study

Busting the myths in the name of good health

As levels of overweight and obesity in Australian children increase, concerns about preventing the epidemic, together with the associated health risks, have prompted public health agencies to take action. In 2006, such concerns inspired the formation of the Obesity Policy Coalition (OPC) – a partnership between the Cancer Council Victoria, Diabetes Australia (Victoria), VicHealth and the WHO Collaborating Centre for Obesity Prevention at Deakin University. Part of the funding to ensure the successful running of the OPC comes from VicHealth, and the OPC also works closely with the Parents' Jury, also funded by VicHealth.

As a body tasked with ensuring that current law and regulation is enforced, including ways to reduce the volume of unhealthy marketing, particularly to children, the OPC – a 2008 finalist for a VicHealth Award – aims to expose the flaws with self-regulation of advertising. (Advertising to children on television is complex: it is governed by the Children's Television standards, enforced by ACMA – the self-governing Commercial Television Industry Code of Practice. Food marketing to children is governed by the advertising industry's Food and Beverages Advertising and Marketing Communications Code.) The OPC calls for an end to the self-regulation of unhealthy food and beverage advertising to children in Australia – something that would have a very positive impact on the health of children.

Our children are exposed to a huge amount of advertising for unhealthy food. Research has found that children who watch two hours of television per day see around 2200 unhealthy food advertisements over a year – this represents a total of 18 hours' television time alone. This does not include exposure to junk-food advertising through the Internet, billboards, magazines and packaging. The majority of foods marketed to children are unhealthy (with high levels of sugar, fat and salt) and reviews of the research show that this advertising affects what children eat, what they prefer to eat and what they pester their parents to buy.

"Self-regulation and the current co-regulatory scheme are not adequate to protect children from commercial exploitation, which preys on their vulnerabilities," says Jane Martin, Senior Policy Advisor for the OPC.

"Self-regulation is complex, relies on complaints by the public, has no sanctions and does not stop the common methods used to market products to children – such as coupling toys with kids' fast-food meals and the use of celebrities and cartoon characters".

Most recently, the work of the OPC was highlighted when it drew attention to potentially misleading claims featured in Coca-Cola's 'myth-busting' campaign. The advertisement featured actor Kerry Armstrong speaking to other mothers as 'Mum the Mythbuster', soothing their valid health concerns by stating that it was a myth that Coke made you fat, rots your teeth or is packed with caffeine.

First, a complaint that the advertisement was misleading and deceptive was made by the Australian Dental Association to the self-regulatory body, the Advertising Standards Board (ASB), which that body dismissed. However, when the OPC, Parents' Jury and Australian Dental Association lodged a complaint with the Australian Competition and Consumer Commission (ACCC) in the same vein, the peak consumer protection body found that the ad was potentially misleading and deceptive. Coke was forced to undertake certain orders, including full-page corrective advertising – a significant victory in what will no doubt be a long-running battle.

"Children are particularly vulnerable as they are not able to determine the intent of marketing and cannot separate marketing from entertainment," says Martin. "Companies selling unhealthy food should not market these products to children or use celebrities in advertising or imply that their products are not unhealthy."

"Until they do this, they cannot expect the public to trust them to act responsibly."

Creating active communities

Physical inactivity is ranked second only to smoking as the most important factor affecting our health. That's why VicHealth advocates and supports change that makes everyday living more active. We do this by working with a range of organisations and different sectors at state, regional and local levels.

Program investments

In the pursuit of our goal to increase Victorians' physical activity levels, we invest in sport, active recreation, and walking and active transport programs, as well as planning initiatives, to create environments that are conducive to physical activity.

Investments in sport and active recreation

Participation in Community Sport and Active Recreation (PICSAR) Grants Program

The PICSAR program aims to increase participation in community sport and active recreation, particularly for people with a disability and those from low socioeconomic, Indigenous and new arrival communities. It comprises three levels of activity – state, regional and local. It aims to demonstrate the social, physical and mental health benefits of physical activity, and helps prioritise interventions aimed at getting inactive or partially inactive people to do sufficient physical activity to gain better health.

PICSAR – State and Regional Grants

Access for anyone, anywhere at anytime
Tennis Victoria
\$360,060

Accessible sailing
Yachting Victoria Inc
\$76,500

Active health in Gippsland
GippSport
\$224,400

All communities project
Football Federation Victoria
\$61,200

An active and healthy mallee
Mallee Sports Assembly
\$100,980

Aquathlon – how to guide
Triathlon Victoria
\$15,000

Asian and new arrivals project
Badminton Victoria
\$56,100

Baseball for all
Baseball Victoria
\$15,000

Basketball plus
Basketball Victoria
\$127,500

Beep & Jeep
Pool Victoria Inc
\$36,170

Bowls – taking the lead in healthy partnerships
Royal Victorian Bowls Association
\$132,600

Boxing for H.O.P.E.
Boxing Victoria Inc
\$15,000

Building active Aboriginal centres programs
Victorian Aboriginal Youth Sport and Recreation Cooperative (VAYSAR) Ltd
\$234,600

Building communities through swimming
Swimming Victoria Inc
\$76,500

Building knowledge & capacity
Action for Community Living – VICNORD
\$147,900

Central Highlands (PICSAR) program phase 2
Central Highlands Sports Assembly Inc
\$129,880

Cricket 4 Me
Cricket Victoria
\$204,000

Dig in
Volleyball Victoria Inc
\$15,000

Dive into health and safety
Diving Victoria Inc
\$35,700

Embracing all through AFL
AFL Victoria
\$250,000

FlippaBall POD for all
Victorian Water Polo Inc
\$40,800

Friends for fitness
Blind Sports Victoria
\$15,000

G21 – Get Active
Leisure Networks
\$102,000

Getting the Goulburn Valley active
Goulburn Valley Sports Assembly
\$107,100

Getting women on board
VicSport
\$45,900

Go with the flow
Canoeing Victoria
\$15,000

Handball for all abilities
Handball Federation of Victoria Inc.
\$15,000

Hockey by the sea
Hockey Victoria Inc
\$30,600

Inclusive pony club – riders and coaches
Pony Club Association of Victoria
\$15,000

Inclusive squash
Victorian Squash Federation
\$56,100

It's about the opportunity
Rowing Victoria Inc
\$30,600

Koori kids come and try
Victorian Snowsports Association
\$15,000

Lacrosse Victoria
Lacrosse Victoria
\$15,000

Learning for life
Life Saving Victoria
\$71,400

Lord taverners players pathway
Indoor Sports Victoria
\$15,000

More accessible cycling
CycleSport Victoria
\$89,240

Motorcycling Victoria
Motorcycling Victoria
\$15,000

Multicultural and Indigenous Development
Victorian Rugby League Inc
\$61,200

Multicultural sport and recreation project – phase 4
Centre for Multicultural Youth
\$179,520

New generation bocce
Bocce Federation of Victoria
\$15,000

New gym faces in new gym places
Gymnastics Victoria
\$71,400

OnSide life skills through sport
OnSide Victoria
\$15,000

Participation advocate
VICSRAPID Inc
\$30,600

PICSAR – South West program
South West Sports Assembly
\$110,160

Regional development program
Women's Golf Victoria Inc
\$81,600

Safer sporting communities project
Sports Medicine Australia (Vic)
\$112,200

SafetyNet program
Netball Victoria
\$183,600

Shooting for all
Sporting Shooters Association of Australia (Victoria)
\$56,100

SPAR (Sport, Physical Activity & Recreation) – where are U?
Wimmera Regional Sports Assembly
\$100,980

Sport for life
The Council on the Ageing (Victoria)
\$122,400

Sports Focus (PICSAR) program
Sports Focus
\$121,850

Sports for all
Reclink Australia Inc
\$137,700

Stimulating community activity and wellbeing
Calisthenics Victoria Inc
\$58,000

Surfing for under-represented groups
Surfing Victoria
\$81,600

Taking it to the streets
The Centre for Continuing Education Inc
\$117,300

The LINKING project
Orienteering Victoria
\$40,800

Victorian street soccer
The Big Issue in Australia
\$122,400

Western suburbs participation program (Developmental)
Victorian Weightlifting Association
\$15,000

Wheelies for all
Wheelchair Sports Victoria
\$71,400

PICSAR – Active Participation Grants (rural and regional)

Across the land to the alps – the active road show
The Centre for Continuing Education Inc
\$60,000

Active Craigieburn
Hume City Council
\$50,000

Activity Supermarket
Community Centre Swifts Creek Inc
\$60,000

Building active Indigenous communities in Whittlesea
City of Whittlesea
\$50,000

Bums off seats
Wimmera Regional Sports Assembly
\$100,000

Connecting disengaged rural young people with physical activity – GCONNECT
GippSport
\$61,733

Crossenvale community active recreation program
Shire of Campaspe
\$60,000

Darebin social sport for all
City of Darebin
\$50,000

East end adventure
Mallee Sports Assembly
\$50,500

Establishment of an inclusive partnership with the Cranbourne FC
Football Integration Development Association
\$29,400

Get active Dandenong
City of Greater Dandenong
\$50,000

Healthy active Brimbank project
Brimbank City Council
\$50,000

Kicking goals
Frankston City Council
\$50,000

Kids onsite
VICSRAPID Inc
\$47,200

Moreland active sport
Moreland City Council
\$50,000

No quick fix
Ballarat and District Aboriginal Cooperative
\$59,720

Out of africa, into soccer – club integration project
Leisure Networks
\$60,000

Physical fitness & self defence program
Sports Focus
\$29,500

Physically active Koori kids (Pre-School)
Gippsland Lakes Community Health
\$59,650

Sailability @ the boatshed – sailing for everyone
Sailability Victoria Inc.
\$50,000

Settle well through sport
Wyndham City Council
\$50,000

Structured active play in early childhood
Leisure Networks
\$60,000

UP and OUT there
The Centre for Continuing Education Inc
\$60,000

Vision change
Interchange Loddon Mallee Region Inc.
\$66,800

PICSAR program support

Yarra Ranges active Indigenous youth project
YMCA Victoria Youth and Community Services
\$50,000

Youth leadership in health & wellbeing
Valley Sport
\$60,000

Disability Support Program

These grants support active collaboration between statewide disability sport and recreation agencies. They also provide a consistent form of advocacy for disability equality and guide the development of research into the participation barriers and enablers for people with a disability.

Action for Community Living – VICNORD
\$7,000

Blind Sports Victoria
\$7,000

Deaf Sports Recreation Victoria
\$7,000

Key highlights

59

grants provided to state and regional sporting organisations under our PICSAR program

\$1.22m

invested through rural and regional Active Participation grants

5

Local Governments funded through our Streets Ahead program

VICSRAPID Inc
\$7,000

Victorian Institute of Sport
– SportEd Victoria
\$7,000

Wheelchair Sports Victoria
\$7,000

Establishment Grant
Deaf Sports Recreation Victoria
\$10,000

Smartplay Program
Sports Medicine Australia
\$130,000

This is a program building on previous success to support the sports sector in undertaking health promotion principles in addressing sports injury prevention.

VicSport – PICSAR support
VicSport
\$135,000

This program supports the PICSAR implementation of Participation in Community Sport and Active Recreation program, including: state and regional grants, Active Participation grants, and Active Club grants.

PICSAR Active Club Grants Program

Active Club Grants 2009
Awarded to 581 sporting clubs/
organisations
\$1,133,734

These grants are for equipment and safety training to encourage participation opportunities in physical activity for those who are currently inactive or traditionally encounter barriers to participation.

Sport – Communication Activities

Rumbalara Football & Netball Club publication
Rumbalara Football
& Netball Club
\$10,000

This project aims to document the achievements of the Rumbalara Football & Netball Club.

Sport and active recreation developmental/innovation programs

Challenging Homophobia in Sport Initiative
Victoria University
\$10,000

This is a research project designed to understand and promote/facilitate safe, welcoming and inclusive sports environments for lesbian/gay/bisexual/transgender/intersexed/questioning (LGBTIQ) peoples of all ages within Victoria.

Consolidation project
Fitzroy Stars Football Club
\$50,000

This is a consolidation of work following initial support to the Fitzroy Stars Football Club to produce a business plan to secure the resources required to revitalise the club as a metropolitan Indigenous community hub. This project aims at replicating the positive achievements of the Rumbalara Football & Netball Club of Shepparton to increase sport and recreation participation while creating a safe and supportive environment for community members to develop new skills and connect with one another.

Maribyrnong Dance Project
Department for Planning & Community Development,
Sport and Recreation Victoria
\$15,000

The project aims to provide increased opportunities for physical activity participation, particularly by young people and high-risk population groups, including those experiencing disadvantage and those from culturally and linguistically diverse (CALD) backgrounds.

Masters Games – ongoing participation
Confederation of Australian Sport
\$15,000

This project aims to measure the effectiveness of 'Masters' sport to encourage and facilitate mature-age people in the Geelong regional area to maintain a healthy, active lifestyle by participating in sport and active recreation.

Respect and Responsibility: creating quality environments in community football clubs

AFL Victoria
\$250,000

A project to support development and implementation of education and training material, policies and procedures, and organisational resources to reduce violence against women. Local-level football clubs are the sites for implementation.

Spectator behaviour in community sport
Sport and Recreation Victoria,
Department for Planning
& Community Development
\$50,000

This project supports the expansion of the Spectator Behaviour in Community Sport Campaign to achieve comprehensive coverage of four sports: AFL football, basketball, football (soccer) and netball. This project facilitates the production of sport-specific materials, as well as the development and delivery of a consistent, single message across all sports.

Sport and active recreation program evaluation activities

PICSAR State and regional grants evaluation
Monash University/ARTD
\$89,150

The PICSAR evaluation will identify the types of participation opportunities offered and who participated in the PICSAR State and Regional and Active Participation grants. The evaluation will determine whether there has been an increase in the capacity of funded organisations to improve access and opportunities for participation. The evaluation will investigate outcomes at individual, community and organisational levels.

Investments promoting active transport

Walking School Bus Program

VicHealth's Walking School Bus program is a partnership between local government and community agencies that work with local primary schools to establish Walking School Buses in their municipalities. The purpose of the program is to create change in the school travel patterns of Victorian primary school children. The program delivers health, environmental and safety benefits.

Walking School Bus grants – Phase 4

Bass Coast Shire Council
\$9,000

Baw Baw Shire Council
\$9,000

Bayside City Council
\$5,000

Beechworth Health Service
– Indigo Shire
\$9,000

Boroondara City Council
\$9,000

Brimbank City Council
\$9,000

Caulfield General Medical
Centre
\$9,000

Central Goldfields Shire Council
\$9,000

East Gippsland Shire Council
\$9,000

Greater Bendigo City Council
\$9,000

Hume City Council
\$9,000

ISIS Primary Care
\$9,000

Lower Hume Primary Care
Partnerships – Murrindindi Shire
\$9,000

Macedon Ranges Shire Council
\$9,000

Moira Shire Council
\$9,000

Swan Hill Rural City Council
\$9,000

Shire of Melton
\$9,000

Yarra City Council
\$9,000

Walking School Bus case study grants

Mooney Valley City Council
\$5,000

Moreland City Council
\$5,000

Nillumbik Shire Council
\$5,000

Surf Coast Shire Council
\$5,000

The Centre for Continuing Education Inc
\$5,000

Warrnambool City Council
\$5,000

Wellington Shire Council
\$5,000

Streets Ahead Program

Streets Ahead is a program to increase physical activity in children aged 4–12 years. Working with local communities, the program aims to create a supportive culture and environment for children's independent mobility around their neighbourhood. Increasing the number of children who walk and cycle to school is a primary aim but the focus is also on supporting children to engage more freely with their local community.

Brimbank City Council
\$75,000

Cardinia Shire Council
\$80,000

City of Darebin
\$80,000

City of Greater Geelong
\$78,202

City of Wodonga
\$80,000

Streets Ahead Evaluation

Australian Council for Educational Research
\$100,000

Evaluation of the effectiveness of the Streets Ahead demonstration projects in increasing activity in children aged 4–12 years.

Victoria Walks

Victoria Walks Inc
\$320,000

This project will establish Victoria Walks Inc as a walking-for-transport, health promotion body. It aims to increase the number of people who walk as a means of transport. Victoria Walks will work to create vibrant, supportive and strong neighbourhoods and communities where people can and do choose to walk wherever possible.

Individual projects promoting active transport

Promotion of Walking foundation research

YMCA Victoria Youth and Community Services
\$80,000

This project is primarily a qualitative research project that explores in depth some of the known barriers and motivators for walking as a transport option within targeted groups.

Walktober 2008

Kinect Australia
\$9,800

Walktober is an umbrella campaign to increase individual and community awareness of the importance and benefits of walking and to link walking initiatives promoting greater collaboration and momentum for walking in Victoria.

Investments in creating liveable communities

Space to play: knowledge transfer

National Heart Foundation of Australia (Victoria Division)
\$5,000

This project aimed to increase opportunities for children aged 8–12 years to be more physically active by creating interactive, natural open play spaces that are relevant and accessible to the target group. Additional funds have been allocated to facilitate knowledge transfer of the project findings.

Research to increase physical activity

ARC Linkage Grant: sport and recreation and its impact on community wellbeing

La Trobe University
\$25,000

The aim of this research project is to identify the impact of participation in community sport and active recreation on social inclusion and connectedness in communities.

Exercise Recreation and Sport Survey (ERASS): victorian oversample

Sport and Recreation Victoria, Department for Planning and Community Development
\$13,510

The Victorian oversample of the Exercise, Recreation and Sport Survey is a joint initiative between VicHealth and Sport and Recreation Victoria and the Department for Planning and Community Development to address the issues of collecting adequate data to plan, evaluate and monitor interventions to increase community participation in physical activity.

Factors affecting participation in physical activity for men of low SES position

University of Ballarat
\$30,000

This project targets men of low social and economic status (SES) position and aims to develop recommendations for the enhancement of men's participation in sport and physical activity and reduce the drop-out of men from sport and physical activity.

Discovery Grants

Vertical Living: examining the physical, social and environmental determinants of the independent mobility of children living in high-rise buildings

University of Melbourne
\$72,043

This project flows from an existing grant from the Volvo Education and Research Foundation and aims to elicit the physical and social environmental determinants of child-friendly, high-rise housing communities. This study draws out the views of children and their parents presently living in high-rise housing about their surrounding communities.

The project also aims to uncover international good policy and practice in promoting physical activity and independent mobility for these children.

Research fellowships

Understanding and influencing sedentary behaviour and physical activity in older adults

International Diabetes Institute

\$105,000

Dr David Dunstan.

This research program examines the relationships between sedentary behaviour and the development of lifestyle-related health conditions in older adults. It also examines the effectiveness of targeted prevention strategies designed to reduce sedentary behaviour and increase physical activity in older adults.

Research scholarships

The social, economic and environmental barriers and facilitators to participation in community sport and physical activity

La Trobe University
\$92,210

This project aims to investigate the level of participation in activity among children with disabilities living in Victoria. The project will also investigate those factors that act as barriers to and facilitators of participation in sports and physical activity for this group of children.

Young women's participation in physical activity in rural and regional Victoria

University of Ballarat
\$22,000

This project seeks to determine the relative influence of social, psychological and environmental factors on the participation of young women in sport and physical activity; the differences in participation levels relative to geographic isolation; and to develop recommendations for enhancing participation of young women from rural and regional Victoria in physical activity.

Promoting healthy eating

It's common knowledge that good eating habits play a central role in maintaining health. Nutrition-related ill health accounts for the largest burden of disease, including obesity and high cholesterol. VicHealth knows that poor nutrition rarely results from a lack of knowledge; it's more likely to do with the social, environmental, cultural and economic factors influencing people's food choices.

Program investments

Our investments in healthy eating are primarily focused on improving regular access to healthy food among Victoria's most disadvantaged. In addition, we work in partnership with researchers and non-government organisations to advocate for and support policies and legislation that encourage nutritious food choices in the areas of food retail, marketing, advertising and supply.

Food for All grants program – phase 2

A key strategy in our efforts to improve healthy eating is the Food for All program, established in 2005. This program is designed to encourage local government authorities to improve integrated planning of those things that influence access to food, such as transport, housing, economic development and land use.

Six local government grants were funded this year in phase 2 of the program.

Brimbank City Council
\$280,000

City of Wodonga
\$294,000

Dandenong City Council
\$280,000

Maribyrnong City Council
\$140,000

Melton Shire Council
\$280,000

Swan Hill Rural City Council
\$294,000

Evaluation of the Food for All program – phase 2

Social Policy, Research and Evaluation Services
\$35,000
Dr Meg Montague

This evaluation project continues to identify and report on the outputs and impacts achieved with the Food for All program, focusing on phase 2.

Other healthy eating/obesity related projects

Building on Healthy by design: creating a built environment supportive of healthy food provision

National Heart Foundation of Australia
\$10,000

This project identifies how the built environment can provide access to healthy food and the guidance required by planners to address the provision of food as a core consideration of urban planning.

Food Policy Coalition

Deakin University
130,000

This project supports the establishment of a Food Policy Coalition, which will provide an independent voice in advocating for food system reform and food security.

Food Security Coalition Scoping Project

Monash University
\$25,000

This project involves the undertaking of preliminary scoping work needed for the establishment of a Statewide Food Policy/Food Security Alliance.

Obesity Prevention Policy Coalition

Cancer Council Victoria
\$116,000

This project funds a coalition to identify, analyse and advocate for improved policy and regulatory environments for healthy eating with a specific focus on food marketing aimed at children.

Official Supporter campaign Phase 4 – Healthy canteens

The Big Picture Strategic Services
\$50,000

This project assists sports clubs to provide a range of healthy food options in their canteens (food outlets) at affordable prices. It will research food options currently offered at club canteens, assess the capacity of clubs to make a shift, identify healthy options and test the options via a pilot in a selected number of metropolitan and regional clubs.

Parents Jury Phase 2 – Diabetes Australia (Vic)

Diabetes Australia – Victoria
\$30,000

A web-based network of parents which aims to provide a platform for parents to have a voice and contribute to improving the food and physical activity environments for children.

Research initiatives in access to healthy food and obesity prevention

ARC: understanding the impact of income and poverty on the purchase of healthy and unhealthy foods

Deakin University
\$24,658

The aim is to show how low income and relative poverty impact on individual and household ability to purchase healthy foods, and explain unhealthy food purchases.

Healthy Eating and Physical Activity: data analysis and community liaison

Deakin University – (CPAN)
\$100,000

The aim of this project is to examine the large amount of data generated by public/population health research projects to improve the promotion of healthy eating and physical activity, and widely disseminate the findings of this work.

Measuring, Evaluation & Report on Collins Community Stage 2

Planning Institute of Australia
\$75,000

The aim of this project is to integrate existing best-practice frameworks for building healthy, sustainable and liveable communities and apply this integrated model to one of Melbourne's growth areas.

The Impacts of a Localised Food Supply: What is the Evidence?

La Trobe University
\$87,500

This project seeks to document and evaluate to what extent localised food supplies deliver environmental, social and economic gains and benefits.

Discovery grants

Obesity and its risk factors among African migrant adolescents: assessing the role of intergenerational acculturation gap

Deakin University
\$37,290

This project examines elements of the family environment and family dynamic that predispose African migrant adolescents to obesity and obesity-related chronic diseases. This pilot study will also explore African migrants' perspectives on barriers and inhibiting factors for adopting and maintaining healthy lifestyles.

Research fellowships

Environmental and cultural determinants of obesity in populations at risk of food insecurity

Deakin University
\$105,000

Dr Cate Burns. Obesity is linked with poverty and food insecurity – limited or uncertain access to healthy food. This fellowship studies the socio-cultural and environmental determinants of obesity in populations at risk of food insecurity, particularly in relation to eating habits.

Long-term implications of the increasing prevalence and duration of obesity for health in Australia: an aid to more effective and targeted prevention

Monash University
\$100,000

Dr Anna Peeters. This fellowship aims to comprehensively describe the burden of obesity through the lifetime experience of disease and disability as a basis for prioritisation for interventions.

Preventing obesity in children and their families

Deakin University
\$130,000

Prof. David Crawford. This research aims to understand the underlying drivers of the obesity epidemic and seeks to identify strategies to promote healthy eating, increase physical activity and prevent obesity in children and their families.

Supporting parents to promote children's healthy eating

Deakin University
\$105,000

Dr Karen Campbell. This research program explores the relationship between home environment and children's eating. The research will develop, implement, monitor and evaluate an intervention to support parents in encouraging children's healthy eating.

Research scholarships

Relationship between built environment, SES, physical activity and obesity

University of Melbourne
\$22,677

Tania King. This study seeks to understand how the built environment in areas of social and economic status (SES) is associated with obesity and low levels of physical activity. Ultimately, the study aims to ascertain whether the way our suburbs are planned and built could explain some of the area differences in overweight and obesity levels.

Key highlights

6

Local government areas implemented programs through phase 2 of the Food for All program

\$360,000

invested in other projects targeting obesity and healthy eating

4

research fellowships supported in the areas of healthy eating and obesity

Raising awareness



VicHealth staff

Top: Robyn Thompson, Sarah Posner, Helene Finnie, Kerry Grenfell, Heather Smith, Antony Balmain and Natalie Leonart.

Middle: Paul Grant, Xa Dinh, Eromi Paiva, Martyn Baker with consultant Kate Neilson.

Above: Michael Divens and Shirley Pandolfo.

Media matters

During the year, VicHealth was mentioned by the media in 571 print articles and news or current affairs broadcasts on Australian radio and television.

Online access

Considerable online discussion was generated when some of Todd Harper's opinion pieces were posted on an e-journal promoting social and political debate (www.onlineopinion.com.au).

From Margins to Mainstream

This international conference in September 2008 attracted comprehensive media coverage featuring many of the issues and speakers, including Karma Tshiteem, Secretary of Bhutan's Gross National Happiness Commission, who captured the imagination of many with print, radio and television appearances.

In the lead-up, new research on mental health and education – presented at the conference – generated significant media interest with nine newspaper articles around the country. The story was also broadcast on national and Victorian radio news services, as well as talkback programs.

A study by the University of Melbourne's Associate Professor Anthony LaMontagne, on unwanted sexual advances and associated mental health concerns, ran nationally and was published in newspapers and online publications in India, Bulgaria, the UK, USA, Thailand and Cambodia.

Talking alcohol

2009 began with the publication of a letter to the editor in more than 40 suburban, rural and regional papers, in which VicHealth Chief Executive Officer Todd Harper welcomed a greater say by local communities over the decision-making process for liquor licence applications.

In January, Todd Harper called for the scrapping of the alcohol tax on light beer. The story was the front-page lead in the *Herald Sun* and was run in a dozen interstate and regional Victorian mastheads over subsequent days. Australia's major newswire, AAP, also ran the story, resulting in substantial pick-up across the country as well as throughout Victoria – 27 radio stories, 18 online articles and three television discussions/news items. The story was also picked up by alcohol industry press, including *The Shout*.

The media was intoxicated with the alcopops debate for several months. The Alcohol Policy Coalition (APC) – of which VicHealth is a founding member – achieved widespread media coverage for several public positions during the year, including its stand in favour of the alcopops tax. Additionally, VicHealth research, gauging people's views on alcopops, was picked up by metropolitan newspapers and radio news bulletins.

Healthy eating

VicHealth's ground-breaking work in the area of food security was profiled in a campaign initiated by the Leader Newspaper Group early in 2009. In the first article, under the Feed Melbourne banner, Todd Harper commented on the growing problem of food insecurity and VicHealth statistics were quoted. In June, Leader launched the campaign with articles across its entire newspaper network – approximately 40 titles in the metropolitan area.

Increasing food prices and their impact on consumers was a focus for the media during 2008–09 and VicHealth used this attention to highlight the growing problem of food insecurity in Victoria. The 'Learning from the Field' forum garnered media interest from the *Herald Sun* and ABC Radio National's *Life Matters*, and the Food for All Phase 2 grants were reported by local media, covering councils that were successful in receiving funds.

Promoting respect

A report co-authored by VicHealth Research Practise Leader Michael Flood, examining young people's perceptions of family violence, was released in the lead-up to White Ribbon Day in November. *An Assault on Our Future: The impact of violence on young people and their relationships* found that violence has a major impact on the long-term health and wellbeing of Australia's children. The report's findings were broadcast by 188 radio and television news and current affairs programs across the country.

To coincide with International Women's Day, Todd Harper and Women's Affairs Minister Maxine Morand met with Victorian faith leaders working on preventing violence against women. The story of this VicHealth-funded initiative ran in several local papers.

In December, the Building Bridges project *Cultural Games* featured in six local papers, with a total readership of nearly half a million people. The articles examined the health benefits associated with cultural harmony and reducing discrimination.

Spreading the word

Kar Kulture, an innovative project funded through the Community Participation Scheme, was featured in five suburban newspapers. In addition, more than 40 regional and suburban papers ran stories on the latest round of funding through VicHealth's Active Clubs grants. Several articles highlighted how a lack of physical activity impacts on one's health.

The winners of VicHealth's 2008 awards for excellence in health promotion were featured in regional print, radio and one TV news bulletin. *The Age* also ran an article pointing to their four journalists who received awards for their coverage of public health and illness prevention issues.

The annual regional VicHealth Board forum in Ballarat made news on WIN TV bulletins across the state. Todd Harper was also interviewed on ABC Radio Ballarat and the *Ballarat Courier* ran an article on the Board's visit.

The work of VicHealth's senior program advisor, Melanie Heenan, and the issue of violence against women was featured in the My Career section of *The Age* in August. In May, VicHealth Executive Manager Lyn Walker was a guest on Dr Sally Cockburn's regular health program, 'Talking Health' on 3AW. Their broad-ranging discussion focused on the topic of social inclusion. In June, University of Melbourne academic Dr Therese Riley, who is sharing her knowledge on social connection as a Research Practice Leader with VicHealth, was featured in *The Age My Careers*.

Furthering the debate

Todd Harper added to the debate on several public health issues through opinion pieces and letters to the editor of several mainstream publications. Opinion pieces posted online or in print included:

Not violent, not silent

Adelaide Advertiser,
25 November 2008

Examined a new report published by the White Ribbon Foundation, which painted a vivid picture of the pain associated with violence against women.

Don't waste the splurge

1 December 2008

Urged politicians not to forget to invest in the health of communities as governments look to spend big as a way of kick-starting their economies.

Light way to deter violence

Herald Sun, 9 January 2009

Called for the tax on low-alcohol beer to be scrapped.

The rules of the game need changing

20 March 2009

Warned that many sporting organisations are sadly forsaking the wonderful community appeal that goes with sports, for the cash of the beer, wine and spirits industries.

What a fizzer – nation's health left with a giant hangover

The Sunday Age, 22 March 2009

Used the alcopops debate as an example of why health needed to be put before politics and profits.

Break sport's code of silence

Sunday Herald Sun,

15 May 2009

Suggested that lifting the 'Code of Silence' and changing attitudes to violence against women are essential, not only in sport, but also where we live, work, play and learn.

Major publications

Building and sharing health promotion knowledge is an essential aim of VicHealth's work. Developing and appropriately disseminating publications is one way to get credible and accessible information to our target audiences. Following is a list of major publications produced this year.

VicHealth Letter (magazine)

Beyond Public Education Campaigns

Victorian Health Promotion Foundation, September 2008

From Margins to Mainstream: The promotion of mental health and the prevention of mental and behavioural disorders

Victorian Health Promotion Foundation, March 2009

The State of Health (e-bulletin)

National Prevention Summit: Investing in Australia's health and wellbeing

Victorian Health Promotion Foundation, May 2008

Including everyone in our healthy future

Victorian Health Promotion Foundation, December 2008

The future of health promotion

Victorian Health Promotion Foundation, May 2009

Other

Call for a National Charter for Health

Victorian Health Promotion Foundation & the Australian Institute of Health Policy Studies, February 2009

Active communities and healthy eating

Food for All: How local government is improving access to nutritious food

Victorian Health Promotion Foundation, July 2008

Streets Ahead: Supporting children to get active in their neighbourhoods

Victorian Health Promotion Foundation, December 2008

'How times have changed' – Active transport literature review

Dr Lisa Thomson, Victorian Health Promotion Foundation, March 2009

Fruit and vegetable consumption and waste in Australia

Emily Morgan, Fulbright Scholar, Victorian Health Promotion Foundation & Deakin University, March 2009

Mental health and wellbeing

Research summary: Ethnic and race-based discrimination as a determinant of mental health and wellbeing

Victorian Health Promotion Foundation, August 2008

Research summary: Violence against women in Australia as a determinant of mental health and wellbeing

Victorian Health Promotion Foundation, August 2008

DVD: A welcome for wellbeing – Promoting diversity and addressing discrimination for mental health and wellbeing

Victorian Health Promotion Foundation, August 2008

DVD: Connecting and participating for mental health and wellbeing – Social participation as a determinant of mental health and wellbeing

Victorian Health Promotion Foundation, August 2008

Building cultures of respect and non-violence: A review of literature concerning adult learning and violence prevention programs with men, Respect & Responsibility Program

Dyson S & Flood M, Australian Football League and Victorian Health Promotion Foundation, September 2008

Discussion paper: How does freedom of religion and belief affect health and wellbeing?

Australian Human Rights Commission and Victorian Health Promotion Foundation, October 2008

Other publications

VicHealth staff also submit articles and edit and contribute to publications in the area of health promotion. This year, those contributions included:

A national agency for promoting health and preventing illness

Moodie R, Harper T & Oldenburg B
Options Paper commissioned by the NHHRC, 2008.

Australia: the Healthiest Country by 2020

Vandenberg B
(Writer: alcohol report)
A discussion paper prepared by the National Preventative Health Taskforce, Canberra: Commonwealth of Australia.

Beyond cheap shots: reforming alcohol taxation in Australia

Vandenberg B, Livingston M & Hamilton M
Drug and Alcohol Review, vol. 27, no. 6, Nov. 2008, pp. 579-83.

Building Bridges

Balmain A
Multicultural Victoria, p. 34, Issue 26, Spring 2008.

Healthy Attitudes, Healthy Lives

Balmain A
Multicultural Victoria, p. 23, Issue 25, Winter 2008.

Investing in the future: prevention a priority at last

Oldenburg BF & Harper TA
The Medical Journal of Australia, vol. 189, no. 5, 2008.

More than tolerance. Racism and the health of young Australians

Paradies Y, Forrest J, Dunn K, Pedersen A & Webster K
In F Mansouri (ed.), *Youth Identity and Migration*, Common Ground, Australia, 2009.

Preventing alcohol-related harm in Australia: A Window of Opportunity

Vandenberg B, Hamilton M, Livingston M & Room R
Technical Report No. 3 prepared for the National Preventative Health Taskforce by the Alcohol Working Group, Canberra: Commonwealth of Australia.

Preventing Violence Against Women – a VicHealth priority area

Balmain A
Division News, p.13, Summer 2008.

Resettling refugees in rural and regional Australia: Learning from recent policy initiatives

McDonald-Wilmsen B, Gifford SM, Webster K, Wiseman J & Casey S
Australian Journal of Public Administration, vol. 68, no 1, 2009, pp. 97-111.

Reshaping Attitudes Towards Violence Against Women

Flood M, Pease B, Taylor N & Webster K
In E Stark & E Buzawa (eds), *Violence Against Women in Families and Relationships: Making and Breaking Connections*, Praeger/Greenwood (in press).

Supporting social participation: Half a dozen ways to build health promotion goals into Australian social inclusion policy

Webster K
Social Inclusion and Working Years Workshop proceedings, Brotherhood of St Laurence, 2008.

Violence Against Women: A key determinant of health and wellbeing

Walker L, Flood M & Webster K
In H Keleher & C MacDougall (eds), *Understanding Health: A Social Determinants Approach*, Melbourne: Oxford University Press, 2008.

Conference papers and presentations

Raising awareness of health issues is one of VicHealth's core responsibilities. VicHealth staff ensures that the latest health promotion evidence and thinking is made available by speaking at seminars and conferences. Following is a list of papers and presentations made during the year.

Alden J, *International Network of Health Promotion Foundations: Progressing promotion and prevention agendas*, From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Mental and Behavioural Disorders, Melbourne, September 2008.

Alden J, *VicHealth – A Sustainable Effort*, Sustainable Melbourne's Sustainable Cities Roundtable, November 2008.

Basinski D, Presentation and panel discussion at Prevention of Male Violence Against Women Conference for Northern Metropolitan Region, Melbourne, October 2008.

Basinski D, *What Works? The evidence base for primary prevention of violence against women*, presentation at the Family Violence Prevention Forum, Frankston, November 2008.

Basinski D, *What Works? The evidence base for primary prevention of violence against women*, presentation at the Preventing Violence Against Women Forum, Maribyrnong, May 2009.

Harper T, *Changing Health Behaviours*, presentation to WCLP Leadership Victoria, July 2008.

Harper T, *Food for All Program and VicHealth's Strategies to Promote Healthy Eating*, presentation to Food for All: Learning from the Field Forum, August 2008.

Harper T, *Opening ceremony welcoming address*, From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Mental and Behavioural Disorders, Melbourne, September 2008.

Harper T, *Alcohol and Junk Food in Sport*, presentation to State Sporting Association CEO Breakfast, September 2008.

Harper T, *Promoting health and wellbeing at work*, presentation for Work Safe Week, National Preventative Health Summit – Health Promotion & Illness Prevention: Past Successes, Future Challenges, October 2008.

Harper T, *Promoting healthy eating and physical activity*, presentation to Deakin University forum, November 2008.

Harper T, *Tobacco Control & Alcohol Harm Reduction*, presentation to Monash University School of Public Health, March 2009.

Harper T, *Walking and cycling: the health and social benefits of cities embracing a comprehensive strategy*, presentation to La Trobe University, Bendigo, May 2009.

Harper T, *Active Environments and physical activity*, presentation to Go for your life Forum, June 2009.

Heenan M, *The primary prevention of violence against women – programs and practice*, presentation to VicHealth Respect, Responsibility and Equality Forum, Melbourne, July 2008.

Heenan M, *Building the evidence for progressing a primary prevention agenda*, From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Mental and Behavioural Disorders, Melbourne, September 2008.

Heenan M, *Working with men and boys in 'doing' violence prevention*, From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Mental and Behavioural Disorders, Melbourne, September 2008.

Heenan M, *What is Primary Prevention?*, presentation to National Roundtable Forum on Primary Prevention of Sexual Assault Through Education, Sydney, 4–5 December 2008.

Heenan M, *The AFL as a vehicle for primary prevention*, presentation to Victorian Ministers of Parliament on the Family Violence Reform Initiative, Melbourne, 9 December 2008.

Heenan M, *Sex and Ethics: The sexual ethics education program for young people*, keynote speaker, Launch of Sex and Ethics Program, Sydney, December 2008.

Heenan M, *Football as a vehicle for primary prevention*, presentation to Australian Football League Training and Education Program, Melbourne, March 2009.

Klocker N, *Localities Embracing and Accepting Diversity: Introducing a place-based program to prevent racial discrimination and promote human rights in culturally diverse settings*, presentation to Everyday People, Everyday Rights, Human Rights Conference 09, Victorian Equal Opportunity and Human Rights Commission, Melbourne, 16–17 March 2009.

Maher S, *Playing their part: A snapshot of the role of sports organisations in promoting social inclusion, reducing discrimination and preventing violence*, From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Mental and Behavioural Disorders, Melbourne, September 2008.

Maher S, *Panel careers in health promotion*, presentation to ACHPER State Conference, Melbourne, November 2008.

Maher S, *Health promotion in action*, presentation to Gymnastics Victoria AGM, Melbourne, April 2009.

Maher S, *Understanding the work of VicHealth*, presentation at the Tennis Victoria Annual Regional Conference, Melbourne, May 2009.

McLean P, *Building Bridges: Intercultural contact initiatives in Victoria*, From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Mental and Behavioural Disorders, Melbourne, September 2008.

Miller KP, *Working with men and boys in 'doing' violence prevention*, From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Mental and Behavioural Disorders, Melbourne, September 2008.

Salter S, *Grants*, presentation to local sports clubs for Frankston City Council, Parks and Leisure Services, May 2009.

Strachan J, *VicHealth and Sport*, presentation to students at Deakin University – Bachelor of Commerce (Sports Management), Melbourne, September 2008.

Strachan J, *VicHealth and Funding*, presentation to Board, Western Region Football League, Melbourne, November 2008.

Thomson L, *Alcohol policy, cultural change and structuration theory*, presentation to Re-imagining Sociology, TASA Conference, University of Melbourne, December 2008.

Thomson L, *Preliminary findings from a Victorian statewide survey on community attitudes to alcohol policy initiatives*, presentation to VAADA Conference, Melbourne, February 2009.

Verins I, *A short course in mental health promotion: VicHealth's workforce development answer*, From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Mental and Behavioural Disorders, Melbourne, September 2008.

Verins I, *Promoting Mental Health and Wellbeing*, presentation to Deakin University Lecture, October 2008.

Verins I, *Partnerships Analysis Tool*, presentation to Victorian Youth Mentoring Alliance Meeting, October 2008.

Verins I, *Strengthening partnerships for mental health promotion*, Partnerships for Social Inclusion Conference, The Centre for Public Policy, Melbourne, October 2008.

Verins I, *The important place of schools in the building of social cohesion, the links between school community, student wellbeing and learning outcomes*, presentation to Catholic Education Office Melbourne Workshop, Melbourne, December 2008.

Verins I, *Grant-maker's Rage: How clarity, criteria and good communications can keep you sane*, panel member at the Survive. Revive. Recharge. Renew Best Practice in Grants Management Conference, Melbourne, February 2009.

Verins I, *How does VicHealth promote mental health and wellbeing?*, presentation to Qatar delegation, Asia Link, University of Melbourne, 8 May 2009.

Walker L, *The Melbourne Charter*, From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Mental and Behavioural Disorders, Melbourne, September 2008.

Webb G, *How do you measure magic?*, presentation to Vital Arts – Vibrant Communities, UNESCO Observatory for Arts and Health, University of Melbourne, 6 September 2008.

Webb G, *Audience Access Scheme: Learning for arts organisations on promoting mental health*, From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Mental and Behavioural Disorders, Melbourne, September 2008.

Webster K, *Will promoting social inclusion improve mental health and wellbeing?*, presentation to the Social Inclusion and Mental Health Workshop, Strengthening Social Inclusion Efforts to Protect Mental Health and Reduce Inequalities in Mental Health, Department of Human Services Mental Health Reform Strategy Consultation Program, Melbourne, July 2008.

Webster K, *More than tolerance: A public health approach to addressing race-based discrimination*, From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Mental and Behavioural Disorders, Melbourne, September 2008.

Webster K, *Supporting Social Participation*, presentation to Social Inclusion and the Early Years Workshop, Brotherhood of St Laurence, Research and Policy Centre and the Centre for Work + Life, University of South Australia, November 2008.

Webster K, *Social marketing for health promotion in culturally and linguistically diverse communities. Is 'first do no harm' more easily said than done?*, presentation to Crafting a Message That Works. A Panel Discussion on Culturally Appropriate Marketing, Centre for Culture, Ethnicity and Health, Melbourne, March 2009.

Webster K, *Women's health services in the new century. Old problems new challenges*, presentation to Key to the Future. Unlocking 21 Years of Women's Stories, Women's Health West, March 2009.

International delegations

Australia is not the only country facing rapidly increasing rates of chronic illness linked to unhealthy lifestyles. Over the year, the long-standing international focus of VicHealth's work has continued, with the hosting of delegations to share information about the VicHealth model and to internationally advocate for health prevention as the best and most cost-effective method of increasing population health.

International Health Promotion Network
September 2008

Prolead Delegation
WHO Prolead Project
November 2008

Government of Samoa
May 2009

Chinese Government Delegation
May 2009



VicHealth staff

Top: Antony Balmain, Philippa McLean, Therese Riley, Irene Verins, Betty Bougas, Lyn Walker, Dee Basinski, Michael Flood and consultant Geof Webb.

Middle: Kerryn O'Rourke and Brian Vandenberg.

Bottom: Shelley Salter, John Strachan, Shelley Maher and Vanessa Phillips.

Policy submissions and consultations

A key component of VicHealth's role in health promotion is advocacy. An important part of this advocacy role is responding to proposed government programs, policy and legislation that have the potential to have an impact on health. Over the 2008–09 financial year, VicHealth has made and contributed to numerous submissions on a range of issues.

Submission to the New South Wales Office of Liquor, Gambling & Racing on the *NSW Draft Liquor Promotion Guidelines* 31 August 2008

Submission to the *Victorian Tobacco Control Strategy 2008–2013* 18 September 2008

Submission to the Victorian Multicultural Commission on the *Victorian Government Multicultural Policy Discussion Paper 2008* October 2008

Submission to the Senate Inquiry into *Food Production in Australia* October 2008

Submission to the Commonwealth Government *Independent Review of Sport in Australia* October 2008

Submission to the Victorian Department of Justice on *Regulatory Impact Statement – Review of Liquor Licensing Fees* 10 November 2008

Submission to Public Accounts and Estimates Committee on Auditor General's audit findings and recommendations on *Promoting Better Health through Healthy Eating and Physical Activity* 14 November 2008

Submission to Australia's Future Tax System Review Panel on *Alcohol Taxation* November 2008

Submission to a workshop convened by the Brotherhood of St Laurence in conjunction with the Centre for Work and Life and University of South Australia on *Australian Social Inclusion Policy* November 2008

Submissions to Preventative Health Taskforce on *Health promotion, tobacco, alcohol and obesity* 2 January 2009

Submission to Victorian Aboriginal Community Controlled Health Organisation (VACCHO) on the *Victorian Aboriginal Health Plan* 20 January 2009

Submission to Growth Area Authority on the *Consultation Draft – Precinct Structure Planning Guidelines* 29 January 2009

Submission in conjunction with the Obesity Policy Coalition to the Federal Department of Prime Minister and Cabinet for the *Review of the Privacy Act 1988* January 2009

Submission to Department of Planning and Community Development on *Retail Policy Review* 3 March 2009

Submission in conjunction with the Obesity Policy Coalition to Food Regulation Secretariat on *Front of Pack Labelling Policy Guidelines* 24 March 2009

Submission to Department of Planning and Community Development on *Modernising Victoria's Planning Act* 8 May 2009

Committees and Working Groups

Chief Executive Officer – Todd Harper

- Centre for Health Policy, Programs and Economics – School of Population Health, University of Melbourne (*Member*)
- Go For Your Life Leadership Group (*Member*)
- Heart Foundation National Marketing Advisory Committee (*Member*)
- International Network of Health Promotion Foundations (INHPF) (*Deputy Chair*)
- Liquor Control Advisory Council (LCAC) (*Member*)
- LCAC Licensing Criteria Sub-committee (*Member*)
- Quit Victoria Steering Committee (*Member*)
- Tobacco Control Unit Steering Committee, Cancer Council Victoria (*Member*)
- Alcohol Policy Coalition Management Group (*Member*)
- Victorian Alcohol and Drug Prevention Council (*Member*)
- WorkHealth Advisory Group (*Member*)
- National Preventative Health Taskforce – Alcohol Working Group (*Member*)

Active Communities and Healthy Eating

International

- Walk21 – Walk to School International Network

National

- Active After School Communities Victorian Advisory Committee
- Child Friendly Cities Executive Committee

State

- AFL Violence Against Women Working Group
- Cancer Council Victoria, Kids Go For Your Life Local Government Advisory Committee
- Cancer Council Victoria, Kids Go For Your Life Program Advisory Committee
- Deakin University, Academic Advisory Board for Master of Planning Course
- Deakin University, C-PAN (Centre for Physical Activity and Nutrition) Reference Group
- Deakin University, Post-graduate Nutrition Advisory Committee
- Department of Education and Early Childhood Development, Victorian School Sport Council
- DHS 'Equal Footing' Advisory Group
- DHS 'Go for your life' Strategy Group
- DHS Nutrition Action Plan Working Group
- DHS Physical Activity Action Plan Working Group
- DPCD–SRV Interagency Walking and Cycling Coordination Committee
- DPCD–SRV Smartplay Steering Committee
- DPCD–SRV Spectator Behaviour in Sport Working Party

- La Trobe University, Bachelor of Health Sciences Course Advisory Committee
- Maribyrnong Secondary College, Sporting Excellence Curriculum Reference Group
- VicRoads Victorian Bicycle Advisory Council
- Victoria University's Exercise Science, Human Movement and Physical Education Industry Advisory Committee

Local/project specific

- Bicycle Victoria, Ride2School Steering Committee
- Consultative Committee for the Healthy Active Brimbank Strategy
- Growth Areas Authority, A Strategic Framework for Creating Liveable New Communities
- Planning Institute of Australia (Vic) Steering Committee

Awards/grant assessment

- DPCD – Sport and Recreation Industry Awards Assessment Panel

Mental Health and Wellbeing International

- Global Consortium for Advancement of Promotion and Prevention

National

- AFL Violence Against Women Respect & Responsibility Committee
- National Anti-Racism Project Advisory Group
- National Coalition Against Bullying Executive Committee
- National Council for Reducing Violence Against Women

State

- Adult Multicultural Education Service (Board Member)
- African Youth Issues Sub-committee
- Centre for Ethnicity and Health, Stakeholders Group
- DHS Mental Health Promotion Working Group
- Ethnic Communities Council of Victoria Health Sub-committee
- McCaughey Centre: The VicHealth Centre for the Promotion of Mental Health and Community Wellbeing Advisory Committee
- Onemda VicHealth Koori Health Unit Committee
- Statewide Committee for the Prevention of Sexual Assault
- Statewide Violence Against Women Steering Committee
- Victorian Federation of Secondary Teachers Refugee Health Network
- Victorian Settlement Planning Committee
- White Ribbon Day, Victorian Steering Committee

Local/project specific

- Community Indicators Victoria Project Partners Group (McCaughy Centre)
- Community Indicators Victoria Project Reference Group (McCaughy Centre)
- Fellowship for Indigenous Leaders Project Committee (Brotherhood)
- Good Start Arts Project Advisory Group (Foundation House)
- Local Government Violence Prevention Project Advisory Group (University of Melbourne)
- Mothers' Advocates in the Community Project Reference Group (La Trobe)
- Refugee Education Partnership Project Reference Group (Foundation House)
- Schools as Core Social Centres Project Advisory Group (Catholic Education)
- Train Stations as Creative Community Hubs Project Committee (Department of Transport)
- Understanding Women's Experience of Unplanned Pregnancy and Abortion Project Advisory Group (University of Melbourne)
- Violence Against Women Working Group (AFL Victoria)

Tobacco Control and Alcohol Harm Reduction

State

- Alcohol Policy Coalition Management Group (Member)
- Australian Research Centre in Sex, Health and Society Advisory Committee
- Community Alcohol Action Network (CAAN) Advisory Committee
- Good Sports Program (Victoria) Victorian Funders Advisory Committee
- Tobacco Control Unit (TCU) Steering Committee (Cancer Council Victoria)
- Victoria Police Drug and Alcohol Strategy Steering Committee
- Victorian Alcohol Action Plan (VAAP) Data Collection Systems Analysis Steering Group
- Victorian Alcohol Action Plan (VAAP) Research and Evaluation Group
- Victorian Koori Alcohol Action Plan (KAAP) Reference Group
- Ross Trust Alcohol Pathways Project (Australian Institute of Family Studies)

National

- National Preventative Health Taskforce – Alcohol Working Group (Member)
- FebFast Fund Management Committee

Research, Strategy and Policy International

- International Network of Health Promotion Foundations

National

- Australian Institute of Health Policy Studies Consumer Engagement Project Steering Group

State

- Centre for Health and Society Advisory Committee
- Common Solutions Project Steering Committee
- Dental Health Service Research Advisory Panel
- DHS Health Promotion Framework Project Advisory Group
- DHS Health Promotion Priorities Management Group
- DHS HIV/AIDS Prevention Taskforce
- DHS Men's Health and Wellbeing Strategy Advisory Committee
- DHS Public Health Research Advisory Group
- Victorian Cancer Agency, Research Prevention Working Group
- Victorian Consortium of Public Health Consultative Committee
- Victorian Health Care Association, Population Health and Area-based Planning Working Group
- Victorian Public Health Training Scheme Review Steering Committee

Communications and Marketing

State

- Risk Awareness and Reduction Working Group – Responsible Gambling Ministerial Advisory Council
- LIFE! Taking Action on Diabetes Social Marketing Committee

Local/project specific

- Medianet Communications Group

From Margins to Mainstream Conference, 10–12 September 2008



When 850 mental health experts from around the world gathered in Melbourne last September to look at the many issues surrounding mental health – and not just at direct treatment, but the social and economic factors that affect our mental wellbeing – they stimulated state, national and international collaboration to advance research, policy and practice.



From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Mental and Behavioural Disorders was a first for Australia and clearly demonstrated the diverse, global and cross-sectoral nature of mental health promotion and prevention activity today.

The line-up of speakers was first class and included Victorian Premier, The Hon. John Brumby; Minister for Mental Health, The Hon. Lisa Neville; Kate Gilmore, Executive Deputy Secretary-General of Amnesty International; Dr Carles Muntaner, a global expert on health inequalities and workplace stress; Dr Garth Japhet, creator of South Africa's Soul City program; and Karma Tshiteem, Secretary of the Gross National Happiness Commission of Bhutan.

There were ground-breaking presentations on topics including violence against women, race-based discrimination, workplace stress, social isolation and health inequalities – all of which incur massive social and financial costs and are preventable.

One of the major outcomes was the development of the first international Mental Health Promotion Charter, the Melbourne Charter for promoting and preventing mental and behavioural disorders.



From Margins to Mainstream was hosted by VicHealth and organised by the World Federation for Mental Health, the Mental Health Program of The Carter Center, The Clifford Beers Foundation and VicHealth. The conference is the biannual event of the Global Consortium for the Advancement of Promotion and Prevention in Mental Health (GCAPP).

- The Melbourne Charter, conference papers and audio will be available on the VicHealth website from October 2009.
- *VicHealth Letter*, Issue No. 34 (Autumn 2009) provides a snapshot of some of the issues arising at the conference. Visit: vichealth.vic.gov.au/vichealthletter; or phone VicHealth on (03) 9667 1333 to request a hard copy.

Above from left: Karma Tshiteem, Secretary of the Gross National Happiness Commission of Bhutan; Dr Melika Yassin Sheikh-Eldin, AMES Community and Settlement Services; Social Participation Plenary.



Victorian Health Promotion Foundation
PO Box 154 Carlton South 3053 Australia
T. +61 3 9667 1333 F. +61 3 9667 1375

www.vichealth.vic.gov.au

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