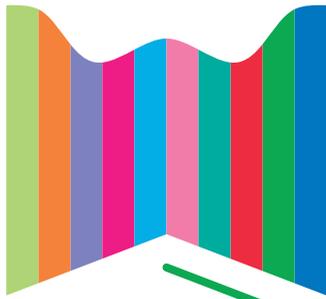


2016 VICHEALTH AWARDS



FINALISTS

FOREWORD

Health promotion has never been more vital for our communities than it is today. Victoria has a long, proud history of finding new ways to promote good health and wellbeing, in the face of the ever changing health challenges impacting our communities.

This year, we received an unprecedented number of nominations for the VicHealth Awards across 11 categories: from smaller projects focused on funding start-up projects and increasing employment in communities, to new programs offering innovative digital tools and resources.

It's inspiring to see so many organisations using health promotion to improve the health and wellbeing of Victorians. We are honoured to acknowledge and celebrate their achievements.

I congratulate each and every finalist in the 2016 VicHealth Awards for continuing the world-leading health promotion work Victoria is known for.

VicHealth was established as the world's first health promotion foundation in 1987. As we enter our thirtieth year, it continues to be an absolute honour to acknowledge and celebrate the achievements of health promotion champions across our state.



Jerril Rechter
VicHealth CEO

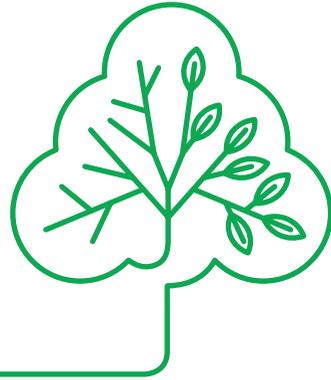




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IMPROVING HEALTH EQUITY



HEALTH EQUITY IN THE LATROBE VALLEY

Voices of the Valley

Voices of the Valley Inc. (VotV) was formed to draw attention to the Latrobe Valley due to the Hazelwood Mine Fire, to advocate on the community's behalf and to try to gain resources for local people. VotV aims to:

- obtain recognition of the detrimental health effects experienced by people living and working in the Latrobe Valley during the fire
- advocate on behalf of the health and well-being needs of the Latrobe Valley community
- advocate for resources on behalf of the Latrobe Valley Community
- empower people to improve their lives and life chances.

VotV undertook a significant lobbying effort that helped ensure the second Inquiry into the Hazelwood Mine Fire was conducted and ultimately, that the Latrobe Valley was declared a Health Improvement Zone.

www.votv.org.au/about

HEALTHY HAPPY BEGINNINGS: INNOVATION TO PROMOTE REFUGEE CHILD AND FAMILY HEALTH

Murdoch Childrens Research Institute

with The Victorian Foundation for Survivors of Torture, Foundation House, City of Wyndham Mercy Public Hospitals Inc, Victorian Cooperative on Children's Services for Ethnic Groups (VICSEG), and Sunshine Hospital

Healthy Happy Beginnings is a community-based, socially inclusive program for Karen women from Burma having a baby in Victoria, and their families. Maternal and child

health services, refugee settlement services and two public hospitals in Melbourne's west have worked together with the local Karen community to co-design the program.

The program created a culturally safe environment for the women and connected them with other Karen women to achieve at least seven pre-natal appointments. Groups met at Maternal and Child Health Centres with a bicultural worker, allowing the women to build relationships and trust with health professionals and connect with their peers. Health appointments were conducted on site, with 90 Karen women participating in the program in the assessment period.

www.mcricri.edu.au/news/healthy-happy-beginnings-provide-support-refugee-women

LINK VIRTUAL OUTREACH PROGRAM

Women's Legal Service Victoria

This program works with regional and rural community health centres across Victoria to provide free specialist legal advice and representation to women experiencing family violence. The Link program uses Skype and other internet-based tools to coordinate a virtual legal practice, allowing Women's Legal Service Victoria (WLSV) lawyers to meet with clients from different community health centres around the state during any one day.

Community health and support agencies are often the first organisations that women contact when fleeing family violence or when they are contemplating doing so. By partnering with these organisations and providing legal services in collaboration with them, WLSV is able to reach the most vulnerable women at the earliest and most crucial time.

www.womenslegal.org.au/impact_report/projects/project-two

MAKING A DIFFERENCE TO FARMERS' LIVES

National Centre for Farmer Health

with Rural Bank, Women on Farms, Southern Farming Systems, Live Rural, and the Glenelg Hopkins Catchment Management Authority

Rural populations consistently experience health inequities – reduced life expectancy when compared with metropolitan populations and higher mortality rates due to accidents, suicide, diabetes, cardiovascular disease and some cancers and risky patterns of alcohol consumption. 'Making a difference to farmers' lives' aims to address these inequities through a service delivery model that embraces a health promotion framework using a settings-based approach, collaboration across sectors, validated tools and consumer engagement.

IMPROVING HEALTH EQUITY

The program targets men and women farmers and agricultural workers attending trade shows or rural field days. They ran health checks with 308 participants from 123 different rural postcodes.

www.farmerhealth.org.au/page/videos/rural-bank-ncfh-health-and-lifestyle-assessments

PRONTO! PROMOTING SEXUAL HEALTH AND WELLBEING FOR GAY MEN AND THE TRANS COMMUNITY

Victorian AIDS Council

PRONTO! is Australia's first community-run and peer-led rapid HIV and sexually transmitted infections (STI) testing service. It is run by gay and bisexual men, for gay, bisexual and other men who have sex with men.

The free service was established with the aim to improve the health and wellbeing of Victorian men who have sex with men by reducing new HIV infections through the provision of community-run and peer-led sexual health services.

www.pronto.org.au

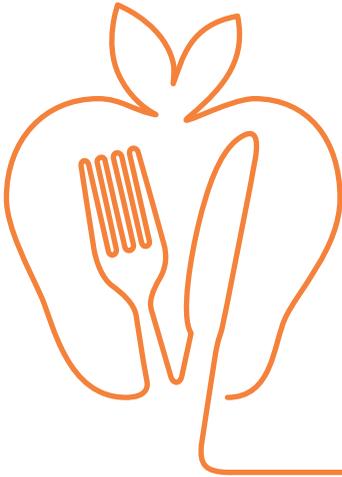
THE FOOD JUSTICE TRUCK

Asylum Seeker Resource Centre

The Food Justice Truck (FJT) is a social enterprise initiative from the Asylum Seeker Resource Centre that aims to create health equity by combating the high level of food insecurity experienced by people seeking asylum.

FJT functions as a mobile fresh food market that both the general public and people seeking asylum are able to access. It supports and only stocks local, Australian growers and producers to reduce its environmental impact. The general public can shop at competitive market rates, while people seeking asylum are offered a 75% discount. This facilitates access to fresh, healthy and culturally appropriate foods for people seeking asylum.

www.asrc.org.au/foodjustice/



PROMOTING HEALTHY EATING

A DRINK TO GOOD HEALTH

Alfred Health

with Deakin University, Monash University, Behavioural Insights Team (UK), and VicHealth

World-first trials have been conducted at Alfred Health to test whether small changes to how soft drinks are sold in their cafeterias and vending machines would lead consumers to make healthier choices. The aim was to reduce the consumption of sugary drinks without affecting retail profit. Four trials were conducted:

- Trial 1 – Removing ‘red’ drinks from display in the main café. They remained available for purchase when requested but were concealed from view. The proportion of ‘red’ drinks sold fell by 28%, while the proportion of ‘amber’ and ‘green’ drinks increased.
- Trial 2 – In the self-service café, ‘red’ drinks were taken out of self-serve refrigerators and concealed behind the counter. The proportion of ‘red’ drinks sold fell by 71%, while the proportion of ‘amber’ and ‘green’ drinks increased.
- Trial 3 – In the on-site convenience store, the cost of ‘red’ drinks rose by 20%, with no change to ‘green’ and ‘amber’ drinks. Sales of ‘red’ and ‘amber’ drinks fell by 10%, while the proportion of ‘green’ drinks increased.
- Trial 4 – A randomised control trial was initiated in onsite vending machines, with a 20% price increase introduced to ‘red’ drinks in half of the machines with no change to ‘green’ and ‘amber’ pricing. The remaining 50% of machines had no price changes. The proportion of ‘red’ drinks sold fell by 35%, the proportion of ‘amber’ also fell while ‘green’ drinks increased.

www.alfredhealth.org.au/news/reducing-the-appeal-of-sugar-sweetened-drinks/

A HEALTHIER SOUTH WEST – IMPROVING HEALTHY EATING

South West Primary Care Partnership

with Lyndoch Living, Corangamite Shire Council, Terang & Mortlake Health Service, South West Healthcare, Warrnambool City Council, Cobden District Health Services, Cooyinda, Timboon and District Healthcare Service, Moyne Health Services, Moyne Shire Council, Beaufort & Skipton Health Service

The Heart of Corangamite and South West Healthy Kids networks are consortiums of health and community service agencies applying a ‘multiple strategies in multiple settings’ approach to promoting healthy eating. The aim of this project is to reduce the rising rates of obesity and tooth decay in targeted settings in South West Victoria. This nomination focused on the activities specifically relating to promoting healthy eating, which included:

- Healthier Together Victoria Achievement Program
- Healthy eating and water only policy development
- Life Map (Workplace-based on healthy eating education)
- Smiles 4 Miles oral health program
- Healthy Little Smiles program
- Breastfeeding Solutions research project
- Lunchbox Blitz.

<http://itccprojects.com.au/southwestpcp/healthy-south-west/>

CREATING HEALTHY SUPERMARKETS FOR VICTORIANS

City of Greater Bendigo

with Deakin University, Champions IGA, and VicHealth

This project tested a range of low cost, scalable changes to supermarket store environments that aimed to increase healthy purchasing and maintain profit for the retailer.

Changes included:

- shelf tags for all products achieving a 4.5 or 5 star rating in the new Australian Health Star Rating nutrition labelling scheme
- custom-developed signage in all trolleys and baskets promoting healthy eating.

Both controlled trials led to significant positive effects on the healthiness of consumer food purchases, with no detrimental effect on retailer profit observed. The results of

this research provide evidence of the feasibility of in-store health promoting changes to supermarket environments, a setting with exceptional reach in promoting healthy eating.

www.vichealth.vic.gov.au/programs-and-projects/2014-vichealth-innovation-research-grant-recipients-and-project-summaries

HEALTHY FOOD HEALTHY COMMUNITIES

Gateway Community Services

Healthy Food Healthy Communities delivers health and nutrition workshops to improve understanding, knowledge and skill development (healthy meal preparation, where and how to choose nutritional foods, nutrition knowledge and the positive effects of eating healthy food on long-term health). It aimed to educate and inspire workshop participants to be mindful of their food intake, allowing them to be in control of their own food choices while feeling educated and empowered by the increase in their health literacy. The program focused on two geographical areas identified as having a large population who have low health literacy and at risk of poor long-term health outcomes.

www.gatewaycommunityservices.org.au

YMCA VICTORIA'S SOFT DRINK FREE SUMMER

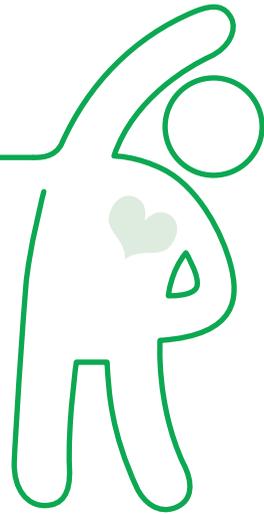
YMCA

A key element of YMCA's Healthy Food and Beverage Policy is to remove all sugar-sweetened beverages in YMCA Victoria-managed recreation centres by 2017. As a critical step towards this goal, they held a 'Soft Drink Free Summer' campaign from October 2015 to February 2016. The campaign challenged their aquatic and recreation centres to remove all soft drinks from their cafes, canteens, vending machines and kiosks. Centres were asked to change their drink fridge layout to promote healthier choices and reduce remaining sugary drinks (sport drinks) to a maximum of 10% of fridge space.

Results included:

- increase in sales of 'best choice' drinks from 34% to 49%
- decrease in sales of 'limit intake' drinks from 63% to 43%
- estimated removal of 234kg sugar from sale during campaign period.

ENCOURAGING PHYSICAL ACTIVITY



A HEALTHIER SOUTH WEST – INCREASING PHYSICAL ACTIVITY

South West Primary Care Partnership

with Lyndoch Living, Corangamite Shire Council, Terang & Mortlake Health Service, South West Healthcare, Warrnambool City Council, Cobden District Health Services, Cooyinda, Timboon and District Healthcare Service, Moyne Health Services, Moyne Shire Council, Beaufort & Skipton Health Service

The Heart of Corangamite and South West Healthy Kids networks are consortiums of health and community service agencies applying a ‘multiple strategies in multiple settings’ approach to promoting physical activity. The aim of this project is to reduce the rising rates of obesity and tooth decay in targeted settings in South West Victoria. This nomination focused on the activities specifically relating to increasing physical activity, which included:

- Active play and physical activity policy development with early years services, primary and secondary schools, and workplaces
- Active Transport: Healthy Moves, Walk & Ride to School
- Recreation Give It A Go – Sporting Club Come & Try
- Community walking and cycling groups
- Community Fun Runs
- Life Map (Workplace exercise and walking in teams)
- Active April & Walk the Block.

<http://itccprojects.com.au/southwestpcp/healthy-south-west/>

ACTIVE TRAVEL @ ALFRED HEALTH

Alfred Health

with Bicycle Network

This project involved converting 19 existing car parks at The Alfred Hospital site into a new, secure staff facility providing 300 secure bike parks, 237 lockers, nine showers, toilets and change rooms. The facilities are available to Alfred Health, as well as its partners and affiliates on The Alfred site in Prahran.

The project produced a significant increase in the number of staff using active transport to get to work (from 240 to 340), with a particularly strong increase in the number of women using the facility. A recent survey has also found that the proportion of staff meeting the recommended daily physical activity guidelines has increased from 36% in 2013 to 43% in 2016.

FIT FOOTBALL: HAVE A BALL GETTING FIT

Football Federation Victoria

with VicHealth

With over 40,000 registered junior winter players participating in football on a weekly basis, Football Federation Victoria identified the parents of junior players as a key target audience for Fit Football. With parents often attending sports grounds to watch their child's sporting activities, they are already at a location suitable for the delivery of football. Fit Football was developed to bring the program to them.

It is a group based fitness session for people who don't have the time or commitment to play competition football. It provides participants with the chance to experience the sport within a new environment where there is no need to have pre-existing football skills.

www.footballfedvic.com.au/fit-football/

ENCOURAGING PHYSICAL ACTIVITY

MIND.BODY.PEDAL

Bicycle Network

with headspace, LUSH, The Kindness Effect, and Bikes@Work

Bicycle Network's Ride2School initiative – MIND.BODY.PEDAL (MBP) – is a free one-day event specifically for teenage girls at secondary schools that aims to inspire, energise and empower them to get active through riding a bike.

MBP addresses the key barriers that prevent girls from becoming physically active including:

- social pressures – fear of being teased for being incompetent
- social norms – friends don't ride, it's uncool
- self-esteem issues – body image and confidence.

These barriers are addressed in a holistic approach delivered by experts in the fields of mental health, body image, bike riding and bicycle maintenance in three or four rotating sessions to encourage, empower and enable teenage girls to either continue or start riding.

www.bicyclenetwork.com.au/general/programs/4178/

REVAMP STUDY

Deakin University

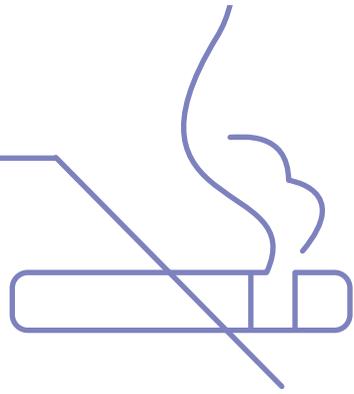
with VicHealth, Parks Victoria, City West Water, Brimbank Council, and The University of Melbourne

The REVAMP (Recording and Evaluating Activity in a Modified Park) study was a natural experiment examining the impact of the refurbishment of Brimbank Park. The objectives were to:

- examine whether park improvement increased overall park usage and the proportion of local residents engaging in park-based physical activity and active travel to and from the park in the intervention park compared with a control park (Westerfolds Park)
- identify the specific aspects of the park refurbishment that attracted visitors to the park and encouraged them to be more active.

Using a combination of 3000 surveys of local residents, 3000 intercept surveys of park users and 5000 direct observations of park users, the study showed a 79% increase in park users and 128% increase in users engaged in physical activity.

PREVENTING TOBACCO USE



A BREATH OF FRESH AIR

Alfred Health

Alfred Health has adopted a best practice approach to brief intervention in which every inpatient is asked if they smoke, their level of dependency assessed and support including nicotine replacement therapy offered. Intensive intervention options in both inpatient and outpatient settings are also provided.

As a result of these improvements, Alfred Health patients are now four times more likely to quit smoking than those not supported. Overall, smoking around the perimeter of The Alfred has reduced and been sustained at one-third of its original levels, most markedly by 85% among patients specifically following the introduction of improved clinical management of nicotine dependency. Alfred Health's outpatient smoking cessation clinic achieves quit rates of around 42%, far higher than similar benchmarks, despite its complex patient population.

BREATHE EASY SMOKE FREE PROJECT

Forensicare (Victorian Institute of Forensic Mental Health)

with Healthstream, and the Thomas Embling Hospital

Following effective preparation with their health and leisure provider Healthstream, the Thomas Embling Hospital transitioned to being smoke-free to support smokers to quit.

Activities included participatory events (such as 'Fresh Air Fair' and celebratory milestone events at one week, one month, three months and 12 months, as well as a mini 'Tough Mudder'), education, resource kits, peer support, sensory trolleys, and structured sessions to support meaningful time-use during the transition to becoming smoke-free. Nicotine Replacement Therapy was available to all patients and staff.

One year since implementation, the project has changed and sustained healthy behaviours in a significant proportion of patients, staff and families, who are showing an average of four hours a day of additional time spent in meaningful activities.

Specifically, more than 50% of patients have quit, resulting in up to 9000 cigarettes not being smoked.

MORNINGTON PENINSULA JUNIOR FOOTBALL LEAGUE GOES SMOKE-FREE

Peninsula Health

with the Mornington Peninsula Junior Football League, Good Sports, Quit Victoria, and Mornington Peninsula Shire Council

Acknowledging the higher than average smoking rates in the Frankston-Mornington Peninsula catchment, this project worked to make the Mornington Peninsula Junior Football League smoke-free.

The project aimed to:

- provide children and young people with a healthy, smoke-free environment in which to play
- reduce exposure to the harmful effects of second-hand smoke for all players, families and officials
- reduce the social norm of smoking so children see it as something they shouldn't do when they become adults
- support people who smoke who are trying to quit or cut down their smoking.

In round one of 2016, all games, training days and events of the League became smoke-free. This achievement was celebrated on Sunday 29 May 2016 through a Quit Challenge round which coincided with World No Tobacco Day.

SMOKE-FREE AND DEADLY

Inner South Community Health

with Tim Church

Smoke-Free and Deadly is an educational DVD intended as a cultural resource to inspire and facilitate Aboriginal and Torres Strait Islanders to reconsider the meaning and nature of their relationship to smoking. The material is focused on Indigenous people living in the traditional land of the Yalukit Willam clan of the Boon Wurrung. In the film 12 Aboriginal and Torres Strait Islanders tell their personal stories of their journeys through smoking and towards being smoke-free, and reflect on what it has meant for them to tackle their smoking. The stories are gifts to other Aboriginal and Torres Strait Islander people facing the adversities of tackling smoking.

<http://ischs.org.au/isch-launches-smoke-free-and-deadly/>

PREVENTING HARM FROM ALCOHOL

ALCOHOL DIVERSION PROGRAM

Victoria Police

with Magistrates Court Dandenong, Department of Justice, Australian Community Support Organisation, Monash Health, Windana, and Afri-Auscare

This program aimed to break the cycle of alcohol recidivism, by addressing the underlying causes and diverting offenders into treatment and support.

The voluntary program focused on clients regularly arrested for public drunkenness, and sought to divert them into alcohol and drug intensive treatment and support programs. This allowed a focus on the drivers of their alcohol misuse, and the treatment and support provided sought to enhance their skills to reconnect with family, employment and housing.

Critical to the success of this project was the partnership approach with the local drug and alcohol treatment service to provide timely and intensive treatment and support to the participants who were referred into the project. The links to other local community and health service providers and the support of the Court allowed an innovative new approach to breaking the cycle of alcohol misuse and assisting in exiting people from the justice environment.

www.heraldsun.com.au/leader/south-east/southern-metro-alcohol-diversion-program-tested-in-greater-dandenong-casey-and-cardinia/news-story/ea87a4a6e14c14bdec04c9e3e31f8dfc

ALCOHOL HARM IN EMERGENCY DEPARTMENTS

Australasian College for Emergency Medicine

Emergency departments (EDs) in Australia and New Zealand are at the forefront of dealing with the harmful effects of alcohol consumption. However, ED alcohol-related presentation data is not routinely collected in patient data sets in Australasia.

The primary objective of the project was to provide an evidence base to advocate for measures to reduce alcohol harm in our communities, by quantifying the level of alcohol harm presenting to EDs in Australasia.

To date, this project has conducted five major surveys and has identified the scale of alcohol-related harm at more than 100 EDs in Australia and New Zealand. It showed that at peak times, one in eight presentations to EDs are alcohol-related and that over a week, one in 12 of all presentations 24/7 are alcohol-related. This means more than half a million alcohol-related presentations happen at EDs every year across Australia and New Zealand.

[https://acem.org.au/About-ACEM/Programs-Projects/Alcohol-Harm-in-ED-\(AHED\)-Project.aspx](https://acem.org.au/About-ACEM/Programs-Projects/Alcohol-Harm-in-ED-(AHED)-Project.aspx)

BE A BROTHER

Cohealth Arts Generator

with VicHealth

Be a Brother (BAB) is a social marketing campaign that supports young African men to become role models called 'Brothers' who support one another to drink less.

The BAB project team and five peer mentors created a series of highly shareable short films that address heavy drinking in the African community and introduce the concept of 'being a brother'.

The website then served as the platform for 'brothers' to register to receive twice-weekly SMS messages written by the peer mentors.

A documentary of the project has also been produced and this was launched at the BAB Symposium, an event that attracted over 200 African community members to discuss alcohol usage amongst African youth. The peer mentors and project team have screened the films at 12 different events. The project has been presented at conferences in Tasmania and Scotland.

www.beabrother.net

MOBILE INTERVENTION FOR DRINKING AMONG YOUNG PEOPLE

Burnet Institute

with VicHealth

This project aimed to reduce binge drinking by sending individuals targeted hourly SMS messages about their alcohol consumption during ‘at risk’ evenings. The messages help individuals to slow down or stop their drinking and avoid the harmful consequences of excessive drinking. The text in these messages is personally targeted, based on an individual’s specific pre-identified concerns and previous experiences, as well as their real-time response to short survey questions sent during the evening.

YOU'RE ENOUGH

Southern Grampians Glenelg Primary Care Partnership

with Portland District Health, Glenelg Shire Council, Victoria Police, Dhauwurd Wurrung, Elderly & Community Health Services Inc, Department of Education & Training, Glenelg Southern Grampians Local Learning & Employment Network, and Heywood Rural Health

This campaign aimed to encourage young people to defer their first drink and reduce levels of underage drinking. It also aimed to encourage parents not to supply young people with alcohol and to support them not to drink.

The Glenelg Alcohol Health Promotion Planning Committee worked with RMIT University Communication and Design students and graduates to produce a positive concept: ‘You’re Enough’ to have fun and be fun to be around without alcohol. The message was reinforced by the tagline ‘not drinking is fine’, which challenges the culture of including alcohol in every event, celebration and commiseration.

www.sggpcp.com

IMPROVING MENTAL WELLBEING



AFL VICTORIA'S TAC YOUTH GIRLS ACADEMY MENTAL HEALTH AND WELLBEING PROGRAM

AFL Victoria

with Richmond Football Club and Deakin University

The Youth Girls Academy is a high performance program that reaches over 350 of Victoria's most promising female players and leaders aged 13–18 across eight regions of Melbourne and country Victoria.

This group of players experiences a range of challenges that have the potential to influence their mental health and wellbeing, and their on-field performance. The overall goal of this program was to:

- enhance the mental health and wellbeing and improve on- and off-field performance of players by providing them with strategies to combat and become more resilient to stress
- improve emotional wellbeing
- provide players with individual support by their provisional psychologists during the season for their ongoing personal wellbeing and development.

This enabled all players to develop their skills through weekly training sessions and fortnightly workshops relating to the following topics: mindfulness, values and goals, resilience, growth mindset, and emotional balance.

HART: HEALTHY AND RESILIENT TOGETHER

Beechworth Health Service

with Beechworth Primary School, St Joseph's Primary School Beechworth, Beechworth Community Childcare Centre, Beechworth Kindergarten, and Wooragee Primary School

The aim of HART was to take a proactive and community-wide approach to strengthening the mental health of local children by building resilience in the Indigo Hills region.

Strategies, practices and messages based around gratitude, empathy, mindfulness, music and laughter were applied in all settings – childcare, kindergarten and primary school. Examples of activities implemented include:

- a yearly 'Healthy Together Walk'
- 'gratitude' fridge magnets for home (using poetry-style magnets to reinforce daily gratitude)
- two community meetings about 'putting resilience into action'
- resilience education sessions for parents and carers
- gratitude walls at one primary school
- teachers using the Smiling Mind App
- the Health and Wellbeing Team hosting an annual Teacher Appreciation Day.

LIVE4LIFE

Macedon Ranges Shire Council

This Youth Mental Health Promotion Initiative adopted a Shire-wide school community partnership approach to address stigma, mental health literacy and early intervention.

It began as a community-wide response to a reported increase in depression, anxiety, self-harm and suicide in the Macedon Ranges Shire, particularly at Year 8 level (13–14 years).

This initiative includes a wide range of programs including 'the Crew', who participate in more intensive workshops to improve their leadership and communication skills, and co-design the program for each year's Live4Life activities. Fifty-four Year 9 and 10 students participated in 'the Crew' in 2015–16, and students can choose to stay involved for one or two years.

As a result of Live4life, since 2009, 10% of Macedon Ranges residents have received mental health education (4500 adults and young people).

www.live4life.org.au

REACH OUT FOR RESPECT

City of Port Phillip

with Launch Housing Homeless Children's Specialist Support Service

This program was developed to address a gap in respectful relationship education in the primary years through developing a program that specifically targets primary aged children in a school setting (traditional programs were being delivered in secondary schools). The program is unique in that it concentrates solely on gender equity through encouraging students to critique messages they receive around rigid gender roles/ stereotypes and their own identity formation. The aim is to create more equitable, flexible cultural attitudes towards gender roles that will ultimately address the key drivers of gendered violence – rigid gender stereotypes and inequality.

www.portphillip.vic.gov.au/family-violence.htm

TALKING HEALTH

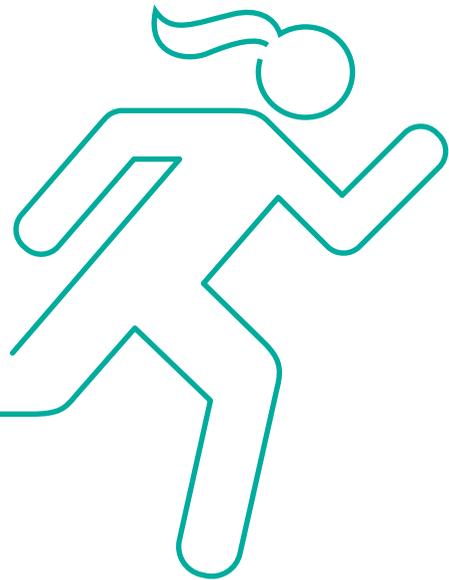
Monash Health

with Cardinia Shire Council, Kooweerup Regional Health Service, and Chisholm TAFE

Talking Health is an innovative program that aims to support hairdressers, beauty therapists and business owners to develop skills and knowledge to better communicate with their clients relating to mental health issues. This project empowers hairdressing and beauty therapy students with skills to navigate difficult conversations, set personal boundaries and suggest health and community links that could benefit their clients. It aims to help hairdressers, their workplaces and their clients to better manage mental ill health and is expected to reach at least 1000 students each year via Chisholm TAFE.

www.talkinghealth.org.au

BUILDING HEALTH THROUGH SPORTS



AEROBASE PROGRAM AND ONLINE GRAND CHAMPIONSHIP

Gymnastics Victoria

The aim of Aerobase was to create an accessible, engaging and innovative way for students to learn Aerobics at school. Aerobic Gymnastics was chosen as the basis for Aerobase due to being based on fundamental movement skills, with limited barriers to participation.

Aerobase consists of six 15-minute instructional online video lessons that are fun, basic and in plain language. Once the students complete all video lessons, the class has all the Aerobics moves to perform their own routine. Schools submitted their routines to Gymnastics Victoria as part of the Aerobase Online Grand Championships, with six routines selected in June 2016 for the 2016 Aerobic Victorian Championships.

<http://vic.gymnastics.org.au/VIC/Teachers/Programs/Aerobase/VIC/Teachers/Programs/Aerobase.aspx?hkey=17597d06-d8d7-4dac-a674-79c43eabc3a8>

ALL NATIONS CRICKET FOR ASYLUM SEEKERS, REFUGEES AND MIGRANTS

City of Greater Dandenong

with Monash Health, Cricket Victoria and AMES

The City of Greater Dandenong is the most culturally diverse municipality in Victoria including more than 3000 asylum seeker residents. This Social Cricket program rose from the recognition that asylum seekers and new arrivals need activities that provide both health and social benefits including a sense of belonging and engagement with the wider community.

The program connected more than 100 men through 23 weekly social cricket sessions at Dandenong West Cricket Club.

DON'T LET IT GET UGLY PROJECT #YOLOLIVEWELL

Nexus Primary Health

The Don't Let It Get Ugly project is aimed at creating healthier environments for youth aged 12 to 25. The primary objectives of the project are to:

- build the capacity of community settings through policy development and interactive education to create pro-social supportive environments
- enable young people to have input into and develop the skills to manage their own health
- create health champions by investing in rural young people as future community leaders, through active participation in youth-led initiatives.

Based in local sporting clubs, the #YOLOLiveWell campaign launched in December 2015 and features smart, edgy, social media posts and printed posters, created after extensive consultation with young people through focus groups and interviews to make sure they were tackling topics of concern in age-appropriate ways.

www.nexusprimaryhealth.org.au/our-services/health-promotion-and-community-engagement/yololivewell/

PRIDE IN VICTORIAN SPORT

Water Polo Victoria

with Melbourne Surge Water Polo, and the Victorian Seals National League Water Polo Club

Informed by the first international study into homophobia in sport (Out on the Fields), Water Polo Victoria embarked on a strategy to increase inclusion in the sport. They teamed up with Melbourne Surge (Victoria's only LGBTI water polo club) and the Victorian Seals (Victoria's National Water Polo League club) to actively celebrate and lead dialogue about inclusion, and to educate the community and stakeholders.

Through Water Polo Victoria's advocacy, water polo became the second sport to join the National Pride in Diversity program, while here in Victoria Melbourne Surge and the Victorian Seals athletes marched in the Midsumma Pride March, and delivered a new event in the 2016 Midsumma program and held a special event specifically targeted at the trans and gender diverse community.

www.facebook.com/nwplpridecup

SUMMER SEVENS – KICK OFF YOUR SUMMER RIGHT

Football Federation Victoria

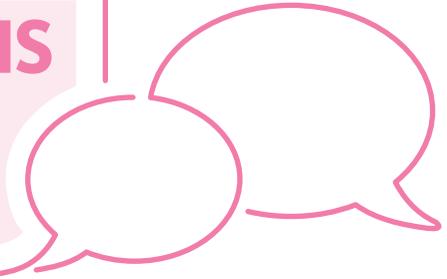
with VicHealth

Summer Sevens is Football Federation Victoria's, social format of the game. It is played on half the size of a normal pitch and is short, sharp, social football. Summer Sevens provides participants with the perfect opportunity to get their friends together and play competitive football in a social and relaxed environment.

Summer Sevens aims to provide existing Victorian players with the opportunity to continue playing in the off-season, while providing new participants with the opportunity to experience football for the first time in a relaxed environment with minimal commitment.

www.footballsevns.com.au

COMMUNICATIONS IN HEALTH PROMOTION



AUSTRALIA'S HEALTH TRACKER

Australian Health Policy Collaboration

Australia's Health Tracker is a national report card on health, and the first assessment of progress against the 2025 targets and indicators. The aim of this project was to build an accountability framework to hold governments, community and industry to account, and influence policies and programs that can prevent or better manage chronic diseases in Australia. At the time of nomination, 1.9 million Australians had seen or heard media coverage of the launch of Australia's Health Tracker.

www.vu.edu.au/australian-health-policy-collaboration/publications#goto-australias-health-tracker=1

DRAMA DOWNUNDER

Victorian AIDS Council

The Drama Downunder is an HIV and sexual health social marketing campaign that aims to improve the health outcomes of gay and other men who have sex with men. The main campaign aims include:

- increase awareness of sexually transmitted infections (STIs)
- increase awareness of the importance of regular testing for HIV and STIs
- increase the proportion of gay men who report being tested for HIV and STIs
- minimise the transmission and morbidity of STIs in gay and other men who have sex with men.

The campaign used eye-catching imagery in outdoor, online and print media, and is estimated to have reached more than one million people, with 45,000 website hits during the campaign. This iteration of the Drama Downunder campaign also conveyed a message about the need for quarterly testing by using a 'seasonal' approach, with different imagery for each season.

thedramadownunder.info

LIVELIGHTER SUGARY DRINKS CAMPAIGN

Cancer Council Victoria

with the Heart Foundation

LiveLighter is a social marketing campaign aiming to reverse the alarming impact of overweight and obesity and associated chronic disease. During July 2015–June 2016 LiveLighter focused on reducing sugar sweetened beverage (sugary drink) consumption through a targeted campaign accompanied by support for local services and medical professionals across Victoria to help extend the campaign’s reach. This campaign used graphic advertising imagery – an approach similar to road safety campaigns – to achieve cut-through with target audiences and achieve a 9% population-level reduction in the proportion of Victorians who frequently consume more than four sugary drinks per week.

www.livelighter.com.au

RISE AND RECHARGE

Baker IDI

Rise and Recharge is a free campaign to encourage people to find a healthier balance between sitting and being active. The aim is to change behaviour in the workplace around time spent sitting. The first objective of the campaign was to promote a free, smart phone app of the same name. The app is a tool developed to support the behaviour change. The app tracks and rates, via a star rating system, a user’s sedentary behaviour. It also allows the user to set customisable reminders to prompt them to ‘rise and recharge’. The second objective of the campaign was to motivate individuals to normalise regular movement in the workplace.

www.riserecharge.com

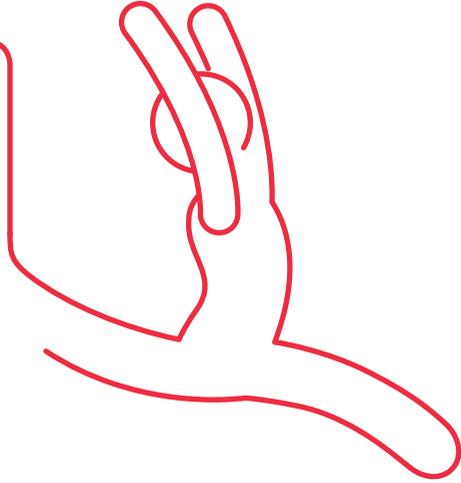
WOMEN’S HEALTH ATLAS

Women’s Health Victoria

The Women’s Health Atlas is the first resource of its kind to provide data through a gendered lens, highlighting the variation within key indicators between females and males. It makes visible the differing experiences of women and men and provides an evidence base for planning and monitoring, service design, and identification of emerging priorities, which will contribute to lasting improvements in women’s health. It assists in the identification of gender impacts on key health areas of sexual and reproductive health, violence against women, mental health and gendered demographics. There are over 48 individual measures relating to these priority health areas.

<http://victorianwomenshealthatlas.net.au>

BUILDING HEALTH THROUGH ARTS



CREATIVELY AGEING: EMBOLDEN

Footscray Community Arts Centre

Part of the Footscray Community Art Centre’s Creatively Ageing program, embOLDen was a residency of three senior female artists, in situ in the Roslyn Smorgon Gallery.

It was designed to normalise and find humour in the reality of ageing – “dealing with the fears not the failings” – as the artists engaged visitors to the gallery in conversation and creative activity. A survey of visitors informed the responses generated by the artists.

Through community engagement, the Centre ensured that the issues dealt with were those important to the community – issues of memory loss, lack of ‘relevance’ socially, or physical frailty. embOLDen helped to address social isolation and disengagement of seniors using creative mediums.

<http://footscrayarts.com/event/embolden/>

DEADLY ELDERS CIRCUS

Circus Oz

with the Victorian Aboriginal Health Service

Deadly Elders Circus is a program for Aboriginal and Torres Strait Islander Elders and older clients living in inner city Melbourne.

Each week 10–16 participants went to Circus Oz for two hours for a participatory circus skills and music workshop including shared meals and community time. In addition, there was an opportunity for the participants to be involved in a community session at

the end of the year. The Elders performed at the VAHS 2015 Community Christmas Party, providing a chance for the participants to enhance connection with their community.

The Deadly Elders Circus project provided a space to facilitate and stimulate conversation about leadership and community among the participants in tandem with fun, engaging and non-competitive activities that promote their physical, social connectedness and mental wellbeing.

www.circusoz.com/programs/indigenous/blakflipandbeyond/elders-circus-program.html

MUSEUM OF ME

Darebin Arts

with City of Darebin

Museum of Me is a collaborative project connecting artists, children and people living in aged care.

The Museum of Me – Artist Residency took place over 11 weeks at Westgarth Aged Care and Arlington Aged Care and involved two nearby primary schools. One installation put young people and elders in charge of the system, asking “What would our lives be like if the elderly and the young ruled the world?” thereby reversing the roles dependants play in society. Elders and children became ‘experts’, taking audience members on a wild ride into transformed spaces.

The second group created a site-specific work based around partner dancing, integrating sound, music and storytelling, including pressing vinyl recordings of residents’ stories.

NEXT WAVE FESTIVAL 2016 ACCESS AND INCLUSIVITY

Next Wave Festival

In May 2016, Next Wave delivered the most inclusive and accessible Festival in its 32-year history, and in doing so became an industry leader in best practice artist and audience accessibility. Through a consultative, learning-driven process centred on organisational values of ‘listening hard’ and ‘taking responsibility’, Next Wave made a whole-of-organisation commitment to inclusivity, from programming through to marketing and staff professional development.

Throughout planning and delivery of the 2016 Festival, Next Wave sought to promote and support diverse voices, foster social cohesion, raise public awareness around barriers and best practice, and deliver an inclusive and engaging experience for artists and audiences with disability.

2016.nextwave.org.au

RESEARCH INTO ACTION



BREASTFEEDING IN PUBLIC

Judith Lumley Centre

with the Australian Breastfeeding Association

This project tackles the problem that despite the health benefits linked with breastfeeding, only one in six Australian children achieve the WHO recommended six months of exclusive breastfeeding. It is also set against the fact that interventions to improve breastfeeding duration have had little success in Australia.

This innovative interdisciplinary collaboration between academics in health and planning in partnership with local government and the Australian Breastfeeding Association aims to make public spaces more inclusive for breastfeeding women.

This project suggests that urban design may be able to play a role in increasing levels of breastfeeding by creating public spaces that are more inclusive for breastfeeding women.

FITSKILLS

La Trobe University

with the Joanne Tubb Foundation, and Disability Sport and Recreation

FitSkills is an innovative evidence-based community program that aims to increase exercise participation among youth with a disability. It addresses two key barriers to exercise for youth with disability: lack of social support and lack of appropriate inclusive programs.

FitSkills involves volunteer La Trobe University students acting as mentors to young people with disability living in their community and exercising with them at their local gym. The benefits of the program have been tested through high quality clinical trials.

Benefits for young people with a disability include:

- improved physical fitness and physical activity levels, increased their participation in community activities (gym-based exercise and other community-based activities)
- being more motivated, positive changes in their mood, being encouraged by the high expectations the program had of them, and gaining independence.

Benefits for volunteer mentors include:

- a positive change in their attitudes towards disability and a deeper understanding of disability
- developing generic and specific professional skills including communication skills.

IMPACT PROJECT

The University of Melbourne

with the National Health and Medical Research Council

This project evaluated the effectiveness and acceptability of using the internet to deliver specialist exercise and education treatments for adults with knee osteoarthritis across Australia.

The project assessed a three-month combined internet delivered treatment of physiotherapist-prescribed home exercise using video conferencing (Skype) and an interactive automated pain coping skills training program (a form of cognitive behavioural therapy) in people with knee osteoarthritis to reduce pain and improve function.

The results of the project revealed substantial clinical benefits including significant improvements in knee pain and function as well as high levels of satisfaction from people with knee osteoarthritis and physiotherapists delivering the treatments. Acceptability and user satisfaction was so great that many expressed a preference in the future to receive exercise treatments as they did in this project, remotely via video conferencing, as opposed to conventional face-to-face treatment.

SUGARY DRINKS TAX

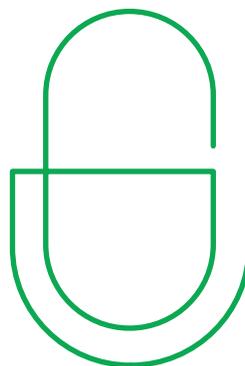
Obesity Policy Coalition

with the WHO Collaborating Centre for Obesity Prevention at Deakin University, and the University of Queensland

The Obesity Policy Coalition (OPC) funded and led the development of research that modelled the impact of a 20% tax on sugary drinks in Australia, which provided local evidence to support its advocacy campaign calling for the taxation of high sugar drinks. This modelling used data from Australian dietary surveys, price information, cross-price elasticity and costings. This included a submission to a journal and responding to peer review and publication of the article. A range of other activities were used as part of the dissemination strategy. This resulted in widespread discussion and media coverage of the research findings.

This project gives important evidence to support action by the Australian Government to design and implement a tax on sugary drinks to effect a price increase of at least 20%, with the objective of reducing consumption and improving public health.

OUTSTANDING JOURNALISM ON HEALTH PROMOTION ISSUES



774 ABC DRIVE PROGRAM

Nomination focus – Mental wellbeing (Safe Schools program and self-harm statistics; family violence)

ADAM HOLMES – BENDIGO ADVERTISER

Nomination focus – Race-based discrimination; mental wellbeing (sport and homelessness); euthanasia

EMMA WATSON – LATROBE VALLEY EXPRESS

Nomination focus – Family violence

SAM LANE – THE AGE

Nomination focus – Women in sport

WENDY TUOHY – HERALD SUN

Nomination focus – Family violence; reducing women's alcohol consumption; mental wellbeing (Safe Schools program)

VicHealth has championed the health and wellbeing of all Victorians for nearly three decades, and worked with our stakeholders and partners in 2015–16 to progress our target of one million more Victorians with better health and wellbeing by 2023.

Download **VicHealth Highlights 2015–16** at vichealth.vic.gov.au/vichealthhighlights to read about our achievements.



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