

VicHealth Partnership Grants

Art of Good Health Partnership Grant information sheet

About the grant:

Our long-term goal is to increase the use and application of arts and creative approaches in health promotion action, with a focus on VicHealth's five health imperatives (physical activity, healthy eating, mental wellbeing, alcohol and tobacco) in order to improve Victorians' health and wellbeing.

In the short term (6-12 months) the Art of Good Health program will seek to deliver:

- Increased awareness of the mutual benefits of using arts and creative approaches for health promotion
- Increased awareness of how arts and creative approaches can promote health and wellbeing.

In the medium term (12-18 months) the Art of Good Health program will seek to deliver:

- Increased knowledge about how arts and creative sectors and activities can promote health and wellbeing
- Increased active partnerships between arts and cultural organisations and health promotion organisations to promote health and wellbeing, with a focus on partnerships activities that align with VicHealth's imperative areas (i.e. promoting healthy eating, encouraging regular physical activity, preventing harm from alcohol products, preventing tobacco use and improving mental wellbeing).
- Increased dialogue across arts, cultural, creative and health promotion sectors about progressing art as a method of achieving health and wellbeing outcomes.

Generating new ideas for health promotion

The Art of Good Health partnership grant is designed to generate new ideas to promote health and wellbeing at the local level through the arts. It is designed to enable local councils to bring together arts and creative agencies with health and community agencies, and to empower local councils to work with those sectors to develop new ideas.

The Art of Good Health partnership grant will be offered in two stages. In Stage 1, through the current grant application process, selected councils will receive a 3-month grant to generate an idea and deliver a detailed project proposal. In Stage 2, through a separate grant application process opening in late 2020, selected councils will receive a 2-year grant to deliver the project to their communities.

Partnering across sectors

We encourage local councils to consider about forging new partnerships to improve health and wellbeing through arts and creative approaches. Or alternatively, building on current partnerships to include an arts for health focus. Local councils must be the primary recipient of the Art of Good Health Partnership Grant.

Victorian local councils are encouraged to build partnerships with diverse organisations such as, but not limited to:

- Arts, artists and cultural sector organisations*
- Organisations and teams working in creative industries, such as fashion, gaming, graphic and other design
- Community organisations
- Health services and community health organisations
- Organisations from the marketing and communications sectors
- Organisations working with disability communities, LGBTIQ communities, culturally and linguistically diverse communities
- Organisations working with Aboriginal and Torres Strait Islander communities.

We encourage arts, community and health organisations to consider how they could partner with a local council to deliver activities to maximise the health and wellbeing outcomes for their community through the arts. We encourage these organisations to approach their local council with these ideas so they can apply.

What's on offer:

In Stage 1, VicHealth can fund up to ten \$10,000 - \$15,000 grants commencing in May/June 2020, to support planning and design for Stage 2 funding available in late 2020 (subject to a separate grant application in late 2020).

Stage 1: Over a 3-month period commencing May/June 2020 the Art of Good Health Partnership Grant recipients will:

- Develop or strengthen partnerships between local councils, arts and creative agencies, and other health and community agencies;
- Work collaboratively to design a new health promotion project utilising arts and/or creative approaches;
- Develop a detailed project delivery plan, as the basis to apply for funding in stage 2.

Stage 2: **VicHealth will establish a separate application process, which will open in late 2020, for councils to apply for Stage 2 grants.** The project plans from Stage 1 with the greatest potential for impact will be funded for delivery during 2020-2022. Stage 2 grants will provide up to \$150,000 per council over a two-year period.

Who can apply?

Victorian local councils are eligible to apply for this grant. It is strongly recommended that councils apply to undertake the project with partners from diverse sectors, as described above.

To meet VicHealth eligibility and compliance criteria, organisations applying for an Art of Good Health Partnership Grant must:

- have an Australian Business Number and a bank account for Electronic Funds Transfer of grant funds
- deliver activities or products solely in Victoria, with a primary focus on undertaking health and wellbeing activities that achieve positive outcomes for the Victorian community
- be able to work in partnership with VicHealth and others
- if applicable, have satisfactorily fulfilled the requirements of any previous and/or current grants from VicHealth
- have insurance cover, including professional indemnity or public liability insurance, for the purpose of this project and agree to provide insurance certificates if requested by VicHealth
- not be subject to any current or impending legal action which could impact its financial viability
- not be a recipient of support, funding, sponsorship or endorsement from the tobacco industry.

Can Victorian councils apply for both of the arts grants as part of the November 2019 partnership grant round?

The VicHealth Partnership Grants include two opportunities related to arts and health; one is the Art of Good Health and the other is Everyday Creativity.

While both of these grants will support arts for health activity, they are distinct in several ways. The Art of Good Health grants focus on the development of arts and creative solutions to our priority health challenges – increasing physical activity, preventing tobacco use, improving mental wellbeing, preventing alcohol harm, promoting healthy eating. The Everyday Creativity grants will support the development of new approaches to making more art and cultural experiences available to more people more often.

Local councils can submit applications to both grant opportunities, provided that the projects align to these distinct focus areas.

Conflict of Interest

VicHealth takes its role as a leader in health promotion seriously which means we need to be mindful of who we partner with to ensure our values and purposes align.

Given our history in tobacco control, organisations that receive funding or support from the tobacco industry are ineligible to apply for VicHealth funding.

Beyond tobacco, we are mindful that there are other industries and businesses whose values and purposes do not align with VicHealth. Therefore, if your organisation or any individual or partner named on your application receives support or partners with another industry or business whose objectives may compromise VicHealth's aim of improving the health and wellbeing of all Victorians, we ask that you let us know by completing a Conflict of Interest Declaration and Management Form.

By declaring these interests, you are not excluded from applying for VicHealth funding; all declarations are assessed on a case-by-case basis considering the extent of the conflict and how it can be managed.

What can VicHealth funding be used for?

The purpose of the funding is to enable local councils to bring arts and health partners together and to design a new health promotion project using arts and/or creative approaches.

What we will fund:

- Reasonable staff costs to engage a contractor or reimburse staffing costs for existing employees delivering agreed activities.
- New ideas in line with funding requirements, or delivery of clearly identified outcomes that build upon and add value to existing work.
- Incentives and prizes for competitions where relevance to local context, value for money and equitable approach are demonstrated.
- Design, publication or production costs of materials, products and collateral where clear VicHealth branding is included.
- Reasonable advertising or media costs for activity promotions.
- Resources or products that can be owned/managed by the recipient and shared among project partners and the community to support ongoing improvements in drinking cultures.
- Reasonable and necessary costs of facilitation for events, such as healthy catering, facility hire and administrative costs.
- Evaluation costs including data collection and analysis.

What we will not fund:

- Treatment services for individuals or groups – e.g. drug and alcohol, nutrition and diet, mental illness.
- Excessively expensive prizes, cash prizes or those where no justification or rationale for prize choice is provided.
- Duplication of existing projects, programs, initiatives or products. If you wish to leverage off an existing project, program, initiative or product you must identify the innovative element or point of difference/value add and ensure you are not infringing on copyright or intellectual property rights.
- Capital works or infrastructure improvements.
- Excessive event costs or unhealthy catering options.

Application

Applications open Tuesday 19 November 2019 and close at 12:00 midday on Monday 24 February 2020.

Application questions

1. Brief project description

Please indicate which VicHealth imperative or health area your project will address and provide a plain-language summary of your proposal. Up to 100 words

2. Why does this work need to be done?

Tell us why your project is important. Include if, and how, your idea will address issues of health inequities, disadvantage and/or vulnerable sectors of the community. Up to 250 words.

3. What strategies and activities will you undertake to achieve grant outcomes, and how will you measure their success?

Use dot points to cover the 'what', 'who', and 'how' of your project, and how you'll evaluate your outcomes. Identify which arts-based or creative approach/es will be applied in the project, or how you will determine this. Up to 250 words (supplemented by a detailed work plan and budget, attached to the application)

4. Who will you partner with to deliver the project and how will you engage them?

In the box below, provide a summary list of your partners and their main roles and responsibilities. Describe if, and how, they have been involved in development of your proposal, and how you will continue to engage partners on the project. 200 words.

Attachments and supporting documentation

- a. [Work plan template](#) – this is mandatory and must be included in the application.
- b. [Budget template](#) – this is mandatory and must be included in the application.
- c. Evidence of partnerships. Up to three documents confirming in-principle support from key partners can be uploaded to support your application.
- d. [Conflict of interest declaration and management form](#) – only required if an organisation, individual or partner associated with the application has past or present arrangements with alcohol, junk food, sugar sweetened beverage industries, or organisations whose objectives may compromise VicHealth's aim of improving the health and wellbeing of all Victorians.
- e. [VicHealth Partnership Grant contract departure proposal form](#) – only required if your organisation is unable to comply with any clause detailed in the standard VicHealth Funding Agreement Terms and Conditions.

Assessment

Applications will go through a multi-stage assessment process involving VicHealth and external content experts.

Art of Good Health Partnership Grant applications will be assessed against the following criteria:

1. Alignment to grant outcomes (40%)

- Is the application clear in its aims and outcomes?
- Do the proposed project outcomes align with the stated grant outcomes?
- Is there a plan to measure the outcomes?

2. Budget (15%)

- Does the budget accurately reflect the scope of the application?

3. Viability (25%)

- Is the application well planned and achievable within the timeframe?
- Have the resources required to deliver the project been clearly identified?
- Does the application identify appropriate partners and demonstrate an ability to work with them in a collaborative way?
- Is the application financially viable and does it demonstrate sound management?

4. Community need (20%)

Will the proposed project address a clearly identified and demonstrated local need?

Applicants will be notified of assessment outcomes by 30 April 2020.

If you are successful

Successful applicants are required to:

- Enter into a Funding Agreement with VicHealth and comply with its [Terms and Conditions](#)
- Comply with reporting requirements, including progress and final reports, financial acquittals and face-to-face meetings as determined in your Funding Agreement.
- Take part in VicHealth evaluation activity as requested – by assisting an external VicHealth appointed evaluator with design/collection/management/supply of minimum data set (data required to be confirmed in conjunction with VicHealth, external evaluator and funded partners, and where possible using already existing tools)
- Acknowledge VicHealth Partnership Grants in all communications.
- Not be a recipient of financial support from tobacco companies
- Maintain appropriate insurances throughout the partnership period.

Indicative project schedule – The Art of Good Health

Project period: May/June 2020 to August 2020

Milestone	Indicative timing
Grant recipients notified	By 30 April 2020
Funding agreement signed and returned to VicHealth	By 25 May 2020
Payment 1 (90%)	By 5 June 2020
Progress report, based on Workplan (max. 5 pages)	17 July 2020
Payment 2 (10%)	31 July 2020
Final report (max. 12 pages)	31 August 2020
Certified financial acquittal	30 September 2020
END OF STAGE 1	
STAGE 2 Applications open	September-October 2020
STAGE 2 Grant recipients notified and agreements signed	November 2020
STAGE 2 Project delivery commences	December 2020
STAGE 2 Project delivery concludes	December 2022

Reporting expectations

In Stage 1 of the Art of Good Health partnership grants, councils will be required to contribute to evaluation activity and to submit basic activity reporting to VicHealth.

In regards to reporting, grantees will be required to provide:

- One progress report, to provide an update on and revisions to the activities outlined in the Workplan (submitted as part of their application) – maximum 5 pages, template to be provided.

- One final report, to provide a summary of activities delivered, as outlined in the workplan, and a proposed project delivery plan – maximum 12 pages, template to be provided. This proposed project delivery plan can be utilised as a basis to apply for Stage 2 Art of Good Health funding in late 2020.
- One certified financial statement – template to be provided.

In regards to evaluation, grantees will be required to:

- Provide data and detail about Stage 1 participants and impacts, as part of their project reporting (see above).
- Contribute information to evaluation of the VicHealth Arts Strategy, commissioned separately by VicHealth.

Recommended reading

Before applying, we recommend you read and understand the following documents:

Name	Why is it recommended?
VicHealth Action Agenda for Health Promotion 2019-2023 and associated strategies	Provides a detailed overview of VicHealth Imperatives and the priority Objectives, and also the VicHealth Arts Strategy
The Partnership Analysis Tool – VicHealth	Provides a framework to establish, develop and monitor partnership activity
Creating Healthy Communities through Cross-sector Collaboration – ArtPlace America	Provides a snapshot of the potential for arts and creative approaches to enhance health and wellbeing outcomes, including case studies
Case studies – see below	Provides examples of how arts and creative approaches can be utilised in health promotion projects

Case studies

The following case studies provide a demonstration of how arts and creative approaches can be utilised in health promotion projects. However, councils are not encouraged to apply to deliver any of these specific projects in their local area as these projects are included as examples only.

Case study 1 – Promoting health eating

Happy Eatium - Mammalian Diving Reflex

Teens from four different Toronto neighbourhoods assessing the food they're most drawn to in their area, looking at how cheap, convenient, tasty and healthy it is. The result was four delicious presentations & MEALS, one in each area, that schooled audiences on how easy or hard it is to eat well on a small budget-as we all seek that Happy Eatium between what we should do and what we want to do, without making ourselves sick.

<https://happyeatiumblog.wordpress.com/>

Case study 2 – Preventing alcohol harm

Top Spin, VicHealth

Top Spin is a statewide competition asking young Victorians (18 – 29 years) to call out the sneaky tactics used by the alcohol industry to influence them to drink. This project enabled young people to use design and social marketing techniques to engage with the problem of harmful alcohol consumption, specifically it allowed them to critically engage with advertising material and techniques and to critique the role and influence of industry. In 2018 Top Spin attracted hundreds of entries over a 5-week period. Evaluation found 92 per cent of participants reported increased concern about alcohol harms and more than half discussed the issue of alcohol industry influence with friends or family.

<https://topspinvic.com.au/>

Case study 3 – Improving mental wellbeing

Lucky

LUCKY was an innovative intergenerational project conducted by BIG hART on the northwestern coast of Tasmania. Lucky was made up of three interlinked projects which all focused strongly on the recording and sharing of oral histories: Radio Holiday/Drive In Holiday, This is Living and Drive. At its core, LUCKY addressed issues of mental wellbeing including social isolation, relationships and disengagement from community.

https://www.bighart.org/wp-content/uploads/2017/03/BighART_Evaluation_ArtEquityCommunity.pdf

Still have questions?

- If you've read the VicHealth Partnership Grant Funding Guidelines, including relevant documents under the 'Getting started' section, and still have questions, please submit an enquiry via the relevant funding page www.vichealth.vic.gov.au/funding/ or leave us a message on 9667 9050
- Please note: We are unable to provide advice or feedback on your specific idea, however, we can clarify the intention of the grant opportunities and the outcomes they are trying to achieve.