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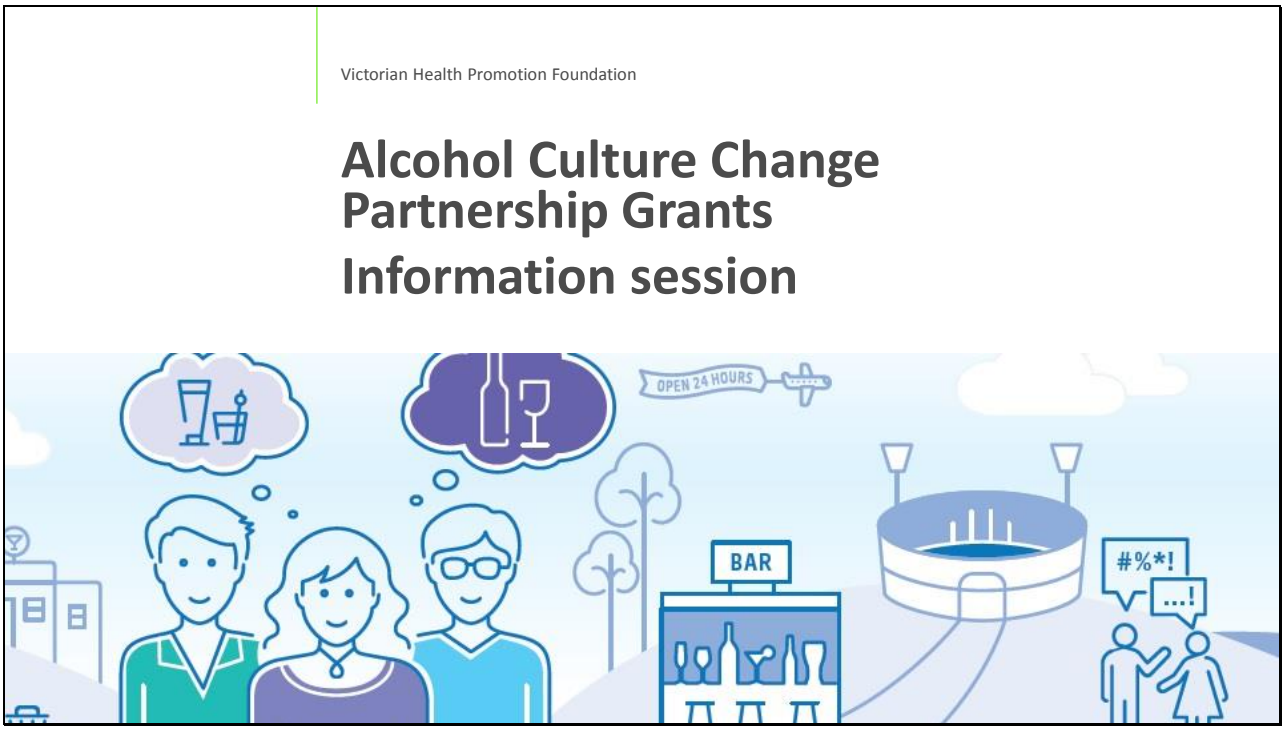

Hi Everyone, Thank you for joining us today to learn more about our Alcohol Culture Change Partnership Grants.

I'm Louisa Shepherd, and I will be talking through the grant information with you today.

First off, thank you so much for registering to learn more about the Alcohol Culture Change Partnership Grants, a funding opportunity available as part of VicHealth's Partnership Grants

Today I will firstly give you a brief overview of VicHealth's approach to Alcohol Culture Change. I will then talk in more detail about the Alcohol Culture Change Partnership grant, including what this grant is aiming to achieve, what you need to know to complete your application and how this grant will lead to future funding opportunities.

We encourage you to ask questions throughout the webinar. There is a chat function and a question function, my colleagues are here with me to answer your questions as they come in.
We will answer questions as we go and some we may save until the end.

When we answer questions we may allow for everyone to see the response, which means that if someone has the same question as you, you may find the answer is already on the

screen.

If any technical issues arise and it becomes too hard to progress, we can stop the webinar and I can send you through a copy of the slide deck and all of the information via email. Hopefully we won't encounter any tech issues today.

In the handouts section, you will be able to download a copy of information sheet and the Alcohol Cultures Framework. We will also send this out to you after the webinar is finished.

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Firstly I would like to explain what we mean by alcohol culture

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The notion of 'drinking culture' or 'alcohol culture' is commonly referred to across public health, the media, politicians and even the alcohol industry.
Often pointing to our problematic alcohol culture and the need for it to change. What we found after a review of the literature, is that there is very little offered in terms of defining 'drinking culture' as a concept.

So in recent years VicHealth has been working with our partners in the alcohol sector to develop a shared understanding of alcohol culture that could guide efforts to build evidence-based strategies for alcohol harm reduction through influencing culture.

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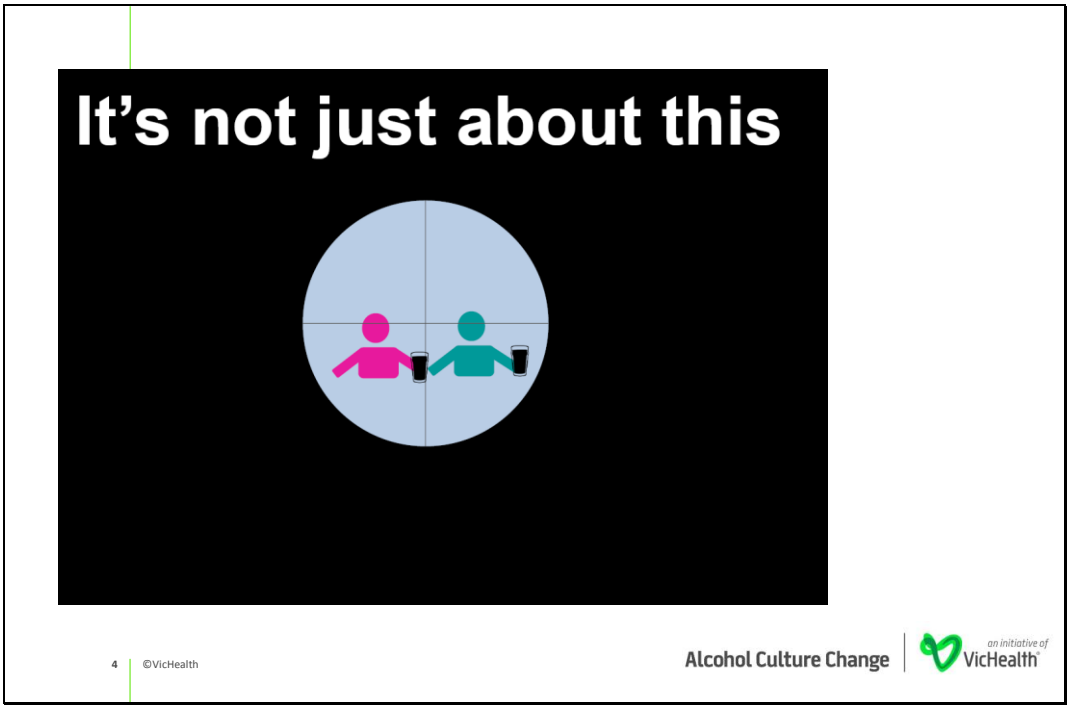

So what is alcohol culture?
It’s not just about this – the individual drinker in isolation making rational and conscious decisions about their drinking.
It’s about the many factors that influence the way we consume alcohol products.

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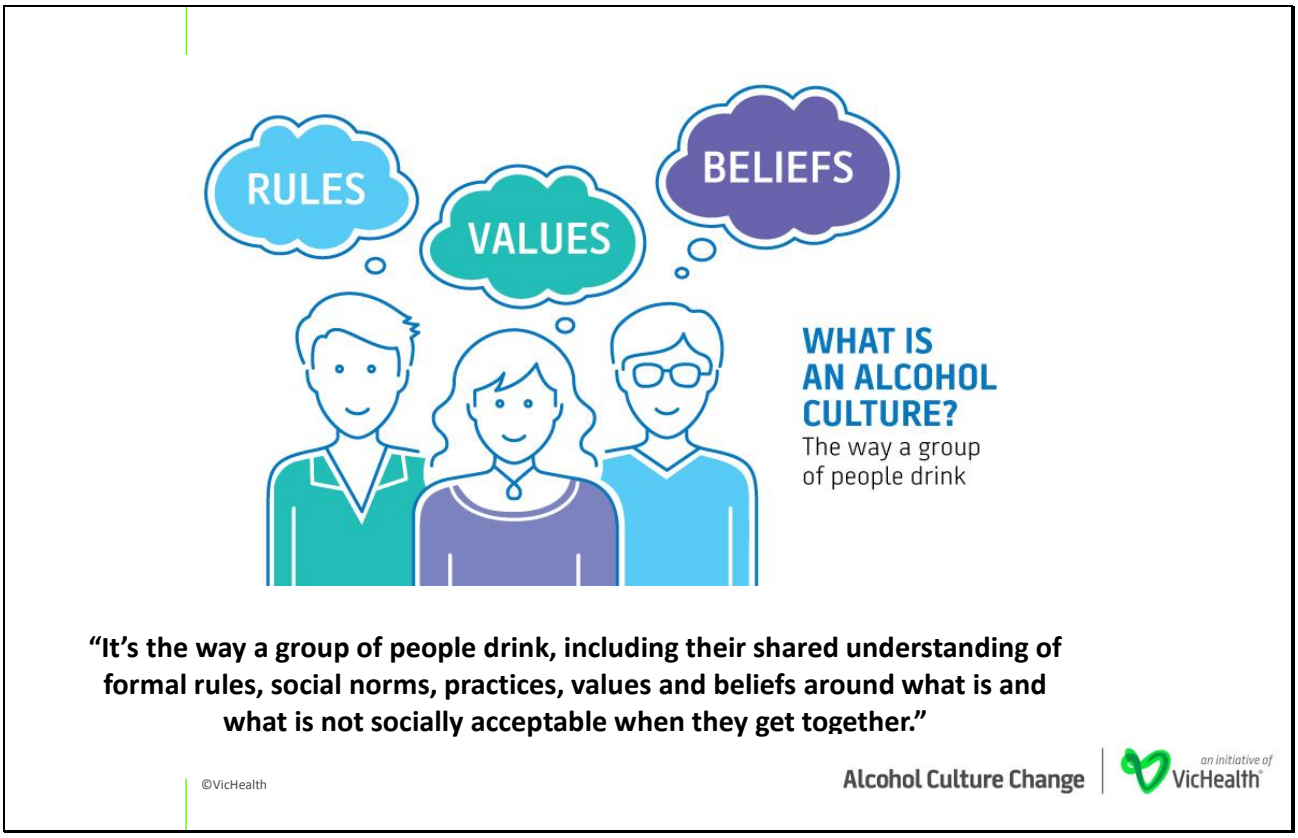

We define alcohol culture as the way a group of people drink, including their shared understanding of formal rules, social norms, practices, values and beliefs around what is and what is not socially acceptable when they get together.

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With this approach, VicHealth has shifted focus from the behaviours of individuals, to the shared activities and practices of a group, which we call a social world.
A social world is a group of people who get together around a common interest or activity. They share norms and practices, including expectations about how people behave when they meet or when they are together.
Examples of social worlds, may be occupation groups such as: hospitality workers, nurses, lawyers; music group fans or musicians; sporting groups or fans of sport; groups with shared situations or interest, such as parents or students at university; technology based groups such as gamers; or groups with an appreciation of social interest.
So there is a range of social worlds within our culture, and within those broader concepts that I've mentioned.

Where there is a drinking culture, the norms, practices and expectations are shared within the social world – and in some social worlds, there is a risky drinking culture where harm from alcohol products is common.

Changing risky drinking cultures isn't about telling people they can't have a drink or taking someone away from a social world, it's about influencing the activities and practices that are acceptable in a social world to minimise harm from alcohol products.

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VicHealth developed the Alcohol Cultures Framework which provides a guide for those with an interest in changing risky drinking cultures to reduce harm from alcohol products. I'd like to acknowledge the advice and support we've received in developing the Framework from the Alcohol and Drug Foundation and Latrobe University's Centre for Alcohol Policy Research and Australian Institute for Primary Care and Ageing.

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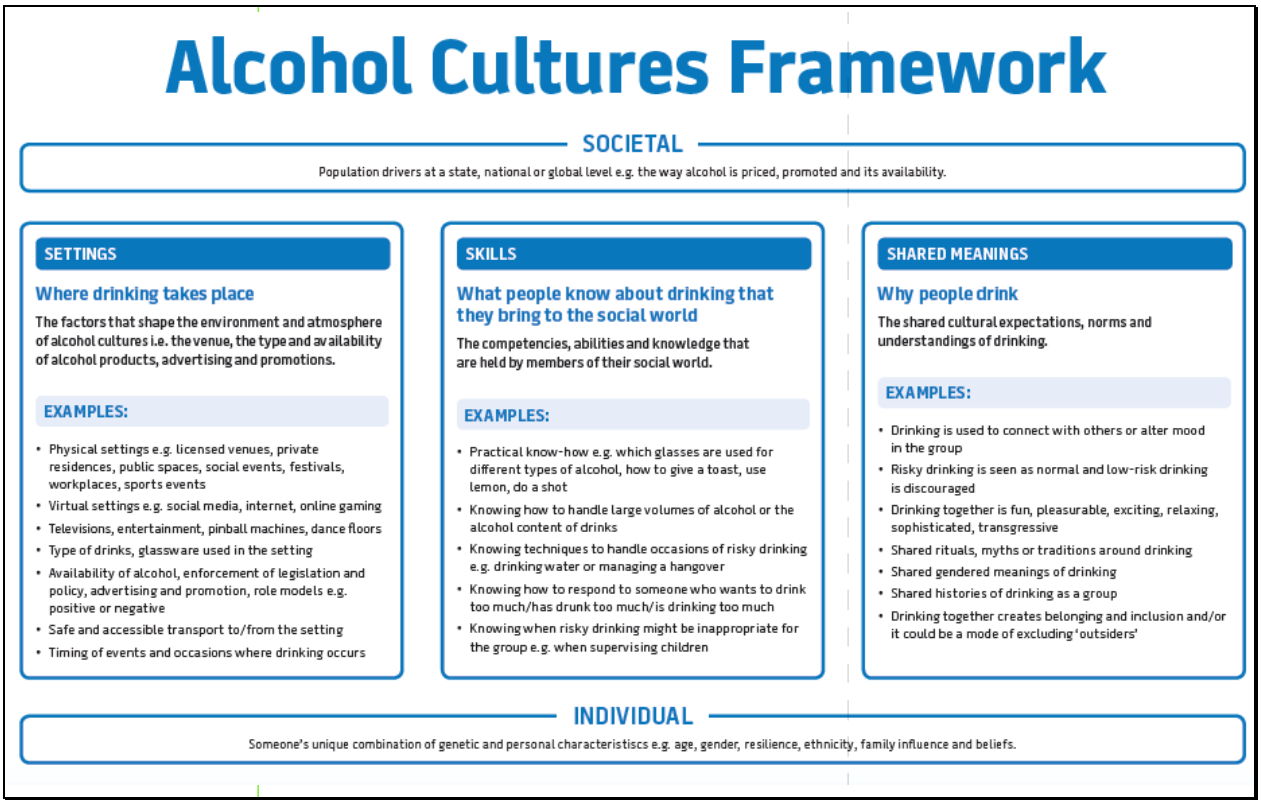

This is what the cultures framework looks like.
The framework acknowledges the many factors that influence the way we consume alcohol products including the way it is priced, promoted and its availability, individual factors such as resilience, ethnicity and beliefs and the influence of the people and context around us.
Alcohol culture change is not seeking to draw members away from a social world, but rather to influence and help transform drinking norms, expectations and practices within a group.
To do this, intervention action can focus on understanding 3 separate but overlapping settings:

1. the **settings** in which the group drinks, for example availability of alcohol, enforcement of rules, venue promotions
2. the social know-how or **skills** the group shares in drinking together such as which glasses are used for different types of alcohol, doing shots, using lemon
3. and the **shared meanings** of drinking among the group such as sharing rituals, myths or traditions around drinking alcohol.

The Alcohol Cultures Framework should be used to guide grant recipients in their project design, delivery and evaluation for these grants.

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Alcohol Cultures Framework: critical questions

The critical questions enable practitioners to develop a deeper understanding of the settings, skills and shared meanings of a risky drinking social world.

Alcohol Culture Change | an initiative of VicHealth

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Critical questions to develop an understanding of risky drinking social worlds

The chart below includes examples of critical questions to ask to understand the alcohol culture within a risky drinking social world.

Elements	Critical questions
SETTINGS	How available and accessible is alcohol in the given setting? Are free water, other non-alcoholic beverages or food easily available?
	How does the drinking space feel, how is it organised in relation to the drinker and how do drinkers relate to other drinkers?
	What forms of entertainment are available e.g. televisions, dance floor?
	How central is alcohol to the function of the setting?
	What alcohol harm-reduction rules or policies exist? How are they enforced?
	What types of drinks are available? Are there 'happy hours' or other arrangements to discount drink prices as an incentive to drink?
	How are drinks served e.g. in glass or plastic, shot glasses, jugs, pint glasses?
	Are there alcohol advertisements or promotions in the setting that encourage risky drinking?
	What other practices are linked with drinking alcohol in the setting e.g. eating, dancing, socialising?
SKILLS	What strategies do members of the social world use to manage drunkenness e.g. comments like 'don't you think you've had enough?' or looks/raised eyebrow?
	What strategies do members of the social world use to encourage risky drinking e.g. expectations of the type, frequency and quantity of alcohol to be consumed, pre-loading, drinking games?
	Under what circumstances is it difficult to say 'no' to a drink within the social world?
	What actions or behaviours do members of the social world expect of their peers when drinking e.g. buying rounds or shouting drinks?
	Are there role models that encourage/discourage drinking within the social world?
SHARED MEANINGS	What does alcohol mean and what purpose does it serve in the social world e.g. therapeutic, recreational, social, psychoactive?
	How do members of the social world define "drunk" or "intoxicated"? How drunk is "drunk"? What purpose does being drunk serve? How does alcohol facilitate or impede group activities?
	How do members of a social world understand the term 'risky drinking'?
	How is alcohol or risky drinking part of the group's shared identity? What is at stake if the drinking culture in a social world changes e.g. relationships, jobs? How are people 'held' in the group?
	Do shared experiences of discrimination or exclusion influence the way men and women drink in a particular social world?
	How do masculinities and femininities influence the way men and women drink within particular social worlds?
	How does social media influence drinking practices e.g. expectations to share an Instagram picture of drinking?

Within the framework

We suggest some critical questions to consider across the frames for intervention, such as, "How central is alcohol to a particular setting or event? What purpose does it serve? Is intoxication socially accepted? In what circumstances is it not accepted and what then happens?

Note: these questions will be really helpful to use if you are successful, to gain insights for the social world you have identified for this grant.

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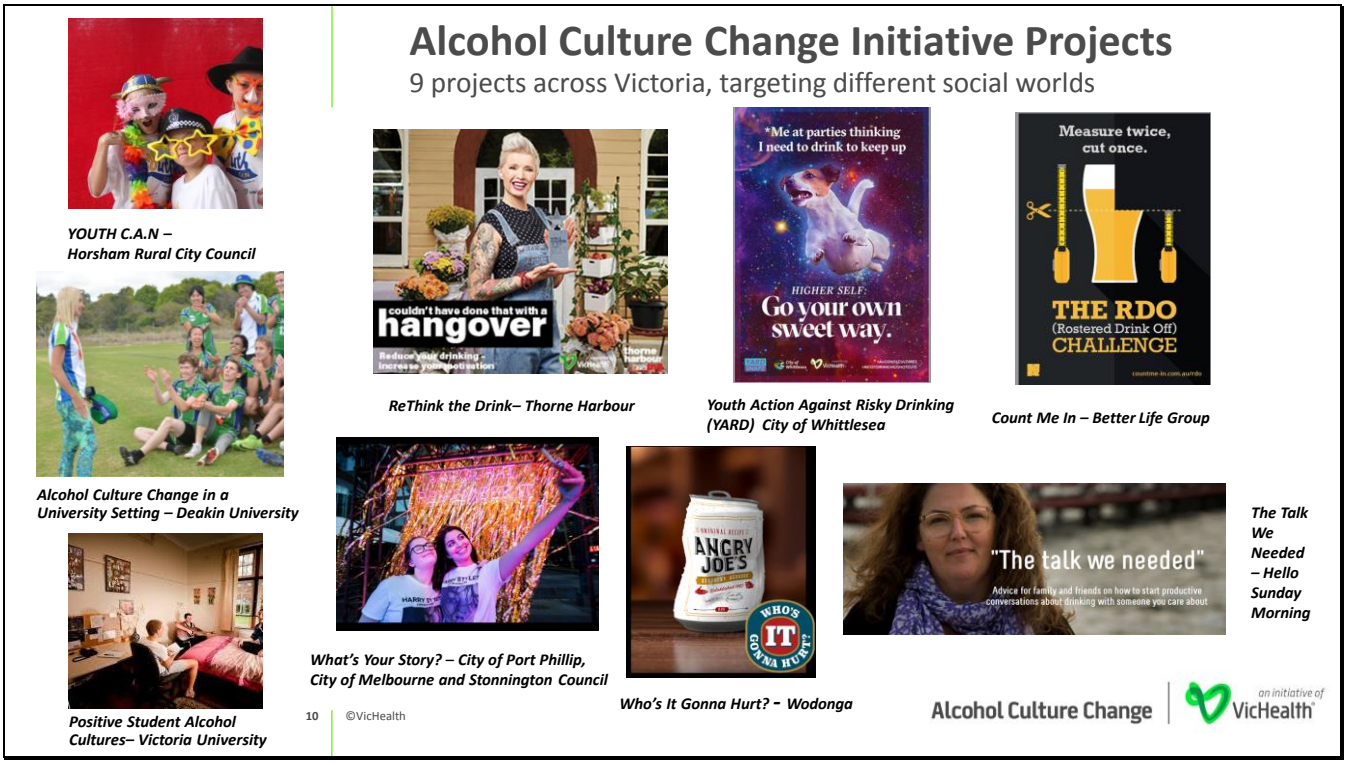

In 2016 we funded 9 projects across Victoria to test the application of this framework with a range of social worlds across metro, rural and regional locations including university students, workplace interventions, LBQ women in rural and regional Vic, young people in Horsham, youth in Night Time Economy areas in inner city Melbourne and disengaged youth in urban fringes.

The majority of these projects have finished and evaluation findings will be available in mid 2020.

Visit our website to find out more about these projects:
https://www.vichealth.vic.gov.au/programs-and-projects/alcohol-culture-change-initiative

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Now that you have some background information on our approach to alcohol culture change I will now explain how this approach should be used with the partnership grants we currently have available.

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The funding for this Initiative with be offered in two stages:

Stage 1
VicHealth will fund up to ten $25,000 grants.
Over a 4-month period, organisations and their research partner will:
Identify a risky drinking social world; gain insights about the social world, including how the setting, skills and shared meaning of the target group influence the way people drink; and develop a project idea to change the risky drinking culture in the social world.
This is what we currently have on offer. These grants are to be delivered between May and August next year.

Stage 1 recipients will be eligible to submit a proposal for funding at Stage 2 to deliver their idea.
Stage 2 (Proposals will be accepted in September 2020 upon completion of Stage 1):
VicHealth can fund a maximum of seven projects at Stage 2. Projects with the greatest potential to influence risky drinking cultures will receive up to $250,000 to deliver the project over a two-year period, from January 2021 to December 2022.

Important to note: A research partner is mandatory for Stage 1 of this project.

Your project team must include a research partner (e.g. academic, consultant with public health expertise) to guide project design and delivery.
Their in-principal support will need to be demonstrated in your application.
Contact VicHealth for a list of researchers who may be interested in partnering with you on this project.

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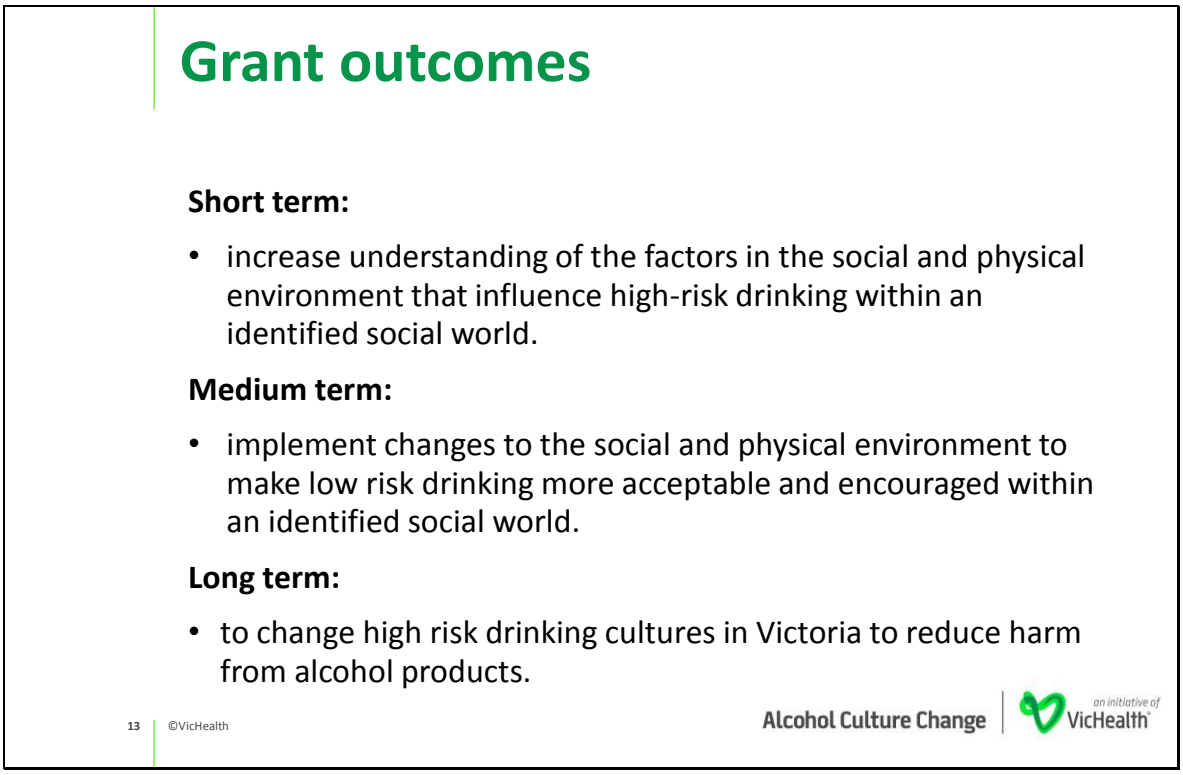

VicHealth's Alcohol Culture Change Partnership grants are aiming to achieve the following outcomes:

The first stage is aiming to achieve the short term goal.
The short term goal is to increase understanding of the factors in the social and physical environment that influence high-risk drinking within an identified social world.

The medium term goal will hopefully be achieved through stage 2 funding. This is to implement changes to the social and physical environment to make low risk drinking more acceptable and encouraged within an identified social world. This will be achieved through the intervention projects.

In the long term it is hoped that this work will change high risk drinking cultures in Victoria to reduce harm from alcohol products.

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There are no limitations, this list is just a suggestion. The only requirement is that a research partner must be a part of your application.

VicHealth encourages diverse organisations to apply, including those who work with disability communities, LGBTIQ communities, culturally and linguistically diverse communities and Aboriginal and Torres Strait Islander communities.
Organisations may want to work together to form a partnership application, however one organisation must take the lead to be the administrator for the funding on behalf of all the partners, and this would need to be demonstrated in the application forms.

Other criteria:

- To ensure VicHealth funds projects that are free from real, potential or perceived conflicts of interest, all applicants are required to declare conflicts of interests when applying for a grant.
- If a conflict of interest is declared, applicants are required to propose how the conflict will be managed to maintain confidence in the project.
- A declared conflict of interest generally DOES NOT automatically preclude the applicant from being eligible for funding. VicHealth will assess all declared conflicts of interest on a case-by-case basis.
- *Organisations may work together to form a partnership application, however, one organisation must take the lead to administer funding on behalf of all partners.

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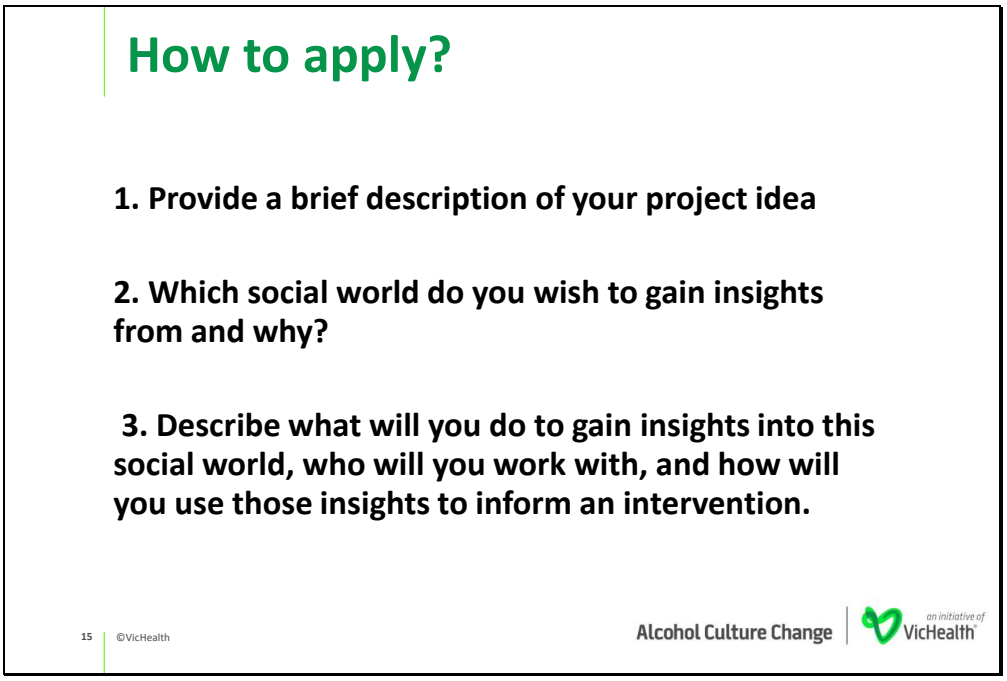

Application questions
There is a link on the VicHealth website to access the application form. There are three questions to be answered.

1. Provide a brief description of your project idea
Please provide a plain-language summary of your proposal in under 100 words.

2. Which social world do you wish to gain insights from and why?
Include any data you have available to demonstrate the need to target this social world, that would be beneficial. Otherwise use any evidence you have available as to why the social world needs to be targeted.
Also include if, and how, your idea will address issues of disadvantage and/or vulnerable sectors of the community. 400 words

3. Describe what will you do to gain insights into this social world, who will you work with, and how will you use those insights to inform an intervention.
Refer to step two of the 'critical components' checklist in the Alcohol Cultures Framework, which outlines some key questions that you can ask the social world to gain these insights. Also outline how you will gain these insights from your chosen social world. Also include how you will engage with the social world, the research partner and any other partnership organisations. 800 words

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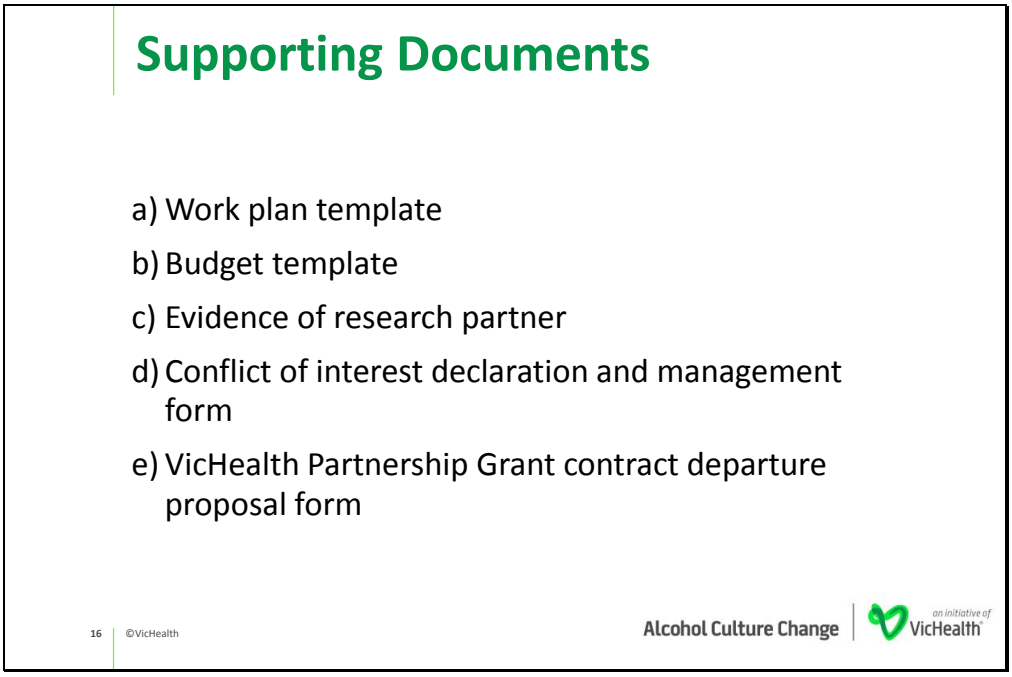

In addition to the application questions, you need to attach supporting documents

Work plan template – this is mandatory and must be included in the application. Fill out key activites, and who is involved, include a timeline.
Budget template – this is mandatory and must be included in the application. Outline all key expenditure for the grant.
Evidence of research partner - A research partner is mandatory for this project. Please attach written evidence confirming a research partner has provided in-principal support to be involved in this project.
Conflict of interest declaration and management form – this is 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. See the grant guidelines for more information on this.
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.

Note: Human Research Ethics Committee approval
It is not a requirement of VicHealth to obtain ethics approval from a Human Research Ethics Committee for the ethical oversight of data collection and management. However, it may be a requirement of the research partner you are working with on this project to do so. If you chose to obtain ethics approval, this process will need to be outlined in the application (in the workplan template) and how this will be achieved within the short timeframe of the project. Please note, the ethics application will need to include a provision for de-identified data to be shared with VicHealth.

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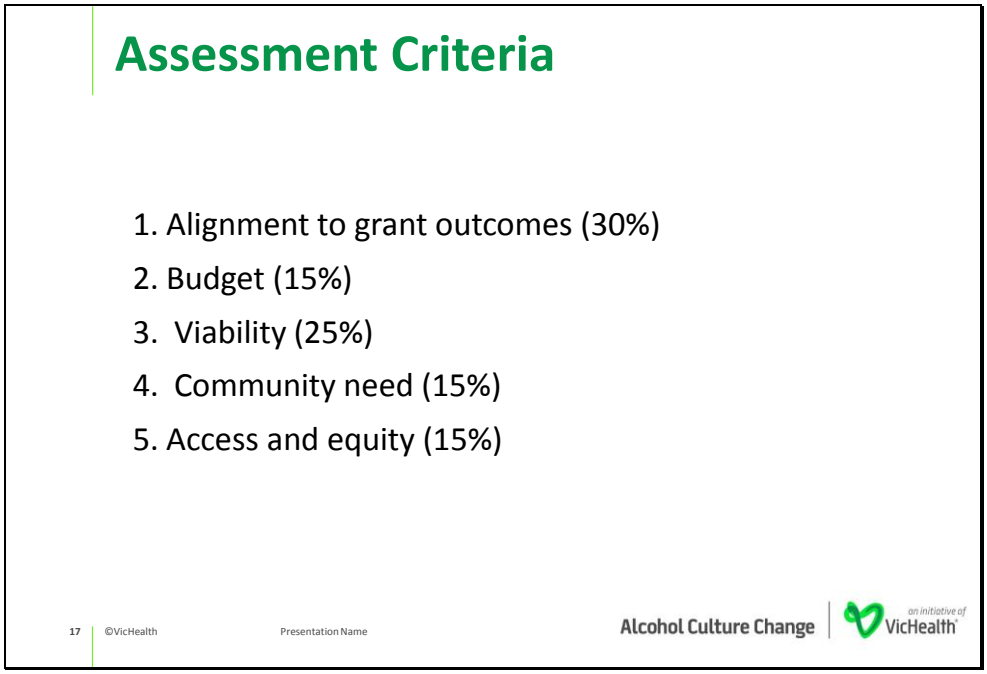

Applications will go through a multi-stage assessment process involving VicHealth and external content experts.
Alcohol Culture Change Partnership Grant applications will be assessed against the following criteria:
1. Alignment to grant outcomes (30%)
Is the application clear in its aims and outcomes?
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 (15%)
Will the proposed project address a clearly identified and demonstrated local need?

5. Access and equity (15%)
Does the application address issues of disadvantage, social exclusion, barriers to participation, or vulnerable sectors of the community?
Applicants will be notified of assessment outcomes by 30 April 2020.
Important to note: Please look at the guidelines to see what we will and won't fund.

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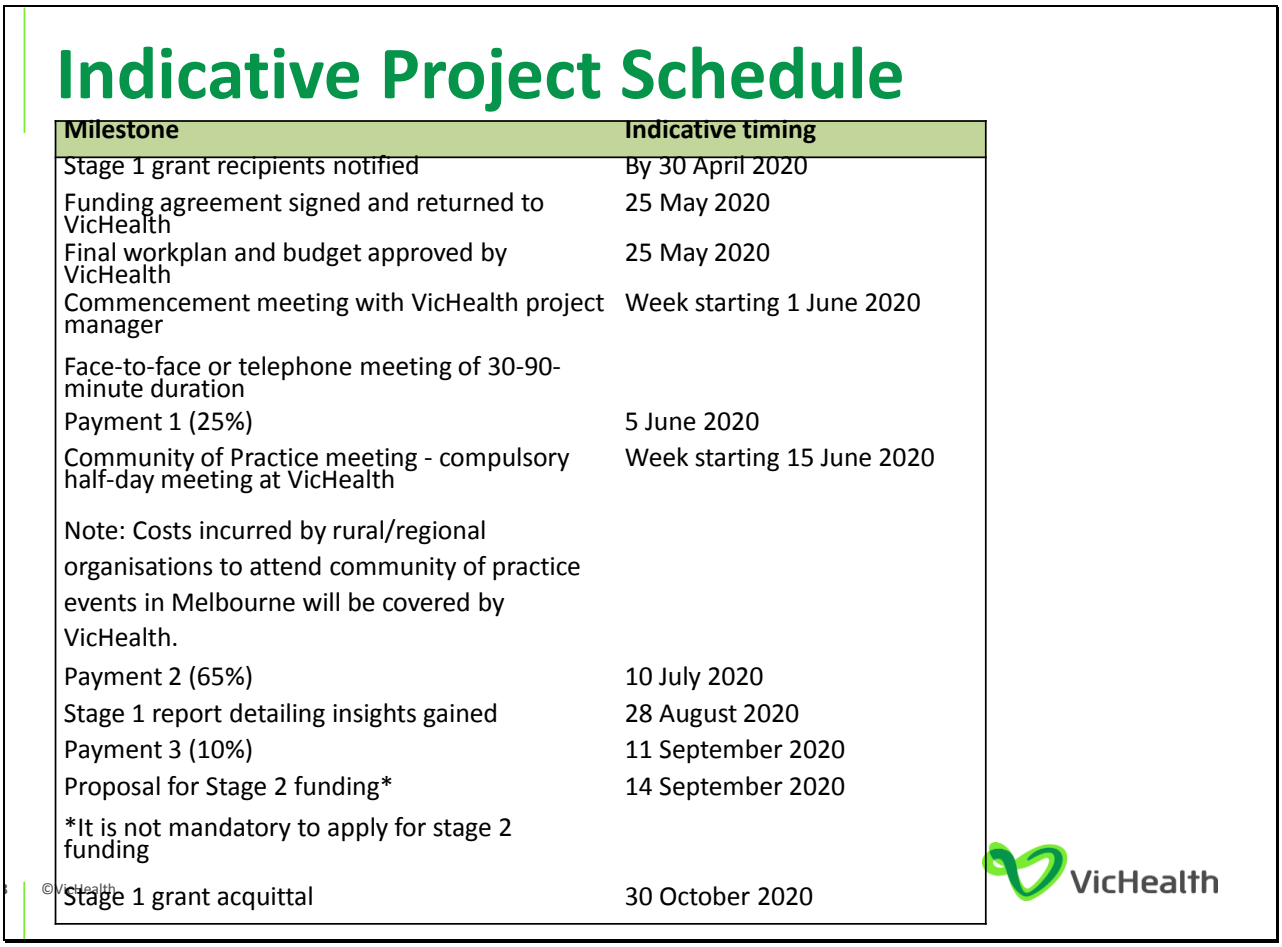

The project schedule outlines the reporting requirements. It's important to know these dates before applying for the grant, so you know you can achieve them.
As this is a relatively small grant, there's not too many requirements to meet.
There are face-face meetings to begin, and a COP meeting around halfway where we will meet at VicHealth for half a day (compulsory). We will bring together all grant recipeients and some other guest speakers.

Successful applicants are required to comply with the following reporting requirements, including progress and final reports, financial acquittals and face-to-face meetings as determined in your Funding Agreement.

It's not mandatory to apply for stage 2 funding, you may find that your research shows there is not as much need or engagement. More information about stage 2 will be provided to successful applicants from stage 1 during the grant delivery period. Stage 2 is only available to those who received funding in Stage 1.

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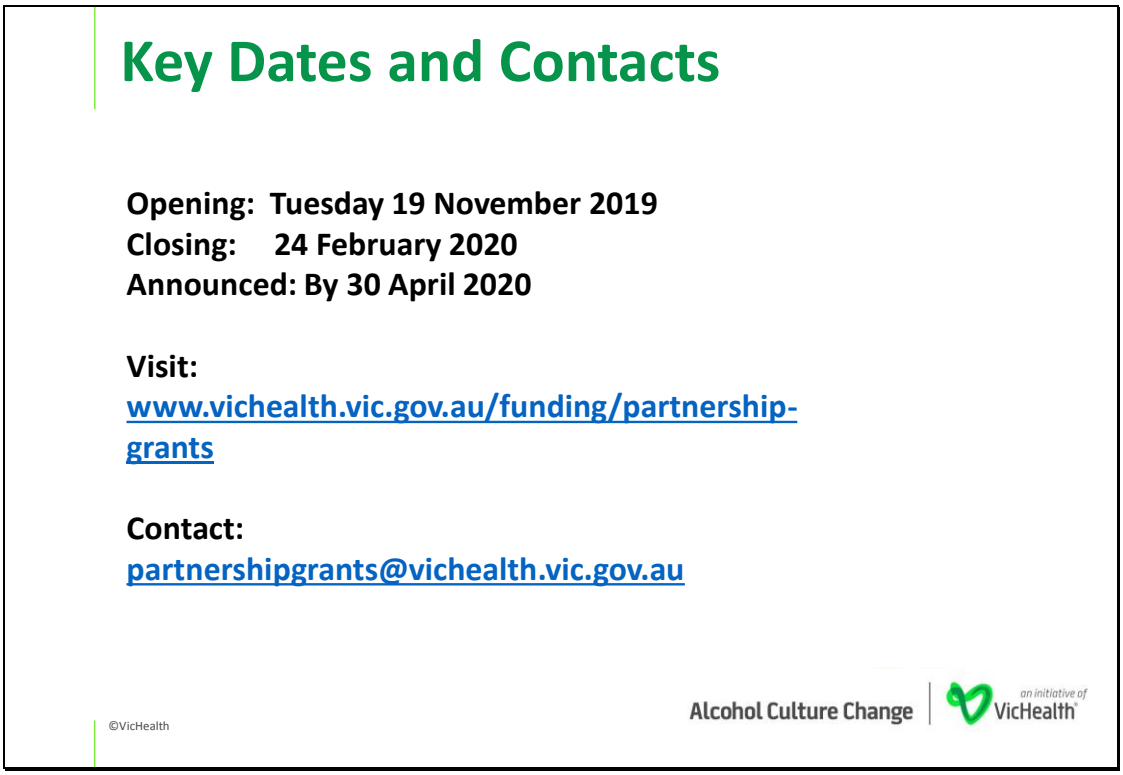

Applications close on 24 February 2020.

We are available for questions up to the closing date. There is ample time for you to speak with organisations you may wish to partner with, and with researchers who may be interested.
If you visit the VicHealth website, you can find more information: **www.vichealth.vic.gov.au/funding/partnership-grants**

You can also email the Partnership Grants email with any questions.

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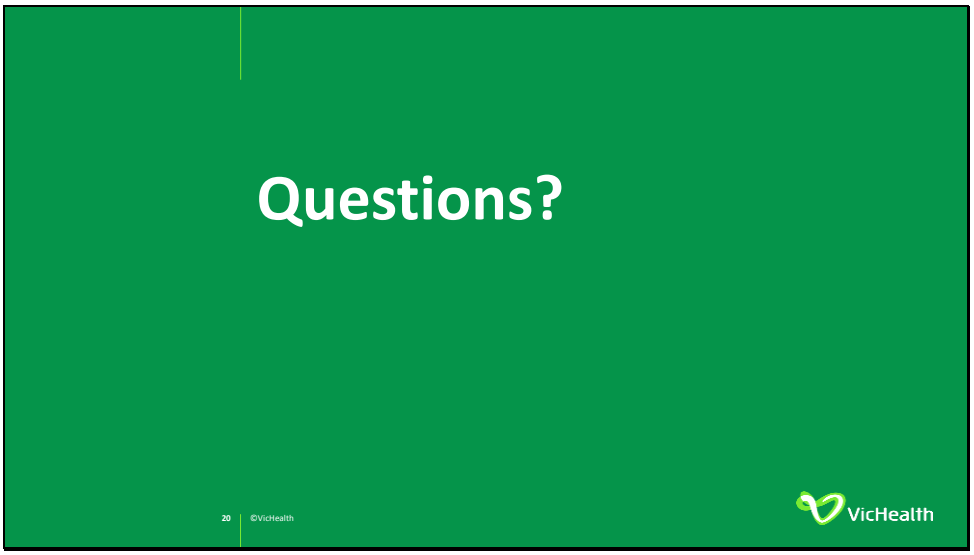

Please see the Q&A Document for all questions asked during this webinar.

Thank you again for tuning in to today's webinar. Please reach out to us with any questions, our contact details are available on the final slide.

We will be in touch in the coming days with a follow up email, including a link to a recording of this webinar in case you want to share it with your colleagues. Thank you!