

# Media release



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## VICTORIA'S TOP HEALTH PROMOTION PROJECTS COMMENDED

VicHealth celebrated the top projects and campaigns improving the health and wellbeing of Victorians at its annual health promotion awards last night.

Winners of the 2013 *Victorian Health Promotion Foundation Awards* were announced at a ceremony in Melbourne by Victorian Health Minister The Hon. David Davis, Shadow Minister for Health The Hon. Gavin Jennings, VicHealth Chair Mark Birrell and VicHealth CEO Jerril Rechter.

Winning projects included research supporting new approaches to family violence in the aftermath of natural disasters, a program increasing the fruit and vegetable consumption of low income women and their families and a campaign encouraging a ban on solariums in Victoria.

Ms Rechter said the Awards celebrate the wide range of innovative and successful contributions to health promotion in Victoria.

"The breadth of different approaches and the level of creativity and innovation represented in this year's winners and finalists highlight why Victoria is considered a world leader in health promotion.

"It's fantastic to see so many organisations working with communities to spread the health promotion message, ensuring people are not only free from disease, but live in a state of physical, mental and social wellbeing.

"I congratulate all of the winners and finalists in this year's awards for their tremendous health promotion work, and look forward to see the positive impact they will have on Victorians," Ms Rechter said.

### 2013 Victorian Health Promotion Foundation Awards winners:

#### Preventing harm from alcohol

*FebFast*

FebFast is a health promotion campaign that challenges Australians to press pause in their alcohol consumption during February, re-examine their relationship with alcohol and, in the process, raise money for vulnerable young people who struggle with alcohol and other drug dependency issues.

#### Building health through sport

*Rumbalara Football Netball Club*

Rumbalara takes an ecological approach to health promotion by creating healthy environments that promote cultural safety, healthy lifestyles, strong Aboriginal identity, and positive interactions with mainstream society.

#### Preventing tobacco use

*Partnering to support homeless people by Quit Victoria, together with The Royal District Nursing Service Homeless Persons Program*

Quit Victoria and the Royal District Nursing Service Homeless Persons Program (RDNS-HPP) formed a partnership to develop and evaluate a program for clients to quit or reduce smoking and review RDNS- HPP's smoking-related policy and practice.

#### Promoting healthy eating

*Promoting healthy eating through price reduction & skill building by Deakin University, together with the National Heart Foundation and Coles Supermarkets*

This project focused on improving fruit and vegetable consumption among low income women and their families in Victoria through a supermarket-based intervention research program.

## **Encouraging physical activity**

*Boosting physical activity in Wellington Shire, by Wellington Shire Council*

The council's *Physical Activity Strategy* outlined a new approach to encourage increased levels of physical activity among the residents of the Shire.

## **Improving mental wellbeing**

*L2P – Learner Driver Mentor Program by VicRoads together with the Traffic Accident Commission*

L2P is a community-based program that offers learner drivers aged between 16 and 21 years, an on-road supervised driving experience with fully licensed volunteer mentors. The program extended beyond road safety, to improved access to employment opportunities and increased social connection.

## **Building health through arts**

*Music as a vehicle for social change by The Black Arm Band*

The Black Arm Band is a Victorian-based performing arts company that develops, performs, promotes, educates and celebrates contemporary Aboriginal and Torres Strait Islander music and culture.

## **Knowledge and understanding**

*Family violence after natural disaster research: Breaking new ground, by Women's Health Goulburn North East*

This project developed and distributed a set of resources to drive and support new approaches to family violence in the aftermath of natural disasters.

## **Communication in health promotion**

*Switch off Solariums by the Cancer Council Victoria*

The aim of this campaign was to encourage a solarium ban in Victoria. A range of health promotion activities were used, including a collaboration between the Cancer Council Victoria, the Australian Medical Association Victorian Branch, Skin and Cancer Foundation, and the Victorian Faculty of the Australasian College of Dermatologists.