

VicHealth Highlights

2015-16

*Destination:
Wellbeing*



*On course
to a better
state of health*

VicHealth Highlights 2015–16 showcases our key achievements from the last financial year and presents the outcomes of some of our major investments. It documents progress on our goals as part of the VicHealth Action Agenda for Health Promotion – our 10-year plan until 2023.

VicHealth’s financial statements can be found in the Annual Report 2015–16 at www.vichealth.vic.gov.au/about/annual-reports



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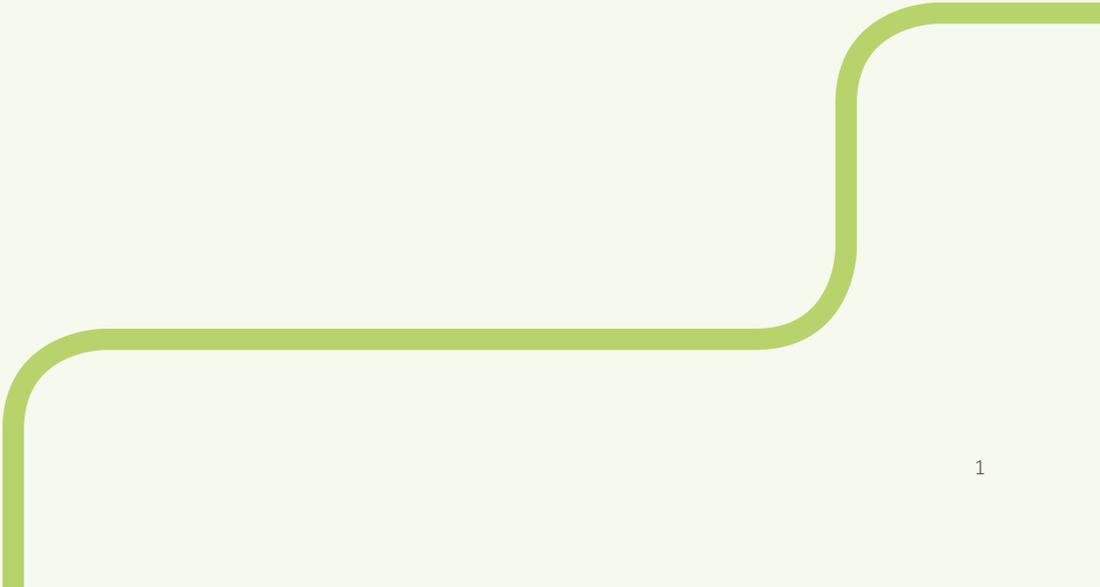
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Chair's report

November 2016 marks the 30th anniversary of the first World Health Organization conference on health promotion held in Ottawa, Canada. The resulting Ottawa Charter for Health Promotion heralded the 'new public health' movement, emphasising that health promotion is the process of enabling people to increase control over and to improve their health.



Fiona McCormack
Chair of the Board, VicHealth

A year after the Ottawa Charter was born, on the other side of the globe, a watershed development took place with the creation of the first health promotion foundation in the world – VicHealth. Its impact was profound – freeing sports and arts from tobacco sponsorships and advertising, reducing the impact of smoking, and leading the charge on promoting good health in Victoria.

These two innovations would change health. Across the world there are now government health promotion strategies and reviews, statutory authorities and foundations, consumer interest groups, professional associations and journals. University departments and professors proudly bear the name, Master's and Bachelor degrees are in abundance and a new textbook seems to appear every few months. Money is increasingly being invested in health promotion programs by governments and international organisations, like the World Bank, as well as through voluntary contributions from people themselves. It is quite remarkable that this has all happened in just three decades.

Today, VicHealth continues to adopt the holistic view of health endorsed by the Ottawa Charter – 'health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity'. This view has enabled it to operate with a firm focus on people and communities, not illnesses, and on the social determinants of good health.

The environment in which VicHealth operates is no less challenging than three decades ago. While smoking rates have halved, pressures on health budgets have increased due to an ageing population, more chronic disease and mental illness, technological advances, and rising levels of obesity, physical inactivity and high-risk drinking.

Obesity is increasing at alarming rates, and it is predicted that three out of four Australian adults and one-third of children will be overweight or obese by 2025. The increase in prevalence is also skewed towards groups facing disadvantage.

Nearly one in three adults, and four out of five children are insufficiently active. More worrying is the finding that more than two-thirds of adult Australian females are classified as being sedentary or having low levels of exercise. Active recreation or sport declines rapidly as women get older.

Overall levels of alcohol consumption in Victoria are relatively stable, however alcohol-related harms including hospitalisations and ambulance attendances have increased significantly in recent years. Most Victorians drink responsibly but a large

proportion still drink in a manner that puts them at risk of injury from a single occasion of drinking, or at risk of chronic disease in the longer term.

Smoking prevalence has reduced to 12.6 per cent of adults smoking daily and youth smoking rates have declined to the lowest ever recorded. However, this rate of decline is slowest in groups experiencing disadvantage. Smoking continues to cost the Victorian community \$245 million a year in health costs alone – a staggering \$6.8 billion when health and social costs are combined.

Mental wellbeing especially in young people is also a critical area to address. One in four young Victorians aged 16 to 25 years are at risk of depression. One in eight have reported a very high intensity of loneliness. Compounding this is their exposure to rapid changes such as globalisation and digital technology. There is an urgent need to strengthen the resilience of young people, and help reduce the burden of mental illness which costs the Victorian economy an estimated \$5.4 billion each year.

Across the broad scope of our work, we are guided by a singular vision: one million more Victorians with better health and wellbeing by 2023.

Our 10-year Action Agenda for Health Promotion provides the foundation and framework to achieve this vision, through its five strategic imperatives: promoting healthy eating, encouraging regular physical activity, preventing tobacco use, preventing harm from alcohol and improving mental wellbeing.

As the VicHealth Board, we couldn't be more proud to report, three years into the agenda, VicHealth has made marked progress.

We have partnered across sectors to fund and implement innovative, measurable solutions, targeting the places where health is formed and experienced.

We have contributed new knowledge and evidence, and promoted its use in program planning and management – 'pushing' issues such as preventing violence against women to the fore in public policy and action.

We have engaged communities and stakeholder organisations, building trust and a shared purpose through initiatives like the Citizens' Jury on Obesity, which brought together Australian's largest people's jury. The way that VicHealth involved the general public in the decision-making process through the Citizens' Jury was recognised with an award from IAP2, the International Association for Public Participation.

A major piece of work has been to refresh VicHealth's Action Agenda for Health Promotion for the next three-year period 2016–19. The new plan will help current and future generations of Victorians travel to 'destination wellbeing' by creating healthier choices and healthier environments for families, workplaces, schools, sports, arts, and on-the-ground as well as online communities.

Going forward, VicHealth's deep involvement in gender equality will make us well-placed to address the recommendations from the Royal Commission into Family Violence. Our years of experience in helping to address social determinants of health at a community level will also enable us to respond to the Hazelwood Mine Fire Inquiry recommendations.

On behalf of the Board, I would like to thank The Hon. Jill Hennessy MP for her support and leadership this year, and the The Hon. Martin Foley MP, The Hon. John Eren MP, The Hon. Fiona Richardson MP, other Ministers and their Advisers, Members of the Victorian Parliament, and other government agencies for their continued support.

I would like to take this opportunity to thank our past Chair Emeritus Professor John Catford for his immeasurable contribution during his last two years as Chair and two years as Deputy Chair, including his leadership through the recent update of the Action Agenda for Health Promotion. I also thank Jerril Rechter, our CEO, for being a constant source of energy, inspiration and integrity. I would like to congratulate her on winning the 2015 Telstra Victoria Business Woman of the Year Award in the Government and Academia category, being a finalist in the same category for the national awards, and included in 2016 Australian Financial Review & Westpac 100 Women of Influence.

VicHealth's achievements this year, and every year, built upon the combined achievements of 30 years of contributors and partners. With every year, we gain further knowledge, insight and networks that enable us to improve the health and wellbeing of Victorians.

As such, the value of our partners, advocates and supporters can't be overstated. I am confident that with your support and with the skills and experience of the VicHealth team, we can achieve our vision.

With this said, it is my great pleasure to present these highlights of our achievements for 2015–16.



CEO's report

The third year of our Action Agenda for Health Promotion has brought plenty of opportunities for VicHealth to continue building on a strong position and solid fundamentals as a leading health promotion organisation.



Jerril Rechter
Chief Executive Officer

It also tested our capacity to adapt, react, and manage complexity and the unfamiliar. It provoked us to sharpen our focus because of the pace of change in the health and wellbeing environment.

Through it all, VicHealth has completed the financial year 2015–16 with positive achievements through the support of our partners, the dedication of our staff and the guidance of the VicHealth Board.

All of our work aligned to our five strategic imperatives and focused on high-impact health promotion, following the transition we made in the first two years to implement the Action Agenda. Our programs aligned to the Victorian Government's health priorities, and we welcomed the release of the updated Public Health and Wellbeing Plan by the Minister for Health, The Hon. Jill Hennessy MP.

Long-standing partnerships continued to be a core value and process, and we are proud to have collaborated with both old and new partners across all levels of government, health promotion, research, sports, arts, workplaces and innovation.

This past year, we were proud to partner with Our Watch and ANROWS to launch the first integrated approach to primary prevention in Australia through *Change the Story: a shared framework for the primary prevention of violence against women and their children in Australia*. With PwC and Our Watch, we released research showing that in Australia, the cost to society of violence against women and their children is \$21.7 billion annually. We gathered leading experts in preventing violence against women and gender equality in a two-day conference to share their expertise in tackling this health issue, ahead of the Royal Commission into Family Violence.

We actively participated and contributed to policy, making submissions to the Royal Commission of Family Violence and the Hazelwood Mine Fire Inquiry, among others. We support their recommendations and look forward to contributing to the implementation of preventive health actions with our experience in health promotion and social determinants of health.

Our Leading Thinker initiative went into full drive, including trials to bring the concepts of behavioural insights to life. We have delivered seven trials, eleven workshops to over 400 public sector and non-profit professionals, seven fully subscribed public lectures, and a continuing international partnership with What Works Centre for Wellbeing in the UK and the Victorian Department of Premier and Cabinet, focusing on mental wellbeing and resilience. These have allowed us to share new insights into how behaviour can inform policy and practice. We were delighted that the Department of Premier and Cabinet and Department of Health and Human Services were key partners in the inception of the Leading Thinker initiative.

We also convened Australia's largest citizens' jury, Victoria's Citizens' Jury on Obesity, which brought together over 100 everyday Victorians to deliberate and then offer a range of suggestions to increase the availability of healthy food options, reduce the appeal of junk food and improve understanding of healthy eating. Their suggestions were the basis for their 20 'asks', which have been submitted to a steering committee of government leaders and health and industry experts. VicHealth has committed to responding to eight of the asks.

We helped 'change the game' by investing in women's sport and active recreation, building momentum for gender equality in sport and raising the profile of women as sport leaders. In a sporting first, in August 2015, an AFL women's exhibition match between Melbourne and the Western Bulldogs was broadcast live, finally giving our female footballers the recognition they deserve and inspiring thousands of girls across the country to get involved in the sport. VicHealth also became one of the major partners in the inaugural Women's Big Bash League in December 2015–January 2016, working with the Melbourne Renegades' and Melbourne Stars' cricket teams in their first season, the popularity of which was instrumental in moving women's matches from digital to main broadcast television.

We continued to fund the Quit program with our largest ever investment, and as an organisation we are one of the biggest investors in tobacco control in Australia.

These are just some of our successes this year. Through our five strategic imperatives of promoting healthy eating, encouraging regular physical activity, preventing tobacco use, preventing harm from alcohol and improving mental wellbeing, we continue to deliver work that addresses the conditions and factors that impact health, and reach communities where they live, learn, work and play. We continue to support the creation and translation of knowledge to inform our decisions and to evaluate our work. We have adopted a robust framework to measure our impact, as well as how our work is making a difference to those whose social position places them at greater risk of illness and lack of wellbeing.

We are proud to have collaborated with both old and new partners across all levels of government, health promotion, research, sports, arts, workplaces and innovation.

Capping off our financial year is the development of our new three-year priorities for 2016–19. Evidence is our backbone, so we reviewed current literature and research, and held conversations to inform these priorities with community leaders and key stakeholders in regional Victoria in partnership with the Victorian Regional Community Leadership Program, and in metropolitan Melbourne. The updated Action Agenda, launched in July 2016, has an even clearer direction for each of our strategic imperatives, which gives us greater confidence to approach health challenges and further build our distinctive capabilities as a leader in health promotion.

Our focus for the future of each of our five strategic imperatives:

- Promote healthy eating:** Over the next three years, in response to the community support shown by and actions suggested by the Citizens' Jury on Obesity, we will advocate and support evidence-based action to improve the eating habits of all Victorians. We will give particular attention to highly processed foods and drinks that add significantly to the burden of chronic disease in our state by working to reduce salt consumption, working with industry partners to reduce salt in processed food, and making water the drink of choice in Victoria.

- Encourage regular physical activity:** We will help even more Victorians make physical activity a routine part of everyday life, particularly women and girls. Over the next three years, we will also continue to invest in one of the most effective strategies to increase physical activity across the whole population: making it easier and safer to walk for short trips and active recreation.

- Prevent tobacco use:** We will continue to support what we know works to reduce the rates of current smokers and preventing uptake: motivating and supporting smokers to quit. Over the next three years we will continue to advocate for policies and practices that help Victoria lead the fight against tobacco, in Australia and internationally. We will try innovative approaches, in settings and with groups where smoking remains all too common.

By 2023, one million more Victorians will experience better health and wellbeing.*

OUR 10-YEAR GOALS

BY 2023:

- 200,000** more Victorians adopt a healthier diet
- 300,000** more Victorians engage in physical activity
- 400,000** more Victorians tobacco-free
- 200,000** more Victorians drink less alcohol
- 200,000** more Victorians resilient and connected

OUR THREE-YEAR PRIORITIES (2016–19)

BY 2019, THERE WILL BE:

- 80,000** more people choosing water and healthy food options
- 180,000** more people physically active, playing sport and walking, with a focus on women and girls
- 280,000** more people smoke-free and quitting
- 80,000** more people and environments that support effective reduction in harmful alcohol use
- 80,000** more opportunities to build community resilience and positive social connections, with a focus on young people and women

RESULTS: We track our progress through the VicHealth Action Agenda for Health Promotion Scorecard



* A technical paper describes the calculations underpinning the 10-year goals and three-year priorities. As some individuals may achieve goals across more than one imperative, the total number in each 10-year target exceeds one million to account for this.

- **Prevent harm from alcohol:** We will continue to make the case for control measures on the price, availability and promotion of alcohol, based on evidence that this can reduce community harm. Building on our world-first alcohol culture change framework, over the next three years we will work with partners to test new ways of changing behaviour in specific high-risk settings and groups.
- **Improve mental wellbeing:** Over the next three years, VicHealth will implement our Mental Wellbeing Strategy. We will forge new partnerships with sectors that can make a difference to the resilience and social connection of young Victorians, such as sports, arts, workplaces, education and government. We will work closely with young people themselves to build the evidence for what works, and we will work with partners to put the findings into practice. We will deliver innovative approaches in priority settings to increase gender equality and build on our work on preventing of violence against women.

Our goals do not exist in isolation from each other. To achieve these strategic imperatives our actions need to focus on the underlying forces driving health and equity in Victoria. Over the next three years, VicHealth will focus efforts on three critical areas where the social determinants of health meet: gender, youth and community. Our actions will include:

- **gender** – working with key partners in a range of settings, most notably sporting associations, to advance gender equality as a social determinant of health
- **youth** – working with young people and our partner organisations to build environments supporting a healthy youth across the state
- **community** – working with Victorian communities (be they defined by place or social identity), particularly those experiencing disadvantage and exclusion, to promote the drivers of good health and wellbeing.

2015–16 has been an exceptional year and I would like to thank each staff member at VicHealth for their determination and commitment to our work, and their encouragement of each other as we sought to explore new approaches to achieve our vision of one million Victorians with better health and wellbeing by 2023.

I congratulate and thank all of VicHealth’s partners including our colleagues across the Victorian Government who shared our vision and worked with us and others for common goals. We are indebted to our partners and the community leaders in regional Victoria and metropolitan Melbourne who took part in our Action Agenda refresh consultations, and whose advice helped inform our updated plan for 2016–19.

I would like to thank our Board for their expertise and support in navigating old and new challenges. I especially acknowledge our past Chair, Emeritus Professor John Catford, for his expertise and guidance over the last four years, and am excited to welcome our new Chair, Ms Fiona McCormack, who brings to VicHealth her experience from many years of leading community change.

I am grateful to the Minister for Health, The Hon. Jill Hennessy MP for her support and tireless advocacy for health equity. I also thank the Minister for Mental Health, The Hon. Martin Foley MP, the Minister for Sport, The Hon. John Eren MP, the Minister for Women and Prevention of Family Violence, The Hon. Fiona Richardson MP, other Ministers and their Advisers for their guidance and support.

On behalf of the VicHealth team, I look forward to next year, using the strong core achieved in VicHealth’s first 30 years to enable current and future Victorians achieve better health and wellbeing.

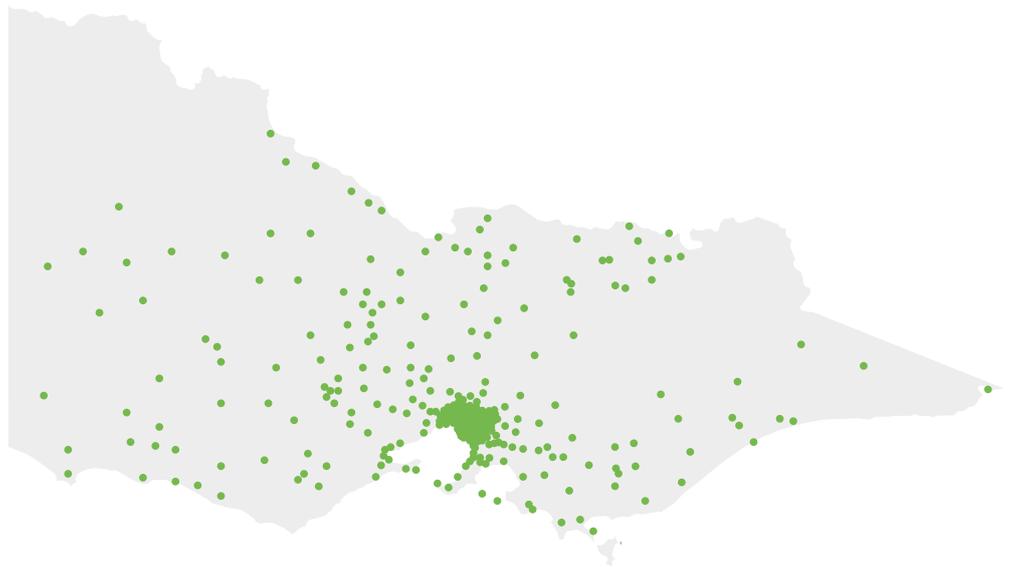


Fast facts

Our reach

VicHealth works in partnership with communities, organisations and individuals to promote good health and prevent ill health.

See pages 32–35 for the organisations we worked with in 2015–16.



Our objectives



To fund activity related to the promotion of good health, safety or the prevention and early detection of disease.



To increase awareness of programs for promoting good health in the community through the sponsorship of sports, the arts and popular culture.



To encourage healthy lifestyles in the community and support activities involving participation in healthy pursuits.



To fund research and development activities in support of these activities.

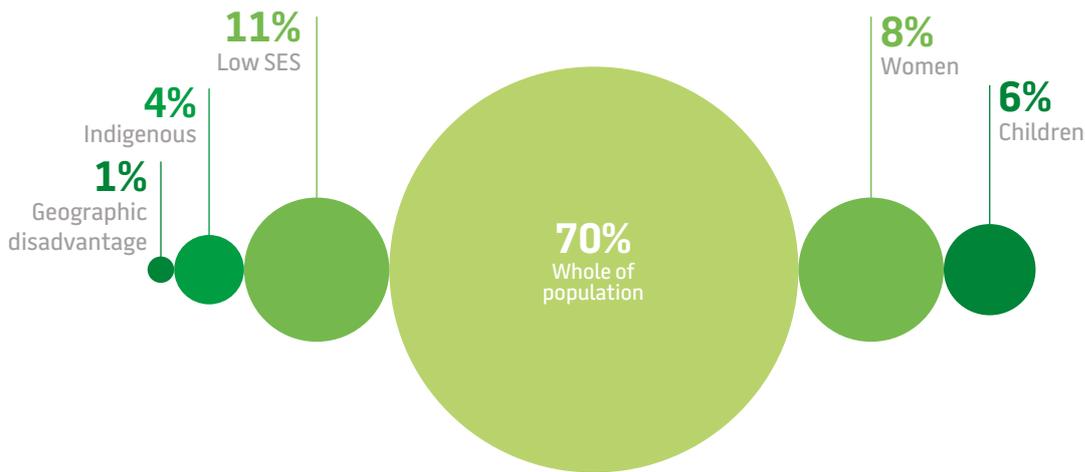
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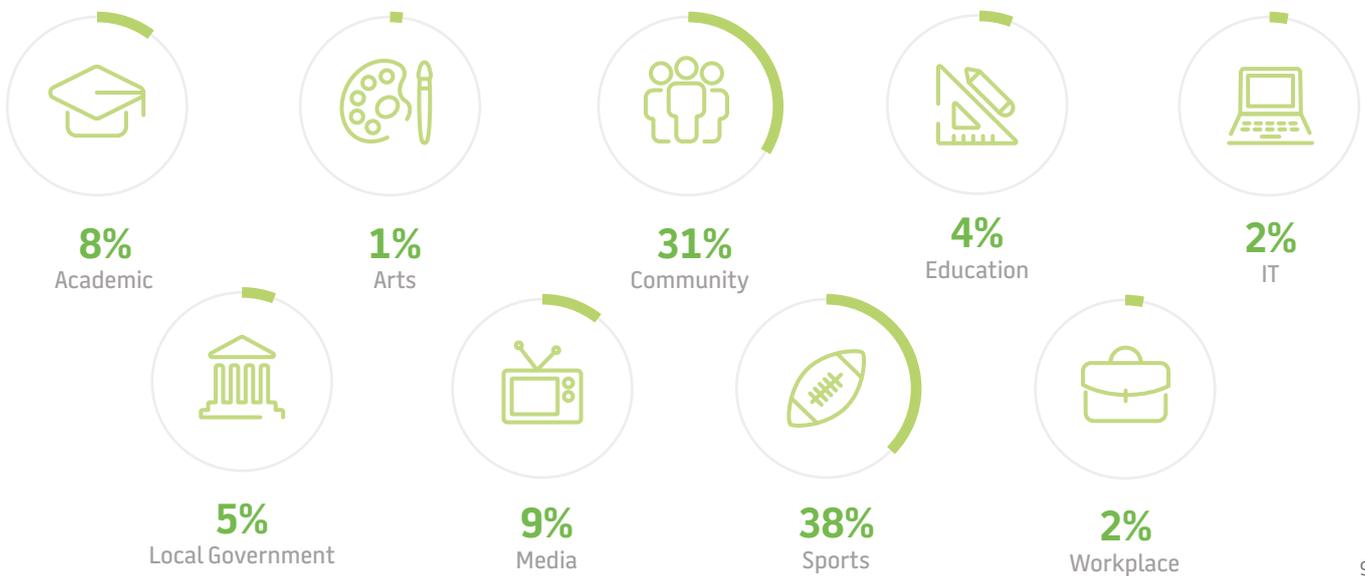
Summary of grant payments

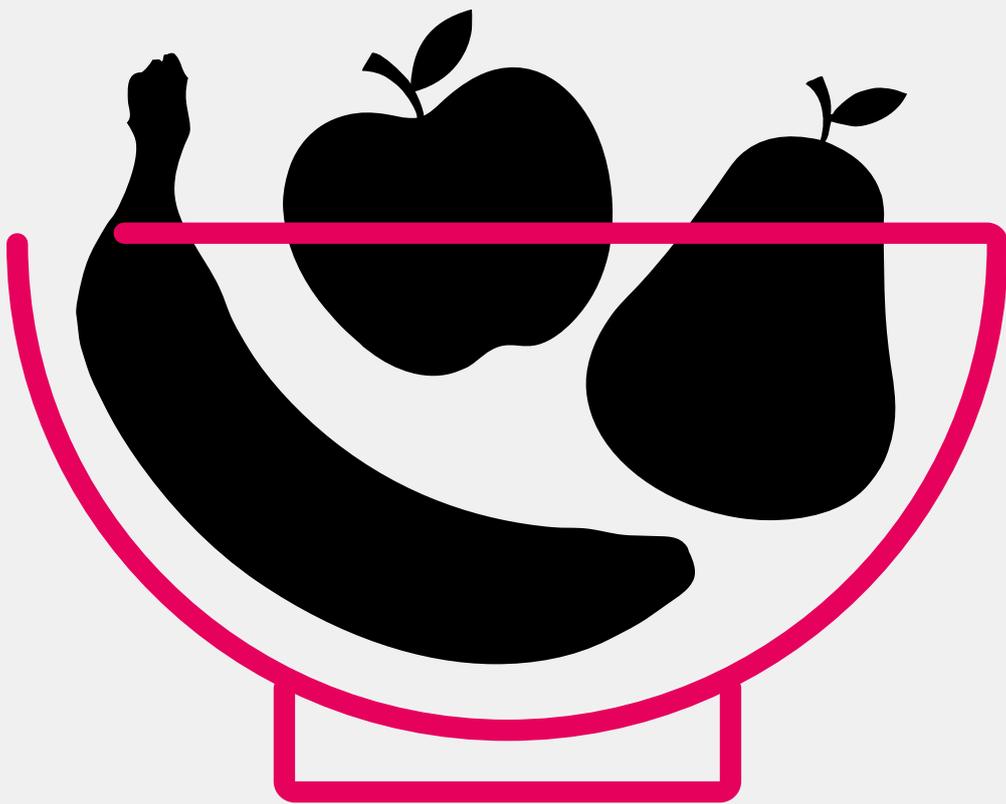


Grant expenditure across target population groups



Grant expenditure across settings







Promoting healthy eating

3-YEAR PRIORITY 2013–16: MORE PEOPLE CHOOSING HEALTHY FOOD AND DRINK OPTIONS AND WATER

All too often, the healthy choice is not the easiest choice for people to make. Most people understand the importance of having a healthy diet for themselves and their families. But it is easy to get confused about what a healthy diet is. As a population, there's a big gap between what we aspire to eat and what we actually do eat.

Eating a healthy, balanced diet is not just down to individual choice and willpower. It is influenced by our environment in direct ways – for example, through the availability of healthy food and drinks or the price of staple foods like fruit and vegetables. And it is influenced indirectly, through advertising and other factors such as social norms.

VicHealth has targeted the following areas to make it easier for people to choose healthier options

Water initiative

Behavioural insights trials

Sugar-sweetened beverages are the largest source of added sugar in the Australian diet and can lead to weight gain and tooth decay. A person who drinks one 600ml sugary drink each day will consume 23kg of sugar by the end of a year.

As part of the VicHealth Water Initiative, we have partnered with a range of agencies to encourage more Victorians to choose water over sugar-sweetened drinks. A number of behavioural insights trials have been conducted on water supply, accessibility and promotion. Alfred Health, YMCA Victoria and the City of Melbourne have all made healthier drinks available in selected retail outlets. For example, in 2015, the City of Melbourne introduced 68 well-designed and well-located water fountains across the city in areas where people take part in physical activity and recreation.

VicHealth has partnered with Deakin University to evaluate these trials so we can learn from agencies who have been successful in encouraging a switch to water.

In 2016, VicHealth published an action guide for local government (*Provision of drinking water guidelines in public areas: A local government action guide*) based on research findings and a review of drinking water fountains in public places.

The H30 Challenge

VicHealth's H30 social marketing campaign encourages Victorians to switch sugary drinks for water for 30 days to feel the positive health benefits. Participants reported reducing their sugar-sweetened beverage consumption during the Challenge and 76 per cent indicated they would be likely to continue in the immediate future.

Sports partnerships to promote drinking more water

Etihad Stadium has partnered with Yarra Valley Water and VicHealth to make free water refills available at the 52,000 seat stadium.

During the 2016 footy season, VicHealth also partnered with four AFL clubs to promote water as the drink of choice and encourage fans to use the free water refills at Etihad Stadium.

In 2015–16 we continued to work closely with State Sporting Associations and Regional Sporting Assemblies to promote healthy food and drink choices, including increased water consumption at sport clubs and sporting venues. Sporting organisations are also trialling new approaches that will make water the drink of choice.

Salt reduction in Victoria

Victorian adults are eating around twice the daily recommended amount of salt (sodium). This places them at risk of high blood pressure, coronary heart disease, stroke and kidney disease. Almost one in 20 deaths in Victoria can be attributed to high salt intake.

In 2015, VicHealth published its *State of Salt report*, which has increased awareness about salt intake as a major public health and policy issue in Victoria.

VicHealth and the Heart Foundation Victoria also developed the 'don't trust your tastebuds' social marketing initiative, which raised awareness of the risks of high salt intake and encouraged Victorians to reduce their intake. The Heart Foundation Victoria and VicHealth are working with food industry partners to find solutions to lowering salt levels in foods.

In 2015–16, VicHealth continued to lead the Salt Reduction Strategic Partnership, which works to strengthen health policies and relationships, develop new ways of working with the food industry to reduce the amount of salt in processed food and undertake further research to reduce salt intake in Victoria.

"Reducing salt intake is a global health priority that has gone under the radar for too long. We know what works and how to do it. Through the VicHealth Salt Reduction Partnership, we are working to get community, policy makers and the food industry on board – taking salt out of the food supply and off the table to lower population salt intake. If Victorians reduce their salt intake by 3g per day, we will save around 800 lives each year from heart disease and stroke." (VicHealth *State of Salt*, 2015)

Kilojoule content displays

We congratulate the Victorian Government on the introduction of legislation that requires large food chain outlets and large supermarkets to display kilojoule content of food and drinks on menus, menu boards, price tags and online menus.

Victoria's Citizens' Jury on Obesity, an initiative of VicHealth held in late 2015, showed significant support for mandatory kilojoule labelling on fast food with around 75 per cent of the jury supporting the concept.





Citizens' Jury on Obesity

Victoria, like every other state and territory in Australia, has a problem with obesity. We all need to eat, but how can we make it easier for the average person to eat better?

It's a big, tough question that cuts to the core of our daily decision-making, and it was this confronting query which set the tone for an event unlike any other in the state's history. Across online discussions and one weekend in October 2015, 100 randomly selected Victorians from all walks of life – including teachers, tradespeople, students and local business owners – met to form a Citizens' Jury on Obesity.

Everything was on the table: how to mobilise communities and individuals to take action; how to encourage related industries to initiate positive change, and how to create an enabling, blame-free environment that might lead to stronger government action on this front.

At stake was nothing less than the state population's current and future health. What could be more important?

The Citizens' Jury was a significant undertaking by VicHealth which took nearly a year to plan, conduct and report on. In the months ahead of the weekend

event held in Melbourne, the 100 jurors were asked to consider more than 60 submissions from hospitals, advocacy groups, individual experts, government and not-for-profits. In addition, an online forum allowed the jurors to deliberate for and against proposed solutions such as innovative education campaigns, cutting fresh food costs, and a sugar tax.

VicHealth's inaugural Leading Thinker, Dr David Halpern – CEO of the UK-based Behavioural Insights Team (BIT) – attended the Citizens' Jury, and in his report he described it as a highlight of his residency. "Many of those involved in the organisation of the process, myself included, wondered about how realistic it was for jurors to spend 15 hours or more reading and debating the materials in their own time in the run-up to the weekend," he wrote. "But most jurors spent at least this level of time and commitment, and many spent more."

The Citizens' Jury culminated in the jurors presenting 20 'asks' – the group's perspective on what needs to be done to address an issue, after considering the evidence – to a steering group convened by VicHealth, which comprised key government, industry, public health and community decision makers. "The process

showed policymakers, retailers and producers that they may be substantially misreading, and perhaps underestimating, Victorians," wrote Dr Halpern. "Though many of the 'asks' would have been familiar to policymakers, a few were relatively novel too, such as easing the rules and practices that restricted local farmers from supplying fresh fruit and veg to local communities if they were in a contract with a major retailer."

Importantly, the Citizens' Jury was designed and received as an inclusive space, with all members given a chance to be heard. In October 2016, VicHealth was announced as the winner of the International Association for Public Participation's Core Values Award in Health for its innovative, community-based approach to the question of how to eat better.

"I think we will see far more of these deliberative juries in the future," wrote Dr Halpern. "They not only lead to some pretty sensible recommendations, but also get government out from the 'rock and a hard place' that they often find themselves with respect to lifestyle issues in policy. In sum, VicHealth – and the citizens of Victoria – did something really amazing in this jury."



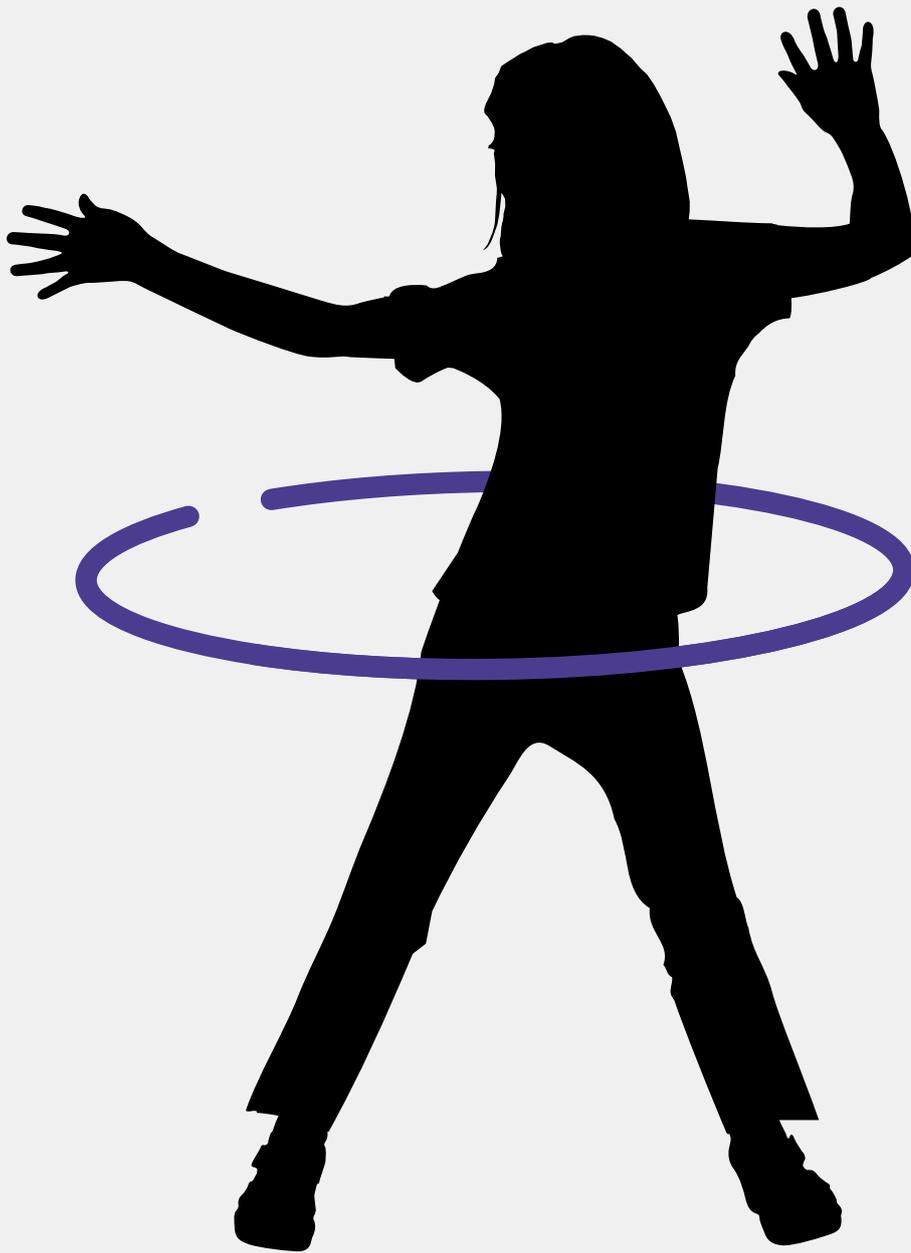
100 randomly selected Victorians comprised the first Citizens' Jury on Obesity



60 pieces of 'evidence' were provided for consideration



20 'asks' submitted to the Steering Committee.





Encouraging regular physical activity

3-YEAR PRIORITY 2013–16: MORE PEOPLE PHYSICALLY ACTIVE, PARTICIPATING IN SPORT AND WALKING

Less than a third of Australians get enough physical activity to benefit their health.

VicHealth's Physical Activity, Sport and Walking Investment Plan (2014–18) uses a whole-of-population approach to getting more Victorians active, in particular through sport and walking. It has a specific focus on engaging those who are inactive (or somewhat active) to become more active.

As part of this plan, we continue to work with our diverse partners to find ways for people to build physical activity into their daily lives, whether that be through sport, active recreation, active travel or the arts.

Walking

Walk to School

Through Walk to School, we continue to encourage physical activity from a young age. In October 2015, a record number of primary school students (108,997) and primary schools (620) participated across Victoria. The participating students walked more than 1.2 million kilometres, the equivalent of walking almost 32 times around the world.

These results represent an increase from 2014 with 38 per cent more students and 24 per cent more schools participating.

Walk to School is particularly relevant at a time when childhood obesity is high and four in five Victorian students are not getting the daily physical activity they need.

Parental fear research

Which children are most likely to meet Australian physical activity guidelines? Those who play and travel without an adult and those who walk or cycle to school. These are part of the findings from research that investigated the role of parental fear in shaping children's independence and physical activity, the first of its kind in Australia.

The three-year VicHealth study, undertaken by La Trobe University and the Parenting Research Centre, included a survey of more than 2000 parents of children aged nine to 15 across Victoria. It found:

- 48 per cent of parents worried about their child's safety when not with an adult because a stranger might approach them
- 28 per cent were fearful that if their child walked or cycled somewhere in the neighbourhood, the child might be at risk because of strangers.

In 2015, we published the research outcomes as well as a practical guide for parents on supporting children to be safe when travelling independently.

Park and walk grants

VicHealth research revealed children living more than 2 kilometres away from their school were unlikely to walk there. Survey data also showed that 75 per cent of Victorian parents with children under 12 would consider using a 'park and walk' facility to travel with their children to school.

VicHealth therefore partnered with Victoria Walks and three Victorian councils in a pilot program that enabled children to walk part of the way to school.

Subsequently, we offered park and walk grants to fund footpaths (or shared paths) that connected primary schools to car parking areas 500 to 1000 metres away. Grants were awarded to four schools: Bass Valley Primary School (Bass Coast Shire), Bayles Regional Primary School (Cardinia Shire) and Holy Cross Catholic Primary and Gisborne Montessori School (both in Macedon Ranges Shire).

Altogether, we received 34 grant applications from councils. This demonstrates that councils have a strong need for funding to build pedestrian infrastructure.

Active Club Grants

This year we granted more than \$1.6 million through two rounds of Active Club Grants. These grants assisted 624 Victorian sport and recreation clubs to buy core sporting equipment to increase or maintain people's participation in sport.

Clubs have primarily used the equipment to establish or expand teams, programs or competitions to reach new audiences; or improve the efficiency, safety or quality of their sport programs.

For the first time, larger grants of up to \$10,000 were available (as well as the traditional grants of up to \$3000). A total of 18 (nine in each funding round) of these larger grants were provided to clubs aiming for greater impact and/or to respond to local population growth.

In 2016–17, VicHealth will provide funding to community sport clubs to increase participation in community sport. The funding will prioritise two areas – participation by women and girls, and participation in social and modified forms of sport.

State Sport Program

Under VicHealth's State Sport Program, we worked with 23 state sporting associations to break down some of the barriers to participation in traditional sporting activities such as time constraints, accessibility and cost.

Associations have been able to tailor how they deliver their sport to attract and retain people who aren't active enough. Many of the new ideas are a simple variation on a traditional sport – for example, a low-cost, social format that allows people to play in a short amount of time. Through this program, a number of associations are also championing healthy food and beverage choices on the field, in the clubhouse and across the community.

We also partnered with nine Regional Sports Assemblies under the Regional Sport Program to support growth in physical activity and increase the availability and supply of water in regional sporting clubs, leagues and facilities.

Community Activation Program

The VicHealth Community Activation Program provided \$240,000 to five selected councils to physically and visually transform a public space within a community and 'activate' it to inspire local people to become more physically active.

Between June 2015 and June 2016, Brimbank, Golden Plains, Latrobe, Manningham and Melton councils transformed and activated an under-utilised space within their community. For example, Melton transformed a piece of vacant land to encourage a range of physical activities including circus skills, dance, tai chi and sport.

While these are pilot projects, they have been developed with a view to creating long-term change within the community.

Innovation Challenge: Physical Activity

In 2015–16 we invited sporting bodies to rise to our Innovation Challenge: Physical Activity to test new ideas and make a real impact on increasing physical activity for Victorians.

Eighteen sporting organisations were awarded funding. Fourteen are delivering pilot programs that offer new sporting and recreation experiences to inspire a wider range of people to be more active. A further four received funds to explore new ideas.

Pilot programs saw squash played in shopping centres, our LGBTIQ community playing water polo in blow-up tubes, and older adults playing walking basketball and walking soccer. We also increased children's use of council BMX tracks through school workshops, and provided new opportunities for parents to play softball alongside their children at playgroups.

It was a big year for innovation in physical activity and we look forward to seeing a number of our pilot programs continue.





Changing the Game – female participation in sport

As women get older, their participation in sport and physical activity declines for many reasons, such as time, cost and inflexible opportunities. VicHealth created our Changing the Game initiative to increase the number of women and girls who are physically active, while raising the profile of women’s sport in the media and championing the important role women play in sports’ leadership and management.

Through the initiative, we’ve funded six sporting codes to develop innovative sports programs that are more appealing to women and girls who are inactive or somewhat active. These new sporting opportunities that meet women’s needs and interests could also address some of the reasons why women have previously found it difficult to get active.

The activities on offer are AFL Active, Social Spin, Move My Way, Rock Up Netball, Coasting (stand up paddle boarding) and Get Into Cardio Tennis. Each session offers a supportive group environment where all

fitness levels and abilities are catered for, and where judgment is left at the door. AFL Victoria, Cycling Victoria, Gymnastics Victoria, Netball Victoria, Surfing Victoria and Tennis Victoria (in partnership with Tennis Australia) all partnered with VicHealth for the program.

Many women have a strong intent to be more active and so the #FindYourMotivation campaign, part of Changing the Game, sought to turn that intention into action by helping women to get started and rediscover how good it feels to get active while socialising and having fun.

Emma Kearney, a school teacher who also plays as a midfielder for the Western Bulldogs in the AFL and as a fast bowler in the Women’s Big Bash League for the Melbourne Stars, says it’s important to do something that you enjoy. “I know my mum, who’s retired from sport, is more sedentary than she used to be,” says Kearney. “I encourage her to go for a walk or a run with her friends. Exercising with family and friends is a great way to develop that a bit better.”

“It’s still a stereotype that women are looking after the kids,” says Kearney, which may be why it’s sometimes easier for women to do flexible classes or fitness activities, rather than committing to organised sport.

As part of Changing the Game, VicHealth became the first major partner for the Melbourne Stars and Renegades Women’s Big Bash League (WBBL) cricket teams. CEO Jerril Rechter described the partnership as a major step in increasing participation and ensuring that women’s sport gets the recognition it deserves. “By raising the profile of women’s sport and promoting the sporting achievements of women, we want to inspire more women to get involved in sport and get active.”

Emma Kearney is a perfect example of a talented sportswoman performing at the highest level on the national stage. Seeing Kearney take a mark with the Bulldogs or a wicket with the Melbourne Stars might be just the sort of sporting motivation the average Victorian girl or woman needs to start getting active again.



\$1.8m

\$1.8 million funding awarded to six sporting organisations



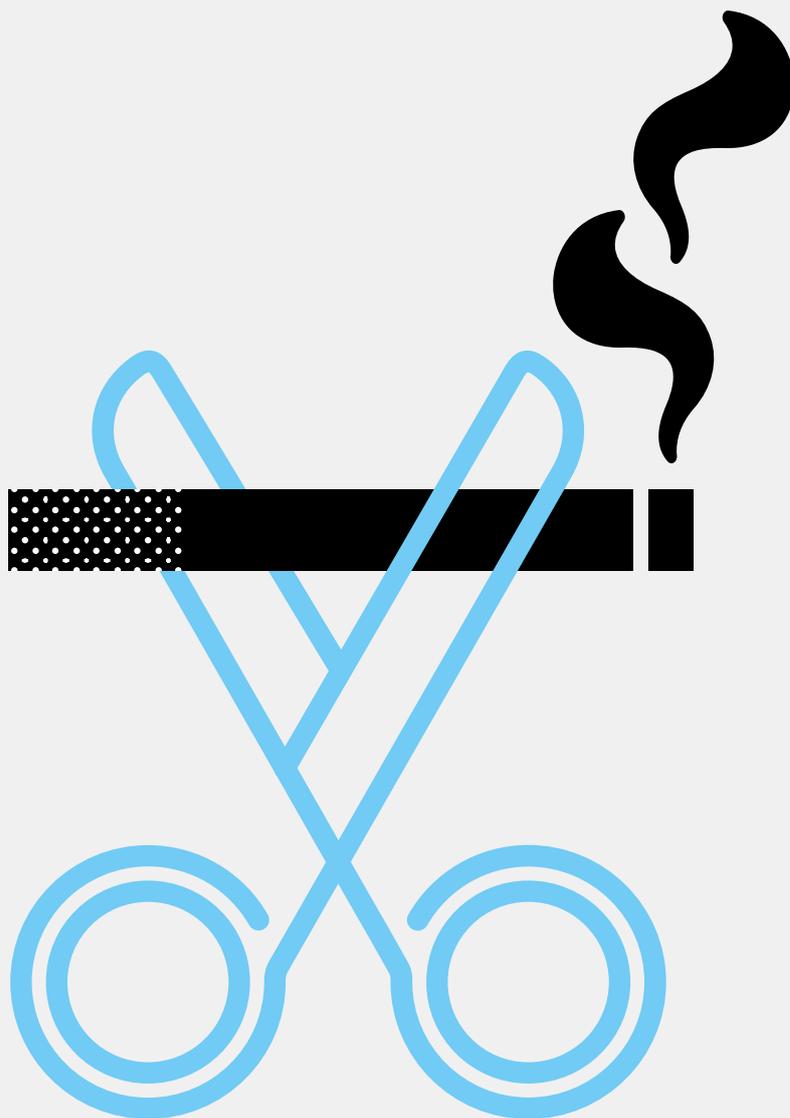
25,000

25,000 women and girls being active through sport



6

6 partner sporting organisations making sport fun, social and accessible for women





Preventing tobacco use

3-YEAR PRIORITY 2013–16: MORE PEOPLE LIVING SMOKE-FREE AND LESS HARM AMONG RESISTANT SMOKERS

Victoria has been a leader in tobacco control for many years – an achievement borne out of the longstanding partnership between VicHealth and the Victorian Government to support the activities of the Quit program in tobacco control.

Since the Tobacco Act was introduced to Victoria in 1987, regular smoking rates have dropped from over 32 per cent to 13 per cent. Despite this, smoking still causes 4500 preventable deaths in Victoria every year and costs the economy \$5 billion.

Quit Victoria

In 2015–16, VicHealth continued to provide significant investment (our largest ever) in tobacco control, primarily through our partnership with Quit Victoria. In May 2016, Quit launched its first digital-led campaign 'Breaking Habits'. This featured advice from real ex-smokers and a Quit specialist on how to break habits when quitting smoking. There were more than 28,000 views in the first three weeks of the campaign.

Quit has also developed a new strategic plan to enhance and tailor its efforts for priority populations, including people with socioeconomic disadvantage, people with mental illness, current and former prisoners, and the Aboriginal community.

Heart Foundation cardiovascular disease project

With support from VicHealth, the Heart Foundation Victoria is raising awareness about the link between smoking and heart disease among cardiac patients and high-risk culturally and linguistically diverse (CALD) groups.

The Heart Foundation supports training and professional opportunities in this area and has worked with health professionals and CALD communities to develop a number of resources.

Smoking cessation forum: high priority populations

We worked with the Department of Health and Human Services to deliver a smoking cessation forum in April 2016. Over 200 health professionals attended to hear from experts in the field and to discuss approaches to smoking cessation within the Victorian context. VicHealth also convened a session on smoking cessation for the alcohol and drug sector.

Health inequities are everyone's business

VicHealth worked with Quit Victoria, Cancer Council Western Australia, and Cancer Council New South Wales to deliver a pre-conference workshop to coincide with the Oceania Tobacco Control Conference in Perth in October 2015. The workshop was attended by over 100 Australian and international tobacco control experts with an interest in addressing tobacco-related health inequities.

The workshop explored the merits and challenges of two approaches to addressing tobacco-related health inequities: population based approaches and tailored approaches. The workshop also identified how these two approaches might complement each other.

Tobacco Act Review

In late 2015 and early 2016, VicHealth participated in consultations for the review of the *Tobacco Act 1987 (Vic)*.

In October 2016, the Victorian Parliament passed amendments to the Tobacco Act that introduced a smoking ban in outdoor dining areas and regulates e-cigarettes in the same way as tobacco products. The changes come into effect on 1 August 2017. VicHealth congratulates the Victorian Government on their tobacco control efforts.





Innovative projects to reduce tobacco use

The distinctive scent of cigarette smoke is becoming rarer and rarer across Victoria. Just 13.1 per cent of the state population are currently smokers, yet as far as VicHealth is concerned, that figure needs to be much lower, as smoking-related deaths still number 4000 across the state each year, resulting in around \$5 billion in annual public healthcare costs.

Ongoing efforts towards reducing the harm from tobacco are key to lowering the number of current smokers, while discouraging younger Victorians from ever forming a habit. In line with these efforts, VicHealth has funded four innovative research projects which seek to improve smoking cessation rates in Victoria.

Understanding the barriers preventing the best practice use of nicotine replacement therapy (NRT) is one of VicHealth's funded projects in this area and is led by Alfred Health. "People who smoke generally do so because they've become dependent on nicotine, the addictive component of cigarettes," says Kirstan Corben, Lead for Population Health and Health Promotion

at Alfred Health. To avoid the negative effects associated with withdrawals, NRT delivers nicotine in forms other than drawing cigarette smoke into the lungs. Most people using NRT products do not use them in the way that gives them the best chance of quitting because there is a lack of awareness – by both the public and health professionals – of the evidence about how the products should be used to support a quit attempt.

VicHealth's funding has allowed Cancer Council Victoria to investigate how people make judgements about the relative harmfulness and addictiveness of different types of cigarettes and other forms of nicotine. The two other recipients of VicHealth's Innovation Research Grants include Professor Jayashri Kulkarni from the Monash Alfred Psychiatry Research Centre, whose research concentrated on vaporised nicotine products among patients with severe and persistent mental illness, while Professor Billie Bonevski from the University of Newcastle and her team are investigating new ways to support cessation among clients receiving alcohol and other drug treatment in

Victoria, particularly whether vaporised nicotine products can sustain a quit attempt and prevent relapse.

Alfred Health has become a leader in supporting patients to quit smoking through its pharmacist-led approach to managing nicotine dependency. This approach includes the systematic identification of the smoking status of patients and offering support to those who smoke. The provision of NRT is a key aspect of this support, as is ensuring that the support continues after the patient is discharged. The Alfred Health program has seen great success rates. "Our inpatients are four times more likely to succeed at quitting, and our outpatients experience cessation rates of about 42 per cent, which is very high, given that smoking has a chronic relapse rate," says Corben. "Our overall goal is to drive down smoking rates even lower, and one way of doing that is to make sure that people who smoke receive the best possible support around quitting. By now, people know smoking is bad for them, but often don't know how to most effectively quit."

13.1% 

13.1% of Victorian adults currently smoke

\$5b 

\$5 billion in costs to Victoria per year

4000
DEATHS

4000 deaths a year caused by smoking (in Victoria)





Preventing harm from alcohol

3-YEAR PRIORITY 2013–16: MORE PEOPLE ACTIVELY SEEKING THE BEST WAYS TO REDUCE ALCOHOL-RELATED HARM

Alcohol is one of the top 10 avoidable causes of disease and death in Victoria. Its negative impacts on individual Victorians, their families and the broader community is estimated to cost \$4.3 billion every year.

Alcohol-related harm is a significant preventable health issue. Each day in Australia, alcohol causes 15 deaths and 430 hospital admissions, placing a significant burden on the healthcare system. Alcohol also causes a range of social problems that affect drinkers and those around them.

Alcohol-fuelled violence has been a hot topic for years – and it remains an insidious problem – but lately the public debate has shifted to the underlying culture of drinking in Australia that’s at the heart of this issue.

Behavioural insights trial – water in licensed premises

Alternating alcoholic drinks with water is a proven harm reduction strategy. During February and March 2016, VicHealth led a behavioural insights trial in a late-night licensed venue to determine whether improving the promotion, attractiveness and accessibility of free drinking water impacts on its consumption.

Results indicate that water consumption among patrons of licensed venues is generally very low; however, it did increase during the intervention phase. We also found that such strategies are low-cost and easy to implement, supported by bar staff and do not impact on business revenue.

Further research and trials are continuing in this area.

Innovation Challenge: Alcohol

We awarded cohealth arts generator \$85,000 to launch the 'Be a Brother' social marketing campaign, supporting young African Australian men to drink less alcohol. Be a Brother has been a welcome, culturally appropriate innovation, using video and social media to successfully introduce new conversations around alcohol in the community and create a culture of support for change.

The Alcohol and Drug Foundation's #SoberSelfie Challenge also contributed to Victorians' ability to say no to a drink. Participants have reported a reduction in alcohol consumption since completing the Challenge.

Roundtable on alcohol and prevention of violence against women

In June 2016, VicHealth convened a cross-sector roundtable to discuss priorities, considerations and challenges for addressing alcohol-related violence against women.

Issues identified at the event align with the directions and priorities of the Victorian Government's Royal Commission into Family Violence report. Participants discussed priorities for future research, policy and practice, and identified opportunities for collaboration.

Hello Sunday Morning

We supported Hello Sunday Morning in using social media to successfully start conversations around Australia's drinking culture. The result was an increase in Victorian registrations (up by 933 per cent) and an increase in online interaction, with over 100 per cent increase across blogs.

Of those evaluated, nearly two-thirds reported reduced alcohol consumption following completion of the program and over half of the sample reported improved physical health (53 per cent) and positivity (51 per cent).





Alcohol Cultures Framework

Culture change is a slow and tricky business at the best of times. For VicHealth, the state's alcohol culture is an ongoing area of interest as it endeavours to encourage more Victorians to moderate their alcohol consumption and fight social pressures associated with drinking. The very concept of culture is wrapped up in social norms, beliefs and attitudes about socially acceptable behaviour before, during and after putting a glass to your lips.

Contrary to popular belief, Australia does not have a single alcohol culture, but is instead made up of many different, overlapping cultures whereby norms and acceptability differ between groups.

Yet change can occur slowly and steadily if the right approach is taken. Professor Robin Room, Director at the Centre for Alcohol Policy and Research, points out that several decades ago, removing drinking from the context of driving a motor vehicle led to significantly different outcome in terms of public health. "In Victoria, alcohol consumption and the

number of drivers went up, but the number of deaths on the road dropped from over 1000 to under 300," said Room. "This was because of a big change in norms, and how ordinary people thought about driving home after having a few drinks at a party."

The change in social norms, beliefs and attitudes about drink driving has led to a significant and lasting change in the culture of drink driving in Victoria. Before the change, Victorians did not question whether someone was ok to drive, they thought it was normal to drive home from a party when drunk. Now Victorians feel free to openly question the appropriateness of someone driving after a few drinks, and actively offer support to find other options for getting home.

In collaboration with the Centre of Alcohol Research and the Alcohol and Drug Foundation, VicHealth has developed an alcohol cultures framework to reduce harm from alcohol. Built on qualitative interviews and workshops, and in consultation with Government departments, universities,

law enforcement and peak health organisations, the framework was designed to focus on positive behaviour change within a setting (any place where alcohol is consumed, such as at home, at a party or at a licensed venue) and/or within a subculture (any group that shares the same values, identity, beliefs and social norms).

Next on VicHealth's agenda is to put the framework into practice by targeting specific sub-populations of risky drinkers in terms of their settings and sub-cultures. "It's hard to reduce 'problems per litre' at a whole-culture level, but change is more feasible at lower levels," said Professor Room, who noted that research tends to focus largely on the more youthful end of the population. "Drinking is falling among young people, but that doesn't mean there aren't problems," he said. Whereas for older Victorians who drink regularly, "A lot of the drinking is kind of nostalgic; it's about reliving old experiences. That may be a place to start looking."

15 DEATHS
430 ADMISSIONS

15 deaths and 430 hospital admissions caused by alcohol daily

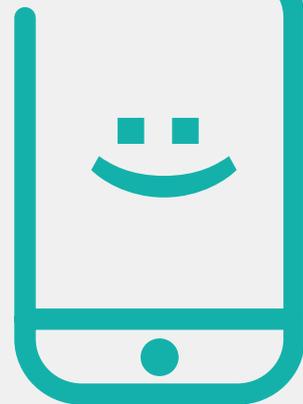
4



4 identified frameworks for intervention

\$4.3b

\$4.3 billion in costs to Victoria per year





Improving mental wellbeing

3-YEAR PRIORITY 2013–16: BUILD STRONGER APPROACHES TO RESILIENCE, FOCUSING ON YOUNG PEOPLE

Long before illness begins, we need to build the right foundations for mental wellbeing – in our homes, communities, schools and workplaces.

One of the keys to mental wellbeing is building resilience: the ability to maintain wellbeing despite adversity. It's been shown that resilience helps people with a mental illness to cope better and for those without a mental illness to flourish.

We develop resilience through our interaction with various individual and environmental factors. Where we live, work, learn, play and build relationships can affect our mental wellbeing. For those who are vulnerable, these factors may have a powerful impact.

Preventing violence against women in Victoria

Violence against women causes more than physical harm; it can cause deep psychological harm and suffering that can have a profound influence on wellbeing. Children who are exposed to such violence can also experience extreme harm that can affect their wellbeing and development (cognitive, social, emotional) for decades to come.

Violence against women and their children costs Australia \$21.6 billion each year, with governments carrying more than a third of the cost burden, as shown in the 2015 report *A high price to pay: the economic case for preventing violence against women* (prepared by PriceWaterhouse Coopers with support from Our Watch and VicHealth).

In 2015, Our Watch, VicHealth and Australia's National Research Organisation for Women's Safety launched *Change the story: A shared framework for the primary prevention of violence against women and their children in Australia*. This important document brings together the latest international evidence on what drives violence against women, and what works to prevent it. It shows that to change the story that ends in violence against women, we must begin with gender equality and respect in all areas of life.

In June 2015, VicHealth made a submission to the Royal Commission into Family Violence. Our submission drew on our years of expertise (in both research and program best practice), working with our partners to prevent violence against women and highlighting the links between violence against women and gender inequality.

In July 2015, we hosted a two-day conference with leading experts from across Australia to share insights and expertise ahead of the recommendations of the Royal Commission into Family Violence.

Generating Equality and Respect (GEAR)

The Generating Equality and Respect program saturated a local government area with strategies and projects on gender equality and preventing violence against women.

The program reached over 1100 employees, 15,000 community members, 30 local schools and youth agencies, 50 male employees (who became anti-violence ambassadors), and 58 first-time parents (who were supported to maintain equal and respectful relationships in the transition to parenthood).

The program aimed to build communities and cultures that promote gender equality. It provided a number of tools and resources that can be used by local governments, workplaces and organisations across Australia and internationally.

Victorian Workplace Mental Wellbeing Collaboration with SuperFriend and WorkSafe

During 2015–16, we continued our work with SuperFriend and WorkSafe Victoria to help workplaces create positive and supportive cultures and environments so workers would be more engaged, positive and effective at work.

Victorian workers spend around one-third of their time in the workplace. The work environment can provide a positive sense of connection with others, as well as build self-esteem and provide recognition and rewards for individual workers and teams. Developing a positive leadership style, designing jobs for mental wellbeing, communicating effectively, recruiting and selecting the right people, balancing work-life demands, and supporting and developing employees are all important components of workplace mental wellbeing.

A healthy workplace promotes the physical, mental, economic and social wellbeing of its employees and, in turn, the health of their families and communities.

Creating healthy workplaces

Our Creating Healthy Workplaces program (2012–2015) highlighted the important role workplaces have in promoting good health and wellbeing and preventing chronic disease. The program focused on the best ways to tackle alcohol-related harm, prolonged sitting, stress, and violence against women.

Young Australians' attitudes towards violence against women

As part of our 2013 National Community Attitudes towards Violence against Women Survey, nearly 2000 Australians aged 16 to 24 expressed their views on violence against women, and gender equality. *Young Australians' attitudes to violence against women: Findings from the 2013 National Community Attitudes towards Violence Against Women Survey for respondents 16–24 years* was released in 2015, and provides a snapshot of young people's community attitudes to violence and the need for future prevention activity.

Innovation Challenge: Arts

In 2015, VicHealth announced the winners of the inaugural VicHealth Innovation Challenge: Arts. Two dynamic projects were chosen from more than 40 submissions: Dance Break – No Lights, No Lycra and The Cloud – Pop Up Playground. Both use technology to promote physical and mental wellbeing.

White Night Melbourne

For the third year in a row, VicHealth has promoted physical activity and social connection through the arts at White Night Melbourne. Celebrating Victoria's vibrant performance culture with Circus Circus, the VicHealth Active Arts stage gave participants of all ages and abilities plenty of opportunities to try out new activities and have fun through art.

Performances ranged from aerial stunts, acrobatics and trapeze artistry to hula hooping, juggling and comedy with acts such as Circus Oz, Performing Older Women's Circus, Cirque Africa and more. It was also a great opportunity to socially connect with others.





Mental wellbeing strategy 2015–2019

In 2015, one in four Victorians aged 16 to 25 reported feelings of depression. One in four indicated that they had limited access to social support in a time of need. One in eight reported a very high intensity of loneliness.

These results, gathered from a survey of 1000 young Victorians commissioned by VicHealth, should send a shiver down the state's collective spine. As is well established by now, youth is a critical period for social and emotional development, as young lives are characterised by a series of important transitions and significant changes, such as finishing school, leaving home, starting university, entering the workforce, and a raft of other crucial life experiences.

Central to VicHealth's Mental Wellbeing Strategy 2015–2019 is to ensure that the state's young people are equipped with skills in the areas of social connection and resilience. Research shows that about

75 per cent of all serious mental illness begins before the age of 25, and that in 2009, almost one in four young Australians aged 12 to 25 had a diagnosed mental illness¹. This area is one of the country's top three leading causes of disease burden, while in Victoria, mental illness is the largest contributor to the disability burden.

VicHealth's strategy aims to ensure that 200,000 young Victorians are more resilient and connected by 2023. In an era of significant technological and economic change, it is vital to ensure that our most vulnerable citizens aren't left behind or disconnected.

"Young people's state of mind and mental wellbeing are increasingly important in economic, social and personal terms, and the risks of disengagement and isolation are apparent," said Dr Stefan Hajkowicz, CSIRO's senior principal scientist in strategy and foresight. "New stressors are emerging which, as a society, we need to

understand and manage, to ensure young people are able to maintain positive social connections and find positive life pathways that contribute to the community."

In addition to surveying 1000 16–25 year olds to gauge their mental wellbeing, VicHealth commissioned a CSIRO report, *Bright Futures: Megatrends impacting the mental wellbeing of young Victorians over the coming 20 years*, which pinpointed five trends that will provide challenges and opportunities for the next generation.

These include rising skills and education levels in emerging economies, the changing nature of work, increasing exposure to wide-ranging online content, and improved understanding of the causes of mental illness. VicHealth hopes that surveys and reports such as these will lead to a range of programs and policies that will foster resilience among young people and provide support – not only from older Victorians, but from their youthful peer group, too.



Five megatrends that will affect the mental wellbeing of Australia's young people

The rising bar: Rising skills and education levels in emerging economies are leading to a more competitive global jobs market

Life's richer tapestry: A more diverse culture, society and consumer market where identification of mainstream is increasingly difficult.

Global reach: Globalisation and digital technology are changing the way workplaces and individuals operate. The future will see a new breed of portfolio workers who have no fixed abode and sell their skills and knowledge to multiple employers.

Overexposure online: increasing exposure to wide-ranging online content, privacy breaches and virtual relationships. Young people will have virtual resumes which are beyond their control to edit as there will be an increase in the amount of discoverable personal information.

Out of the shadows: improved and widespread understanding of the causes of mental illness and building blocks for mental wellbeing, coupled with advances in medical technology and a change in service delivery models will help some.

¹ These stats all taken from the strategy report: www.vichealth.vic.gov.au/search/mental-wellbeing-strategy

Themes and approaches

VicHealth's strategic imperatives do not exist in isolation from each other. Our actions are integrated through themes and approaches that are based on the underlying influences on health and wellbeing.

Knowledge and research

In September 2015, we opened the VicHealth Innovation Research Grant round, a highly regarded grant which provides an opportunity for research teams to trial an innovative idea, research a new concept or methodology, or develop better supporting evidence relevant to the theory, policy and practice in health promotion.

This round resulted in \$800,000 funding for four projects over two years until 2018.

We also opened a National Health and Medical Research Centre Partnership Project Grant round in which we gave in principle support as an industry partner to three projects, for a total of \$450,000. The full applications are awaiting the final funding decision from the National Health and Medical Research Council.

Healthy Living apps

Around two in five Australians trust health and wellbeing apps for information about being healthy. Our Healthy Living Apps Guide provides an independent rating of over 200 apps – reviewed between May and August 2015 – for healthy eating, physical activity, reducing harm from smoking and alcohol, and improving mental wellbeing. As well as reviewing the potential effectiveness of apps, we have rated them and will update those ratings annually.

VicHealth Indicators Survey

The *VicHealth Indicators Survey 2015* provides information at both state and local government levels to assist with strategic planning and policy development. Information will help community leaders make informed decisions and plan more effectively. Data will also be used to monitor VicHealth's progress, specifically the achievement of the three-year priorities and 10-year goals of the VicHealth Action Agenda for Health Promotion.

Innovation

Leading Thinkers initiative

VicHealth developed the Leading Thinkers initiative to make international thought leadership in behavioural insights practical and accessible for Victoria. Our first Leading Thinker was Dr David Halpern of the UK Behavioural Insights Team. His residency brought new knowledge about 'what works' in getting people to change their health behaviour.

Seven behavioural trials were designed for delivery by VicHealth and our partners. Within 12 to 15 months, some trials have achieved significant results, and all have provided new insight into how we can use human behaviour to inform policy and practice.

In 2015, with guidance from our Leading Thinker, we convened Victoria's Citizens' Jury on Obesity. This saw 100 'everyday Victorians' deliver a consensus view on the 20 recommendations, or 'asks,' that – if implemented – would enable Victorians to eat better (see feature on page 15).

Health equity

Fair Foundations

Fair Foundations: The VicHealth framework for health equity is a planning tool for health promotion policy and practice. It has been used by local government, Primary Care Partnerships and international organisations to look at the social determinants of health inequities and what can be done to address them.

Elevate

Elevate is a three-year initiative (2015–2018) that seeks to promote health equity by enabling innovative thinking and the design of new solutions at community, inter-organisation, and population levels. Our approach draws on learnings from successful incubator, accelerator and innovation lab programs from across the world, with a firm focus on collaboration and networking as ways to transform individual ideas, elevating them into action.

VicHealth Community Challenge

Following our submission to the Hazelwood Mine Fire Inquiry in 2015, we launched the VicHealth Community Challenge in the Latrobe Valley and invited the community to deliver ideas on how to generate more jobs. Four ideas were shortlisted and Latrobe Valley community members were invited to participate in an intensive business planning support program.

Healthy communities

Selandra Rise

VicHealth funded a five-year study to look at how key design features of Selandra Rise, a housing development in Melbourne's south-east growth corridor, could impact on the health and wellbeing of residents.

Two in five residents reported an increase in physical activity after moving to the neighbourhood and 25 per cent were strongly satisfied with Selandra Rise as a convenient location compared to their previous neighbourhoods. However, the research also made recommendations for future development and planning of residential communities, such as increased public transport, local employment opportunities and open spaces suitable for all weather.

RMIT undertook the study in collaboration with Stockland, the Victorian Planning Authority, the City of Casey and the Planning Institute of Australia.

In 2015–16, we worked with these organisations



AUSTRALIA'S NATIONAL RESEARCH ORGANISATION FOR WOMEN'S SAFETY
to Reduce Violence against Women & their Children





McCaughey VicHealth
Community Wellbeing Unit



newDEMOCRACY





624 Victorian sport and recreation clubs awarded Active Club Grants

Alpine Shire Council
 AMES Australia
 Aquatics & Recreation Victoria
 Ararat Rural City Council
 Australian Institute of Family Studies
 Badminton Victoria
 Banyule City Council
 Baseball Victoria
 Bass Coast Shire Council
 Baw Baw Shire Council
 Bayside City Council
 Benalla Rural City Council
 Bendigo and District Aboriginal Co-operative
 Bendigo Orienteers Inc
 Blind Sports Victoria
 BMX Victoria
 Borough of Queenscliffe
 Bowls Victoria
 Brimbank City Council
 Buloke Shire Council
 Burnet Institute
 Calisthenics Victoria Inc
 Canoeing Victoria
 Cardinia Shire Council
 Casey City Council
 Central Goldfields Shire Council
 City of Ballarat
 City of Boroondara
 City of Darebin
 City of Greater Bendigo
 City of Greater Dandenong
 City of Greater Geelong
 City of Melton
 City of Port Phillip
 City of Stonnington Council
 City of Whitehorse
 City of Whittlesea
 CoDesign Studio
 cohealth
 Colac Otway Shire Council
 Corangamite Shire Council
 East Gippsland Shire Council
 Gannawarra Shire Council
 Glen Eira City Council
 Golden Plains Shire Council
 Golf Victoria
 Greater Shepparton City Council
 Healthy Communities Australia
 Hepburn Shire Council
 Hindmarsh Shire Council
 Hockey Victoria
 Horsham Rural City Council
 Hume City Council
 Indigo Shire Council
 Ipsos
 John Cain Foundation
 Kingston City Council
 Knox City Council
 Archie Roach's Deadly Directions Mentorship Program
 Lacrosse Victoria
 Latrobe City Council
 LeeJenn Health Consultants
 Life Saving Victoria
 Loddon Shire Council
 Macedon Ranges Shire Council
 Malvern Harriers Athletic Club
 Manningham City Council
 Mansfield Shire Council
 Maribyrnong City Council
 Maroondah City Council
 Melbourne School of Population and Global Health
 Mildura Rural City Council
 Mitchell Shire Council
 Moira Shire Council
 Monash Council
 Moonee Valley City Council
 Moorabool Shire Council
 Moreland City Council
 Mornington Peninsula Shire
 Mount Alexander Shire Council
 Moyne Shire Council
 Murrindindi Shire Council
 Nillumbik Shire Council
 No Lights No Lycra
 Northern Grampians Shire Council
 NRL Victoria
 Planning Institute of Australia
 Pop Up Playground
 PwC
 Regional Sport Victoria
 Rumbalara Football Netball Club
 Rural City of Wangaratta
 School Sport Victoria
 Social Research Centre
 Softball Victoria
 South Gippsland Shire Council
 Southern Grampians Shire Council
 Squash & Racquetball Victoria
 Stockland
 Swan Hill Rural City Council
 Swimming Victoria
 The Foundation for Young Australians
 Tobacco Free Portfolios
 Touch Football Victoria
 Towong Shire Council
 Traralgon Neighbourhood Learning House
 Triathlon Victoria
 Turning Point
 Victoria Police
 Victorian Planning Authority
 Victorian Skateboard Association
 Victorian Tenpin Bowling Association
 Voices of the Valley
 Warrnambool City Council
 Water Polo Victoria
 Wellington Shire Council
 What Works Centre for Wellbeing
 Wodonga City Council
 Wyndham City Council
 Yachting Victoria
 Yarra City Council
 Yarra Ranges Council
 Yarriambiack Shire Council
 Yoga Australia
 Youth Research Centre



About VicHealth

Our origin

VicHealth (the Victorian Health Promotion Foundation) is the world's first health promotion foundation created in 1987 with a mandate to promote good health. We were established with all-Party support by the State Parliament of Victoria with the statutory objectives mandated by the Tobacco Act 1987 (Vic) (the Act). The responsible minister is the Minister for Health, The Hon. Jill Hennessy MP.

The objects of VicHealth as set out in the Act are to:

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

Functions

The functions of VicHealth as set out in the Act are to:

- promote its objects
- make grants from the Health Promotion Fund for activities, facilities, projects or research programs in furtherance of the objects of VicHealth
- provide sponsorships for sporting or cultural activities
- keep statistics and other records relating to the achievement of the objects of VicHealth
- provide advice to the Minister on matters related to its objects referred by the Minister to VicHealth and generally in relation to the achievement of its objects
- make loans or otherwise provide financial accommodation for activities, facilities, projects or research programs in furtherance of the objects of VicHealth
- consult regularly with relevant Government Departments and agencies and to liaise with persons and organisations affected by the operation of this Act
- perform such other functions as are conferred on VicHealth by this or any other Act.

VicHealth performs and manages these functions by:

- developing a strategic plan, including concept, context and operations
- initiating, facilitating and organising the development of projects and programs to fulfil the strategic plan
- ensuring an excellent standard of project management for all project and program grants paid by VicHealth
- developing systems to evaluate the impacts and outcomes of grants
- ensuring that such knowledge is transferred to the wider community.

Our commitment

- Fairness – we promote fairness and opportunity for better health for all Victorians, by making health equity an aim
- of all our work.
- Evidence-based action – we create and use evidence to identify the issues that need action and to guide policy and practice by VicHealth and our partners.
- Working with community – we work with communities to set priorities, make decisions and create solutions.
- Partnerships across sectors – we collaborate with governments at all levels and form alliances with others in health, sports, research, education, the arts and community, as well as nurture strong relationships with health promotion practitioners and the media.

Our difference

VicHealth has played a unique role since its inception. We champion positive influences for health and seek to reduce negative influences. This means helping individuals and communities make better-informed decisions, and shaping environments that support healthier choices.

Our strategy incorporates a behavioural insights lens that considers the influences on people's behavior and choices. This complements existing approaches with new ways to realise the health for all Victorians. Our culture of innovation enables us to be a catalyst for, and early adopter of, new health promotion approaches.

We work in partnership with all sectors as a trusted, independent source of evidence-based practice and advice. We play a critical role in creating and strengthening this evidence base through our rigorous research and evaluation of our actions.



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