



2015
VICHEALTH
AWARDS

FINALISTS



FOREWORD

Health promotion at all levels, from the grass-roots right through to statewide initiatives are helping create healthier and happier communities, and empowering Victorians to take control of their health.

The VicHealth Awards celebrate and showcase this world-class innovative and successful health promotion work that's taken place in Victoria in 2014–15.

It's great to see so many organisations working with communities to help people not only be free from disease, but live in a state of good physical and mental wellbeing. Each finalist represents some of the finest health promotion programs across Victoria, and VicHealth is thrilled to acknowledge and celebrate their achievements.

I commend all the finalists in the 2015 VicHealth Awards for the inspiring standard of their entries, which reaffirms Victoria as a world leader in health promotion.

It is an honour to share the stage with Victoria's champions of health promotion.

Jerril Rechter
VicHealth CEO

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PREVENTING HARM FROM ALCOHOL

A DIGITAL ALCOHOL AND DRUG TOOL FOR YOUNG PEOPLE

Youth Support and Advocacy Service

This digital alcohol and other drug tool project fills a gap in the range of services and options for young people concerned about their use of alcohol and other drugs.

Young people in Victoria now have access to the Working it out with YoDAA (Youth Drug and Alcohol Advice service) tool. It helps young people consider their position in relation to their alcohol and drug-related needs. It encourages help-seeking where necessary and offers next steps for help and support. The tool is based on commonly asked youth alcohol and drug screening questions. It asks them in a way that is youth friendly, modelled on the way a youth alcohol and other drug worker would approach their first meeting with a young person.

www.workingitoutwithyodaa.org.au

ALCOHOL'S BURDEN OF DISEASE IN AUSTRALIA

Turning Point Alcohol and Drug Centre

This project estimated the relative risks of alcohol-related harm to build a framework linking information on disease causes and occurrence, to information on acute and chronic health outcomes caused by alcohol.

This project involved a significant number of outcomes relevant for public health and policy. Firstly the derived estimates are the most comprehensive, complete and recent analyses to be done across Australia in more than a decade. In addition, the relative risk data presented provides the most up-to-date data on evidence-based outcomes deemed to have sufficient evidence for alcohol's impact.

www.turningpoint.org.au/Media-Centre/Latest_News/Alcohol-kills-15-Australians-every-day--report.aspx

AN ENHANCED RESPONSE TO ALCOHOL AND OTHER DRUG TREATMENT IN WYNDHAM

Mercy Health

An analysis of Werribee Mercy Hospital's Emergency Department (ED) identified significant gaps associated with the treatment and management of consumers with alcohol and other drug (AOD) related disorders. Following an analysis of hospital practices and pathways, it was proposed that a seamless treatment and follow-up path for Wyndham's AOD patients was needed, from managing acute intoxication and withdrawal to ensuring smooth transitions into community treatment. The program was successfully trialled from April to June 2014 before being delivered in July 2014.

Today the program supports highly vulnerable clients who, prior to the implementation of the ED AOD program, would have been given a brochure and advised to self-refer for services. These clients are now seen by the broader medical team in the ED with the continuity of care extending into the local community with the support of community intake partnerships.

VICTORIAN ALCOHOL POLICY ROADMAP PROJECT

Cancer Council Victoria and the Alcohol Policy Coalition with VicHealth

This project examined the current state of alcohol law and policy in Victoria and looked at areas for law reform and policy development, with the overall goal of reducing alcohol-related harm. Three key areas for policy development and intervention were identified through this project for more detailed consideration: advertising, planning and secondary supply.

www.alcoholpolicycoalition.org.au/our-work/victorian-alcohol-policy-project



IMPROVING MENTAL WELLBEING

DAREBIN SAYS NO TO FAMILY VIOLENCE

Darebin City Council

Darebin Says NO to Family Violence aims to develop a whole-of-organisation approach to preventing violence against women. Focusing on multiple levels of leadership, the project seeks to create an equitable and non-violent workplace that has the capacity to prevent violence against women and promote respectful gender relations. The project addresses both primary and secondary prevention of violence against women, however all areas of the project are delivered with an understanding of the gendered nature of violence against women and the intention to address the key drivers.

www.darebin.vic.gov.au/preventingviolence

SISTERS AND BROTHERS

cohealth Arts Generator

The Sisters and Brothers (S&B) project works with children aged 8–12 years, through an innovative music program, to build empathy towards those who experience discrimination. At the heart of the S&B project is the power of music and mass singing. A team of experienced artists, community cultural development practitioners, and young culturally and linguistically diverse artists have engaged children to explore storytelling, collaborative song-writing, role-playing, and musical rhythms from diverse cultural traditions.

The program has been running for three years and has developed an evidence base that has found the program to be successful in:

- building empathy while emphasising commonality and diversity
- raising awareness about race-based discrimination and its harms
- promoting a sense of agency within children to act when witnessing or experiencing racism.

www.sistersandbrothersproject.org

WITH ONE VOICE AND SING FOR GOOD

Creativity Australia

The With One Voice program aims to build a happier, healthier and more inclusive nation. Made up of 13 choirs, each meets weekly and is led by a professional conductor. Everyone is welcome and singing is followed by supper. The objective is to use the neuroscience of group singing combined with the Wish List to connect participants to happiness, wellbeing, new friends, mentors, networks, skills and employment. Through the weekly Wish List, participants are encouraged to ask for what they need in life and grant wishes for others. Over 500 wishes were granted in the past 12 months.

www.creativityaustralia.org.au

ENCOURAGING PHYSICAL ACTIVITY

GOOD WHEEL PROGRAM

City of Melbourne

with Good Cycles, Squeaky Wheel, The Huddle, St Joseph's Flexible Learning Centre, AMES and Victoria Police

The City of Melbourne's Good Wheel program is a unique community-based approach to promoting active transport. The program is designed for community members who do not have ready access to bicycles due to a range of life circumstances.

The program identifies and responds to individuals' specific circumstances, determining what is needed to help them start using a bicycle as a healthy, safe, convenient and affordable transport option, and to introduce a means of physical activity into their daily life.

The key to Good Wheel's success is providing free bicycles to participants. The municipality's unclaimed and abandoned bikes are retrieved by the Parking and Traffic Branch, and then reconditioned to be used in the program.

www.thesqueakywheel.com.au/good-wheel

LIFE – STAND UP FOR YOUR HEALTH

Mars Petcare

Mars Petcare Wodonga branch is home to the Australian headquarters of Mars Incorporated and the manufacturing site for millions of pet care products. LIFE – Stand Up For Your Health was launched in 2013 to provide a policy framework for coordinating and prioritising employees' health and wellbeing activities at the Wodonga site.

LIFE – Stand Up For Your Health introduced a widespread roster of actions to encourage employees to increase their physical activity levels including:

- daily stretching – a stretch routine was developed by the company physiotherapist
- stand-up desks and meeting rooms – these aim to encourage staff who sit for long periods of time to look for opportunities to sit less
- exercise physiologist – staff have the opportunity to have one-on-one coaching with an exercise physiologist to discuss the development of fitness and wellness goals
- lunchtime walks – staff are encouraged to don their runners for five kilometre runs or three kilometre walks
- Get Connected team – this social committee brings staff together by combining encouragement of physical activity and local engagement.



THE ACTIVE MARIBYRNONG SPRING INTO SUMMER SERIES

Maribyrnong City Council

The Spring Into Summer Series (SISS) program was designed and implemented to be a catalyst to help improve the health and wellbeing of Maribyrnong residents through a series of free physical activity programs.

The SISS program provided participants with the opportunity to participate in their choice of twelve different health and wellbeing programs including yoga, tai chi, Pilates, a parent and baby exercise class and a women's cycling program across a six-week period. The program was delivered between October and December 2014.

www.activemaribyrnong.com.au

THE BIG ISSUE'S COMMUNITY STREET SOCCER PROGRAM

The Big Issue

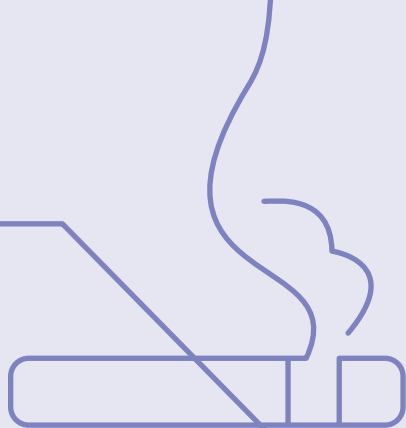
The vision of the Community Street Soccer Program (CSSP) is that all homeless, marginalised and disadvantaged Australians have the opportunity to improve their health and positively change their lives through sport.

The CSSP operates 18 soccer programs across Australia with six operating in Victoria. Programs deliver weekly two-hour training sessions that are the core component of CSSP. Linked to this are the primary program activities of encouraging physical activity, health education, peer support and informal mentoring, and linking players to the community.

Since its launch, the CSSP has engaged more than 6000 homeless, marginalised and disadvantaged people. Over this period, many participants have reported positive changes in their lives, thanks to the opportunities CSSP has created for personal outcomes in health, pre-employment, employment and housing.

www.thebigissue.org.au

PREVENTING TOBACCO USE



CITY OF MELBOURNE SMOKE-FREE AREAS PROJECT

City of Melbourne

The City of Melbourne's Smoke-Free Areas project aims to reduce tobacco-related harm and increase the health of the community by designating smokefree areas in the central city to create healthy environments where people live, learn, work and play.

Following the success of the smokefree pilot in The Causeway in 2013–2014 and subsequent prescription of this laneway as smokefree, the council pledged to implement up to six new smokefree areas including Howey Place, Equitable Place, Block Place, QV Melbourne, City Square and Goldsbrough Lane.

www.participate.melbourne.vic.gov.au/projects/smokefree

JUST SAY AAH FOR A SMOKE-FREE SMILE

Quit Victoria

with Dental Health Services Victoria, The Australian Dental Association Victorian Branch Inc. and the Department of Health and Human Services Victoria

This project centred on developing a customised face-to-face training and e-learning package to train Oral Health Professionals (OHPs) in Victorian public and private oral health settings. The e-training included a new framework specifically developed to assist OHPs to start and continue brief conversations with patients around quitting smoking. The Ask, Advise and Help ('just say AAH') model supports OHPs to encourage all smokers to quit and to refer them to specialised quitting services such as Quitline when possible.

To date, the project has reached approximately 200 OHPs and has increased the number of Quitline referrals from OHPs. Statewide expansion of the project to all public and private dental services is planned to occur by the end of 2015.

www.quit.org.au/resource-centre/training/oral-health-professionals

START THE CONVERSATION

Alfred Health

Start the Conversation is an innovative digital communication campaign that challenges health professionals to raise the topic of smoking with their patients. It capitalises on the opportunities for health professionals to generate a population health impact in the area of smoking.

In a four-minute video, real patients and real clinicians share the life-changing stories that resulted in quitting smoking. There were no scripts; it is highly authentic. The campaign reverses the traditional approach to smoking cessation. Rather than targeting the person who smokes, the call-to-action is for health professionals. As a result of Start the Conversation, more conversations are taking place and more attempts to quit smoking are occurring. Health professionals are showing great commitment to driving down smoking rates in Victoria.

www.starttheconversation.org.au

TOBACCO FREE PORTFOLIOS – DR BRONWYN KING

Tobacco Free Portfolios

Tobacco Free Portfolios, spearheaded by Dr Bronwyn King, aims to reduce and ultimately eliminate tobacco investment from the Australian finance industry. Dr King was driven by her experiences as a practicing radiation oncologist at the Peter MacCallum Cancer Centre and Epworth Healthcare when she commenced this initiative.

As of June 2015, there are now 32 tobacco-free superannuation funds accounting for more than 25% of Australia's \$2 trillion dollar superannuation industry. This has led to the divestment of tobacco stocks worth a total of \$1.5 billion dollars.

Dr King's work has recently taken a global step after gaining the support of the Union for International Cancer Control, backed by the World Health Organization.

www.tobaccofreeportfolios.org

BUILDING HEALTH THROUGH ARTS



CULTURAL THREADS

City of Greater Dandenong

Cultural Threads is a coordinated, place-based community arts program that responds to local community issues, using textiles to transcend language and 'thread' the community together through a common theme. Textiles provide an engaging and creative platform to meet project objectives to improve the health and wellbeing of the community by:

- building social cohesion
- promoting diversity
- providing opportunities for social connection
- establishing provision for extended learning
- strengthening pride in the community.

www.greaterdandenong.com/news/1682/cultural-threads-textiles-celebration

TANDERRUM

ILBIJERRI Theatre Company with the Melbourne Festival

TANDERRUM is the traditional ceremony of the Kulin Nations. It is a welcoming festival of song, dance, trading and cultural exchange and an essential part of Kulin ritual. The project aims to create greater community connectedness through reclamation of cultural tradition. The performance is an exciting and innovative project done entirely in traditional language. On Friday 10 October 2014, the five nations of the Eastern Kulin came together to open the Melbourne Festival and welcome local and international artists to perform on country.

www.ilbijerri.com.au/events/tanderrum

THE SAFETY ZONE PROJECT: YOU'RE NOT ALONE

Merri Community Health Services

This project engaged a group of same sex attracted and gender diverse (SSAGD) young people to develop a theatre piece that explored some of the challenges they faced. An interactive performance focusing on secondary-school student audiences was then developed and delivered to Brunswick Secondary College, Thornbury High School, Fitzroy High School and Sydney Road Community School.

A Theatre in Education piece was created to explore the following key issues and themes:

- sexual/gender diversity and intersex
- homophobia, transphobia and biphobia
- bullying and homophobic language
- gender pronouns
- increased rates of mental illness and poor health outcomes amongst SSAGD people.

www.vimeo.com/136058601

WHITE NIGHT – I COULD HAVE DANCED ALL NIGHT

Victorian Major Events with Ausdance and VicHealth

After two very successful iterations, the I Could Have Danced All Night project returned as a major feature of White Night Melbourne 2015. A program involving 12 community groups and 12 professional dance groups offered a vast range of dance styles and routines for attendees to learn over the course of the 12-hour event. The objectives for this project were set to reach a broader audience of community participants, with workshop engagements leading up to the main event and performance opportunities on the night.

I Could Have Danced All Night was a monumental success as a fun and easy-to-engage-with catalyst for more than 24,000 Victorians.

www.whitenightmelbourne.com.au

RESEARCH INTO ACTION

DANCING WITH PARKINSON'S

La Trobe University
with Parkinson's Victoria

This project evaluated the effects of community-based therapeutic dancing classes for people living with Parkinson's disease. The aim was to demonstrate how effective and feasible dancing was as a form of enjoyable physical activity to help people living with Parkinson's move more independently and to improve their general wellbeing. The key outcomes were to reduce impairments and disability as well as improve mobility, fitness and health-related quality of life in people with Parkinson's.

NATIONAL COMMUNITY ATTITUDES TOWARDS VIOLENCE AGAINST WOMEN SURVEY

The Social Research Centre
with Social Sense Making, The University of Melbourne, and VicHealth

The National Community Attitudes towards Violence Against Women Survey (NCAS) is one of two significant pieces of research under the National Plan to Prevent Violence Against Women and their Children (2010–2022). The NCAS involved 17,517 twenty-minute telephone interviews with a cross-section of Australians aged 16 and older. This is the third survey of its kind, with previous surveys being conducted in 1995 and 2009.

The aims of NCAS are to:

- measure community knowledge of, and attitudes towards, violence against women in order to identify areas that need attention in the future
- track changes in attitudes over time (between 1995, 2009 and 2013)
- improve understanding of the factors that influence knowledge, attitudes and responses
- identify particular parts of the population to target prevention efforts.

www.vichealth.vic.gov.au/ncas

NHMRC CENTRE FOR RESEARCH EXCELLENCE IN HEALTHY, LIVEABLE COMMUNITIES

The University of Melbourne
with Metropolitan Planning Authority, Office of the Victorian Government Architect, Heart Foundation (Victoria), Department of Health and Human Services, Roberts Day, City of Melbourne, Planning Institute of Australia, VicHealth, VicRoads, Swinburne University of Technology, Deakin University and The Centre of Excellence in Intervention and Prevention Science (CEIPS)

The NHMRC Centre for Research Excellence in Healthy Liveable Communities was launched in March 2014 to build evidence about the ways the built environment influences health and health behaviour outcomes, the environmental interventions likely to have highest impact, and the 'dose' interventions required to optimise health outcomes.

In the last year, the Victorian team's focus has been on developing a set of health-related built environment indicators directly relevant to urban planning policy and practice. Outcomes included:

- multiple published reports that include a map of Melbourne's walkability and a summary of the liveability work
- finalisation of a user-friendly walkability tool hosted by AURIN for use by local government and researchers.

www.mccaughey.unimelb.edu.au/programs/cre

REIMAGINING A HEALTHY WORKPLACE

EACH Social and Community Health
with Dowell Australia and the Department of Health and Human Services Victoria

EACH Social and Community Health (EACH) partnered with Dowell Australia to deliver a multifaceted workplace-based health promotion intervention that achieved significant and sustainable results. This project significantly improved working conditions, reduced employee stress levels, lowered rates of depression, improved overall health levels, reduced workplace injury and enhanced organisational productivity.

EACH's three-year (2012–2014) partnership with Dowell included action research, a representative wellbeing committee and workplace champions. 84 per cent of staff participated in at least one of eight activities including yoga, mental health first aid and a 10,000 step challenge.

www.each.com.au/health-promotion/-2015/workplace/

SPORT AND RECREATION SPATIAL

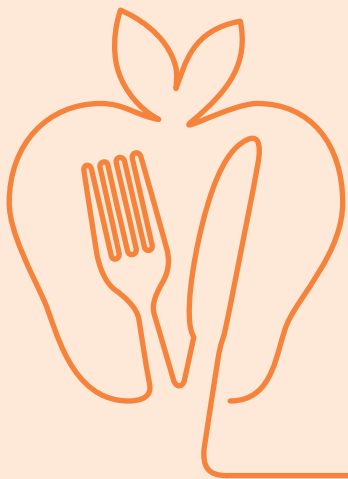
Federation University and the Institute of Sport, Exercise and Active Living, Victoria University
with VicHealth

Sport and Recreation Spatial presents data about sport and recreation participation, sport and recreation facilities, population demographics and population health from multiple data custodians. This provides sporting organisations, government and industry with a strong evidence base and an increased capacity for research, strategic planning, development of participation programs and facilities management. This is achieved through:

- a national geographic information system (GIS) for presenting spatial data relevant to all levels of the sport and recreation industry
- an associated research program which addresses questions of national and international significance.

www.sportandrecreationspatial.com.au





PROMOTING HEALTHY EATING

ACTIVATION OF MILDURA'S FOOD SYSTEM

Mildura Rural City Council and Healthy Together Mildura
with Sunraysia Community Health Services, Southern Mallee Ethnic Communities Council and Food Bank Australia

Activation of Mildura's Food System aims to make the healthy choice the easy and preferred choice, where people live, learn, work and play and reduce chronic levels of obesity in the Mildura community.

To achieve these goals, a number of activities were co-created with relevant community groups, including:

- Community Foodshare – coordinated capture of excess food produce for redistribution to those in need
- School Breakfast Partnership – serving over 1000 breakfasts per week involving six schools and two kindergartens
- Fresh produce in milk bars – program supporting the sale of fresh produce in local milk bars
- Local planning for healthier food environments – developing a process to ensure health impacts of takeaway food outlets are considered in planning approval phases of new developments
- Municipal food security – ensuring food security is integrated into local council plans, strategies and planning process
- Health champions – connecting the community with cooking and gardening programs.
- Sunraysia fruit and vegetable swap – swapping surplus homegrown produce, and sharing information and learnings about growing fruit and vegetables
- Open Food Network – supporting the website where local farmers advertise the availability of their fresh produce.

www.healthytogethertomildura.com.au

HEALTHY CHILDREN GROWING TOGETHER

Melton City Council

Healthy Children Growing Together (HCGT) aims to promote and protect the health and wellbeing of children (0–8 years) and their families, through the delivery of health promotion strategies that proactively address increasing rates of childhood overweight and obesity in the municipality.

This project comprised over 14 strategies, including healthy storytimes at local libraries, Active April Fun Days, and launches of Healthy Snack Stations at Children's Centres across the region.

Through creating supportive environments, strengthening community action on healthy living, building personal skills and effective policy development, HCGT has been extremely successful in enhancing health and wellbeing amongst children and their families.

www.melton.vic.gov.au/health

THE GOOD FOUNDATION AND JAMIE'S MINISTRY OF FOOD

The Good Foundation and Jamie's Ministry of Food

Jamie's Ministry of Food (the program) is a community cooking program that improves eating habits – increasing fruit and vegetable consumption and decreasing consumption of processed and takeaway food – by giving participants access to practical hands-on cooking classes and the skills to make their own change.

The program increases participants' cooking confidence and ability to prepare simple, nutritious meals with the objective of having a long, lasting impact on their health and wellbeing and that of their families by increasing the number of meals prepared in the home using fresh ingredients.

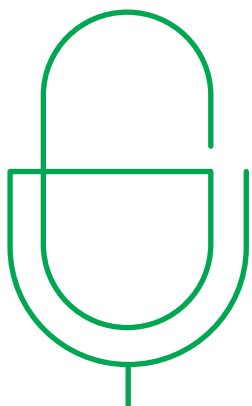
www.thegoodfoundation.com.au

THE TRIANGLE FOOD OP SHOP

Alexandra District Health
with Berry Street

The Triangle Food Op Shop (TFO) is a community-generated healthy food security project. The TFO is a place where the local community donates its excess garden fruit and vegetables, which are then sold in bags for \$1 each. 801 bags were sold between March and June 2015.

The idea for the TFO was born out of comprehensive research and community consultation using an Asset Based Community Development approach that shifted the focus from problems to discussions of the local area's assets and to individuals' skills and capacities outside of the paid economy.



OUTSTANDING JOURNALISM ON HEALTH PROMOTION ISSUES

SAM LANE – THE AGE

Nomination focus – Homophobia in sport

MIKI PERKINS – THE AGE

Nomination focus – Preventing violence against women and gender equity

EMILY RICE – CHANNEL 9

Nomination focus – Fit Food (healthy eating and physical activity)

MARK SMITH-BRIGGS – MARIBYRNONG LEADER

Nomination focus – Sons of The West (men's health program in the western suburbs of Melbourne)

SHEPPARTON NEWS

Nomination focus – Downsize Shepparton (included articles and case studies that promoted healthy eating and activity)



COMMUNICATIONS IN HEALTH PROMOTION

ABORIGINAL RETHINK SUGARY DRINK SOCIAL MARKETING CAMPAIGN

Cancer Council Victoria on behalf of the Rethink Sugary Drink Alliance with the Victorian Aboriginal Community Controlled Health Organisation

This project created a video specifically for Aboriginal Victorians to deliver a simple message about the high amount of sugar in sugar-sweetened beverages (including soft drinks, sports drinks and energy drinks) and encourage the audience to switch to water. Specifically it aimed to:

- raise awareness about the health impacts of consuming sugary drinks
- encourage the audience to rethink buying and consuming sugary drinks as well as providing them to their families.

www.rethinksugarydrink.org.au

CHASING THE LUCK?

Inner East Primary Care Partnership with the Victorian Responsible Gambling Foundation

This project aims to reduce the harm from problem gambling in Chinese-speaking communities of inner-east Melbourne. Activities include the development of an extensive media campaign in traditional and social media spaces, a dedicated Chasing the Luck? website, and an online competition with the dual purpose of promoting responsible gambling and developing promotional messages and marketing materials.

www.iepcp.org.au/chasing-luck

ENOUGH POKIES

Monash City Council

Enough Pokies was designed by the local government sector to expose the targeted concentration of pokies by the gambling industry in disadvantaged communities across the state, and to call on the major political parties for system reform to poker machine licensing.

After an intensive and concentrated seven-week statewide media campaign supported by Mayor and Councillor-led community engagement in 70+ local government areas in the lead up to the 2014 Victorian State Election, both major parties committed to meet with Enough Pokies in 2015 to review the legislative amendments.

www.facebook.com/EnoughPokies

FOR LOVE OR MONEY

Women's Health in the North

For Love or Money is a social marketing film and educational resource package that supports the prevention of violence against women and promotes women's financial security and capability. For Love or Money seeks to increase women's safety and financial security resulting in an improvement in their health and mental wellbeing.

The use of For Love or Money as a social marketing tool and training and education resource assists services and workers to create a supportive environment for women to seek help and support, strengthens community action and understanding of financial abuse as a form of violence against women, and develops the skills of women and workers to name the issue and take action.

www.whin.org.au/resources/preventing-violence-against-women.html#FLOM

LIVELIGHTER SOCIAL MARKETING CAMPAIGN

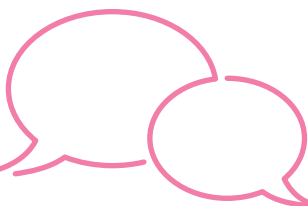
Cancer Council Victoria

with the National Heart Foundation and the Victorian State Government

LiveLighter is a statewide social marketing campaign aiming to turn around the obesity and chronic disease burden among Victorians. LiveLighter launched in August 2014 and is designed to strengthen the Victorian prevention system and target priority populations reducing disparities in health.

LiveLighter combines graphic imagery to evoke a response from the viewer with supportive information and resources to help individuals make and sustain lifestyle changes. The campaign was spearheaded by warnings of the dangers of weight gain in an advertisement highlighting the internal changes due to accumulation of 'grabbable gut' through an unhealthy lifestyle.

www.livelighter.com.au



BUILDING HEALTH THROUGH SPORTS



FOSTERING INCLUSIVENESS AND DIVERSITY AT YOUR LIFE SAVING CLUB

Starfish Nippers at Anglesea Surf Life Saving Club

The Starfish Nippers is a modified Nippers program tailored to the needs of its participants, assisting young people with special needs to experience inclusiveness, achieve new skills in and out of the water and increase their physical activity levels.

The program familiarises participants with the open water environment and safe water practices, teaching them surf and bodyboarding skills, how to identify potential danger and how to use rescue equipment.

www.starfishnippers.com.au

GYMNASTICS VICTORIA INCLUSION APP

Gymnastics Victoria

Gymnastics Victoria's (GV) Inclusion App enables clubs to complete the Inclusive Club Guidelines more efficiently using technology and smart devices which increases GV's inclusive capacity. The app enables clubs to complete all sections of the Inclusive Club Guidelines on their phone or tablet. Through the app, users can enter text or take a photo using their smart device to demonstrate how they are meeting each guideline. In addition, the app has created a more efficient process for GV and Access for All Abilities officers to view clubs guidelines and provide feedback to clubs. The app also provides GV with a statewide picture of inclusion within their clubs.

www.vic.gymnastics.org.au/page.php?id=357

MARIBYRNONG SHE'S GAME: GENDER EQUITY IN SPORT

Maribyrnong City Council

She's Game promotes gender equity as a violence prevention mechanism. It aims to create more gender equitable local sporting and physical activity environments, so female participation, inclusion and safety can increase in these spaces. She's Game provides clubs with tools, information and a structure. This assists them to meaningfully, effectively and sustainably engage with women in their environments. It also helps attract more women to the clubs.

www.maribyrnong.vic.gov.au/shesgame



THE PRIDE CUP

The Pride Cup

with Yarra Glen Football Netball Club, Yarra Valley Mountain District Football Netball League, Victorian Equal Opportunity and Human Right Commission, Headspace, beyondblue, Gay and Lesbian Health Victoria, Eastern Health, AFL, Netball Victoria and the Warburton Millgrove Football Netball Club

The Pride Cup is a locally-born initiative that focused on educating the local Yarra Valley Mountain District Football Netball League and was promoted throughout Victoria and to the Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) community to celebrate diversity in sport within the Yarra Ranges community. While the Pride Cup's aim was to develop welcoming and inclusive clubs in our region, the project simultaneously advocated to community and national sport the importance of developing inclusive sporting environments.

Yarra Glen hosted and played Warburton Millgrove Football Netball Club in the 2015 Pride Cup held on Sunday 17 May, IDAHO Day (International Day Against Homophobia), attracting over 1200 people to Yarra Glen, more than double compared to the previous year.

www.pridecup.org.au

SISTERS THROUGH SPORT

The Huddle – North Melbourne Football Club

Sisters through Sport (STS) aims to increase female participation in sport and recreation by addressing the barriers to participation for young girls and women from Culturally and Linguistically Diverse (CALD) communities. STS created opportunities for more than 630 CALD participants to take part in sport and recreation by focusing on shifting attitudes and behaviours and creating a safe, inclusive and welcoming environment for female participants.

Sessions were delivered on a weekly basis throughout the year, consisting of women-only coaches, officials, volunteers and participants. Activities included AFL, netball, cycling, surf lifesaving, surfing, boxing, soccer, circuit and fitness classes, basketball, yoga and Zumba.

NIGEL GRAY AWARD FOR EXCELLENCE IN HEALTH PROMOTION

In honour of Nigel Gray, one of the true visionaries and leaders in health promotion in Australia and the international tobacco control movement, VicHealth is proud to present the *Nigel Gray Award for Excellence in Health Promotion*.

This award recognises an outstanding project or initiative that has a profound positive impact on the health and wellbeing of Victorians.

Dr Nigel Gray AO

Dr Gray is seen by many as a founding father of the international tobacco control movement.

In 1970, two years after arriving as Director of the Anti-Cancer Council of Victoria, known today as Cancer Council Victoria, Dr Gray delivered a potent message that was simple and accurate – that using tobacco causes cancer, and cancer rates could be reduced if fewer people smoked.

His vision was clear – to increase taxes on cigarettes, to ban tobacco advertising and sponsorships, and importantly to keep them out of reach of young people.

His ingenuity altered the landscape of tobacco control and health promotion in Victoria and beyond forever.

Dr Gray laboured for over 40 years to combine behavioural research, measurement of smoking rates and brilliant advocacy to prevent incursions of tobacco into Australia's populations.

In addition to leading the effort for the benchmark 1987 legislation that banned ads and promotion, one of Dr Gray's greatest insights was designing an approach to tax tobacco sponsorship of athletic and cultural events. This form of legislation subsequently spread throughout Australia, New Zealand and globally.

Dr Gray was former President of the International Union Against Cancer, a visiting scientist at the International Agency for Research on Cancer, Director of the Anti-Cancer Council of Victoria for 27 years, and a paediatrician by training.

Dr Gray is a shining example of how one person's ingenuity, persistence and unmatched commitment, coupled with his highly skilled and unparalleled public health advocacy effort, has helped to protect past, present and future generations from the harms of smoking.

VicHealth has championed the health and wellbeing of all Victorians for nearly three decades, and worked with our stakeholders and partners in 2014–15 to reach our target of one million more Victorians with better health and wellbeing by 2023.

Download **VicHealth Highlights 2014–15** at **vichealth.vic.gov.au/annualreport** to read about our achievements.



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