

Promoting mental health and wellbeing





Promoting mental health and wellbeing: a case study

Fair game – preventing violence against women

Go to any AFL football game and notice the change. Today's football fans – more than ever – show little gender imbalance, with women making up nearly half of all the spectators who attend AFL games. On and off the field, things are changing too, with more women involved in all aspects of AFL – whether they are volunteering at their children's Auskick clinics, sharing boardroom space and club decision making or mixing it up out on the ground itself as players or umpires.

Improving community football club environments to ensure they are welcoming and safe for women is one component of the AFL's Respect & Responsibility work funded by VicHealth.

It's an ongoing project – investigating women's safety and inclusion in what has been, for so long, traditionally seen as a male sport, with the aim of shifting the cultural environment to the extent that violence against women no longer occurs in the first place.

Following the results of a series of community consultations about what women want to see in their own community clubs (this research was funded by VicHealth), a kit called 'Fair Game, Respect Matters' was developed and is currently being piloted in 42 Victorian clubs throughout AFL Victoria's Northern League, with more to follow.

"AFL Victoria recognises all forms of violence against women as a serious health risk," says AFL Victoria's Development and Planning Manager, Michael Daniher. "This is part of our commitment to contribute to the health and wellbeing of our community, by providing supportive and inclusive environments for everyone."

It's not just about getting more women coming along as fans to increase attendance numbers – although Daniher agrees that will be another positive outcome.

"It's about making the environment safer for women who are involved in other ways – improved female change-rooms, better lighting, more responsible serving of alcohol at club venues," he says.

The ongoing survival of community football, says Daniher, depends on it.

"Women are involved as mothers who bring their children and as wives and girlfriends of partners they support. Plus, women footballers are our fastest-growing community," he says. "We recognise the change is a long-term commitment. We also recognise that it will entail many small changes rather than dramatic change. We've had a lot of positive feedback already. There is already strong support from other clubs."

It's an outcome that pleases Diana Taylor, Senior Legal Counsel, Aviva Australia, and President of the Western Region Football League (WRFL) – Diana is the only female president of any football league in Australia. She arranged for a group of WRFL women to take part in a workshop with VicHealth, AFL Victoria and La Trobe University to discuss some of the challenges encountered by women and girls who participate in community football.

"The AFL has been very supportive of the 'Fair Game, Respect Matters' program and accompanying material," she says. "The commitment of VicHealth to the development of the kit has been very important in producing a quality product which is based on rigorous data and analysis."

Her expectation, Taylor says, is that "the program will place at the forefront of club and community thinking the importance and value of women and girls, not only in their roles in community football, but as people who should be respected and treated with dignity at all times".

"It is my view that women are a key component of the future growth and development of the game and the AFL, and have leadership roles to play across all areas of the AFL, including administration, governance, the judiciary, coaching and playing through the women's competition," says Taylor. "Not only will this involvement strengthen the levels of participation across the AFL, but it will play a critical role in developing values, behaviours, health and attitudes generally across the wider community and society."

Promoting mental health and wellbeing

Rates of mental ill-health are increasing alarmingly: by the year 2020 it's estimated that depression alone will be the second-highest cause of disease burden in the world. VicHealth promotes mental health and wellbeing by encouraging social participation, reducing discrimination and promoting acceptance of diversity, preventing violence, and improving access to economic and other resources required for health.

Program investments

Our aim is to address the complex environmental factors that impact on health while at the same time improving people's control over their own lives and enabling them to participate in community life. To do this, we use research, communications and advocacy, and fund community-based participation projects, evaluation and workforce development.

Supporting social inclusion for mental health and wellbeing

Community Arts Participation Grants Program

Participation in Community Arts activity provides opportunities for social inclusion as a means to promote mental health and wellbeing. Grants are provided to assist community members to work in collaboration with artists to create a performance, exhibition or public event that expresses or raises issues important to that community. Through this process, people are provided with the opportunity to: get involved in group activities; access supportive relationships; build self-esteem and confidence; develop skills to express and celebrate their culture; and increase a sense of self-determination and control.

African Women's Cultural project: Stage 2

Victorian Foundation for the Survivors of Torture Inc
\$20,000

Art Of Difference 2009

Gasworks Arts Park Inc
\$10,000

Awakenings Festival

Wimmera Uniting Care
\$16,000

Back To Back Theatre – community programs 08/09

Back to Back Theatre Inc
\$25,000

Beyond Disability – the ability to connect

Beyond Disability
\$20,000

Big House

SRS Project Accessing Recreation in the Community (SPARC)
\$13,575

Black Harmony Gathering 2009

Multicultural Arts Victoria Inc
\$10,000

Building social cohesion through the camp experience

Australian Camps Association (ACA)
\$20,000

Building social connections with young people

Bellarine Community Health
\$20,000

Carlton Harmony Day

North Yarra Community Health Inc
\$10,000

Come Together Strong

Koorie Heritage Trust Inc
\$20,000

Connecting clans

Castlemaine State Festival
\$20,000

Connecting communities

Norlane Neighbourhood House
\$15,000

Connecting the community to the digital age – 'Every Picture Tells A Story'

Hastings Westpark Primary School
\$19,800

Connecting the Peninsula ATSI community – the stepping stones project

Frankston Arts Centre
\$30,000

Couch

Barking Owl Theatre Inc
\$10,000

Different But The Same – stronger connections, healthy outcomes

Reach Out for Kids Foundation Inc
\$10,000

Dis/assemble dance project

Murray Arts Inc
\$12,800

Don't Be A Couch Potato – 'Cabaret'

Crash Course Productions Inc
\$20,000

Dream Catchr Magazine

City of Greater Dandenong
\$15,000

Engaging new communities for the GO Show

Footscray Community Arts Centre
\$20,000

Faith, Diversity & Difference: theatre performance and accompanying DVD youth advocacy project

Platform Youth Theatre Inc
\$20,000

Fawkner Community Newspaper project

Fawkner Community House
\$20,000

Feeling For Place – Meaning For Life – Making Connections

Brotherhood of St Laurence
\$10,000

Flame (Phase II)

The Reach Foundation
\$15,000

Frankston North men's participation activities

Mahogany Neighbourhood Centre
\$10,260

From Idea To Implementation – making cross-cultural connections

City of Ballarat
\$10,000

Global Garden – community involvement

Moomba Park Primary School
\$2,050

Grit Media Mentoring

Disability Media Inc – Grit Media
\$18,500

Hamilton Local Indigenous Network actively maintaining cultural identity project

Winda Mara Aboriginal Corporation
\$8,994

HRAFF ACCESS & HRAFF Community Outreach Program

Human Rights Arts and Film Festival Inc
\$10,000

HYP Fest (Harmonious Youth Participation Festival)

Arabic Welfare Inc
\$10,000

Moonee Valley Multicultural Eid Festival

Jesuit Social Services
\$5,800

New Country, New Friends

Western Young People's Independent Network – Melbourne Citymission
\$20,000

Pacifika Downunder Festival 2009

Pacifika Peoples Community Group Inc
\$10,000

Project R.A.C.E. (Racial and Cultural Equality)

Australian Multicultural Foundation
\$15,000

ruMAD? (Are You Making A Difference?) – Eumemmerring

The Foundation for Young Australians
\$19,785

Southern Grampians "Creative Web"

Southern Grampians & Glenelg Primary Care Partnership
\$20,000

Spotlight On Our Stories

La Mama Inc
\$20,000

Springvale Multicultural Show Day
Springvale Toy Library Inc
\$1,300

SSAYING it on the Net
Cobaw Community Health Services Inc
\$10,000

Sticky – theatre workshops for young people with and without disabilities and their parents, led by Rawcus Theatre
Rawcus Theatre Company
\$15,000

Sunbury Inclusive Theatre Company Pilot Project
Sunbury Community Health Centre
\$20,000

Refugee Women's Support Group
Westgate Baptist Community
\$18,910

Tarerer 2008 ...Too Deadly
Tarerer-Gunditj Project Association Inc
\$17,200

The (Aussie Rules) Taming Of The Shrew
The Old Van Ltd
\$20,000

The Bruthen Blues & Arts Festival Street Parade Spectacular 'History Train'
Bruthen Arts & Events Council Inc
\$10,000

The Dunolly Singers
Dunolly & District Neighbourhood Centre
\$2,110

The Drum Information Communication Technologies (ICT)
Drummond Street Relationship Centre
\$15,000

The Homecoming Project
Westside Circus Inc
\$20,000

The Pictures, Words & Music Project, Artful Dodgers Studios, Gateway, Jesuit Social Services
Jesuit Social Services
\$20,000

Under The Radar (name changed by participants to '3019 – on the radar')
Western Edge Youth Arts Inc
\$20,000

Victorian Arabic Young Achiever's Program
Victorian Arabic Social Services (VASS)
\$16,000

Where The Heart Is... Community Festival: A Framework For Sustainability
Royal District Nursing Service
\$10,000

Whittington Flame Fest
City of Greater Geelong
\$20,000

Women's Circus
Women's Circus Ltd
\$19,980

W Tree Spirit Of Place Celebration
W Tree Promotion and Progress Association Inc
\$10,000

'You, Me And Us' – community cultural evening program culminating in the 2009 'Gung Ho' Multicultural Festival
Wonthaggi Neighbourhood Centre at Mitchell House Inc
\$10,000

Community Together grants program

Horn of Africa Live Night 3
Horn of Africa Communities Network in Victoria Inc
\$7,000

This is the final grant in this program aimed at reducing barriers to participation in community celebrations for groups disadvantaged by social, cultural, geographic or economic circumstances.

Individual projects to support social inclusion

Black Arm Band: Hidden Republic 2008
City of Melbourne
\$20,000

In October 2008, the artists of the Black Arm Band collaborated with the Melbourne Symphony Orchestra to present *Hidden Republic*, a major new musical work for the Melbourne International Arts Festival 2008. This funding supported the delivery workshops for Indigenous school students and enabled Indigenous Victorians to attend the performances of *Hidden Republic* at the State Theatre.

Choir of Hope and Inspiration
Choir of Hope and Inspiration
\$30,000

The Choir of Hope and Inspiration formally commenced operations on 3 March 2009. The vision for the Choir of Hope and Inspiration is to provide a range of music, arts and social inclusion programs for people who are homeless and/or disadvantaged.

Common Solutions Project – Stage 2

Shire of Melton
\$92,932

This is an innovative project that aims to support and collaborate with other sectors to develop policies, research and projects that will enhance the health and wellbeing of young Victorians in their family, school and community environments. Stage 2 will be working at a community level to provide opportunities for young people to develop and maintain meaningful connections to their community, which, in turn will impact school retention rates and promote health and wellbeing.

Cultural strengthening and exchange through art
Songlines Aboriginal Music Corporation
\$25,000

This project focuses on increasing access to arts participation for young people, Indigenous and CALD communities. The project works across a range of creative mediums.

Emerge Hubs
Multicultural Arts Victoria Inc
\$25,000

The project aims to provide an inclusive, high-quality arts mentoring program. The 'Hubs' will be established by Multicultural Arts Victoria in partnership with emerging, Indigenous and new arrival communities in regional areas.

Key highlights

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Local government areas implemented programs through phase 2 of the Building Bridges Scheme

58

organisations supported through our Community Arts Participation program

\$530,000

invested in research to support social inclusion

Localities Enhancing Arts Participation (LEAP) program knowledge mentor/broker
Cultural Development Network Inc
\$25,000

The LEAP project will fund councils to strengthen their local arts infrastructure, including organisations, people, activities and events.

Role of schools as core social centres
Catholic Education Office Melbourne
\$50,000

This project with the Catholic Education Office will further develop a model to promote mental health and wellbeing as a core function of schools through a whole-school generalist approach.

Technology and new media scoping project
Catherine Jane Martin
\$40,000

The project aims to produce a recommended future program of activity, utilising technology – in particular information communication technologies and new media – as new vehicles for health promotion activity.

Theatre for Change: empowering refugee communities for social dialogue through storytelling and interactive performance
Victorian College of the Arts – University of Melbourne
\$25,000

This project will increase the opportunity for Horn of Africa young people in Dandenong, Brimbank and Warrnambool to connect with one another and the broader community, and will add value to existing VicHealth activity addressing social participation through the arts and media.

Train stations as creative community hubs
Department of Transport
\$100,000

In this pilot scheme, VicHealth will work in partnership with 10 other organisations – led by the Public Transport Division of the Department of Transport – to develop community arts activity in three train stations in Geelong, Hobson's Bay and Yarra Ranges. The aims are to: increase opportunities for participation in arts activity; increase safety at and around the stations through natural surveillance; encourage ownership of the stations by local residents and station users; and create hubs which are vibrant centres of community activity.

Research to support social inclusion

ARC: Health Freedom and Independent Contracting
University of Melbourne
\$25,000

Dr Jeremy Moss. This project will provide the first study of the effects of individual contracts on workers' wellbeing in rural Australia and will, therefore, offer insights to industry and government about employment practices. Through its focus on ethical and health issues, the project will make a major contribution to employment and health policy in Australia.

Evaluation of fire recovery project
Regional Arts Victoria
\$10,000

The project will build knowledge about the contribution of the arts to fire recovery efforts through the evaluation of the impact and effectiveness of the Regional Arts Victoria arts-focused community development in fire-affected communities.

Research Practice Leader Program – Promoting social participation
The University of Melbourne
\$138,040

Dr Therese Riley. The project is aimed at documenting the evidence linking social participation and mental health and wellbeing outcomes. It will review the social and economic costs of limited social participation and the benefits of achieving high rates of participation.

Effective Change: evaluation short course program
Effective Change Pty Ltd
\$84,000

This project will evaluate the model, content and effectiveness of VicHealth's Mental Health Promotion Short Course, to be provided over a two-year period to workers from diverse sectors, including the arts, education, sport, local government, community and health, in order to improve their capacity to integrate a mental health promotion perspective into their core activity.

Research Fellowships

Pathways to inclusion: the contribution of community participation and networks to improved health and wellbeing outcomes
University of Melbourne
\$84,000

Dr Deborah Warr. This research considers how participation in local community groups and institutions promotes social connection. Specifically, it explores how social connection builds local social resources and defines the pathways through which it impacts on mental and physical health.

Surviving (and thriving) on the road less travelled: a longitudinal study of young people, sexual diversity, resilience and social networks
La Trobe University
\$105,000

Dr Lynette Hillier. This research project aims to promote the health and wellbeing of marginalised same-sex attracted young people by understanding the factors that protect them from drug use, mental ill-health and suicide.

Why let them fall? Understanding the role of health promotion in shaping a better life for all young people
University of Melbourne
\$43,750

Dr Jane Burns. This research project explores mechanisms to engage government, corporate and community sectors in mental health promotion with young people, and how effective approaches may be sustained and adapted beneficially across settings and countries.

Reducing discrimination for mental health and wellbeing

Arts Organisations & Venues Grants Program

This program supports arts programs which build positive attitudes and beliefs to build acceptance of cultural diversity. It seeks to promote the benefits of cultural diversity and raise awareness of ethnic and race-based discrimination and its health, social and economic consequences. Funding is provided to build the capacity of existing organisations to promote cultural diversity and reduce race-based discrimination among the target audiences.

Intercultural music, dance and theatre program
Cultural Infusion Ltd
\$50,000

La Mama – theatre for our diverse community
La Mama Inc
\$50,000

The Fair Go Comedy Tour
Auspicious Arts Projects Inc
\$50,000

Aamer and Nazeem's Variety Hour
Footscray Community Arts Centre
\$50,000

The Diversity Commissions
Regional Arts Victoria
\$50,000

Museum Victoria – Public Programs
Museum Victoria
\$50,000

Community Arts Discrimination Grants Program

This program aims to build support for cultural diversity and positive intercultural relations among participants by utilising artistic works to build positive attitudes and beliefs. It seeks to promote the benefits of cultural diversity and raise awareness of ethnic and race-based discrimination and its health, social and economic consequences. Funding is provided to build the capacity of community and arts organisations to promote cultural diversity and reduce race-based discrimination.

Anti Racism Action Band (A.R.A.B.) Sound and Music Hub
Victorian Arabic Social Services
\$30,000

Calling The Shots
Auspicious Arts Projects Inc
\$23,000

Exploring The Tower of Babel
Jewish Museum of Australia
\$30,000

Face to Face – Unity Within Diversity
City of Greater Dandenong
\$30,000

NationHood
North Richmond Community Health Centre
\$30,000

New Australia Media
New Australia Media
\$30,000

Re-igniting Community
The Torch Project
\$30,000

Stand Up 4 Rights
Centre for Multicultural Youth
\$30,000

The Black Arm Band – Community Engagement
Arts House – City of Melbourne
\$30,000

We R 1 Project
National Gallery of Victoria
\$30,000

Building Bridges: Together We Do Better (Phase 2)

This program recognises that, while cultural diversity enriches the local community, it also creates some challenges. The program aims to address the identified social distance and tension between groups within the community by providing positive intercultural contact opportunities.

Anti Racism Action Band (A.R.A.B.)
Victorian Arabic Social Services
\$88,000

Beaut Buddies
Victorian Foundation for the Survivors of Torture Inc
\$81,000

Cultural Games
Maribyrnong City Council
\$80,000

Kar Kulture
South Eastern Region Migrant Resource Centre
\$62,000

Kitchen Culture
Melbourne Citymission Inc
\$88,000

Localities Embracing & Accepting Diversity (LEAD) program

The LEAD program aims to increase the prevalence of positive attitudes towards cultural diversity among members of the whole community within specific localities. It seeks to foster an appreciation and sense of 'ownership' of cultural diversity within localities through local leadership. Funding is targeted to local organisations to encourage the implementation of policies and practices that promote diversity and prevent ethnic, race-based discrimination.

Greater Shepparton City Council
\$250,000

City of Whittlesea
\$300,000

Individual projects supporting the reduction of discrimination

Fellowship for indigenous leadership
Brotherhood of St Laurence
\$40,000

This project will ensure the further development of Indigenous leadership by providing opportunities for recognised Indigenous leaders to pursue their vision, learn skills in leadership, mentorship and strategic planning and networking.

Research and evaluation related to reducing discrimination

Evaluating practice to reduce discrimination affecting CALD communities
University of Melbourne
\$98,898

Evaluation of projects funded under Phase 2 of the Building Bridges Scheme. This evaluation will build the evidence and knowledge base for reducing discrimination through projects supporting cooperative intercultural contact.

Research Practice Leader Program – reducing ethnic and race-based discrimination
University of Melbourne
\$126,000

Dr Natascha Klocker. The project will support research and evaluation allied to a program of work being undertaken by VicHealth and its partners to address ethnic and race-based discrimination. Included in the work is research and evaluation of specific programs, as well as secondary research and analysis and research translation activity to inform policy and practice. The grant will also help to build research capacity related to preventing discrimination by exploring new research questions, building networks with other researchers and supporting postgraduate student research projects.

Reducing violence for mental health and wellbeing

Respect, Responsibility and Equality Grants Program: Phase 2

This grants program supports the scale-up of a range of innovative community-based approaches in preventing violence against women. These projects support work with a broad range of women's organisations, Indigenous and culturally diverse population groups, men, boys and even workplaces to prevent violence against women at the community level.

Baby Makes 3
Whitehorse Community Health Service Inc.
\$90,000

Gender local governance & violence prevention – Maribyrnong
Maribyrnong City Council
\$90,000

Northern Interfaith Project
City of Darebin
\$90,000

Partners in prevention
Domestic Violence Resource Centre (DVRC)
\$80,000

Working together against violence
Women's Health Victoria
\$90,000

Multimedia stop violence against women project
Women's Domestic Violence Crisis Service
\$40,000

Individual projects to reduce violence for mental health and wellbeing

Local government networking and capacity-building project
City of Darebin
\$95,000

This project is aimed at developing a network to build capacity in local government to prevent violence against women.

Prevention of violence against women: short course development
Deakin University
\$65,000

This project will develop short-course material to build capacity within the workforce and organisations from a range of sectors. It aims to apply a common framework, language and tools with which to form partnerships, plan, apply and evaluate activity aimed at preventing violence against women.

White Ribbon Day
No To Violence, Male Family Violence Prevention Association Inc.
\$35,000

Funding to facilitate cross-sector involvement and collaboration in the White Ribbon Campaign in order to: increase community awareness of the individual, family and community-level impacts of violence perpetrated against women; and encourage men to take responsibility for violence perpetrated against women.

Research addressing violence in relation to mental health and wellbeing

A realistic evaluation of the East Gippsland CommUNITY Walk Against Family Violence
Monash University
\$30,000

This project will evaluate the outcomes of a collaborative community-based initiative that sought to raise awareness about family violence in Indigenous communities. Alliances were built across Indigenous and non-Indigenous communities to develop a prevention strategy that culminated in more than 1,000 men and women participating in the East Gippsland CommUNITY Walk Against Family Violence. It seeks to develop a complex understanding about the context, processes and actions which contributed to the success of this project.

ARC: models of intervention to stop violence against women
La Trobe University
\$25,000

This project will develop, implement and evaluate models of good practice in addressing partner violence, including management of victims, their children and abusive partners from nurses' and women's points of view. It will also estimate the prevalence of women experiencing partner violence among Maternal Child Health nursing populations.

Research Practice Leader Program – primary prevention of violence against women
La Trobe University
\$126,000

Dr Michael Flood. The project will support research and evaluation allied to a program of work being undertaken by VicHealth and its partners to prevent violence against women. The work includes research and evaluation of specific programs, as well as secondary research and analysis and research translation activity to inform practice and policy. The grant will also help to build research capacity related to the primary prevention of violence against women by exploring new research questions, building networks with other researchers and supporting post-graduate student research projects.

Research Fellowships

Promoting women's mental wellbeing by reducing intimate partner violence against women – building an evidence base and expanding our knowledge.
La Trobe University
\$100,000

Dr Angela Taft. This research program evaluates whether formal and informal primary healthcare strategies improve the mental health, wellbeing and mother-child bonds of women at risk of or experiencing partner abuse.

Increasing access to economic resources for mental health and wellbeing

Fitted For Work
Fitted For Work
VicHealth will support this program with the evaluation of two components of the Fitted For Work Organisation: the first, entitled 'Working Women', provides engagement, mentoring and support to unemployed women; and the second, 'Fitted for You' – a vintage retro clothing store – will pilot a social enterprise in partnership with the Westpac Foundation, Bobby Brown and David Lawrence.

Ganbina Indigenous School-to-Work Project – Phase 2
Ganbina: Koorie Economic Employment and Training Agency
\$50,000

This project provides a holistic approach to engaging Indigenous young people and families in a program of activities with schools and industry to increase their career aspirations, school retention rates and access to employment opportunities.

Short Course: workplace certificate training
RMIT University
\$17,628

This project is aimed at building an appropriately skilled workforce able to deliver cross-sector training, focusing on the development, implementation and evaluation of activity to address the social and economic determinants of health.

Research addressing increased access to economic resources for mental health and wellbeing

Estimating the economic benefits of eliminating job strain as a risk factor for depression
University of Melbourne
\$10,000

This project will quantify the economic benefits of addressing job strain as a risk factor for depression, using epidemiologic and economic modelling.

Research Fellowship

Managing employment pathways to reintegrate older workers
Swinburne University of Technology
\$105,000

A/Prof. Libby Brooke. This project extends the Finnish 'work ability' framework, enabling unemployed and injured older workers, retirees and volunteers to participate in employment. By engaging stakeholders across employment, rehabilitation and health services, interventions supporting ability and positive ageing will be developed.

Strengthening policy and practice in mental health promotion

The McCaughey Centre: The VicHealth Centre for the Promotion of Mental Health & Community Wellbeing
University of Melbourne
\$900,000

Professor John Wiseman. The purpose of this centre is to create and share knowledge about the social, economic and environmental determinants of community wellbeing and mental health. The centre also hosts Community Indicators Victoria, which supports the development and use of local community wellbeing indicators.

Key highlights

6

organisations supported through phase 2 of our Respect, Responsibility and Equality grants program

42

senior and junior clubs from the Northern Football League are targeted to participate in the 'Fair Game, Respect Matters' program

\$900,000

invested in the McCaughey Centre to create and share knowledge about the social, economic and environmental determinants of health