

VicHealth Community Challenge

Victorian Health Promotion Foundation

6 March 2018

Shifting Power

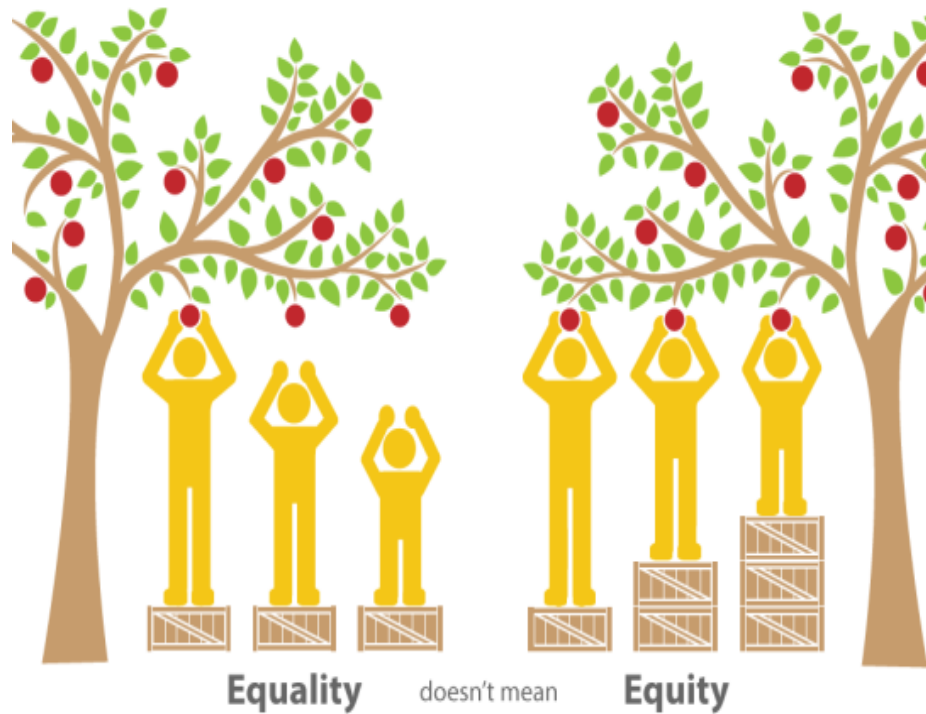
Latrobe Valley Community Challenge

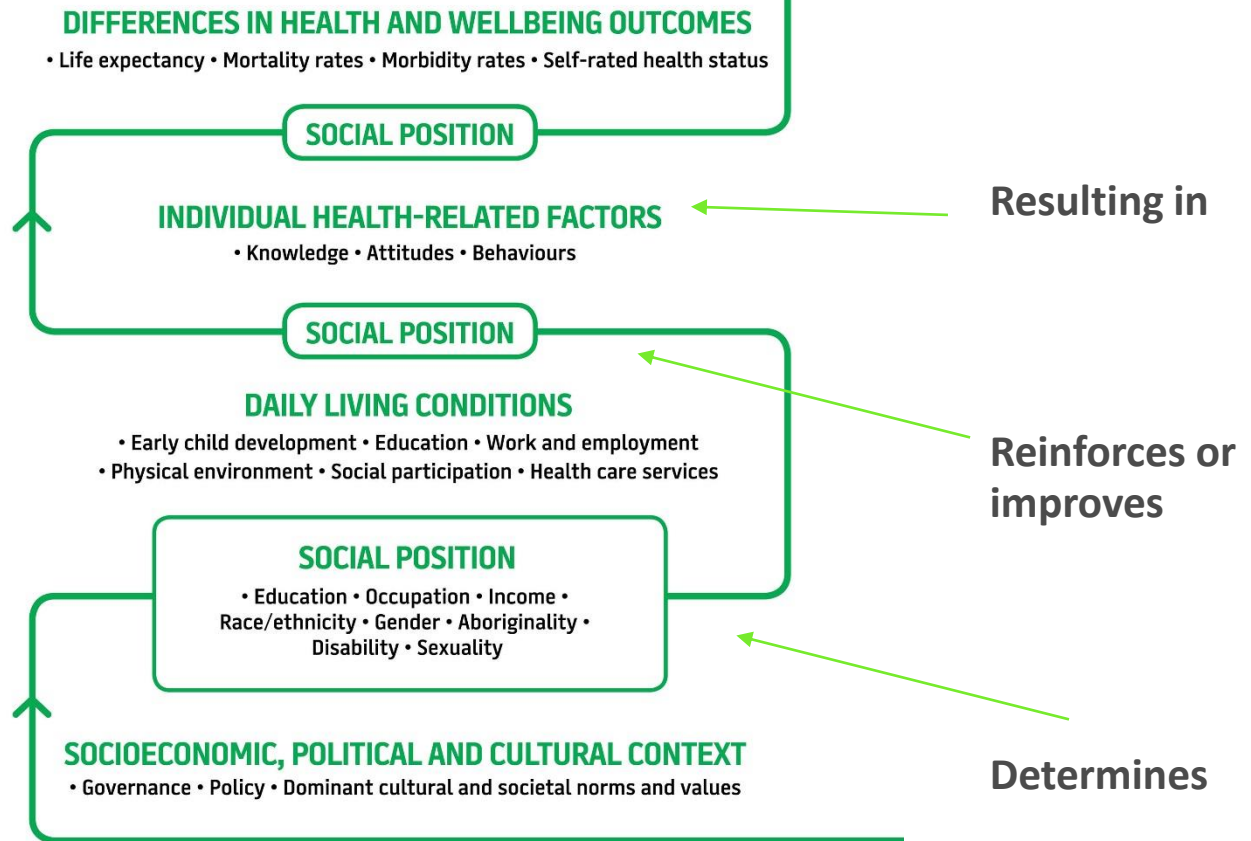
A case study



Health equity

- Fair opportunity to attain full health potential.
- No-one disadvantaged from achieving their potential if it can be avoided.





Fair Foundations: The VicHealth framework for health equity
The social determinants of health inequities:
The layers of influence and entry points for action



Why Social Innovation?



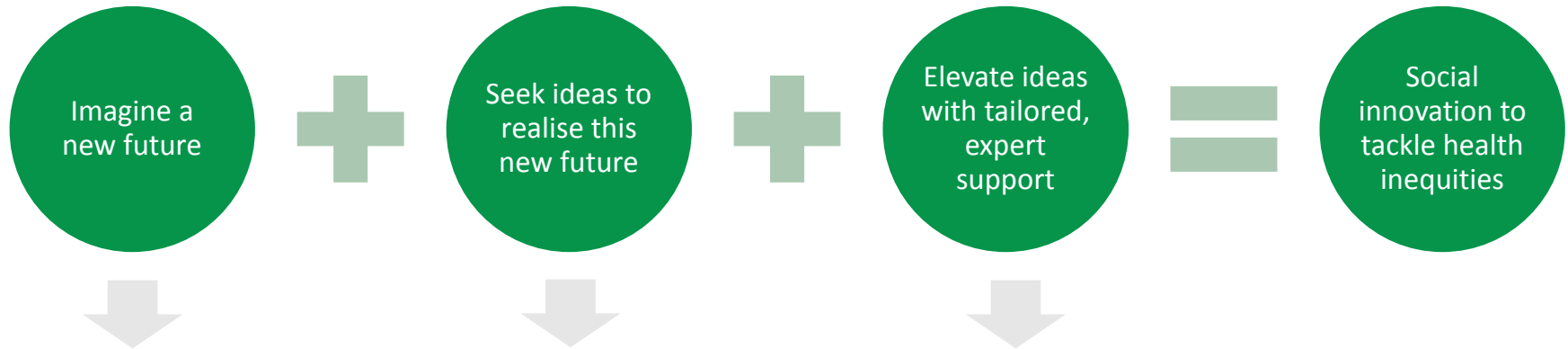
In Sep 2015, we developed a suite of health equity evidence reviews. The evidence reviews showed that we know the causes and the impacts of health inequity, yet not many projects have been evaluated to gauge health equity outcomes.

What we do know is that solutions to the problem of health inequity:

- > need to focus on the causes of the causes – think political, economic and cultural systems that inform our lives
- > may sit outside of the traditional public health sector
- > will be multifaceted and need input from a broad range of stakeholders.
- > requires long term investment and a concerted effort to drive change

There was also need to demonstrate how to use Fair Foundations

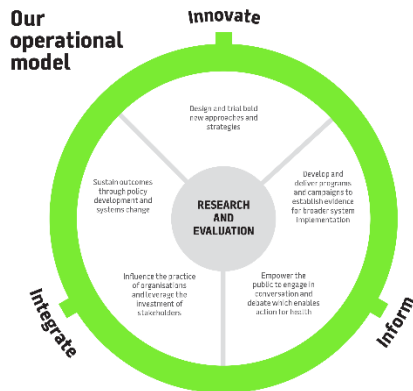
Social innovation for health equity



Working in Latrobe Valley

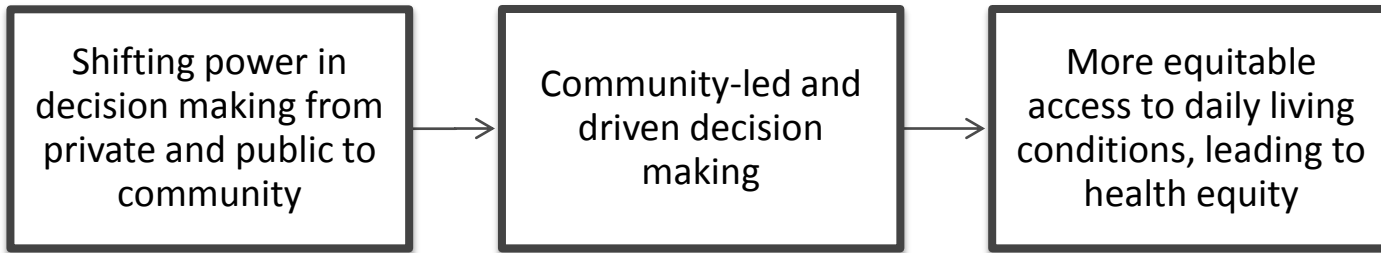


- Hazelwood Mine Fire Inquiry- Health Improvement Forums
- VicHealth's emphasis on:
 - Health equity
 - Innovation
- Experience with Innovation Challenges- transferred to working directly with local community members



VicHealth Community Challenge

Latrobe Valley



Community owned ideas to generate more jobs in the Latrobe Valley

Working with Spark Strategy:

- > Community Engagement
- > Identifying ideas/initiatives
- > Develop ideas/initiatives
- > Plan for sustainability



Starting the conversation

- Media Partnerships
- Local events
- Access community organisation channels
- Call to action: Join the facebook page, start talking about your ideas, attend a face to face, register your idea

Ideas register

- Facebook page for ideation and discussion
- Online form to register ideas - VH website
- Face to Face opportunities to help with ideation and registration
- Criteria communicated to provide framework for submissions and likely success

Support phase

- 8 week intensive business planning and community organising support for three ideas
- Up to \$10,000 ea. for three ideas - to progress work and engage experts

Deliberation

- Final idea to meet VH Criteria around sustainability and feasibility
- \$20,000 cornerstone funding for final idea

The ideas

Community owned or driven ideas to generate more jobs in the Latrobe Valley



Renewable Energy Transition -
Voices of the Valley



Artist run gallery and learning
hub for emerging artists -
ALT_ART



Latrobe Valley Food Network -
ReActivate



Hospitality job linking service -
Serving the Valley

Challenge process

8 weeks intensive business planning support

- > Getting clear on the initiative and the social impact
- > Putting together an advisory board
- > Community engagement
- > Business model canvas
- > Financial modelling
- > Value propositions and assumption testing
- > Project plans
- > Revenue/fundraising options
- > Legal structures
- > Prototyping – market testing
- > Pitching

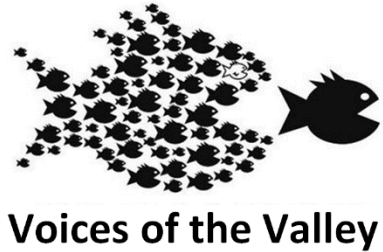


= Resulted in accelerated development of initiatives

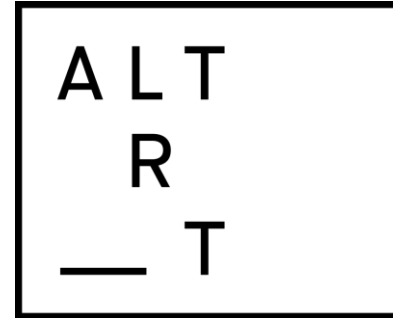
Evaluation results

- Pilot- focused on process more than the end product
 - Trying to bring together community driven ideas with the evidence-base for action
 - *‘Community members lead the work, the process puts a scaffold around them’*
- Fast pace good
- \$10k funding valuable
- Combination of support process and small amount of funding progressed innovative ideas that would otherwise have been difficult and/or slower to progress
- Need to bring sustainability into early discussion- what does success look like?
- For VicHealth – there were challenges balancing innovation with red tape – needed to be agile and flexible

Where are they now?



VotV continue to advocate for the community with a focus on transitioning from old the old power industry to renewables



Alt_Art is flourishing, employing local young people and building a community and supporting the sale of emerging artist works



Get Stuffed continues to build innovative community renewal activities based on local food systems



Serving the Valley runs training and connects new hospitality workers to local business