



2014 VICTORIAN  
**HEALTH PROMOTION**  
FOUNDATION AWARDS



## 2014 VICTORIAN HEALTH PROMOTION FOUNDATION AWARDS

### AWARD CATEGORIES

Promoting healthy eating

Encouraging physical activity

Preventing tobacco use

Preventing harm from alcohol

Improving mental wellbeing

Communications in health promotion

Building health through sport

Building health through arts

Research into action

## INTRODUCTION

Every day, people throughout Victoria are using health promotion to make our communities happier and healthier places. It could take the form of ground-breaking research, a social sport event bringing people together or a state-wide awareness campaign.

The Victorian Health Promotion Foundation Awards celebrate the wide range of innovative and successful contributions to health promotion in Victoria.

The 2014 Awards continue the tradition of honouring initiatives, projects, campaigns, health agencies, organisations and teams delivering ground-breaking work to improve the health and wellbeing of all Victorians.

VicHealth is proud to host the 2014 Awards, to be presented on Wednesday 3 December 2014 at the Plaza Ballroom in Melbourne. All finalists will be invited guests at the awards night to celebrate the health promotion achievements from the last 12 months with their peers and dignitaries within government.

We are thrilled to celebrate the tremendous health promotion work that has taken place in Victoria in 2013–14, and look forward to seeing everyone's efforts to make Victoria the healthiest state in Australia.

**Jerril Rechter**

Chief Executive Officer

Victorian Health Promotion Foundation (VicHealth)

## PROMOTING HEALTHY EATING

In this category we are looking for initiatives encouraging and empowering Victorians to adopt healthy eating habits. This could include innovative thinking and initiatives around increasing the availability and promotion of fresh fruit and vegetables, healthy beverage options, and initiatives to assist communities – particularly those at risk – to make healthy diet choices.



3

## ENCOURAGING PHYSICAL ACTIVITY

This award recognises programs that support Victorians to integrate physical activity into their daily lives. If your creative initiative has contributed to active recreation, active travel and active workplaces, resulting in improved physical and mental wellbeing or social connection, increased productivity and positive changes to the places where we live, work and play, this is the category for you.



## PREVENTING TOBACCO USE

This category looks broadly at programs discouraging people, particularly young people, to take up smoking, encouraging current smokers to quit, providing people with the help they need to quit, building the evidence base, and ensuring this knowledge is translated into action.



4

## PREVENTING HARM FROM ALCOHOL

This award recognises initiatives that seek to reduce the harms arising from alcohol for all Victorians – from chronic and regular binge drinkers to the wider community.



## IMPROVING MENTAL WELLBEING

This award recognises programs addressing the influencers of mental wellbeing existing in the environments we live, work, learn, play and build relationships. Entrants should demonstrate how they are creating resilient and connected individuals, organisations and communities to prevent the ill effects of social isolation and exclusion.



5

## COMMUNICATIONS IN HEALTH PROMOTION

This award recognises the development, implementation and evaluation of marketing and communications approaches that improve individual and population health. This could include evidenced informed social marketing and public health information campaigns that enact awareness, attitudinal or behavioural change; contributing and advocating for healthy public policy and regulation; and effective use of social media and digital technology to improve public health outcomes.



## BUILDING HEALTH THROUGH SPORT

This award goes beyond just increasing participation in physical activity. It includes increasing opportunities for social connection and creating supportive environments for health. Entrants are required to demonstrate changes to policies, programs and practices which have resulted in community members being provided with safe, supportive, inclusive and meaningful opportunities to participate in sport and physical activity – regardless of ability, gender or cultural background.



6

## BUILDING HEALTH THROUGH ARTS

This award acknowledges how arts positively shape our sense of community and cultural identity, helping to build social cohesion, connection and civic engagement. Entrants should demonstrate the resulting health benefits through participation in community arts, addressing improvements in mental wellbeing, health inequities, physical activity levels, promoting diversity or increased opportunities for social connection .





## RESEARCH INTO ACTION

This category is about creating and using knowledge acquired through research and evaluation that builds public health research capacity and health intelligence to drive new approaches to illness prevention and health promotion. Entrants should demonstrate achievements in creating and using research to address emerging public health priorities.

## AWARDS CRITERIA

For entry into the 2014 Victorian Health Promotion Foundation Awards, nominees are required to address each of the following criteria (each criteria carries equal weighting):

- 1 Executive summary – outlining project aims and objectives, settings, timing, population groups, budget, health promotion activities and outcomes achieved (max. 400 words)
- 2 Be a catalyst for change that brings potential to result in positive and sustainable improvement in the health of Victorians (max. 800 words). Points to consider:
  - Does this project look to the future needs of its target groups?
  - Do the results of the project have a positive impact on the wider community?
  - Are the target groups empowered as a result of this project?
- 3 Demonstrate a firm commitment to health promotion by using evidence-informed actions and initiatives (max. 800 words). Points to consider:
  - Can the project be viably continued into the future and/or rolled out in other areas or to other target groups?
  - Are effective and strategic partnerships used?
  - Does the project benefit people from disadvantaged backgrounds and/or those experiencing health inequity?
- 4 Exemplify innovation and leadership in taking action to improve and promote health and reduce chronic disease and/or address emerging health issues (max. 800 words). Points to consider:
  - Was the project based on a review of evidence or promising best practice/knowledge?
  - Were stakeholder engagement activities undertaken to help inform the project?
- 5 Demonstrate value for money which encapsulates efficiency and effectiveness relative to the health outcomes achieved (max. 800 words). Points to consider:
  - Value for money – will returns on the health promotion investment be short, medium or long term?
  - Efficiency of resource allocation (financial, human, physical) to ensure the mix of resources results in the greatest health benefit to the community.
  - Effective reach in terms of the number of key stakeholders, settings or members of the community affected by the health promotion program.

Points to consider:

- Were new or emerging factors and health trends addressed by this project?
- Does the project contribute to the current evidence base?
- Were creative initiatives used?

## KEY DATES – 2014

<b>Friday 25 July</b>	Nominations open
<b>Friday 29 August</b>	Nominations close at 5pm
<b>September</b>	Nominations assessed
<b>November</b>	Finalists announced
<b>Wednesday 3 December</b>	Victorian Health Promotion Foundation Awards ceremony

## HOW TO ENTER AND SUBMISSION REQUIREMENTS

All entries must be submitted online at [www.vichealth.vic.gov.au/awards](http://www.vichealth.vic.gov.au/awards)

It is important you read and understand the criteria prior to completing your submission and clearly address all selection criteria.

Please read and adhere to the conditions of entry.

You will receive confirmation from VicHealth via email that your submission has been received.

As part of your online submission, entrants can provide:

- › up to four photographs/images
- › up to four additional A4 single sided pages of appendices. An appendix should only contain supporting information. All material that directly addresses the selection criteria should be included in the body of the submission. Please note submissions will be sent to the judges electronically, so where possible, please ensure all appendices are entered online.
- › collateral or supporting materials such as DVDs relevant to the project. These materials can be sent to:

Adam Miller  
Victorian Health Promotion Foundation Awards  
VicHealth  
15–31 Pelham Street  
Carlton VIC 3053

Please ensure all materials are clearly marked with the title of your award submission and organisation. Materials submitted will not be returned.

## ELIGIBILITY

Entries are invited from state and local governments, health agencies, non-government, not-for-profit and private sector organisations. We are looking at all of Victoria's leading health promotion projects – from large programs with a broad reach, to the best health promotion ideas at a local level.

Please note:

- The initiative or project nominated must have been implemented in Victoria during 1 July 2013 to 30 June 2014.
- Entry is free.
- Self-nominations are accepted.
- Nominations on behalf of other organisations are accepted, with their consent.
- Nominations are assessed by an independent assessor and judging panel drawn from health promotion and public health experts.

## CONDITIONS OF ENTRY

- › Nominations must be received by VicHealth no later than 5pm on Friday 29 August 2014. No alterations to applications will be permitted after this date.
- › Each project can only be nominated once, although organisations can nominate multiple projects. Each category requires a separate submission to be completed addressing the award criteria.
- › If your submission is for a project that has been developed by a number of partners, the project must be authorised by the consortium, nominating one agency as the lead.
- › The panel reserves the right to waive the award in one or more categories, if in the opinion of the judges, there are no suitable nominations.
- › Applications submitted on behalf of a third party must be authorised by that party. Awards will be presented to the organisation named as the 'Nominated organisation or person'.
- › Submissions that do not comply with the requirements will not be accepted.
- › The judges' decisions are final: no correspondence will be entered into.

## FURTHER INFORMATION

For further information about the 2014 Victorian Health Promotion Foundation Awards visit [www.vichealth.vic.gov.au/awards](http://www.vichealth.vic.gov.au/awards)

Telephone (03) 9667 1315

Email [awards@vichealth.vic.gov.au](mailto:awards@vichealth.vic.gov.au)