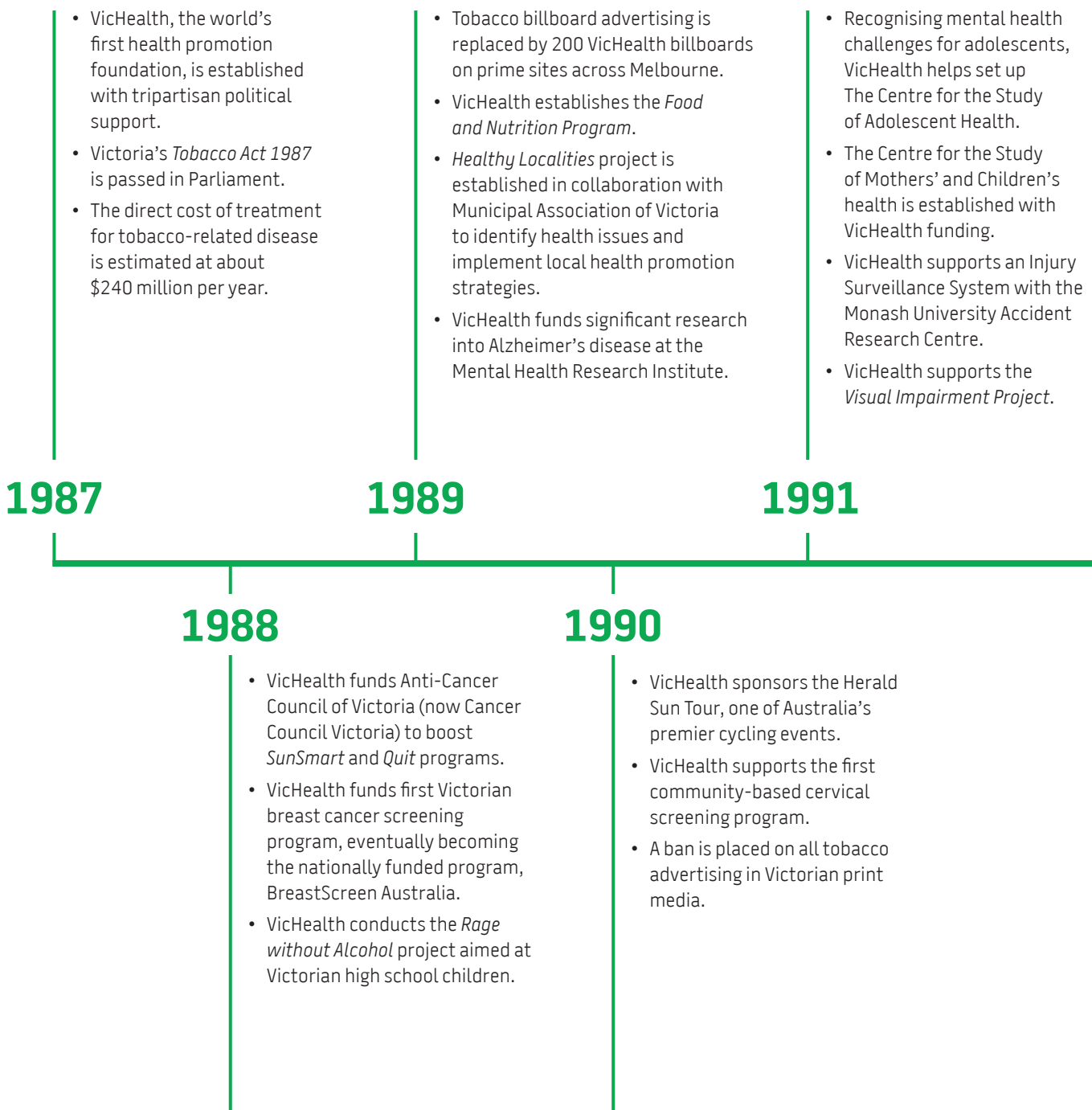


VicHealth – 30 years

VicHealth is the world's first health promotion foundation, established in 1987 with a mandate to promote good health in Victoria. Its inception was by itself a pioneering act. It set the stage for VicHealth as an incubator of innovative health promotion work and research, and a unique facilitator of partnerships to prevent illness and improve the health and wellbeing of Victorians.



1992

- VicHealth establishes the *Health status of older people* program.
- The Centre for the Study of Sexually Transmissible Diseases is partially funded by VicHealth.
- A VicHealth grant helps set up The Early Psychosis Prevention Research Centre.
- Cancer in Families research program begins.

1994

- VicHealth holds its first National Conference on working with sport and arts organisations to promote health.
- World Health Organization calls for other countries to adopt the VicHealth model.

1996

- VicHealth launches *Active for Life* in schools to make exercise a healthy lifetime habit among children.
- VicHealth-sponsored sporting organisations are encouraged to promote smoke-free environments along with healthy food options and sun shade.

1998

- VicHealth launches Indigenous research centre: the Koori Health Research and Community Development Unit (Onemda VicHealth Koori Health Unit).
- Removal of sponsorship from Carlton Football Club after continuing breaches of sponsorship agreement by their Chairman, John Elliott.

2000

- *Arts for Health* program funding focuses on participation and access.
- VicHealth opens the Centre for Tobacco Control, with Anti-Cancer Council of Victoria, The University of Melbourne and Monash University.
- VicHealth supports the *Good Sports* program, developing a responsible alcohol consumption policy at many of Victoria's sports clubs.

2002

- *Walking School Bus* program is piloted with four councils.
- *You kick like a girl – good for you!* program highlights gender in sport.

1993

- VicHealth launches *Partnerships with Healthy Industry* health promotion program in the workplace.
- 75% of Australia's top private Victorian-based companies are totally smoke-free (an increase of 25% in one year)

1995

- VicHealth releases findings from the first National Community Attitudes towards Violence against Women Survey
- VicHealth completes the tobacco sponsorship replacement program.

1997

- The National Tobacco Campaign and a national Quitline are introduced.
- Australian High Court invalidates state tobacco fees, ending tobacco-fee funding for VicHealth; funding from Victorian Government budget commences.
- National Tobacco Campaign is developed by Federal Government and state and territory *Quit* agencies, including graphic TV ads depicting the health effects of smoking.

1999

- VicHealth launches Active Club Grants to help local communities with grassroots sport through programs.
- VicHealth launches the first ever *Mental Health Promotion Plan* for Victoria.

2001

- The *Food for All* project is launched to improve the availability of fresh food in municipalities where more than 20% of their residents are experiencing lack of access.
- The *Together We Do Better* campaign is launched by VicHealth, promoting mental health and wellbeing for all Victorians.
- VicHealth's *Food Security* program aims to give people in disadvantaged communities better access to fresh foods.
- *Our Town: working with same-sex attracted young people in rural communities* is released in partnership with the Rural Health and Development Branch, Department of Human Services.

2003

- VicHealth develops the *Partnerships Analysis Tool* to build, sustain and evaluate collaborations between organisations.
- Start of *Leading the Way: Councils Creating Healthier Communities*.
- Promotion of mental health and wellbeing of new arrival communities.

2004

- Key research, *The Health Costs of Violence*, measures the burden of disease caused by intimate partner violence.
- *Food Security Demonstration Projects* begin in collaboration with Department of Human Services.
- The VicHealth/Australian Sports Commission Out of School Hours Sports Program – a Victorian pilot – is a catalyst for the development of the Commonwealth Government's national Active School Communities initiative.

2005

- *Building Indigenous Leadership* program begins with VicHealth on the steering committee.
- Smoking rates drop below 17% of Victoria's adult population (from 31.5% in 1986).

2006

- VicHealth establishes the McCaughey Centre to focus on social and economic determinants of mental health.
- VicHealth launches the *10,000 Steps Walking Challenge* during the Commonwealth Games in Melbourne.
- VicHealth is an official supporter of the *Street Stencil* campaign in four Local Government Areas.
- Victorian *Indigenous Surfing* program begins (still going 10 years on).

2007

- *Walktober: Walk to School* begins with 56,000 children participating.
- VicHealth launches PICSAR (Participation in Community Sport and Active Recreation) and funds 61 projects that eventually created 47,000 extra opportunities for Victorians to participate in sport.
- *Prevention of Violence Against Women* framework delivered to Victorian State Government.
- *More than Tolerance: Embracing diversity for health* highlights the health consequences of discrimination on migrant and refugee communities.

2008

- *Healthy Club Canteens* identifies ways sporting clubs could provide health food options.
- *Streets Ahead* program is launched to increase children's active travel and independent mobility.

2009

- Findings from the second National Community Attitudes towards Violence against Women Survey released.
- Groundbreaking report, *The health and economic benefits of reducing disease risk factors* shows that the quality of life that accompanies good health is valuable beyond measure.
- Alcohol Policy Coalition established by VicHealth.

2010

- VicHealth launches Selandra Rise, a research project into how the design and planning of residential developments impact on residents' health and wellbeing.
- First national report card on the status of community attitudes to violence against women since 1995.
- VicHealth research with The University of Melbourne shows excessive pressure at work is costing Australia's economy \$730 million a year due to job-stress related depression.
- VicHealth launches the three-year LEAD Program (Localities Embracing and Accepting Diversity) in the City of Whittlesea and City of Greater Shepparton to promote diversity across these communities, supporting retailers, workplaces, schools and sports clubs.

2011

- The *MOTION* program is launched to increase social connectedness through physically active arts activities.
- The *Everyone Wins* program promotes increased participation of people with a disability, Indigenous Australians, people from culturally and linguistically diverse communities, and women and girls in sport.
- VicHealth launches a community-based social marketing campaign – *See Beyond Race*.

2012

- VicHealth's *Creating Healthy Workplaces* program identifies best-practice approaches for addressing stress, gender inequality, discrimination, alcohol-related harm and prolonged sitting.
- VicHealth's *Healthy Sporting Environments* program supports the development of sustainable policies in sporting organisations.
- VicHealth, the City of Monash and Link HC launch GEAR (Generating Equality and Respect), a council-wide primary prevention of violence against women program in Melbourne's south-east.
- The VicHealth Indicators Survey details a state-wide demographic analysis on the social determinants of health.

2013

- The *Seed Challenge* program is launched in collaboration with the Australian Centre for Social Innovation (TACSI).
- VicHealth's new strategy – the VicHealth Action Agenda for Health Promotion 2013 –2023 is released.
- VicHealth's *Name That Point* campaign encourages young people to take ownership of their drinking and decide at what stage of a night out 'clear thinking turns into more drinking'.
- The *TeamUp* campaign provides accessible, fun and social opportunities for Victorians to get active.
- VicHealth releases research funding *Choosing to act: Bystander action preventing race-based discrimination*.

- The VicHealth Citizens' Jury on Obesity, engages 100 everyday Victorians in a discussion around solutions to address obesity, resulting in 20 'asks'.
- VicHealth's *Bright Futures Megatrends* report reveals the trends and influences on young people's mental wellbeing and identified resilience as a key asset.
- *Changing the Game* is launched to increase female participation in sport.
- VicHealth launches *Fair Foundations: The VicHealth framework for health equity* – a planning tool for health promotion policy and practice, outlining the social determinants of health inequities and suggesting entry points for action.
- Our Watch, VicHealth and Australia's National Research Organisation for Women's Safety launch *Change the Story: A shared framework for the primary prevention of violence against women*.
- VicHealth leads the Salt Reduction Strategic Partnership with The George Institute for Global Health, Heart Foundation Victoria, Deakin University's Institute for Physical Activity and Nutrition Research, National Stroke Foundation, Kidney Health Australia, the Victorian Department of Health and Human Services, Baker Heart and Diabetes Institute and the High Blood Pressure Research Council.

- VicHealth partners with Sport England to deliver the Australian version of the highly successful *This Girl Can* campaign.
- VicHealth and the Heart Foundation launch *Unpack the Salt* campaign.
- The Alcohol Culture Change Initiative is launched to change cultures of risky drinking in Victoria.
- VicHealth releases findings on the impact of implementing healthy food and drink choices for a retailer's perspective with *Building the business case – Healthier food and drink policies*.
- VicHealth releases Marriage Equality Position Statement, Health Equity Strategy and Gender Equality Strategy.

2015

2017

2014

- *H30 Challenge* encourages Victorians to replace sugary drinks with water for 30 days.
- VicHealth's Leading Thinkers initiative focuses on obesity, aiming to generate and provoke new thinking, inspire momentum, enable change and deliver positive results for all Victorians.
- VicHealth's *No Excuse Needed* campaign identifies the pressure young people feel to drink alcohol.
- VicHealth's Active Arts Strategy encourages physical activity and improves mental wellbeing.
- The findings from the third National Community Attitudes towards Violence against Women Survey are released.
- The Alcohol Innovation Challenge calls for new ideas to help change Victoria's drinking culture.
- VicHealth's resource *Enabling Health* provides information and guidance on action to improve the health of Australians with a disability.
- VicHealth received official designation as a World Health Organization Collaborating Centre for Leadership in Health Promotion.

2016

- *Alcohol Cultures Framework* is launched.
- VicHealth commences the second Leading Thinkers residency focusing on gender equality.
- *Healthy Living Apps* is launched.
- *Elevate* begins – a VicHealth initiative exploring ways to improve health equity through the VicHealth Community Challenge (Latrobe Valley project).
- Results of the 2015 VicHealth Indicators Survey are released.
- VicHealth, SuperFriend and WorkSafe Victoria form the Victorian Workplace Mental Wellbeing Collaboration to help workplaces create positive and supportive cultures.