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THIS ISSUE:

THE CHANGING FACE
OF SOCIAL MARKETING

IS THERE AN
(EFFECTIVE) APP
FOR THAT?

KICKING GOALS FOR
WOMEN IN SPORT

SEEKING GENUINE
GENDER EQUALITY
AND RESPECT

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MESSAGE FROM THE CHAIR



Professor Emeritus John Catford
Chair

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Cover

Cadel Evans gets behind VicHealth's H30 Challenge ahead of the Cadel Evans Great Ocean Road Race in January 2016, sponsored by VicHealth for the second year running. The H30 Challenge encourages Victorians to swap sugary drinks for water for 30 days. Nearly 16% of Victorians drink sugary drinks daily, amounting to an average of 4.2 litres of sugar sweetened beverages consumed per week. Visit h30challenge.com.au.

Health is complex. In the same way that diseases are multi-causal, and causes are 'multi-diseasal', so too are causes 'multi-solution' and solutions 'multi-causal'.

There is no single magic wand, but rather a basketful of wands (solutions) is needed which together can address several causes and in so doing many diseases.

Take the issue of obesity, so high in the public consciousness.

We all know that obesity is a major health challenge in Australia, and the solutions are diverse and multi-layered. Individual choices, environmental supports, structural determinants and genetic factors surrounding obesity are dynamic and inter-related; so too are the relationships between the many organisations working to address them.

The success of the recent VicHealth Citizens' Jury on Obesity was its ability to enable every day Victorians, from as many communities, professions, lifestyle groups, and demographics as possible, to work together on the basket of solutions. They looked from varying positions on how to make healthier eating choices easier, and formed their ideas into actionable 'asks' from government and industry.

The Citizens' Jury is an example of VicHealth at its most effective in the role of facilitator and catalyst: providing the platform and guidance towards workable solutions, alongside key decision makers from government, academia, industry and the not-for-profit sectors.

The 2015 VicHealth Awards represent a different kind of venture with the same perspective of complexity in health promotion. This year we received outstanding submissions from advocacy groups, arts organisations, councils, health care providers, sporting bodies and universities. The diversity of achievements by both nominees and winners is evidence of the cross-sectoral and cross-disciplinary nature of the work required to improve health at scale. The calibre of finalists truly reaffirms Victoria as a world-leader in health promotion and I offer my congratulations to each of them.

At this year's Awards, we also presented the prestigious Nigel Gray Award for Excellence in Health Promotion to the Australian Broadcasting Corporation for their Mental As campaign. This is an extraordinary, ground-breaking initiative that helped kick-start a national conversation about mental health. Through it the ABC raised over \$1 million funding for mental health research. This award honours the late Dr Nigel Gray AO whose vision, ingenuity and commitment - to prevent the incursions of big tobacco in Australians' lives - changed the landscape of health promotion forever.

In September the Victorian Government outlined its key health improvement priorities in the Victorian Public Health and Wellbeing Plan 2015–2019, with a particular focus on health inequality. Launching the Plan, Minister for Health, The Hon. Jill Hennessy, said that she hopes that the responses will break the cycle of poor health and social disadvantage so all Victorians can enjoy the highest standards of health.

VicHealth actively supports the Plan and will contribute our unique mix of insights, innovations and investments. In this complex environment, VicHealth will continue to initiate and facilitate interactions and partnerships with government, cross-sector organisations, communities and citizens to tackle entrenched and emerging issues to improve the health and wellbeing of all Victorians. ■

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We will continue to develop and pursue comprehensive and multi-faceted approaches to our programs and partnerships.

Jerril Rechter
Chief Executive Officer



Our society is more connected to each other, and to information, than ever before. That is clear.

It's inspirational to see technology catalyse social connection, communication and co-creation, distribute tools and information at full throttle, or enable instant feedback.

The hallmark of our time is digitisation. It's no different in promoting health and preventing illness, as we see social marketing evolve, and new ways to communicate such as online platforms and apps become part of daily lives. More than 70% of Victorians now access the internet via their mobiles, and more than 90% are connected to others via social networking sites. Two in five Victorians tell us they trust health information from an app.

VicHealth has achieved much with social marketing to influence attitudes and behaviours that benefit the health of individuals and communities.

In 2015, our investment in this space continued leveraging new technologies, and pursuing ambitious goals backed by our long-held tradition of using high calibre evidence to create and evaluate our programs. These include the challenge of changing attitudes towards risky alcohol consumption, encouraging Victorians to drink less, nudging people to prefer water over unhealthy drinks, supporting communities to be active from walking to school to opening opportunities for more females to participate in casual and organised sport.

Establishing new ways to engage and communicate is particularly important among Victorians who may not have the same opportunities as others to lead healthy lives. Achieving health equity is an important focus across all VicHealth's funded programs, campaigns and partnerships.

In the coming years as we work through our strategic plan, the VicHealth Action Agenda for Health Promotion, we will continue to develop and pursue comprehensive and multi-faceted approaches to our programs and partnerships. We will innovate, test, partner, leverage and communicate; always refining our approach.

This edition of the VicHealth Letter will hopefully make you feel, as it does for me, that although Victoria's health challenges are defined by their complexity, our solutions are defined by their insight, innovation and inclusivity. Being at the forefront of health promotion, we will continue to support the means to find the evidence to plug gaps in knowledge that inform policy and practice as well as enable all Victorians to make decisions for their health. ■

THE HON. JILL HENNESSY MP

Minister for Health



We are pleased to feature The Hon. Jill Hennessy MP who is Minister for Health and Minister for Ambulance Services. Ms Hennessy has been Member for Altona District since 2010.

What have been the biggest challenges you have faced in your first year as Minister for Health?

Can I firstly say that I am very proud to have been Victoria's Health Minister for almost 12 months now, and part of a Government that is working hard to deliver a strong health system.

As a Government, we are not blind to the challenges that our system faces.

Our population is growing. Our population is ageing and it's widely known that chronic diseases are the most significant health challenge of our generation.

We all know that preventable illnesses – such as diabetes, heart disease and some cancers – are a significant issue for all Victorians.

While I believe we have one of the best health systems in the world, there are challenges nonetheless; part of this is to continually drive innovation as consumer expectations increase and the nature of healthcare changes.

We need a health system that empowers people to lead healthier lives, and that educates them about how to stay well.

We need a health system that uses the fantastic talents of its doctors, nurses, allied health workers and medical researchers to develop innovative treatment options, discover new diagnostic tools, new treatments, cures, and technologies.

Importantly, we need to have a mature conversation about how we can work

together to ensure our health system delivers the vital services it needs to, to all Victorians.

Innovation will be key to sustainably increasing the capacity of our health system to meet growing demand. And the real challenge is how to identify and embed innovation across the system.

Undoubtedly, there are challenges but we have an incredible health workforce and I think we're well placed to respond to them.

This year you released the Victorian Public Health and Wellbeing Plan 2015-2019.

How does this differ to previous plans?

What are you most excited about in the plan?

We were very fortunate to work with stakeholders right across Victoria to develop the Victorian Public Health and Wellbeing Plan 2015–2019.

The health sector has expressed the need for better approaches to health promotion that tackle the complex, underlying causes of ill health in our communities.

I believe the Victorian Public Health and Wellbeing Plan 2015-2019 delivers on this; it outlines the Government's commitment to creating a healthier Victoria.

It provides the directions and priorities for all of us - policy makers, health services, businesses, communities and individuals – to collectively seek to improve the health and wellbeing of all Victorians, particularly over the next four years.

The plan has an ambitious vision, for a Victoria free of the avoidable burden of disease and injury, so that all Victorians can enjoy the highest attainable standards of health, wellbeing, and participation at every age.

The priorities include healthier eating and active living, tobacco free living, improving mental health, reducing the harmful effects of alcohol and drugs, preventing violence and injury and improving sexual and reproductive health.

The Plan highlights the many factors that influence the health and wellbeing of individuals and our community.

It acknowledges the need for safe and sustainable natural and built environments; for affordable, quality food, for stable employment and good working conditions, secure housing, and freedom from violence, and for respectful relationships, supportive social networks and services, and opportunities to participate in community life.

These are all factors which will impact our health and wellbeing now and that of generations to come.

I am excited about this plan because it commits us to reducing inequalities in health and wellbeing among our community.

I am excited and inspired by the passion and commitment of our health organisations to work together.

The vision expressed in the plan places Victoria in an excellent position to deliver on our task of improving the health of our population. I look forward to working hard to support the plan, and ensuring we have clear priorities and are measuring our successes.

The Plan acknowledges the contribution and roles of those sectors outside the health system that influence the wider determinants of health. How will the government engage these other sectors?

We know that many public health problems have complex and multiple causes, many of which sit outside of the capacity of the health system to control. Let's take the examples of increasing healthy eating and physical activity, which are protective factors for many chronic diseases. In order to increase healthy eating and active living for all Victorians we need to take action in multiple ways and in multiple places.

We need to think about how our environment supports our health.

The health of our food system, for instance, is impacted by the quality of our soil, our water and the reliability of our climate. Without these things, we lose our ability to grow fresh and healthy produce for our communities.

We need to ensure that the places where we spend our time support good health, whether it is in our workplaces, our schools, or our communities.

We need to make sure that healthy food is easily accessible and affordable for all, and that physical activity is encouraged throughout the day.

And, we need to ensure that our health services put people at the centre of everything they do, supporting good health through education, health literacy and empowerment.

Across all of these areas, we need to focus on how we can best support the needs of our population at all stages of life. Clearly, many of these elements are beyond the control of the health system. Some are beyond the control of the Victorian Government.

In order to achieve this breadth of change, the Victorian Government needs to work together with local government, with the Commonwealth Government and with our sector partners. We are currently developing a Public Health and Wellbeing Action Plan that will document the commitments and opportunities to improve public health and wellbeing in the priority areas identified in the Victorian Public Health and Wellbeing Plan 2015-2019. These commitments and opportunities will be drawn from across government, government agencies, the health sector and the wider community.

The Action Plan will be developed through a consultation process across government and with existing networks of stakeholders whose work addresses the priorities and strategic directions identified in the Victorian Public Health and Wellbeing Plan 2015-2019. Further consultation will be held with state-wide stakeholders whose work spans the breadth of public health and wellbeing. The first Action Plan will span commitments and opportunities over 2015-2017 and will be refreshed every two years, enabling continuous improvement.

There is a strong focus on health inequality in the Plan. How will the Health Department work with other departments to address the causes of this inequality?

Because we know that people experiencing social disadvantage tend to have poorer

health outcomes – and we must change this – we need to ensure that throughout everything we do, we are reducing inequalities in health and wellbeing across our communities and ensuring that all Victorians have the opportunity to live long, happy and fulfilling lives.

Socioeconomic disadvantage is the greatest cause of health inequality in the state, and those with the fewest financial and social resources often experience the poorest health outcomes.

This can be seen in 10 year difference in life expectancy between Aboriginal and non-Aboriginal Victorians, and the fact that the rate of smoking for people experiencing psychological distress is double the rate for other Victorians.

The priorities of the Victorian public health and wellbeing plan 2015-2019 reflect the causes of poor health that lead to the greatest inequality in outcomes. This plan also places a strong focus on the wider determinants such as housing, social inclusion, economic participation, education and gender that contribute to an inequality in health outcomes.

Delivering meaningful improvements in health and wellbeing requires collaboration and coordination across government in order to champion public health and wellbeing as an outcome everyone contributes to. Through this collective impact, that will be demonstrated in the Public Health and Wellbeing Action Plan, and by addressing the determinants of health and wellbeing, the Victorian Government will seek to address the causes of inequality.

The Action Plan will include targets for improved health and wellbeing to be achieved in Victoria by 2025. If we consider just one example, reducing tobacco usage, the Action Plan could include targets such as decreased proportions of Aboriginal Victorians and Victorians with a mental illness and Victorians in the bottom two SEIFA quintiles, who smoke. Partners who contribute to achieving these results could include government departments such as the Department of Justice and Regulation, the Department of Health and Human Services, and the Department of Economic Development, Jobs, Transport and Resources; local governments; health service providers, QUIT, VACCHO, ACCHOs, mental health service providers and many others.

In addition to developing the Action plan, we are also developing a Public Health and

Wellbeing Outcomes Framework, which will detail impact and outcome measures and targets for the strategic directions of the Victorian Public Health and Wellbeing Plan 2015-2019.

The Outcomes Framework will include indicators and measures of health and wellbeing and health inequality such as gender, age, income, location/local government area, Aboriginality, cultural and linguistic diversity and LGBTI — depending on the data that is available. The framework will be used to regularly report on the health and wellbeing of Victorians, including changes over time, and the equity of changes.

What do you see as the key challenges and opportunities in preventive health in the next three years?

Chronic disease is the most significant health challenge of our generation.

It accounts for approximately 85 per cent of Australia's burden of disease and many chronic diseases are preventable if we can reduce the risk factors.

And one of the most significant risk factors that we face today is obesity.

Sixty-three percent of Victorian adults are now overweight or obese, as are approximately a quarter of our children.

These are astounding figures. And they highlight that obesity is an issue that we must tackle with urgency.

But tackling obesity is not something that we can do alone.

We all need to work together – across government, across business and industry, and across our communities – to create changes that will benefit our whole population.

An area in particular, is sugary drinks – the largest source of sugar in the Australian diet.

A single can of soft drink a day can lead to 6.5 kilograms of extra weight a year, as well as increase the risk of type 2 diabetes by 18 per cent.

I'm really pleased that over the next 12 months, more than 50 organisations across Victoria – YMCA Victoria, Cancer Council Victoria, Heart Foundation, Obesity Policy Coalition, Diabetes Victoria, VicHealth and many more – are working together to focus attention on sugary drinks.

Healthier eating and active living are a basic key to good health, and a priority of the Victorian Public Health and Wellbeing Plan. ■

THE CHANGING FACE OF SOCIAL MARKETING

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We embrace social marketing as a critical way of understanding the public’s needs and wants, in order to drive change in awareness, attitudes and, ultimately, behaviour.”

Health promotion uses a wide range of tools that all make a contribution to promoting health and wellbeing¹ with social marketing playing an increasingly important role. Kotler and Zaltman describe social marketing simply as ‘the application of the principles and tools of marketing to achieve socially desirable goals.’² Utilising the components of traditional marketing, social marketing allows health promotion programs to move beyond informing and increasing knowledge to influencing behaviours that benefit the health and wellbeing of individuals and communities.¹

The use of social marketing within health promotion in Australia is well established,² including noteworthy health campaigns which have successfully reduced the prevalence of smoking and skin cancer. However there have been significant changes in the way social marketing is applied to health promotion over the last 10 years.

Professor Jeff French, Chief Executive at Strategic Social Marketing Ltd in the United Kingdom, says that the function of social marketing has expanded. “There has been a move away from a restrictive view of social marketing as being mainly focused on media message promotions and the promotion of products. There has also been a growing emphasis of focusing up-stream at the causal conditions of poor health and inequality,”³ said Professor French.



Professor French believes that a new emphasis on co-production of health solutions has led to a merging of social marketing with community development and engagement approaches.

Another international expert, Dr Craig Lefebvre from the University of South Florida, also identifies co-production or co-creation as an area of growing prevalence and importance. “The creative work continues to be inspiring as social marketers become more attuned to the realities of their customers and push back against top-down message machines of the past,” Dr Lefebvre said. “It is becoming clearer that people formerly known as audiences are not passive message receivers, but can be actively involved in the production and dispersion of messages, and be agents for change in their social networks, workplaces and communities,” he said.

Traditionally health programs have been influenced by political and professional assessments of risk and solutions, but now include citizen insight research. By integrating insights from audience research and behavioural theories and engaging individuals in co-development of programs, social marketing can help achieve behavioural change outcomes. Increasingly, social marketing benefits health programs by getting to the core of people’s motivations and the environmental context to understand and ultimately influence behaviours.

VicHealth CEO Jerril Rechter is supportive of the adoption of social marketing as an essential instrument in the VicHealth toolkit. “We embrace social marketing as a critical way of understanding the public’s needs and wants, in order to drive change in awareness, attitudes and, ultimately, behaviour,”⁴ Ms Rechter said.

Dr Craig Lefebvre asserts that social marketing and health promotion are inextricably linked in their shared objectives to address the factors that influence health. “I used to begin every introduction to social marketing with an image of the Ottawa Charter. Too many social marketers and health promotion people forget that the key outcomes are more than just behaviour change or health system change,” Dr Lefebvre said.

Additionally social marketing adds value to programs by using its roots in marketing to develop measurable goals and objectives that can aid in the evaluation of campaign success.¹ This level of evaluation capacity aligns with and complements the measurement of all health promotion work.

With a wealth of evidence around successful health promotion strategies, VicHealth has been trialling different approaches to advance health priorities. As part of this ongoing commitment to innovation, connections have been formed to harness national and international social marketing and behaviour change expertise.

In March 2013 VicHealth announced its first Social Marketing Research Practice Fellow, Griffith University’s Dr Krzysztof Kubacki, allowing the opportunity to look at the effectiveness of social marketing campaigns.⁴

Earlier this year VicHealth convened an expert panel in social marketing. This group of Australian and International experts provided strategic advice and guidance to VicHealth’s future work in this area as well as sharing insights, discussing best practice, and considering the opportunities for VicHealth in the social marketing space in coming years.

In September 2012 David Halpern, Director of the United Kingdom’s Behavioural Insights Team, was appointed as the inaugural ‘Leading Thinker’ and worked with VicHealth to investigate how a behavioural insights approach can assist in the promotion of health.⁵

Dr Craig Lefebvre said that the while use of behavioural insights throughout health programs is an emerging trend, social theories for change are entering the planning, implementing and evaluation of programs. “We are shifting from individual theories and behaviour change as the outcome, to using marketing with and by social networks and communities in making social change happen,” he said.

The current pace of technology is bringing about new trends and challenges within health promotion and social marketing. A 2007 study by The Social Research Centre (Australia) found that the most widely used source of health information is magazines and newspapers, with only the 18 to 24 age group most likely to use the internet for health information.⁶ Cut to today and smart phones never leave our side. VicHealth’s 2015 survey of use of smartphone apps found that a quarter of Victorians have downloaded a health and wellbeing app and that two in five trust health and wellbeing apps for information about being healthy.⁷

This prevalence of mobile technology and a mobile-first approach increasingly being adopted by industries in their digital communication approaches are fundamentally impacting the way we interact, think and behave. Individuals are more connected and informed than ever before, and with the increase of wearable technology the empowerment this brings will only continue to increase.³

Professor Jeff French believes that one of the key challenges for health promotion is that it needs to be at the cutting edge of these changes in order to remain effective. “This will require investment and the development of new partnerships with content and platform providers. Social marketing will need to be informed by and employ web and mobile enabled fields such as social media and social data,”³ he said. ▶

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We are shifting from individual theories and behaviour change as the outcome, to using marketing with and by social networks and communities in making social change happen.”



VICHEALTH SOCIAL MARKETING CAMPAIGNS

VicHealth employs a rigorous process in the development of social marketing campaigns. Sarah Shiell, VicHealth Social Marketing Manager, said the process is focused on gaining insight and understanding into the factors that influence people's behaviour, to shape messaging that can change this behaviour. "We conduct evidence or rapid reviews to learn from previous initiatives, and conduct formative research to understand what our target audience knows about a particular issue, where their knowledge gaps are, and what environmental and other factors they believe influence their behaviour," she said. This information can then be used to divide the target audience into segments, and design communications that best address the specific needs of particular segments.

Sarah Shiell said the campaign concept and strategy development goes through a range of focus group testing phases. "We first test the campaign messaging, to check that the style and tone is relevant and effective for the audience, and then the campaign messages and central propositions," she said. "We use the feedback from these testing phases to fine-tune and adjust the campaign."

Once the concept and campaign strategy is settled, an evaluation framework is defined. VicHealth social marketing campaigns are monitored throughout their implementation, and evaluated according to pre-set metrics.

► Social Marketing Campaign

THE H3O CHALLENGE

Nearly two-thirds of Victorians are classified as overweight.⁸ Contributing to this obesity epidemic is the nation's love of sugar sweetened beverages. Australia is one of the top 10 countries for per capita soft drink consumption.⁹

As part of an integrated water initiative, the VicHealth H3O Challenge social marketing campaign encouraged Victorians to make a simple pledge to replace every sugary drink they would normally drink with water for 30 days. The campaign targeted 18 to 34 year olds, who are some of the highest consumers of sugary drinks.

The H3O challenge campaign proved very effective in its objectives, having a positive impact on participants and their consumption habits. Participants in the Challenge well exceeded targets and included the target market of high consumers of sugar sweetened beverages. The campaign achieved short-term and intended behaviour change among participants, with those taking part not just reducing sugary drink consumption during the challenge but indicating they would continue to replace these drinks with water in the immediate future.

Extensive post-campaign evaluation found:

- Campaign exposure of 24% among the target audience and key message take out of 50%.
- 53% of people who consume more than five sugar sweetened beverages per week indicated that they were motivated to switch to water after seeing the campaign.
- People who recognised the campaign were more likely than non-recognisers to be motivated to swap sugar sweetened beverages for water (53% vs 47%).
- 87% of respondents to the 30-day survey completed the Challenge.

A more detailed campaign evaluation can be found on the VicHealth website: vichealth.vic.gov.au/search/h30-challenge-evaluation

► **Social Marketing Campaign**

WALK TO SCHOOL – CELEBRATING 10 YEARS

Only around one in five Australian children meets the recommended one hour of physical activity every day.¹⁰ There is huge potential to integrate opportunities for children to be active in their daily lives and build healthy lifetime habits, such as walking or riding to school.

Celebrating ten years, the annual Walk to School campaign has been funded by VicHealth since 2006. The event is designed to raise awareness of the physical, environmental and social benefits of active travel (walking to school), and encourage school children to walk to and from school more often.

Since 2012, VicHealth has expanded the activity from one day to one month, developed an app incorporating games, engaged local councils through a grants program to fund local Walk to School activities, and developed partnerships to increase impact, message exposure and brand visibility.

In 2014, extensive post-campaign evaluation found:

- The average number of times children walked to and from school increased significantly over time – with children participating in the program statistically more likely to do so than those not participating.



- Overall carer attitudes (instrumental attitudes and affective attitudes) towards children walking to school are positive – with results suggesting that the Walk to School 2014 program changed subjective norms for the better among parents of participating children.

In 2015 Walk to School celebrated its 10th year. The campaign achieved outstanding participation results, well above the ambitious targets set. More than 108,000 students participated, an increase of 39% compared to 2014 results, and 620 schools participated, an increase of 24% compared to 2014 results. More information about the 2015 results on vichealth.vic.gov.au/media-and-resources/media-releases/record-breaking-participation-in-vichealths-walk-to-school-campaign.



► **Social Marketing Campaign**

ALCOHOL CULTURE CHANGE

Alcohol consumption is firmly entrenched in Australian culture. The VicHealth survey *A Snapshot of Victoria's Alcohol Culture* found that 67% of young Victorians report drinking at levels that put them at risk of injury from a single drinking occasion.¹¹

In response, the Alcohol Culture Change Project aimed to address and change the way that 16 to 29 year olds interact with alcohol, through two phases of campaign activity.

Phase One – Name That Point – aimed to engage the target audience, recognising that for meaningful change to occur, the group embedded in the culture must be directly involved in attempts to reshape it. The website asked visitors to name and identify the point in the night 'where clear thinking becomes clear drinking.' Running from December 2013 to April 2014, the website achieved over 45,000 visits, over 143,000 hits on YouTube and received nearly 2,000 submissions.¹²

Phase Two – No Excuse Needed – was developed using key findings from

the previous phase. No Excuse Needed ran from September 2014 to March 2015, using traditional and digital media to encourage and empower the target audience to refuse a drink in a social situation, if they did not want to continue drinking. The campaign employed humour to resonate with its audience, teamed with a clear call to action; "Join the 61% of young Victorians who don't drink to get drunk." It used additional marketing efforts during events such as the Spring Racing Carnival, Christmas, New Year's, and summer music festivals.

The campaign achieved and succeeded in all its objectives, with the digital video being viewed over 1 million times and garnering an impressive 46% recognition rate among its target audience.

A third of those who had seen the campaign reported that they were consuming less alcohol as a result, and the same proportion of respondents took direct action after seeing the campaign – discussing the advertisement with friends or family, or seeking additional information on VicHealth or alcohol consumption.

A key impact of the campaign was its effect on those classified as 'risky drinkers', with positive attitudinal shifts among this cohort related to the acceptability of drunkenness, peer pressures related to drinking, and overall concern for Victoria's drinking culture.¹³ ■

HEALTHY LIVING APPS

IS THERE AN (EFFECTIVE) APP FOR THAT?



Today there's just about an app for everything from socialising, to banking, to health and wellbeing. But do they work? VicHealth reviews more than 200 smartphone apps for their effectiveness in helping people lead healthier lifestyles.

Australia has one of the highest rates of smartphone ownership globally. A 2014 study by Deloitte, Touche Tohmatsu found that 81% of Australians now own a smartphone. As of July 2015, 1.6 and 1.5 million apps were available to Android and Apple users, respectively.¹

Health and wellbeing apps are hugely popular among smartphone users. A simple search using the key words 'health' and 'wellbeing' in the Apple and Android stores returns over 58,000 apps ready for download. So how do we separate the good from the not-so-good? What guidelines and ratings are in place to ensure consumers can make informed decisions and choose an app that can assist in achieving their goals?

Healthy living apps hold promising potential to influence behaviour change with the ability to transcend socio-demographic and geographic barriers, and reach large audiences. Smartphone apps are highly appealing because of their portability, engaging user experience design and context specific advice.

Despite their popularity and the commercial investment in app development, there is a paucity of evidence-based guidelines available to those interested in developing apps and for consumers using them.

In a world-first, VicHealth released its research on the effectiveness of apps in influencing behaviour change. Its rigorous study has resulted in the first evidence-based set of guidelines and ratings for health and wellbeing apps.

VicHealth CEO Jerril Rechter said that the aim of the rating system is to separate effective apps with evidence-based design from those which lack the ability to achieve positive behaviour change. "Traditionally, consumers and app developers have relied on in-app

user ratings or app store reviews to determine effectiveness and value – this is not enough," said Ms Rechter. "VicHealth's review aims to provide a reliable way for users to view and choose the best health promoting apps for their purpose, based on evidence they can trust.

The VicHealth study provides valuable insight for two specific and important groups – developers and consumers.

As part of the initiative, a comprehensive set of guidelines for developing healthy living apps was formed; *Guidelines for creating healthy living apps*. The guidelines are suitable for those with little knowledge about software development and also those who may be new to health promotion or behaviour change initiatives.

The guidelines provide a clear framework outlining key factors for consideration in the early stages of app development; these include the purpose, the problem the app seeks to solve, the goals, its features and strategy.

Until now, the true effectiveness of health and wellbeing apps for consumers has not been measured according to the contemporary science of behaviour change.

To help Australians better understand the range of apps available, a rigorous six-step screening, review and rating of 200 health and wellbeing apps was conducted, and the *Healthy Living Apps Guide* released. Apps were included in the study if they identified as being able to help the user achieve a healthier lifestyle by:

- eating more healthily
- being more physically active
- quitting smoking
- drinking less alcohol
- improving diet and wellbeing.

From a comprehensive review of research in this area, two common critical criteria were identified:

- Functionality – is the app user-friendly?
- Impact on behaviour – does the app help users to adopt new actions to achieve a healthier lifestyle?

The MARS (Mobile App Rating Scale)² was used to rate the apps' functionality and the CALO-RE Taxonomy³ assessment tool was used to rate behaviour change effectiveness, with each app being reviewed and scored by at least two technical experts and two public health experts.

The overall app rating score was calculated by averaging the functionality and behaviour change effectiveness scores into one score out of five. All three scores for each app (functionality, behaviour change effectiveness and the overall rating) were then rated using a 5-star rating system.

Some other key app features were also examined and described for each app on the website:

- requires add-ons to use the app, and whether this is a one-off purchase e.g. a fitness band, or an ongoing purchase e.g. subscription
- is free of in-app purchases i.e. product purchases made within the app such as extra features e.g. unlocking additional videos, or removing ads
- allows data exports
- has social media integration i.e. allows sharing to Facebook, Twitter, other social media channels
- has an associated app community
- sends reminders.

The study revealed that many apps rated well in terms of functionality but did not achieve high ratings on their potential to help users change their behaviour.

Dr Annemarie Wright, VicHealth Principal Program Officer, Knowledge said that from a behavioural change perspective, ratings were low.

“The top score was three out of five. Less than one in twenty apps used important techniques such as encouraging practice, problem solving, and generalising behaviours to everyday life. This meant, while many apps employed a wide range of evidence-based techniques, they commonly lacked the comprehensiveness of intervention required for sustainable behaviour change. Used as a stand-alone tool, apps aren’t as good as some of the most effective research-based interventions,” said Dr Wright.

The majority of health and wellbeing apps were found to be concerned with the promotion of physical activity.

APPS THAT RATED BEST INCLUDE:

- ‘Freeletics – Workout and Training’ which offers personalised programs for all fitness levels, includes video tutorials and an app community.
- ‘Quit Now: My Quit Buddy’ offers helpful tips and distractions to overcome cravings, allows you to set goals and keep friends on-call to keep cravings at bay.
- ‘Get Some Headspace’ is a meditation app which teaches the basics of meditation with sessions ranging from 2 to 60 minutes.
- ‘Water Balance: Hydration tracker with goals and reminders’, the name says it all. Track your water, alcohol, coffee and juice consumption and see how they impact your hydration levels.

“Our ratings do not reflect individual, subjective user experience, which may be significantly more positive. There are no quick fixes when it comes to health-related behaviour change and it would be naïve to expect new technologies such as smartphone apps to act as silver bullets. However, with a current score of C+ at best, there’s clearly a lot of room for improvement in the application of health-related behavioural science to the design of smartphone apps,” said Dr Bruce Bolam, VicHealth Executive Manager, Programs.

As well as reviewing the potential effectiveness of apps, ratings have been published and will be updated annually. Visit vichealth.vic.gov.au/apps to find comprehensive ratings of over 200 apps or download guidelines and read more about the study. ■

VICHEALTH'S TOP TIPS FOR CHOOSING A HEALTHY LIVING APP

1. Make sure the app is enjoyable to use

You will use an app more often if you find it enjoyable and engaging. It will also make it feel like less of a chore!

2. Find an app that suits your needs

There are many apps available so choose one that suits your needs. For instance, choose an app that’s suitable for your age, fitness levels or accessibility needs.

3. Choose an app supported by someone you trust

Not all apps have the same quality of information. Choose an app that is made or supported by an organisation that you trust.

4. Use an app that supports what you already have

Find an app you can incorporate with equipment you already have access to. For example, if you already have a fitness tracker device, exercise equipment or access to gym facilities (such as a swimming pool), pick an app that can be used in conjunction with these. You can always upgrade or change later on.

5. Make sure the app allows you to create and modify your own goals

Setting yourself a goal will help you to build healthy habits and stick to them, such as doing more physical activity next week.

6. Choose an app that lets you track your behaviour

Keeping a record of your behaviour will help you change it! For example, you can choose an app that displays the times you go on walks, on what days and at what intensity. There are many apps that let you track your behaviour.

7. Choose an app that shows you how to do an activity

If you don’t know how to perform an activity, watching it being done will help you to get started.

8. Use an app that allows you to share your progress with your friends, whether this is through social media or other users of the app community

Having support from other people will help you achieve your goals.

9. Find an app that has notifications

Let the app remind you of when you had planned to go for a walk or eat a piece of fruit instead of that snack! This will help you build habits and stick to your plans.

10. Choose an app that rewards you when you succeed

Getting a reward for doing a specific activity will help reinforce it. This could be as simple as praise and encouragement or your name appearing on a leader board.

CHANGING THE GAME

KICKING GOALS FOR WOMEN IN SPORT

Pop-up spin classes, rock up netball, get into cardio tennis and AFL active may not sound like your traditional sports, but they are part of a new breed of sporting activities funded by VicHealth and designed specifically for women and girls in Victoria.

VicHealth's \$1.8 million *Changing the Game: Increasing Female Participation in Sport* program is working with sporting organisations to reinvent sport for women and girls of all ages in Victoria, and change the conversation about women in sport at every level.

More than two-thirds of adult Australian women are classified as being sedentary or having low levels of exercise,¹ and we know that participation in sport and physical activity generally declines as women get older.² VicHealth CEO Jerril Rechter, who is also on the Victorian Government's Advisory Panel for the Inquiry into Women and Girls in Sport and Active Recreation, said that *Changing the Game* is about getting more Victorian women and girls to get active through sport, but it goes beyond increased participation. "Women are languishing behind men's sport in terms of media coverage, pay and prize-money, and hold fewer decision-making, leadership and media commentating roles in sport," Ms Rechter said. "So *Changing the Game* is also about challenging attitudes about women's participation in sport and changing the conversation to reflect the true value women add to sport in Victoria and Australia," she said.

Paving the way for the *Changing the Game* program, VicHealth worked closely with a number of internal and external experts, panels and sporting organisations part of a collaborative, strategic approach to the investment of funds.

This approach began with research to better understand the current status of

female participation in sport and gain an indication of what strategies could be used to improve this status. Research results directed the launch of the *Changing the Game* funding scheme in October 2014, calling for Victorian sporting organisations to submit initiatives that could engage women and girls who don't normally participate in traditional sports programs. Applications were reviewed by an Assessment Panel of VicHealth and independent experts, who recommended that further exploration was required for the suggested initiatives to be truly effective. To encourage and facilitate this exploration, VicHealth engaged an independent consultant to hold workshops with each of the applying sporting organisations, and gave organisations access to experts in research, program design and marketing; supporting them to resubmit a new proposal.

Simultaneously, VicHealth engaged an Expert Panel of leaders from across sport, business, media and government to discuss how to support and improve the visibility and exposure of female athletes and strengthen leadership opportunities for women across all facets of sport. This is a key objective of the *Changing the Game* program, recognising that women's sport will not progress without improved media coverage, enhanced profiling and sponsoring of athletes, and provision of more attractive opportunities for female leaders.

In August 2015, after the second round of assessment, the six successful sporting organisations were announced with great excitement and support from high profile sports people. The successful organisations

are AFL Victoria (together with AFL), Cycling Victoria, Gymnastics Victoria, Netball Victoria, Surfing Victoria and Tennis Victoria (in partnership with Tennis Australia) – see page 19 for details. These six organisations will endeavour to motivate 25,000 Victorian females – particularly those who don't normally participate in traditional sporting programs, clubs and competitions – to become active more regularly over two years, and to raise the profile and coverage of women's sport in Victoria.

The challenge is to provide new sporting opportunities that are specifically developed to meet women's needs and interests, and address some of the reasons why women aren't able to get active, such as time, cost and inflexible opportunities for physical activity.

Well-known sports journalist Sam Lane said the *Changing the Game* program is so important because we know that women, for a whole lot of reasons, just stop playing sport. "This program is going to give women what they want and, that will encourage women to start playing sport again," said Ms Lane.

Rock Up Netball is one of the six initiatives developed through the *Changing the Game* program by Netball Victoria. With accredited Rock Up Netball venues across Victoria and skilled coordinators who understand how to cater to varying fitness and skill levels, the program is designed to provide social, fun and unstructured opportunities for beginners and women returning to netball. Melbourne Vixens player Liz Watson said the Rock Up Netball concept is pay as you go, wear what you like and you kind of make the rules. "It's a really fun, relaxed environment so you could bring your friends down and all get active together," she said.

AFL Active is also part of the *Changing the Game* program. Developed by AFL and implemented by AFL Victoria, AFL Active is a group fitness session for women based on AFL training techniques. It is the first program developed by the AFL to address barriers that prevent women from participating in the sport, such as physical contact, organised sport structure and rigid time commitments. Suitable for women at any fitness level, the program does not require any specific AFL skills and can be delivered in any location. AFL Victoria CEO

Steven Reaper said we know that 50% of the people who actually go to games also want to participate. "AFL Active is a mix of exercise and also uses the balls that would be involved from a game day point of view," said Mr Reaper. "It is designed to appeal to women who are less actively involved in AFL."

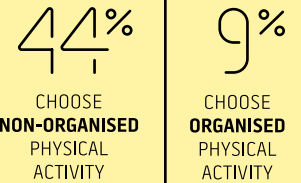
AFL Umpire Chelsea Roffey is an ambassador of the *Changing the Game* program, and one of the many high profile women to show their support for women's sport at the program's launch. "*Changing the Game* is important because women need to know that there's a place for them in sport," said Ms Roffey. "Being a woman in a male dominated sport, and an umpire, has certainly tested my ability to really regard my confidence and assertiveness along the way. The more we can encourage women to be involved in sport, the more we can encourage them to reach their potential and really contribute," she said.

Improving on the traditional funding scheme model, *Changing the Game* also empowers the six successful organisations to raise the profile of women's sport in the media and champion the important role women play in sports' leadership and management, by using program-consistent media and communication messaging. VicHealth recently became the first major partner for the Melbourne Stars and Renegades Women's Big Bash League (WBBL) cricket teams, as part of *Changing the Game*. VicHealth CEO Jerril Rechter described the partnership as a major step in the right direction. "We want to change attitudes and change the game. Partnering with these two clubs to support the first WBBL season is a major step in ensuring that women's sport gets the recognition it deserves," she said. "This has been an amazing year for women's sport in Australia. We've got some of the best female athletes on the planet, and they deserve better recognition."

Changing the Game: Increasing Female Participation in Sport is part of VicHealth's new Physical Activity, Sport and Walking strategy to get 300,000 more Victorians engaging in physical activity by 2023.

Read about the six funded sports on page 19.

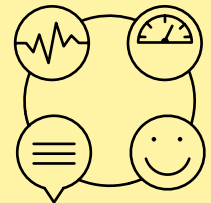
IN VICTORIA, STATISTICS SHOW THAT...



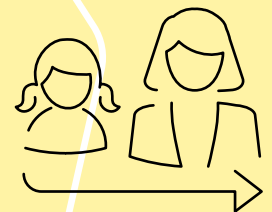
Four times as many females (44%) choose to participate in non-organised or more flexible physical activity offerings compared to organised physical activity (9%).³



Compared to men, women also place more importance on the social aspects of physical activity, and are less motivated by performance outcomes, such as building strength.⁴



Women's motives for participating in physical activity include maintaining or improving health,⁵ appearance and weight management,⁶ personal fulfilment,⁶ wellbeing and improve quality of life and social interactions.⁷



But these motives can also change and evolve over time – for example, a woman may begin physical activity for health reasons but will continue for the social enjoyment or their mental wellbeing^{8, 9, 10} – depending on their age or life stage.

NCAS YOUTH REPORT

SEEKING GENUINE EQUALITY AND RE

One in five young Australians believe there are circumstances in which women bear part of the responsibility for sexual assault and nearly half agree that tracking a partner by electronic means without consent is acceptable.



E GENDER SPECT

This a finding of the 2013 National Community Attitudes towards Violence Against Women Survey (NCAS) young people sample, a mirror to societal attitudes into which few people would feel comfortable looking. Survey findings on the subset of young people were released in September 2015.

Developed by VicHealth in partnership with The University of Melbourne, the Social Research Centre and experts across Australia, and supported by the Australian Government Department of Social Services, the NCAS provides a snapshot of community attitudes to violence over time and points to the need for future prevention activity. This national research has been carried out in 2009 and 2013; the latest surveying over 17,500 respondents across Australia including over 1,900 young people.

The beliefs and attitudes that people hold about violence against women have a significant influence on social norms; that is, the community beliefs about what is acceptable and not acceptable. Attitudes help to create a culture in which violence is considered acceptable – or, on the other hand, where it is rejected outright. Young people are particularly sensitive to social norms and can also have a role in influencing those around them.

From the perspectives of both witness and perpetrator, early adulthood is a life stage during which vulnerability to violence for men and women is heightened.

“We know that victims of violence against women are most commonly young women and that a large number of men who commit sexual violence against women do so for the first time before the age of 20. This violence has serious consequences for young people because they’re at a critical life stage,” said VicHealth CEO Jerril Rechter.

The NCAS Youth Report identifies that young people largely support gender equality in the public sphere, such as in workplaces and in education. However, they are less likely to support gender equality in relationships and in the home – over one-third of young Australians think women want men to be in charge of relationships at home. This suggests that young people need more examples and more influences that promote respect and equality, instead of unequal power and control. The report also found that the best predictor of a young person’s attitude to violence is their understanding of violence and their attitude to equality. In other words, young people who understand the nature of violence and who support gender equality are more likely to reject violence against women.

The analysis from the young people’s survey subset pointed not only to the areas of concern, but more positively, to the ways in which the attitudes of young people can be influenced to bring about preventive action.

The survey found that young Australians have a sound understanding of violence against women and that they endorse activities which promote gender equality. It also showed that most young Australians (more than 90%) would intervene if they saw a woman being assaulted by their partner. Fewer young men hold high levels of violence-supportive attitudes* in the 2013 sample, compared with 2009 findings.

**For example, justifying violence against women, or trivialising the impact of violence*

“

Most young Australians (more than 90%) would intervene if they saw a woman being assaulted by their partner.”

In its new Mental Wellbeing Strategy (launched in December 2015), VicHealth supports initiatives that increase protective factors associated with mental wellbeing. Young adulthood is a critical time, especially in terms of educational opportunities, employability, friendships and relationships and participation in civic activity. Building resilience and social connection in young people is a pivotal focus of this strategy. VicHealth has identified positive and respectful relationships with others as one of the factors that strengthen and nurture resilience.

VicHealth Principal Program Officer, Mental Wellbeing, Renee Imbesi said that building strong environments is of equal importance to working with young people. “Environments like workplaces, education, sports, media and popular culture contribute hugely to the formation of attitudes on respectful relationships,” she said. “We will be working to ensure these environments have a positive influence on young people.”

Engaging young people through peer influence will also be part of the solution.

There are enough positive findings in the NCAS report that show the great potential to support young people with new prevention initiatives as well as build on existing work by VicHealth and other organisations to ensure that they can have the best possible conditions for developing healthy and respectful approaches to relationships that will serve them well into adulthood. ■

VICHEALTH RESEARCH UPDATE



NEWS

The 2015 VicHealth Indicators Survey

The third VicHealth Indicators Survey was in field from October to December 2015. First undertaken in 2007 and repeated in 2011, this Victorian population level survey collects information about health, lifestyles and wellbeing of Victorians. Findings from the previous surveys have provided important insights for the development of municipal public health and wellbeing plans by local government, and informed a range of other health promotion plans and strategies.

VicHealth Executive Manager, Programs, Bruce Bolam said “We know that 75% of Councils used the 2011 VicHealth Indicators Survey results in developing their 2013–2017 Municipal Public Health and Wellbeing Plans. We have worked with the Municipal Association of Victoria and local government to ensure that the 2015 survey will deliver relevant and accessible data when Councils need it.”

The findings will be released in 2016.



RECENT RESEARCH

Megatrends and Young People

In order to understand the trends and changes that increasingly affect the mental health and wellbeing of Victorian young people, and to identify pathways towards healthy and prosperous communities in the future, VicHealth commissioned the CSIRO to deliver a strategic foresight project. The resulting report ‘Bright Futures: Megatrends impacting the mental wellbeing of young people in Victoria over the coming 20 years’ was released in December 2015. The factors that make up the five megatrends identified through the project are those that Australia’s adult population did not face: the rising skills and education levels that together with technological advances are creating a competitive job market; increasing globalisation changing the way we operate; cultural diversification; online overexposure; and improved understanding of mental health and wellbeing.

vichealth.vic.gov.au/megatrends



Parental Fear

In 2012 VicHealth, La Trobe University and the Parenting Research Centre began a three year study into parental fear as a barrier to children’s independence, physical activity: the first of its kind in Australia. Surveying more than 2000 parents of children aged nine to fifteen from across Victoria, the study found that parental fears about child safety influence their decisions to allow their children to travel or play outside independently. The study found that children who are able to play and travel without an adult, and those who walk or cycle to school, are more likely to meet Australian Physical Activity Guidelines. Responding to the research, in October this year VicHealth published a practical guide to help parents support children to travel and play safely and independently outside. The guide has tips on how parents can help children get around safely on their own and how to help them transition safely from dependence to independence.

vichealth.vic.gov.au/parental-fear

TOP READS

Making sense of alcohol consumption data in Australia

Making sense of alcohol consumption data in Australia
www.mja.com.au/system/files/issues/203_03/10.5694m_ja15.00151.pdf

Smoking is bad, it's not cool...yet I'm still doing it: Cues for tobacco consumption in a 'dark' market'

Burton, S et al, 2015
 Journal of Business Research, vol. 68, no. 10, pp. 2067-2074
http://ac.els-cdn.com/S0148296315001186/1-s2.0-S0148296315001186-main.pdf?tid=959885c6-46da-11e5-bd49-0000aab0f26&acdnat=1440034213_57bb52cf3f23eb5a0f328c5842ac91ca

Alcohol Advertising in Sport and Non-Sport TV in Australia, during Children's Viewing Times

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 Australian Policy Online, PLoS One, vol. 10, no. 8
www.plosone.org/article/fetchObject.action?uri=info:doi/10.1371/journal.pone.0134889&representation=PDF

Salt reduction in Australia: from advocacy to action

Webster, J et al, 2015
 Cardiovascular Diagnosis and Therapy, vol. 5, no. 3, pp. 207-218
www.thecdt.org/article/view/6397/7185

Health Promotion International: special supplement on health equity

www.heapro.oxfordjournals.org/content/30/suppl_2.toc

ARC LINKAGE AND NHMRC PARTNERSHIP PROJECT GRANTS

ARC Linkage and NHMRC Partnerships for Better Health-Partnership Projects grants provide researchers the opportunity to have VicHealth represented as an industry partner in their application for a Commonwealth grant. Successful applicants receive between \$25,000 and \$50,000 cash plus \$12,500 in-kind support per annum for up to three years from VicHealth. VicHealth recently announced outcomes from the latest ARC Linkage and NHMRC Partnership Projects grant round. Five projects were successful in gaining VicHealth support for full application to the Commonwealth.

CONGRATULATIONS AND GOOD LUCK TO THE FOLLOWING PROJECTS

NHMRC PARTNERSHIPS

Healthy Choices, Hearty Profits:

Building the evidence base for healthy and profitable community retail food and beverage environments

Dr Kathryn Backholer

Baker IDI Heart and Diabetes Institute

Scalability of the Transform-Us! program to promote children's physical activity and reduce prolonged sitting in Victorian primary schools

Professor Jo Salmon

Deakin University

ARC LINKAGE

Determining implementation drivers in resilience education

Dr Helen Cahill

University of Melbourne

Moving Places: Informal sport, physical activity and community health

Dr Ruth Jeanes

Monash University

Improving health equity of young people: the role of social enterprise

Professor Josephine Barraket

Swinburne University

CONFERENCES – A LOOK TO 2016

NATIONAL CONFERENCES

The 2nd Annual National Family & Domestic Violence Summit

25–26 February 2016

Sydney

www.informa.com.au/conferences/health-care-conference/national-domestic-violence-conference

PHAA 44th Annual Conference

18–21 September 2016

Alice Springs

www.phaa.net.au/events/event/phaa-44th-annual-conference

GLOBAL CONFERENCES

22nd IUHPE World Conference on Health Promotion

22–26 May 2016

Brazil

www.iuhpeconference2016.com

Annual CUGH Global Health Conference

9–11 April, 2016

San Francisco

www.cugh.org/events/2016-annual-cugh-global-health-conference

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IMAGES

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Image on p14, Stocksy

Image on p16, first column, istock

Image on p16, second column, Stocksy

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Changing the game

Kicking goals for women in sport

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CHANGING THE GAME: INCREASING FEMALE PARTICIPATION IN SPORT INITIATIVE

To get more Victorians physically active, VicHealth focuses on making physical activity participation part of everyday living, active recreation and organised sport. VicHealth is funding six sporting codes to work with women and girls who don't normally participate in traditional sports programs that are provided through clubs and competitions. Also see pages 12-13.

vichealth.vic.gov.au/StartHere



AFL ACTIVE

AFL Active is a group fitness session by **AFL Victoria with AFL** to improve women's health and wellbeing. It can be tailored to suit any fitness level and doesn't require any AFL specific skills. The program is designed to use activities that combine the unique AFL specific fitness components of endurance, speed, strength, agility and dynamic movement. It's a constantly changing, total body workout based on AFL training techniques which can be delivered anywhere. It is the first product developed by the AFL to reduce key barriers of physical contact, organised sport structure and rigid time commitments and has been consciously developed for women.



ROCK UP NETBALL

Rock Up Netball is a new initiative by **Netball Victoria** which will offer flexible, participant-led and "pay as you go" activities for women and girls over 15 years who want to become more active. Designed to provide social, fun and unstructured opportunities for both beginners and those coming back to netball, accredited Rock Up Netball venues will have skilled coordinators who understand varying fitness and skill levels and respond with a mix of skills, drills and game play - participants will make the rules!



GET INTO CARDIO TENNIS

Get Into Cardio Tennis is a partnership project by **Tennis Victoria and Tennis Australia** which features fun fitness activities that use a racquet and a ball and can be delivered for large groups in non-traditional settings such as parks and for workplaces. The program is designed for inactive/somewhat active women who want to get active and moving, and will be low impact and easy to participate in, regardless of tennis ability.



SOCIAL SPIN

Cycling Victoria's Social Spin program will provide women-only pop-up spin style classes in local parks and other scenic locations. Based on a fun and social experience, social spin classes will be tailored to match each woman's level of skill and confidence.



MOVE MY WAY

Move My Way is an entry-level program by **Gymnastics Australia** that teaches and engages women in simple, fundamental movement to improve their wellbeing, strength and flexibility. The program can be completed through short online videos or through a gymnastics club.



COASTING

Coasting is an introductory Stand Up Paddleboarding program for women by **Surfing Victoria**. The program will be available at beach, bay and inland locations across the summer, and will include both introductory sessions (with Heath Meldrum) and Stand Up Paddleboarding school sessions.



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