

Victorian Health Promotion Foundation
North West Roadshow
22 November 2016

VicHealth Regional Roadshow 2016



2016 – VicHealth Update



VicHealth Action Agenda refreshed



Our scorecard

10^{YR} TARGET
200,000
MORE VICTORIANS
ADOPT A
HEALTHIER DIET



3^{YR} PRIORITY
80,000
MORE PEOPLE
CHOOSING WATER
AND HEALTHY FOOD
OPTIONS

10^{YR} TARGET
300,000
MORE VICTORIANS
ENGAGE IN PHYSICAL
ACTIVITY



3^{YR} PRIORITY
180,000
MORE PEOPLE
PHYSICALLY ACTIVE,
PLAYING SPORT AND
WALKING, WITH A FOCUS
ON WOMEN AND GIRLS

10^{YR} TARGET
400,000
MORE VICTORIANS
TOBACCO-FREE



3^{YR} PRIORITY
280,000
MORE PEOPLE SMOKE-
FREE AND QUITTING

10^{YR} TARGET
200,000
MORE VICTORIANS
DRINK LESS
ALCOHOL



3^{YR} PRIORITY
80,000
MORE PEOPLE AND
ENVIRONMENTS THAT
SUPPORT EFFECTIVE
REDUCTION IN HARMFUL
ALCOHOL USE

10^{YR} TARGET
200,000
MORE VICTORIANS
RESILIENT AND
CONNECTED

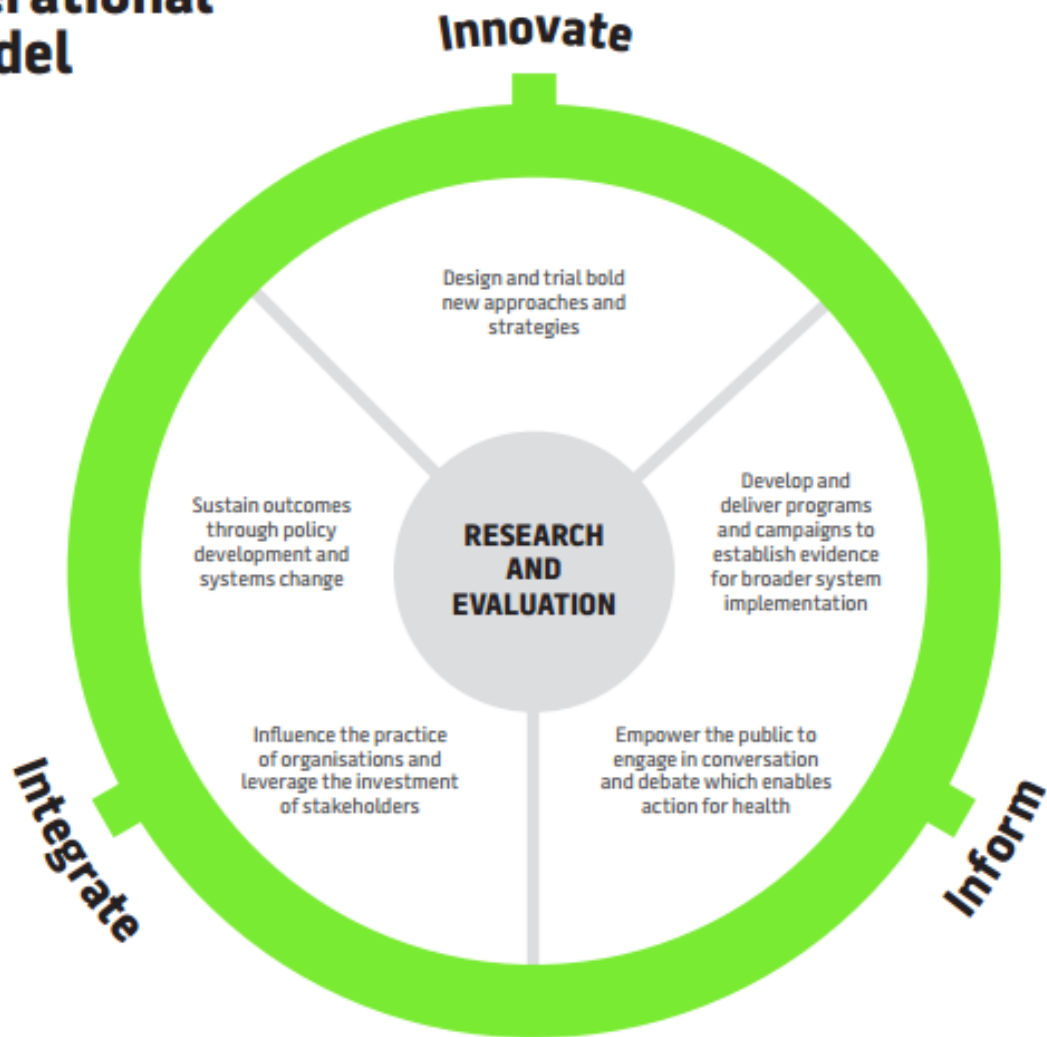


3^{YR} PRIORITY
80,000
MORE OPPORTUNITIES
TO BUILD COMMUNITY
RESILIENCE AND POSITIVE
SOCIAL CONNECTIONS,
WITH A FOCUS ON YOUNG
PEOPLE AND WOMEN

POPULATION LEVEL CHANGE*

THREE-YEAR INDICATORS

Our operational model

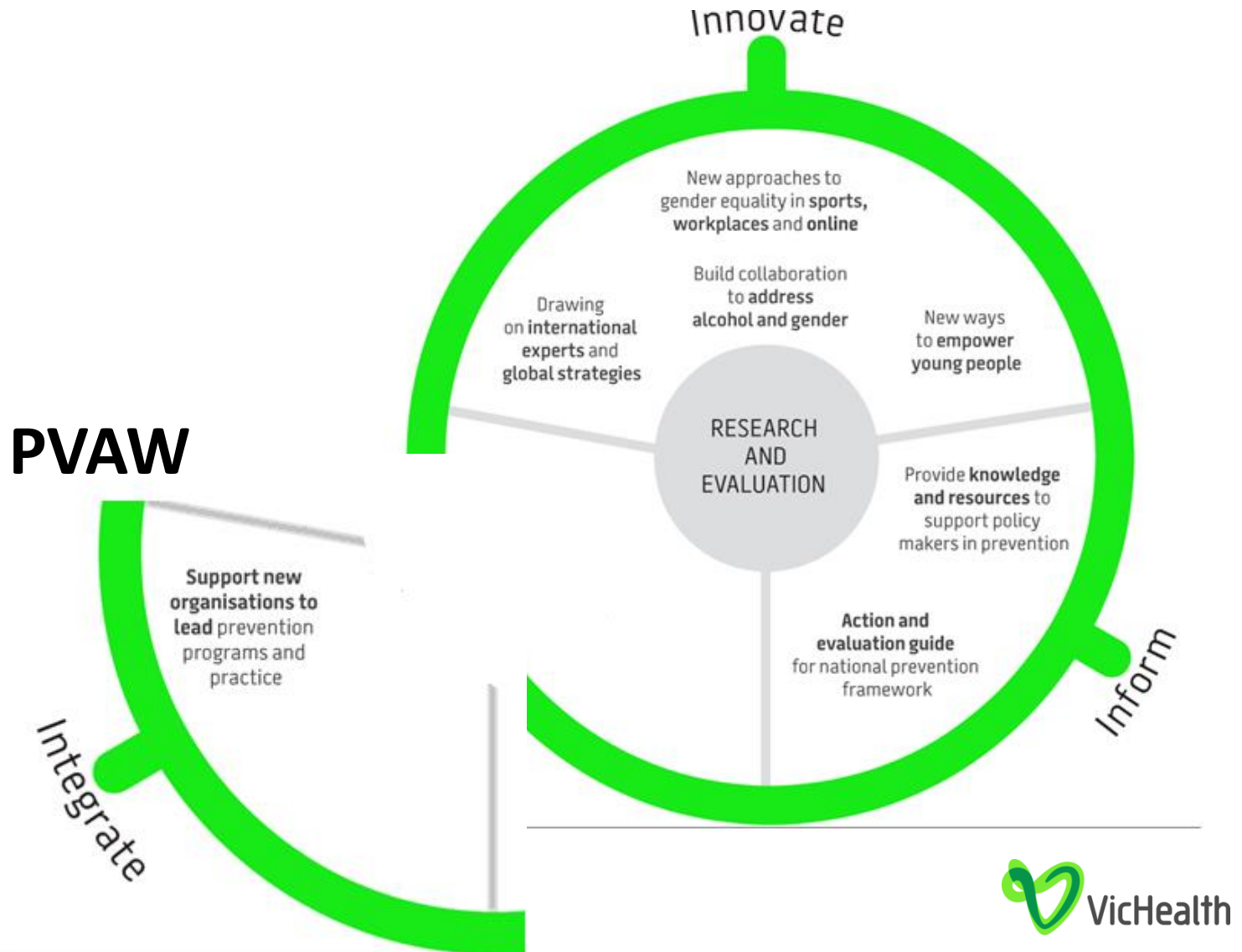


Key themes for action 2016-2019

Gender

In 2016–19 we will work with key partners in a range of settings, most notably sporting organisations, to advance gender equality as a social determinant of health.

VicHealth's new direction in gender equality



Youth

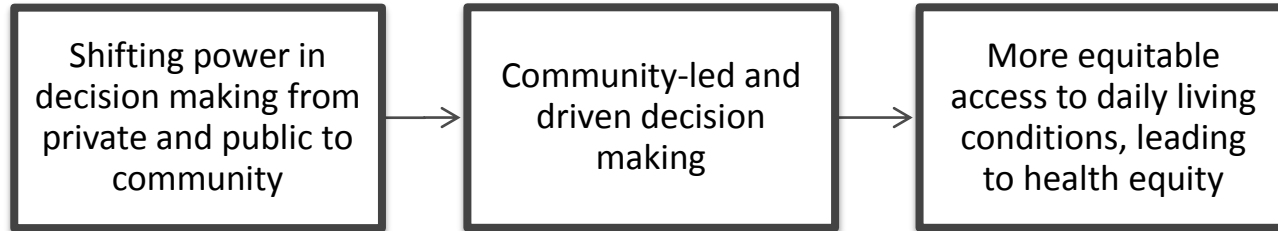
In 2016–19 we will work with young people and our partner organisations to build environments supporting a healthier youth for all Victorians.

Community

The recommendations of the Hazelwood Mine Fire Inquiry provide a roadmap for health improvement in one of Victoria's most disadvantaged, yet resilient, communities. In 2016–19, VicHealth will play a leading role in the response to the Inquiry, supporting action by local people and service providers to tackle the social determinants of health in their area.

VicHealth Community Challenge

Latrobe Valley



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



Renewable Energy Innovation Centre - 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

Products - reports

- **VicHealth Indicators Survey 2015 Selected Findings Report**
- **Local Government Area Profiles**
 - All 79 LGAS
- **Local Government Action Guides**
 - Reducing harm from alcohol
 - Supporting healthy eating Improving mental wellbeing
 - Increasing participation in physical activity and reducing sedentary behaviour
 - Gender equality and respectful relationships
 - Preventing tobacco use

Products – Digital data interface

1. “Explore your data”

A website specifically designed for health planners to enable exploration all the demographic variables available from the VicHealth Indicator Survey data in relation to their local government area and beyond

www.exploreyourdata.com.au

2. “Health snapshot”

A consumer-facing website where the general public will be able to input personal information and see how their health and wellbeing compares with others in their LGA, and the general Victorian population

www.healthsnapshot.com.au

VicHealth's Leading Thinkers Initiative

In 2014 VicHealth developed the Leading Thinkers initiative to make international thought leadership in behavioural insights practical and accessible for Victorians. Dr David Halpern's residency (2014 – 2016) highlights include:

- Seven behavioural trials
- Victoria's Citizens' Jury on Obesity
- Workshops, public lectures & international partnerships
- A Behavioural Insights Community of Practice in Health Promotion



DR DAVID HALPERN

DR HALPERN'S RESIDENCY OVERVIEW

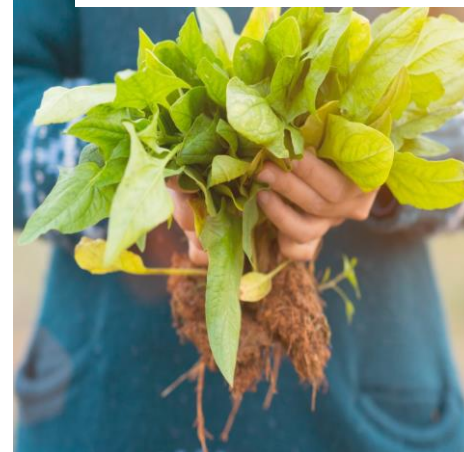
Behavioural insights and healthier lives
VicHealth's inaugural Leading Thinkers residency
A report by David Halpern



Dr David Halpern's report can be found on VicHealth's website under Leading Thinkers

VICTORIA'S CITIZENS' JURY ON OBESITY

"How can we make it easier to eat better?"



The Citizens' Jury Insights report can be found on VicHealth's website under Leading Thinkers

VicHealth's Leading Thinkers Initiative



PROF IRIS BOHNET

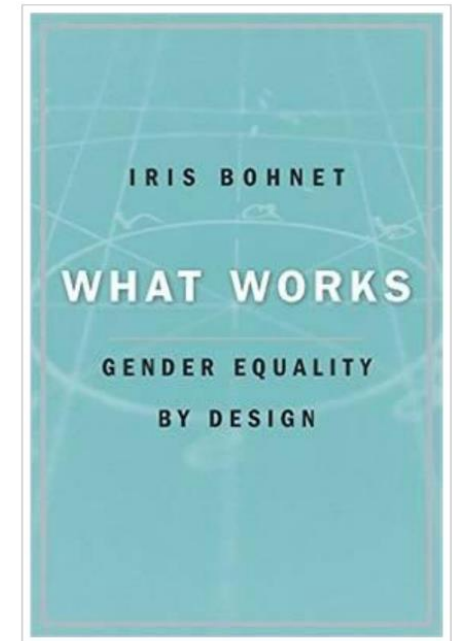
The next residency (2016 - 2019) will transform the key drivers of gender equality by exploring what works in shifting aspirations, expectations and behaviours.

Prof Iris Bohnet and Dr Jeni Klugman will use behavioural insights to inform gender equality work examining:

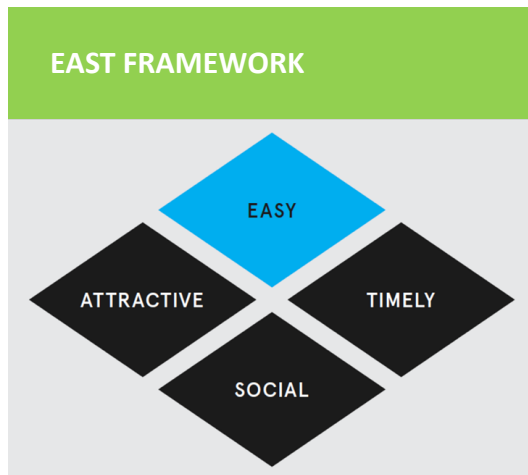
- Unconscious bias
- Role models
- Social norms
- Stereotypes



DR JENI KLUGMAN



Additional resources & information



If you want to encourage a behaviour, make it Easy, Attractive, Social and Timely (EAST). These four simple principles form the EAST framework, developed by the Behavioural Insights Team.

Freely available on the web, search for [Behavioural Insights Team EAST](#)



Join our Behavioural Insights Community of Practice and deepen your understanding of Behavioural Insights.

Send email to:
innovation@vichealth.vic.gov.au

Working to enable 80,000 more Victorians to choose water and healthy food options by 2019



Less salt



More water



Healthy food environments

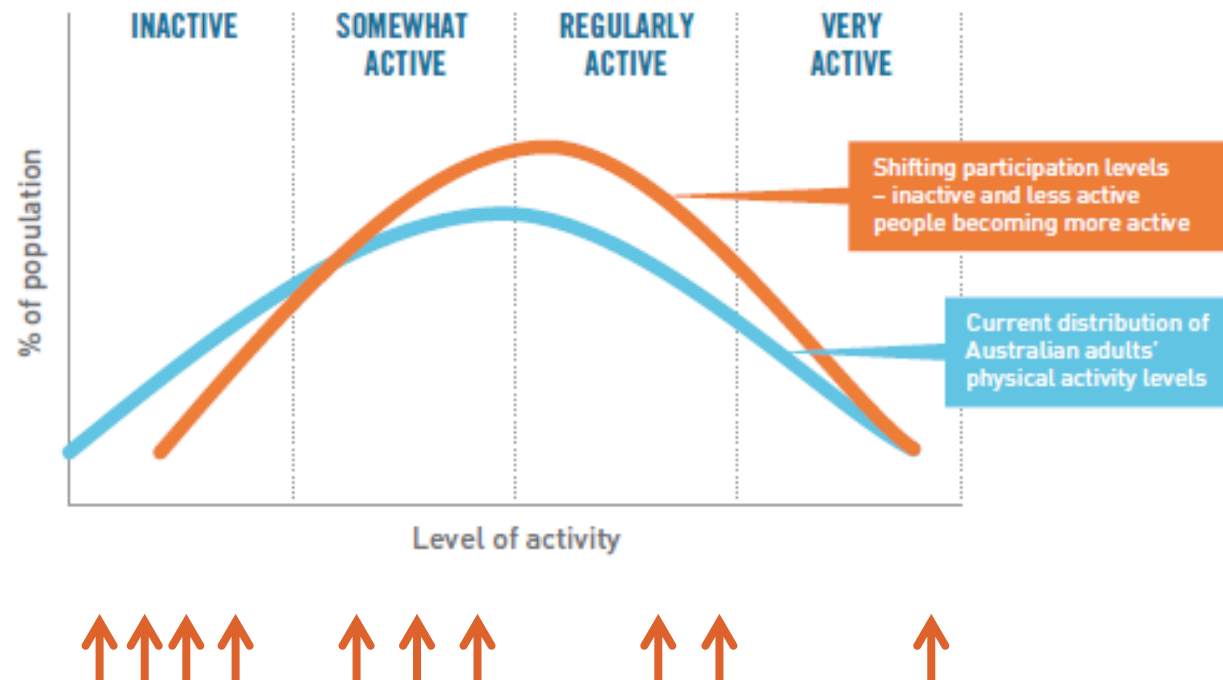
Summary of water tools/initiatives

- **Guidelines for the provision of drinking water fountains in public settings**
- **VicHealth's H30 Challenge**
- **Water Warriors community presentation**
- **New grants for Community Sporting Clubs (opening 28 Nov)**
 - Installation of water fountains
- **Expanded grants for local government (opening 28 Nov)**
 - H30 Challenge local marketing
 - 'Nudge' trials in local-govt owned sport and recreation facilities
- **Expanded grants for State Sporting Associations (opening 28 Nov)**
 - 'Nudge' trials– promote water instead of SSB's

Physical Activity, Sport and Walking Investment Strategy 2014-18

WHOLE-OF-POPULATION APPROACH

GETTING THE INACTIVE AND LESS ACTIVE TO BE MORE ACTIVE



180,000 more Victorians physically active, playing sport and walking, with a focus on women and girls by 2019

- **Changing the game** – Increase women’s participation in sport and raise profile of women’s sports
- **Active club grants** – increased female participation and participation in social and modified forms of sport
- **Work with Sport** - state sporting associations and regional sports assemblies
- **Community Activation** - five Victorian councils to create and activate places within local communities that increase access to opportunities for physical activity and social connection.
- *Final outcomes and key learnings will be available in the new year.*

VicHealth Alcohol Strategy



VicHealth Alcohol Strategy

2016–19

10
YEAR

GOAL

200,000 more Victorians drink less alcohol

3
YEAR

PRIORITY

More people and environments that support effective reduction in harmful alcohol use

Focus Areas:

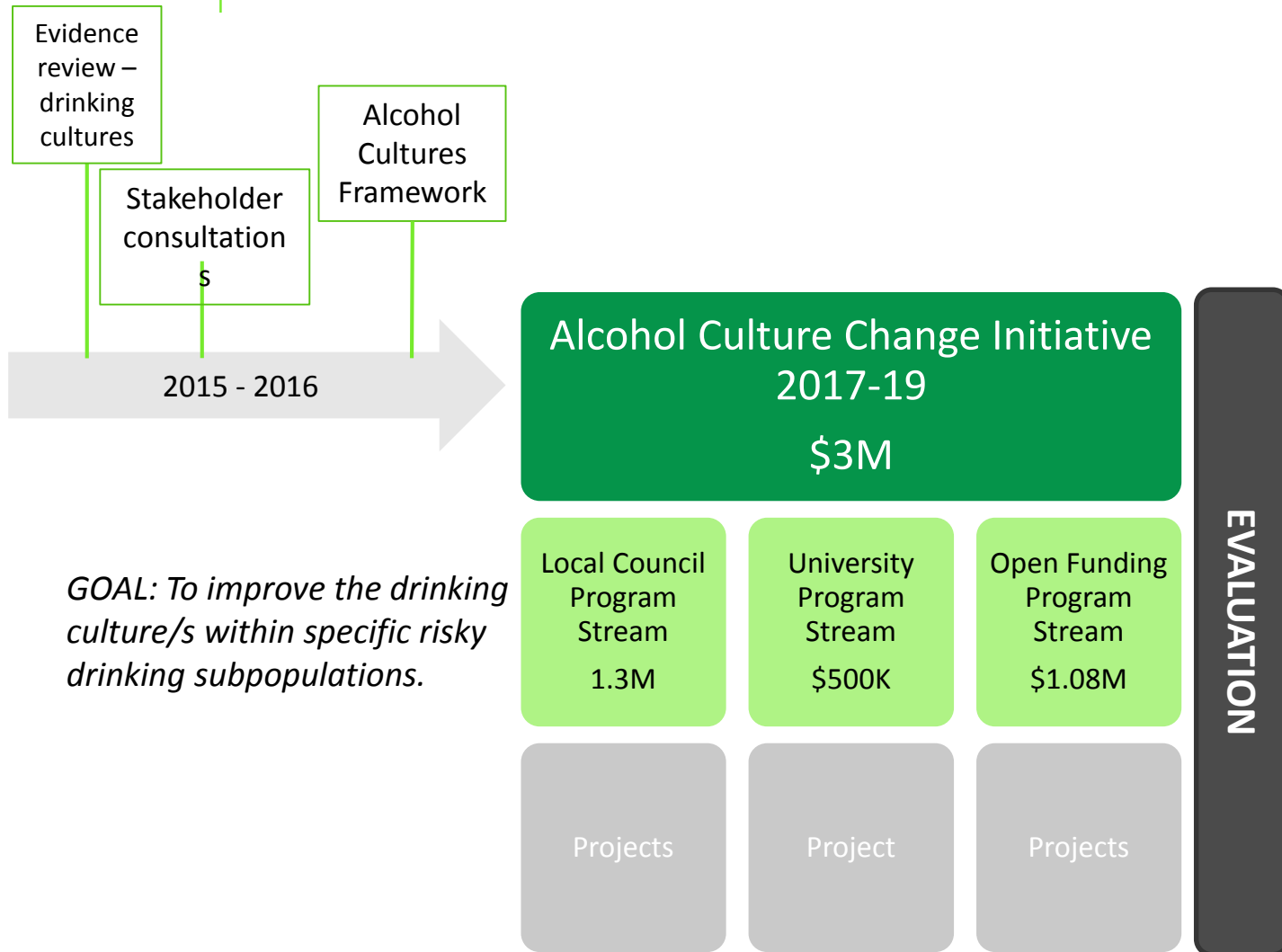
1. De-normalise risky drinking in priority groups, settings and subcultures
2. Trial evidence-informed policies and practices with key partners
3. Increase public support for better alcohol policies and practices
4. Strengthen policies and practices across industry and government

Alcohol Cultures Framework

A framework to guide public health action on drinking cultures



Alcohol Culture Change Initiative



Mental Wellbeing Strategy 2015-2019



[VicHealth Mental Wellbeing Strategy
2015-2019](#)

Literature review 1: [Current theories relating to resilience and young people](#)

Literature review 2: [Epidemiological evidence relating to resilience and young people](#)

Literature review 3: [Interventions to build resilience among young people](#)

Survey of young people: <https://www.vichealth.vic.gov.au/media-and-resources/publications/young-victorians-resilience-and-mental-wellbeing>

CSIRO Megatrends Report: <https://www.vichealth.vic.gov.au/media-and-resources/publications/youth-megatrends-report>

Bright futures funding in 15 local government areas building resilience and wellbeing among young Victorians

Mental Wellbeing Strategy 2015-2019

VicHealth's Mental Wellbeing Program 2016-2019

Schools	<ul style="list-style-type: none"> Identify strong practice in resilience skills: social and emotional learning Develop teacher training online Test efficacy and uptake of teacher training through Randomised Control Trial
Sports	<ul style="list-style-type: none"> Measure social connection outcomes of participation in sports
Workplaces	<ul style="list-style-type: none"> Build resilience of young people transitioning from school to work and young workers Form partnerships with Worksafe and others Engage with the Workplace Mental Wellbeing Collaboration
Community	<ul style="list-style-type: none"> Test what works to promote resilience & social connection/ cohesion in neighbourhoods
Online	<ul style="list-style-type: none"> Increase online literacy of children, young people and families to decrease impacts of pornography on social media
Arts Strategy 2014-2016	<ul style="list-style-type: none"> Engage premier arts organisations Innovation Challenges Community Activations Mass Participation Events
Indicators	<ul style="list-style-type: none"> Develop a Resilience & Social Connection Framework to help design, implement & evaluate activity Partner with Department of Premier and Cabinet and Resilient Melbourne

Enquiries from today
capacitybuilding @vichealth.vic.gov.au
indicators@vichealth.vic.gov.au

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THREE-YEAR INDICATORS

Our score card - Your stories from your practice

What are some examples of work in the region contributing to the VH 3 year priorities?

What are the critical enablers for your health promotion activity?

What are the ongoing challenges of your health promotion activity?

Thanks – see you next year!

**All enquires from today
capacitybuilding @vichealth.vic.gov.au**