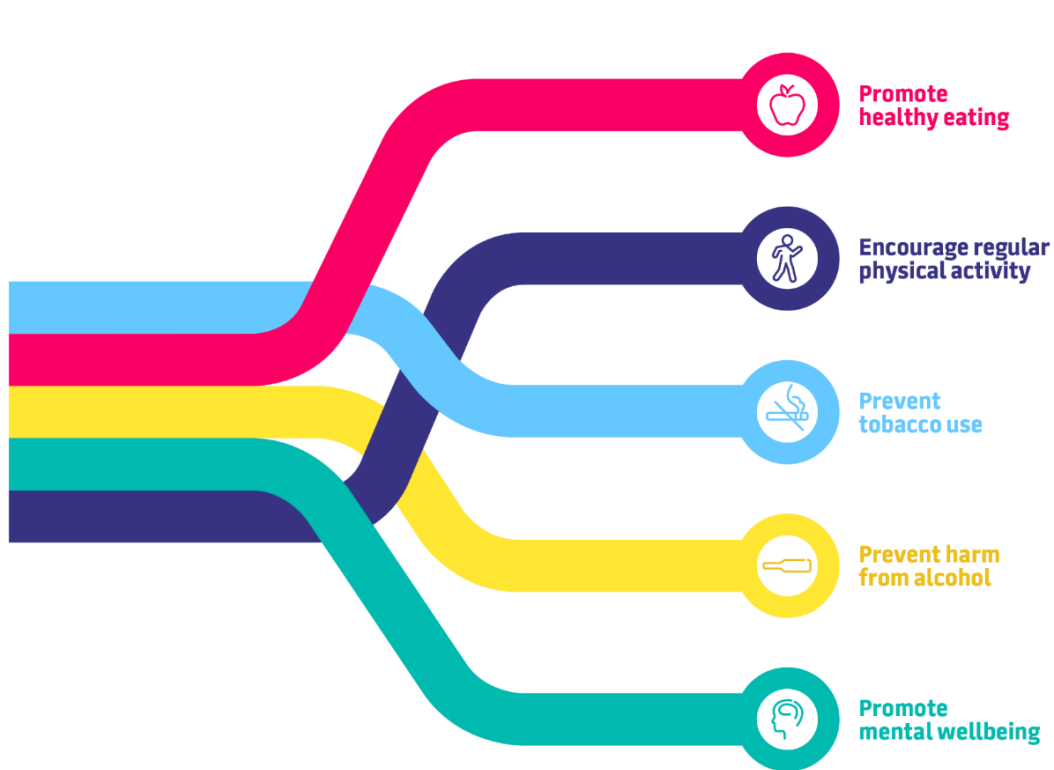




# DESTINATION: WELLBEING

On course to a better state of health

# VicHealth's ambition: one million more Victorians with better health and wellbeing by 2023



**3**

YEAR

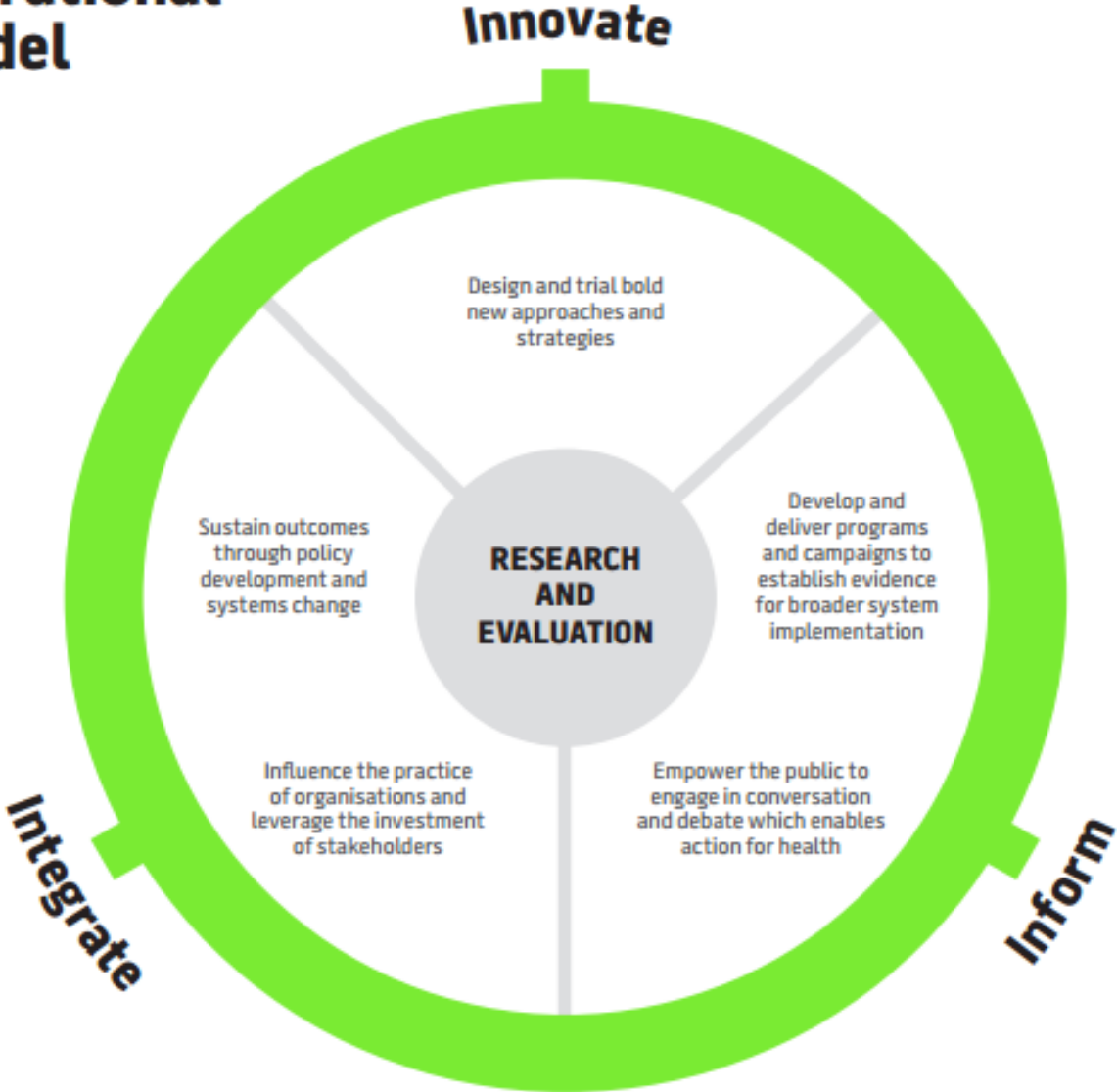
## PRIORITIES

### BY 2019 WE WANT:

- 80,000 more people choosing water and healthy food options
- 180,000 more people physically active, playing sport and walking, with a focus on women and girls
- 280,000 more people smoke-free and quitting
- 80,000 more people and environments that support effective reduction in harmful alcohol use
- 80,000 more opportunities to build community resilience and positive social connections, with a focus on young people and women.

**Key themes for action in 2016–19: Gender | Youth | Community**

# Our operational model



# Promote healthy eating

**3**

YEAR

## **PRIORITY**

More people choosing water and healthy food options

**10**

YEAR

## **GOAL**

200,000 more Victorians adopt a healthier diet

- > Make water the drink of choice
- > Reduce salt consumption
- > Create healthier food environments



# Developing the business case to reduce junk food sports sponsorship

- Working with three sporting organisations (elite, state, community) that don't currently accept sponsorship from junk food companies
- Building evidence to help other sports organisations to reduce unhealthy sponsorships
- Outcomes available mid-2018



# Encourage regular physical activity



## GOAL

300,000 more Victorians engage in physical activity

## PRIORITY

More people physically active, playing sport and walking, with a focus on women and girls

**10**  
YEAR

**3**  
YEAR

- > Gender equality in sport
- > Sport for less active Victorians
- > Walking, active travel and recreation

# Gender equality in sport



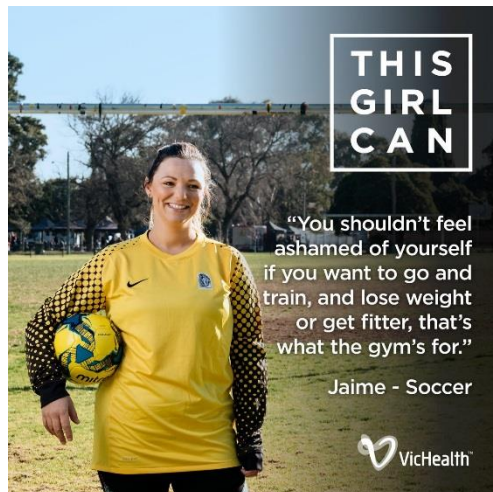
## Active Women and Girls for Health and Wellbeing Program

Participation | Profile | Organisational leadership

## Active Club Grants

Community sport clubs | Female participation

→ GRANTS OPEN UNTIL 2 MARCH



## This Girl Can – Victoria

Empowering women by addressing barriers like fear of judgement, gender stereotypes or skill levels

# Prevent tobacco use

3

YEAR

## **PRIORITY**

More people smoke-free and quitting

10

YEAR

## **GOAL**

400,000 more Victorians tobacco-free



- > Support Quit Victoria's anti-smoking campaigns
- > Fund cessation services
- > Trial approaches where smoking rates remain high



# Smoking cessation in population groups where smoking remains high

Projects to improve cessation	Trialling innovative approaches
<ol style="list-style-type: none"><li>1. Scoping opportunities to expand access to and use of NRT</li><li>2. Supporting improved clinical management of nicotine dependency in health services</li><li>3. Supporting the review of the RACGP Smoking Cessation Guidelines</li></ol>	<ol style="list-style-type: none"><li>1. Effectiveness of e-cigarettes as a cessation tool in residential AoD rehabilitation facilities</li><li>2. Supporting prisoners on release to remain smoke-free</li></ol>

# Prevent harm from alcohol

## GOAL

200,000 more Victorians drink less alcohol

## PRIORITY

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

10  
YEAR

3  
YEAR

- > Alcohol Culture Change initiative
- > Research and evaluation
- > Connecting Diversity project
- > Advocacy

# Support for local councils on alcohol harm prevention

- VicHealth workshop and summary document around local government approaches to minimise harm
- **Healthy Active By Design** – new section for councils on:
  - planning framework and licensed premises
  - liquor licensing and other strategies
  - evidence



# Improve mental wellbeing



**3**  
YEAR

## **PRIORITY**

More opportunities to build community resilience and positive social connections, with a focus on young people and women

**10**  
YEAR

## **GOAL**

200,000 more Victorians resilient and connected

- > Young people's resilience and social connection
- > Evidence on effective mental health promotion
- > Increasing gender equality

# Bright Futures Challenges

- Test how communities can promote young people's resilience and social connection
- Create solutions with young people
- Co-design Toolkit (end 2018)
- Reports on the impacts of megatrends on specific groups of young Victorians:
  - Refugee and CALD (Nov 2017)
  - Rural (June 2018)



# 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.

- > Invest in and support the adoption of evidence-based approaches
- > Support cross-sector action to create social change
- > Be an exemplar and model the approaches and practices that we ask of others
- > Contribute to state and national action to prevent violence against women

# Youth

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

- > Involve young people in VicHealth's initiatives and support our partners to increase youth engagement
- > Build the evidence base and share our knowledge
- > Support our partners' programs
- > Provide evidence-based policy advice



# 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.

- > Support the Latrobe Health Innovation Zone
- > Membership of Latrobe Health Assembly
- > Work with Assembly to map activity in the region
- > Inform/support design of community-led initiatives



# Upcoming opportunities

Funding round	Opening
Growing Participation in Sport	February 2018
VicHealth & Creative Victoria Social Impact Program	February 2018
Victorian Design Challenge	March 2018
Walk to School Grants	March 2018
Innovation Challenge: Sport	April 2018
ARC Linkage Projects	April 2018
NHMRC Partnerships	April 2018
Innovation Research Grant	July 2018
Active Club Grants	July 2018
Bright Futures for Young Victorians Challenge	Early 2019

<https://www.vichealth.vic.gov.au/funding>



# Partnerships and Capacity Building

## We fund

- **What works?**
- **Challenges?**
- **One ask?**

# Partnerships and Capacity Building

## We create and share knowledge

- **What works?**
- **Challenges?**
- **One ask?**

# Partnerships and Capacity Building

## We influence policy and practice

- **What works?**
- **Challenges?**
- **One ask?**