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**Victorian Health Promotion Foundation**  
PO Box 154  
Carlton South Victoria 3053 Australia  
Phone: +61 3 9667 1333  
Fax: +61 3 9667 1375  
vichealth@vichealth.vic.gov.au

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[www.vichealth.vic.gov.au](http://www.vichealth.vic.gov.au)

Victorian Health Promotion Foundation  
Annual Report 2006–2007



# SEEDS OF CHANGE

Victorian Health Promotion Foundation  
Annual Report 2006–2007



**A YEAR  
WHERE  
MORE SEEDS  
WERE  
PLANTED**



**WHERE  
MORE VISIONS  
WERE  
FOSTERED  
AND FED**



AND  
WHEN MORE  
COMMUNITY  
PROGRAMS  
FOR  
HEALTH AND  
WELLBEING  
CAME TO  
FRUITION

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The Foundation envisages a community where:

**HEALTH IS A FUNDAMENTAL  
HUMAN RIGHT**

**EVERYONE BENEFITS  
FROM IMPROVED  
HEALTH OUTCOMES**

**EVERYONE SHARES IN  
THE RESPONSIBILITY  
FOR PROMOTING HEALTH**

The Foundation's mission is to build the capabilities of organisations, communities and individuals in ways that:

- change social, economic, cultural and physical environments to improve health for all Victorians; and
- strengthen the understanding and the skills of individuals in ways that support their efforts to achieve and maintain health.



## CHAIR'S REPORT

This has been another significant year for VicHealth. It is the first year of our ambitious three-year plan which is being driven by our new CEO, Todd Harper.

Todd joined us in April and brings enormous experience of delivering effective health promotion programs from his years as Executive Director of Quit. Under his leadership, Quit and the VicHealth Centre for Tobacco Control developed national and international recognition for their work on tobacco control, and made a major contribution to the decline in smoking rates in Victoria. Todd has also worked in senior roles in HIV/AIDS and for the Tasmanian Department of Health and Human Services. He has post graduate qualifications in health promotion and health economics.

**Todd's knowledge and skills will be very valuable as VicHealth leads and supports the case for increasing investment in health promotion and disease prevention. His experience will also be relevant to the continued effort to achieve tighter integration of research and evidence with program activity.**

In 2006 VicHealth launched the new three-year strategic plan. It reflects national public health and State health promotion priorities and strategies.

Our focus is on the health issues of: reducing smoking, creating active communities, promoting healthy eating, promoting mental health and wellbeing, and reducing harm from alcohol misuse. We remain strongly committed to the overarching goals of reducing health inequalities, and generating innovation and evidence.

When I reflect on VicHealth's achievements to date, I am confident the organisation, in collaboration with its many exceptional partners, has made significant contributions to improved health and wellbeing in Victoria. Some of the stand-out achievements include:

- widespread controls on the marketing of tobacco, the introduction of legislation to restrict where people can smoke, and the associated significant reduction in smoking rates in all population groups;
- significant changes to the way community sport and active recreation activities are managed and promoted, with the attendant reversal of the trend to lower rates of participation in sport and active recreation by the Victorian population;
- establishment of the link between social and economic marginalisation and mental ill health, with better understanding of promising approaches to reducing mental ill health;
- well-established sunsmart behaviour with declining rates of deliberate sun exposure, and levelling off of the prevalence of skin cancer;
- significant investment in Victoria's public health research workforce, resulting in Victoria being recognised as a leading state for public health research.

We have, however, had less success in the promotion of healthy eating and in stemming rising obesity rates, and there is evidence of the need for further work to be undertaken to reduce harmful drinking of alcohol. To deal with these challenges VicHealth has been increasing its investment in focused research which will better guide the development of program activity to impact on obesity rates.

We have also increased our policy and advocacy activity on food marketing, and the barriers faced by disadvantaged population groups in getting nutritious food.

In relation to alcohol, VicHealth and its partners have recently been very visible in the public debate on potential policy responses for reducing harmful drinking and this will be an area of continued focus for the next two years.

This strategic plan was developed under the stewardship of our previous CEO, Dr Rob Moodie, who left us to take up the position of Chair in Global Health at Melbourne University's Nossal Institute.

**Our thanks go to Rob for nine and a half years at the helm of VicHealth and for both setting the direction and so ably steering us by it. His contribution will have a lasting impact on the health of the Victorian community and far beyond.**

I would also like to acknowledge our departing Board members – Maxine Morand MLA and the Hon. Bill Forwood. After the November 2006 State election, Maxine was promoted to Parliamentary Secretary for Health and had to relinquish her role on our Board. Bill retired from politics just prior to the election. We wish them both well and thank them for their much-valued contribution to VicHealth.

Finally my thanks to the very dedicated, innovative and hard working staff at VicHealth, and to my fellow board members for their diligence and commitment.

Jane Fenton AM  
Chair



## CEO'S REPORT

It is with great pleasure I present this year's VicHealth *Annual Report*.

**The theme *Seeds of Change* is highly relevant to the organisation's mission of fostering change to provide supportive environments for health, and supporting individuals to achieve and maintain health. VicHealth has a change agenda, and that requires a great deal of energy, creativity and strategic focus. It also requires attention to building relationships and partnerships. I believe the case studies highlighted in this report are testament to the application of these qualities and the value of a partnership approach in achieving our major goals.**

We have evidence our investment and partnership in the sport sector has led to an increase in sports club membership. Coupled with new data that shows the former decline in participation in sport and active recreation has been arrested, we are encouraged in our efforts to create active communities.

One of our most important areas of activity is in preventing violence against women, and we have seen success in relation to this agenda. VicHealth's groundbreaking studies on the health burden of intimate partner violence, and the prevailing community attitudes to this violence, have contributed to the State government, commitment to strengthen its response to this scourge.

This year Quit, our major partner in tobacco control, launched a social marketing campaign to encourage and support smokers to quit smoking that capitalised on Victoria's landmark smoke-free bars legislation. The VicHealth Centre for Tobacco Control (VCTC) has provided international leadership in ensuring the successful implementation of the first international public health treaty – the Framework Convention for Tobacco Control – which has been supported by more than 160 countries, and will transform the capacity of developing countries, in particular, to respond to the tobacco pandemic.

In this past year, VicHealth has created some fledgling new networks to look at systems change required to ensure Victoria can secure affordable fresh food for all its citizens. Bringing together the views of representatives from the food and logistics industries, planning and land use, and agriculture, as well as local government and community organisations, these networks are an important first step in improving access to healthy food – especially for the one in twenty Victorians who claim they sometimes run out of food and can not afford to buy more.

We have had some early success in putting a spotlight on some of the regulation changes that should be considered for reducing harmful drinking. Submissions to regulatory agencies on inappropriate advertising and marketing of alcohol products, and the increasing density of liquor licences have made an impact on the public debate. But with risky/high risk drinking among 12–15 year-old boys and girls at 18% and 26% respectively, this clearly remains a challenge for VicHealth and governments alike. In February this year, Brian Vandenberg (previously with the Premier's Drug Prevention Council) joined the VicHealth team as Senior Program Advisor to develop our program to reduce harmful drinking. We feel confident the program will establish itself quickly under his guidance.

VicHealth has also been working in collaboration with others on the issues underpinning inequalities in health. One project that we expect to make an enormous contribution is the McCaughey Centre's Community Indicators Victoria Project. For the first time local and state governments will have a sustainable system of data reporting on the environmental conditions relevant to the wellbeing of Victorians in every municipality.

We have also finalised new four-year funding agreements with sports and recreation organisations that are focused on increasing the

participation of population groups who have traditionally faced the greatest barriers to participation. These groups include people with a disability, people from refugee and non-English-speaking backgrounds, people from low socio-economic backgrounds, and Indigenous people.

The VicHealth funding to support the Cochrane Collaboration's Health Promotion/Public Health Field to make the transition to a Review Group is an important contribution to providing the public health sector with strong evidence for interventions preventing ill health. Good evidence for public health interventions is important for making the case for investment. To this end, we are also encouraged by the VicHealth Centre for Tobacco Control's health economics research, which is helping to confirm the great health and economic benefits of health promotion programs, including social marketing campaigns.

As incoming CEO I would like to acknowledge the achievements of the past year, and congratulate the staff on their dedication and professionalism in delivering on the goals and objectives of the organisation, and especially my predecessor, Rob Moodie, whose leadership in health promotion is renowned not only in Victoria, but internationally as well.

**VicHealth has a great opportunity to build upon the work of the past year and we are excited by the challenges that lie ahead. More than ever, health promotion has an opportunity to highlight the health, economic, financial and social benefits of healthier communities and, most importantly, ensuring that those gains are shared by everyone.**

Todd Harper  
Chief Executive Officer



## SOWING THE SEEDS OF CHANGE SO EVERYONE CAN LIVE IN BETTER HEALTH

**The Victorian Health Promotion Foundation (VicHealth) is the peak body for health promotion in Victoria. It is an independent, statutory authority that was established by the Victorian Parliament as part of the Tobacco Act 1987 with a mandate to promote good health for all Victorians. Our chair and 14-member board of governance has a breadth of experience in health, sport, the arts, research and communication.**

**With a focus on promoting good health and wellbeing and preventing ill health, VicHealth leads and advocates for excellence and innovation in health-promoting policies and programs.**

**Our activities range from small grants funding for community-based projects to long-term multi-million dollar funding for programs such as Quit. We also invest heavily in public health research.**

VicHealth fosters change in the social, cultural and physical environments that influence the health of all Victorians. Underpinning our work is the belief that health is a fundamental human right; that everyone shares in the responsibility for promoting health; and that everyone should benefit from improved health outcomes.

Our approach is flexible, imaginative and evidence-informed. Our work complements and adds value to the work of State, Commonwealth and non-government organisations, rather than replicating it.

VicHealth is in a unique position to highlight what can be achieved to foster environments and cultures that support health and wellbeing. We fund a diverse range of projects (often pilot projects), which are underpinned by evidence and rigorously evaluated. This innovative role allows us to lead and advocate for excellence in the development of appropriate health-promoting policies and programs, as well as maintain strategic alliances with national and global public health interests that aim to strengthen health promotion action and advocacy.

This year, we made nearly 900 individual health promotion investments addressing the greatest preventable risk factors for ill health: smoking; lack of physical activity; discrimination, violence and social and economic exclusion leading to mental distress; poor nutrition; and harmful drinking.

While working to improve the health of all Victorians, we also target many activities and supporting research initiatives towards reducing health inequalities.

### CREATING ACTIVE COMMUNITIES

Fun, fitness and friends have been found to be the three key reasons people participate in sport and active recreation. In facing the ongoing challenge of how to develop more flexible and inclusive opportunities to increase participation, VicHealth continues to lead the way.

Through our investment in 49 State Sporting Associations we're changing the cultural make-up of sport so that a larger and more diverse number of Victorians can participate. Our work with Regional Sports Assemblies throughout rural Victoria is growing. Stronger links between sport, active recreation providers and local community and health groups are creating more opportunities for disadvantaged population groups to participate.

Year two of the *MetroActive Demonstration Project* in six local councils has seen the implementation of an integrated approach to planning for physical activity. This approach has brought together various functions of councils including community development; open space; sport and recreation; transport; urban planning and health, all working to create supportive and accessible environments for participation.

As in previous years, VicHealth has provided funding to over 400 sports clubs to purchase safety equipment, portable shade and to train volunteers.

In partnership with local government and schools, VicHealth works to implement what has become the largest Walking School Bus program in the world with 60 of the 79 local councils actively involved. Increasing the number of children walking/cycling to school has ongoing benefits for the individual, community and the environment. As well as increasing community awareness of the benefits of walking, we are extending our focus to advocate for the creation of safe physical and social environments that will encourage people to walk or cycle.

### PROMOTING HEALTHY EATING

It is common knowledge that good eating habits play a central role in maintaining health and preventing cardiovascular disease, diabetes, osteoporosis, some cancers and dental disease. Nutrition-related illhealth accounts for the largest burden of disease including obesity and high cholesterol. VicHealth also knows that poor nutrition rarely results from a lack of knowledge but is more likely to do with the social, environmental, cultural and economic factors influencing people's food choices.

To address these underlying factors, and to improve access to healthy food among Victoria's disadvantaged, VicHealth is supporting nine municipalities under the *Food for All Program* to increase people's access to and consumption of a variety of foods, particularly vegetables and fruit. The program focuses on the barriers people face to eating well and assists local governments to prioritise food access issues when planning.

In addition, we are working in partnership with researchers and non-government organisations to advocate for and support policies and legislation that encourage nutritious food choices in areas of food retail, marketing, advertising and supply.

### PROMOTING MENTAL HEALTH AND WELLBEING

Acknowledged as a world leader in the promotion of mental health and wellbeing, VicHealth continues to be a major collaborator with the World Health Organisation, the World Federation for Mental Health and the American-based Carter Center on developing knowledge and practice in this area.

Rates of mental ill health are increasing around the world at an alarming rate. By the year 2020 it is predicted that depression alone will be the second-highest cause of disease burden worldwide.

An enduring focus of our work in this area is on the development of programs designed to increase the skills of individuals to maintain mental health. In addition, we see the continuing development of environments conducive to good mental health as an integral component of our work. Consequently we work with others in addressing the key factors that have a particular influence on mental health, such as breaking down social isolation, reducing violence and discrimination, and improving access to resources for people facing disadvantage.

### REDUCING SMOKING

Evidence shows that tobacco control has been one of the best, if not the best, buy in health for over a quarter of a century. Since VicHealth commenced funding Quit Victoria in 1987, Victoria's smoking rates have fallen substantially by about 20% in men and nearly 15% in women. However, this has not made us complacent; reducing smoking remains a top priority for VicHealth through our continued commitment to the Tobacco Control Unit at The Cancer Council Victoria.

Apart from funding, VicHealth also provides leadership and governance to Quit Victoria which is now acknowledged as world's best practice in reducing tobacco harm. Through the VicHealth Centre for Tobacco Control, VicHealth can now deliver to Victorians the capacity to mount legal challenges to tobacco companies, and make the economic case for further regulating tobacco. We also take this ground-breaking work to the world stage through the Centre's involvement in the International Framework Convention on Tobacco Control.

### SUPPORTING OTHER HEALTH ACTION AREAS

Over the years VicHealth has supported and funded a range of programs and research initiatives addressing the misuse of alcohol. Our current investments in this area include the *Good Sports* (Victoria) program, the *Community Alcohol Action Network* (CAAN), and the *Common Solutions to Common Problems* project.

A new Strategic Framework (2006–2009) has led to the creation of the Tobacco Control and Alcohol Harm Reduction Unit. The work of this new unit, in collaboration with government and community partners, will be to drive VicHealth's work for reducing alcohol misuse. This includes facilitating an innovative to alcohol harm reduction; building evidence on the social impacts of alcohol consumption; identifying effective interventions and developing programs to reduce alcohol-related harm.

In addition to our other program commitments, VicHealth, in partnership with the The Cancer Council Victoria, has continued to fund the Victorian *SunSmart* program. Most cancers diagnosed in Australia each year are skin cancers, and although almost totally preventable, more than 1,500 Australians die from skin cancer every year. The *SunSmart* program incorporates mass media, sponsorship of sporting associations, professional education, advocacy for policy development in schools, early childhood services and workplaces, and a strong research and evaluation component.

### PROMOTING EQUALITY IN HEALTH

To minimise the impact of social and economic disadvantage on people's health, VicHealth targets many of its activities and research initiatives towards those with the poorest health. Significant inequalities in health exist in Victoria and Australia. They result from some people having inadequate access to essential health and other public services; exposure to unhealthy, stressful living and working conditions; limited lifestyle choices; and the tendency for sick people to move down the social scale. Those health inequities are unfair, unnecessary and avoidable.

### SEEDING INNOVATION AND BUILDING EVIDENCE IN HEALTH PROMOTION

At VicHealth, research, policy and practice are closely linked. We have a rigorous approach to finding new and improved ways of doing what we do.

As part of VicHealth's strategic planning process a new Research Framework is being developed which aims to better link research, evaluation, and program and policy formulation. Another important part of the research formula is a commitment to building relationships and effective partnerships in both the research and wider communities. This will further support the innovative approach to health promotion that is the hallmark of VicHealth.

↓ VicHealth's Focus ↓

Promotion	Prevention	Early Intervention	Treatment	Rehabilitation
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Image from Pitcha This, a VicHealth funded project, which used film, photography and digital storytelling to promote positive images of six Victorian Indigenous communities;

Walk to School, a VicHealth initiative during 2006 Walktober, got 36,578 children from 212 Victorian Schools walking on 18 October;

Jacinta Allan, Minister for Women's Affairs, with VicHealth CEO Todd Harper, at the launch of the Respect, Responsibility and Equality: Preventing Violence Against Women funded projects;

VicHealth was part of the 'Where the Heart Is... Community Festival', a rare opportunity for people who are homeless to experience a day of celebration and fun;

2006 AGM: John Brumby presents a VicHealth Award to the Ambassador newspaper, which disseminates important health and resettlement information to Horn of Africa communities.



## LEAD EMPOWER SUPPORT CONNECT

### LEAD BY BUILDING EVIDENCE AND RAISING THE ISSUES RELEVANT TO VICTORIANS' HEALTH AND TO HEALTH PROMOTION

#### A world first in health promotion

VicHealth was the world's first health promotion foundation, with a dedicated Act of Parliament and funding stream to support its activities. This model is being replicated around the world, with VicHealth active in sharing knowledge and expertise in an international network of health promotion foundations, which has members in over 13 countries.

The Malaysian Health Promotion Foundation, established under the *Malaysian Health Promotion Board Act 2006*, came into operation in April 2007. The foundation's Board has been appointed and grant schemes developed for tobacco control, healthy eating and physical activity. In June 2007 the Tongan parliament passed the *Health Promotion Foundation Act 2007* leading the way for the establishment of a health promotion foundation in Tonga. Over 2005 to 2007 Mongolia put into place a legal framework for establishing and governing a health promotion foundation and are now in a planning phase preparing to commence operation.

In January 2007, VicHealth's CEO was invited as the keynote speaker for the Switzerland Health Promotion Foundation's annual conference.

#### Setting the Direction for Health Promotion in Victoria

Since 2006, VicHealth and the Department of Human Services (DHS) have led consultation and development of the process to define the State's health promotion priorities to 2012.

A new Health Promotion Framework, aiming to create a Statewide system that coordinates planning, delivery and continuous improvement of health promotion actions is also being developed.

#### Leading the debate on some of the critical issues for our survival

In May 2007, VicHealth held a guided roundtable with leaders from the food industry, food growers, logistical specialists, retailers, academics and policymakers from planning and public health. The roundtable gathered views on ways to promote healthy eating in a sustainable manner and acknowledged the impact of food choices on the health of natural ecosystems and future generations. The roundtable was the first of a series of discussions and workshops VicHealth plans to hold over a 12-month period to synthesise current thinking around environmental sustainability and how that may shape access to healthy food.

#### Sharing our health promotion knowledge with other countries

Since July 2006, VicHealth has hosted study tours from the Health Promotion Fund leadership team from Korea, World Health Organisation (WHO) Fellows from China, Malaysian Ministry of Health officers and staff from the Malaysian Health Promotion Foundation.

In 2006, VicHealth successfully bid to host the 5th World Conference on the Promotion of Mental Health and the Prevention of Mental and Behavioural Disorders. Partners with VicHealth in this conference include the US-based Carter Center Mental Health Program in Atlanta and the World Federation for Mental Health, based in Washington, and the Clifford Beers Foundation in the UK. *From Margins to Mainstream 2008* will run from 10–12 September 2008 at the Melbourne Convention Centre.

#### Building the evidence for health promotion activities

In 2006–07, five Research Fellowships, representing a total \$2,550,000 investment over five years, were approved and awarded by the Minister for Health, Ms Bronwyn Pike.

In July 2006, VicHealth, in partnership with DHS and the Cochrane Health Promotion and Public Health Field facilitated the symposium, *Get real: Incorporating complexity in models of evidence-informed decision making*. The symposium focused on the experiences of practitioners and policy-makers in using different forms of evidence and knowledge in complex decision making.

In October 2006, VicHealth launched a report on community attitudes towards violence against women. This violence presents a greater burden of illness and death for women aged 15-45 than any other preventable risk factor. The report synthesised a survey of 2000 Victorians and 800 people from culturally and linguistically diverse communities, qualitative research on community attitudes towards violence against women, known information on how violence supportive attitudes are formed, and extracts from a review of past public campaigns that attempted to change attitudes.

The report's launch achieved widespread media coverage and generated community debate. This helped to galvanise more State government support for preventing violence against women, thereby improving their health. Subsequent to the report's release, VicHealth has led development of a framework to guide state activity to prevent violence against women.

In November and December 2006, VicHealth engaged The Social Research Centre to survey a sample of the Victorian population on its understanding of health promotion and disease prevention.

The survey found a strong level of support for health promotion, with 91% of respondents approving of public expenditure on health promotion campaigns and activities; 85% believing health promotion was an effective way of improving population health and only 44% believing the government was doing enough in the area of health promotion. The survey also found that health was the most commonly mentioned spending priority with 53% of respondents mentioning health as the top priority area for government spending. Respondents also thought that schools and government had a major role to play in health promotion and education (84% and 78% respectively).

During the year, The McCaughey Centre (VicHealth Centre for the Promotion of Mental Health and Community Wellbeing) worked towards completing the first release of The Community Indicators Victoria data. Community Indicators Victoria aims to establish a sustainable approach to the development and use of local community wellbeing indicators, with the purpose of improving citizen engagement, community planning and policy making. These indicators refer to a broad range of measures designed to identify and communicate economic, social, environmental, democratic and cultural trends and outcomes.

The community indicators project is underpinned by extensive consultation with local and State government, academics and a literature review in order to develop the framework of indicators that best measure Victorian's wellbeing.

VicHealth has been working with the International Council for Local Environmental Initiatives (ICLEI) to develop a tool to measure greenhouse gas reductions and cost savings to the community from increased walking and cycling. The tool quantifies costs and benefits such as CO<sup>2</sup> emissions savings, financial savings associated with not driving, road safety gains, reduction of pollution and a measure of how much happiness has increased as a result of not taking the car. Using the tool we know that the children involved in the *Walking School Bus* program in 2006 across Victoria saved 53,895 tonnes of CO<sup>2</sup> emissions/year, avoided \$22,652,600 in congestion costs, \$20,885,993 in pollution costs, freed up 7,252,081 parental driving hours and experienced a 24% increase in happiness. The tool is also being used by other countries including Canada.

### **EMPOWER BY GIVING THE COMMUNITY A VOICE ON ISSUES RELEVANT TO THEIR HEALTH AND WELLBEING**

#### **Empowering community action to advocate for stronger controls on alcohol marketing**

The Community Alcohol Action Network (CAAN), supported by funding from VicHealth, has become an important advocate on alcohol policy issues including alcohol advertising, liquor licensing and underage drinking. CAAN now has

more than 2,000 subscribers to its weekly e-newsletter – *Grog Watch*.

In February 2007, CAAN convened a major alcohol policy conference *Thinking Drinking II: From Problems to Solutions*, attended by policy makers, researchers and community activists from across Australia. VicHealth staff member Mark Boyd made a presentation to the conference on the predatory marketing practices of some liquor retailers who targeted welfare recipients with offers of home-delivered alcohol on credit. The presentation was covered by *The Age* and 3AW.

#### **Providing Victorian parents with a platform to advocate on children's food and physical activity issues**

Partly funded by VicHealth, the Parent's Jury is an online community of parents who are making their views on the marketing practices of junk food companies, and the lack of physical activity opportunities for children, known through media advocacy. Seventeen media and advocacy activities were undertaken from July 2006 to July 2007. Victorian membership of the Jury continues to grow with a 66% increase in the number of parents signing up to be involved over the past year.

#### **Supporting refugees and new arrivals from Africa to have a voice... in their own language**

*The Ambassador* is a monthly newspaper produced in five to eight African languages by refugee or new-arrival volunteers. The volunteers learn skills in writing, production, management and marketing. The paper is vital to building a community for an audience facing many social and economic challenges in establishing a new life in Victoria.

### **SUPPORT BY PROVIDING FUNDS AND SHARING KNOWLEDGE WITH A WIDE RANGE OF ORGANISATIONS AND INDIVIDUALS TO SUPPORT HEALTH PROMOTION IN THE COMMUNITY**

#### **Supporting advocacy and public education on tobacco control**

VicHealth's key investments in tobacco control, Quit Victoria and the VicHealth Centre for Tobacco Control (VCTC), have been influencing local, national and international agendas.

VicHealth's support for confronting television advertising has established Victoria as a leader in the field of tobacco control. Research commissioned by VCTC has analysed the economic impact of tobacco use in Australia and bolstered the State government's support for reducing smoking.

Victoria's former Premier, the Hon. Steve Bracks MP, quoted VCTC's research findings that a \$50 million investment in Quit anti-smoking programs in Victoria would save \$400 million in health costs over 10 years.

#### **Supporting health promotion practitioners to conduct evidence-based programs**

Following a review of the Cochrane Field of Health Promotion/Public Health, VicHealth is funding the Field for up to five years to support its transition to a Cochrane Review Group. This will strengthen the production of high-quality, high-profile systematic reviews in health promotion and public health. This Group links to the international not-for-profit Cochrane Collaboration that prepares and maintains literature reviews on the effectiveness of health interventions and care.

Visiting Fellow, Prof Margaret Barry from the UK – a highly regarded leader in the global mental health promotion movement – arrived in March to present the latest international knowledge on effective mental health promotion programs, analysis of what makes mental health promotion evidence defensible and to propose future ways of strengthening evidence-based practice.

In February 2006, Deakin University, DHS and VicHealth published a summary drawn from the *Evidence-based Mental Health Promotion Resource*.<sup>1</sup> Over 2,000 copies have been distributed across Victoria, indicating the substantial interest in evidence-based mental health promotion.

#### **Improving understanding of health inequalities and how to reduce them**

The Health Inequalities Network was created in February 2006 with funding from VicHealth. In January 2007, a policy officer located at the Victorian Council of Social Services commenced management of the Network.

The first two of four policy roundtables have been conducted, providing valuable input to our understanding of health inequalities and the policy responses required.

VicHealth has also provided funding to the Change Makers Network with the aim of increasing philanthropic and corporate support to reduce health inequalities.

#### **Providing substantial funding to the sport and active recreation sector to increase Victorians' opportunities for participation in physical activity**

VicHealth funded 49 State Sporting Associations (SSAs), and nine Regional Sports Assemblies to develop diverse and flexible opportunities for physical activity in healthy and welcoming environments. People in disadvantaged circumstances were the major target for many of these activities.

In December 2006, 78% of the funded SSAs reported that new membership options were offered in at least some of their clubs. Increased numbers of 'active' members were indicated in 68% of clubs. Seventy-five percent of SSAs established a club development framework incorporating policies and practices relating to health issues including responsible alcohol management, smoke-free environments, injury prevention, healthy eating, sun protection and creating welcoming and inclusive clubs.

More than 422 sports clubs were given funding to purchase equipment and provide first-aid training, mostly in areas of socio-economic disadvantage.

#### **Improving the skills and knowledge of a wide range of individuals and organisations to promote health**

During 2006–07, the Mental Health Promotion Short Course was delivered 10 times throughout Victoria, with participants drawn from diverse sectors including: local government, education, justice, arts, sport, federal and State government, academia, employment and community health agencies. The course provides high-quality training in the concepts, principles and practice of mental health promotion. Ninety-two per cent of participants reported a high level of satisfaction with the course and 80% reported improved knowledge in the eight concepts taught; this knowledge was maintained for at least six months.

With funding from VicHealth, Kinect Australia – formerly VicFit – has launched the Physical Activity Network to support local councils in developing partnerships and collaborations that will improve access to physical activity opportunities for their communities.

The Network has attracted over 300 members from local government, sport, community and health sectors with 79% of metropolitan and 20% of rural councils registering in its first year of operation. An email-based network, it provides a website featuring resource materials relating to physical activity and integrated planning, plus a quarterly newsletter.

#### **Helping develop policy to guide health promotion practice**

VicHealth funding has assisted in the continuing work and collaborative efforts between The Australian Institute of Health Policy Studies (AIHPS), VicHealth and its funding partners. This has supported policy development, practice change, health promotion research and development of the open access journal *Australia and New Zealand Health Policy*, enabling ready dissemination of policy research to practitioners and decision-makers.

We have also provided continued support for the work of AIHPS in Victoria, including the August 2006 roundtable: *Purchasing prevention: making every cent count*.

### **CONNECT BY FOSTERING NEW PARTNERSHIPS TO BUILD NEW OPPORTUNITIES FOR PROMOTING HEALTH AND WELLBEING**

#### **Connecting diverse organisations and sectors to deliver health promotion initiatives in the community**

Fifteen *Active Participation Program* grants were awarded in rural and regional Victoria. These grants help build partnerships across a broad range of sectors and agencies to provide the most disadvantaged population groups with opportunities to increase participation in active recreation. New partnerships were created involving: arts, education, sport, community health, primary care, disability agencies, Aboriginal co-ops, agriculture, justice, business and multicultural agencies.

Forty *Building Bridges: Together we do Better* projects were contracted in June 2006, with projects established in financial year 07. Designed to reduce discrimination by promoting intercultural contact, the projects bring newly-arrived and refugee people together with established communities to work on community projects. Project partners include schools, welfare organisations, community health centres, multi-cultural agencies, kindergartens and police.

A roundtable involving Department of Infrastructure, Crime Prevention Victoria, Department for Victorian Communities, Neighbourhood Renewal and Arts Victoria, as well as VicHealth, has resulted in a program to redevelop four railway stations as community hubs. For young people, and those without cars, train stations can be essential for reducing social isolation and the ability to maintain community links.

Unfortunately for many people, stations are also places of fear and frustration. This program will explore the potential of railway stations to become places that are inclusive and safe, facilitate social inclusion and contribute to the development of strong communities.

In October 2006, 221 people from local government, schools and the community attended the *Creating Lively Neighbourhoods* symposium to share their experiences of working to increase the number of children walking and cycling to school.

In November 2006, 24 prominent Victorian men from sport, business, community, law, police, government and academia came together as Ambassadors to support the 'No' to Violence Male Family Violence Prevention Association's *White Ribbon* campaign. The campaign achieved good media coverage despite having to compete with the State government election for attention.



Flying high – VicHealth funds innovative projects that plant the seeds of change

## AWARDS

**VicHealth's annual health promotion awards are presented in recognition of outstanding achievements and innovative contributions to health promotion through VicHealth-funded projects. The 2006 awards were presented at VicHealth's Annual General Meeting at Parliament House Gardens on 13 December 2006. Congratulations to all award winners.**

### AWARDS FOR PROJECTS PRIMARILY PROMOTING PHYSICAL ACTIVITY

**Viets on Bikes, Australian Vietnamese Women's Welfare Association**  
(project with budget under \$15,000)  
For promoting community participation in physical activity, especially for disadvantaged Vietnamese facing language and financial barriers. More than 100 riders of all ages participated to become physically and mentally healthier, more active and less socially isolated.

**Play On – Hastings Tennis Club, Rotary Club of Hastings Western Port and Frankston/Mornington Peninsula LLEN**  
(project with budget from \$15,000 to \$75,000)  
For encouraging and supporting disadvantaged young people, at risk of social and economic isolation, to take part in a sport or physical activity of their choice. The project identified barriers to participation, created partnerships to find solutions and offered support including mentoring.

**Women's Developmental Project: Advocating for Change – Womensport and Recreation Victoria Inc.**  
(project with budget over \$75,000)  
For being a strong advocate for opportunity and choice for women's participation in sport and recreation, and a significant catalyst for change through one-on-one work with sporting authorities, challenging negative stereotypes and identifying 10 unique barriers to the participation of women and girls in sport and recreation.

### AWARDS FOR PROJECTS PRIMARILY PROMOTING MENTAL HEALTH AND WELLBEING

**My Favourite Place – St Mary's House of Welcome**  
(project with budget under \$15,000)  
For an inspirational photographic project that engaged, taught and coached marginalised and mentally ill individuals the skills of photography, framing and exhibiting; giving participants a sense of self-determination, autonomy, confidence and a sense of purpose and wellbeing.

**Workplace Stress in Victoria: Developing a Systems Approach – Centre for Health and Society School of Population Health, University of Melbourne**  
(project with budget from \$15,000 to \$75,000)  
For a challenging report offering compelling evidence that job stress is a substantial contributor to the burden of mental illness, cardiovascular disease and other physical and mental health problems, and providing valuable knowledge for Victorian employers to understand and minimise job stress.

**The Ambassador Newspaper – Horn of Africa Communities Network**  
(project with budget over \$75,000)  
For dissemination of important health and resettlement information in new arrival communities. The newspaper is an excellent example of innovative practice in promoting mental health and wellbeing by contributing to the skill development of participants, and building cohesion and a sense of African–Australian identity.

### AWARDS FOR PROJECTS PROMOTING OTHER HEALTH ISSUES

**WaterMatters – The Centre for Continuing Education, Wangaratta**  
(project with budget \$15,000 to \$75,000)  
For a study on the impact of water regulations on community health and wellbeing. The study has made a vital contribution to understanding how a community feels about and understands issues around water and water restrictions, and how sustainable water reform is crucial to the health, wellbeing and long-term survival of communities in North-East Victoria.

**Good Sports – Australian Drug Foundation**  
(project with budget over \$75,000)  
For a Victorian sport development initiative helping sporting clubs implement responsible alcohol practices and policies in order to develop a club culture that attracts families and junior players.

## INVESTMENTS AT A GLANCE

### EXPENDITURE

In 2006–2007, VicHealth contributed \$25,223,364 towards program activity, research grants and associated expenditure.

Grants expenditure (program and research grants, and other grants associated activity) accounted for \$23,985,232.

\$1,238,132 was expended on developmental work, special studies and VicHealth-implemented communication strategies.

### PROJECT VOLUME

In 2006–2007 VicHealth received 1,294 applications for funding. VicHealth approved 687 applications.

In addition to new funded projects, 205 grants were carried over from previous years.

### BUILDING EVIDENCE

In 2006–2007 VicHealth contributed \$5,868,541 towards public health research across all our priority areas, as listed in Table 1. This is 23% of program expenditure. Funded research included 10 public health research grants, 10 research scholarships, 26 fellowships and six research centres.

## DISTRIBUTION OF FUNDING ACROSS VICHEALTH'S PRIORITY AREAS

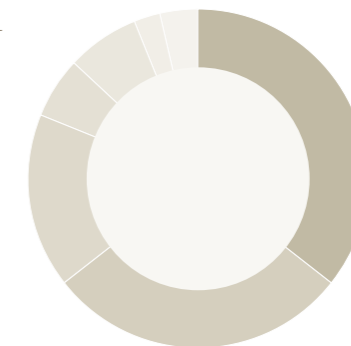
Table 1 Expenditure on priority areas 2006–2007

Priority Areas	\$ Total	%
Active Communities (includes sport and recreation; Active Transport)	8 568 256	35.65
Mental Health	6 962 320	28.97
Tobacco Control	3 992 724	16.61
Healthy Eating	1 419 271	5.91
Innovation and Evidence	1 624 986	6.76
Health Inequalities	644 500	2.68
Other	822 096	3.42
Total	24 034 153	100.00
Returned funds	- 48 920	
Total Expenditure	23 985 232	

*This year's data is not directly comparable to the previous year's data due to changes in the classification of priority areas consistent with the 2006–2009 strategic plan.*

Tackling health inequalities is one of VicHealth's integrated themes and is an overarching consideration for all our funding. The expenditure for Health Inequalities shown in Table 1 relates to funding for specific projects in this field.

Figure 1 Expenditure on priority areas 2006–2007



- Active Communities 35.7%
- Mental Health 28.97%
- Tobacco Control 16.61%
- Healthy Eating 5.91%
- Innovation and Evidence 6.76%
- Health Inequalities 2.68%
- Other 3.42%

## BOARD OF GOVERNANCE



### Chair. Ms Jane Fenton AM

Jane Fenton is principal of Fenton Communications, a strategic communications consultancy. She is a fellow of the Public Relations Institute of Australia, a life governor of Very Special Kids and director of the Murdoch Children's Research Institute.



### Dr Sally Cockburn

Dr Sally Cockburn has some 20 years' experience as a GP and is a well-known media commentator. Sally has a solid understanding of corporate governance through extensive experience on health and charity boards including seven years on the Metropolitan Ambulance Service Committee of Management and two years as chair of the Variety Club of Victoria. She has been a member of the Ministerial Advisory Committee on Women's Health and is on the board of the Monash Medical Foundation and Family Planning Victoria.



### Ms Sue Cormack

Sue Cormack manages her own consultancy business in Geelong and has vast professional experience at national, state and local levels in the areas of sport, recreation and education. Sue is currently national project officer for the Schools Network, supporting Australian schools to develop sport and physical activity. She is also active in club and community development and infrastructural planning to support grass-roots sport across the Barwon Region.



### Mr Hugh Delahunty

Hugh Delahunty, State National Party MP for Lowan, has a long involvement in local government as a councillor and mayor with Horsham Rural City Council. He was an advisor with the Office of Rural Affairs and has links with many community and sporting bodies. He played with Essendon Football Club and is a life member of Murtoa Football Club.



### Dr Mei Ling Doery

Dr Mei Ling Doery is a medical graduate with a keen interest in human performance, which has been recognised with a Young Investigator Award from the European Space Agency. Her broad professional experience includes being a contributor to South-East Asian-based health promotion company Megg Power and a club doctor for Richmond reserves football team. Mei Ling has had a leading role with the Australian Medical Students association, Ausdoctors.net, the UN Space Generation Forum, SpaceFutures and the Victorian youth Space Forum.



### Mr Lindsay Gaze OAM

Lindsay Gaze is director of coaching and player development for the Melbourne Tigers in Australia's National Basketball League. Lindsay is a member of the Sport Australia Hall of Fame board, and one of Australia's most prominent and experienced coaches. He represented Australia in basketball as a player in three Olympic Games and as a coach in four Olympics.



### Mr Peter Gordon

Peter Gordon, deputy chairperson of national law firm Slater and Gordon, has been at the forefront of smoking and health litigation in Australia, involving class action litigation against the Australian tobacco industry and helping the US Department of Justice in a multibillion dollar action against the tobacco industry. Peter has worked for asbestos victims for 20 years. In 2004, he established the \$500,000 Slater and Gordon Asbestos Research Trust. He is also a former AFL director and president of Footscray Football Club.



### Professor David Hill AM

Professor David Hill is director of The Cancer Council Victoria. One of Australia's leading public health researchers, Prof. Hill is widely regarded as a leading international expert in social marketing and public health campaigns. In 2001 he was made a Member of the Order of Australia for services to the promotion of community health, particularly in the development of cancer awareness and prevention programs. He is President-Elect of the International Union Against Cancer and will become its President in August 2008.



### Mr John Howie

John Howie is a lawyer and special counsel with Williams Winter Solicitors. He is chair of the Victorian Legal Aid Commission as well as chair of the VicSport Board, president of the Film Victoria Board and a member of the Melbourne Olympic Park Trust.



### Ms Belinda Jakiel

Belinda Jakiel was born and raised in Ballarat and is a descendant of the Wotjobaluk people and the country of Poland. Belinda is National Project Manager Indigenous Employment Program with AFL Sportsready. She is also a qualified teacher, a former elite athlete, director of Victorian Indigenous Leadership Network, patron of EastWeb and an ambassador for Go for your Life. Her professional experience involves extensive work with young people, Indigenous communities and high-risk groups.



### Ms Jerril Rechter

Jerril Rechter is CEO/Artistic Director of Footscray Community Arts Centre and has extensive experience of leadership in the arts, education, not-for-profit and youth sectors in Australia. Jerril is a recipient of fellowships from the Australia Council, Harvard Club of Australia and Winston Churchill Memorial Trust. She has received a Tasmania Day Award and in 2003 was awarded a Centenary Medal for service in the Tasmania Together process as a Community Leaders Group member.



### Professor Richard Smallwood AO

Professor Richard Smallwood has a wealth of experience in senior medical and public health positions, recently as Commonwealth Chief Medical Officer. He is chair of the Victorian Ministerial Taskforce for Cancer, former chair of the National Health and Medical Research Council and past president of the Royal Australasian College of Physicians. Prof. Smallwood is an international speaker on research, clinical and health service topics and author/co-author of some 250 publications. He is Deputy President of the Australian Medical Council and Chair of its Specialist Education Accreditation Committee, and a board member of Bio21.

## DEPARTING BOARD MEMBERS

### The Hon. Bill Forwood

Served from March 2003 to October 2006

### Ms Maxine Morand MLA

Served from March 2003 to January 2007

VicHealth thanks Bill and Maxine for their contribution and commitment to promoting health and wellbeing.

## STAFF

### Senior Officers as at 30 June 2007



Chief Executive Officer  
Mr Todd Harper



Director, Mental Health and Wellbeing  
Ms Lyn Walker



Director, Communications and Marketing  
Ms Jackie Van Vugt



Chief Executive Officer  
Dr Rob Moodie (until March 2007)



Director, Active Communities and Healthy Eating  
Ms Kellie-Ann Jolly



Director, Corporate Services  
Ms Jackie McCann



Ms Barbara Mouy, Director, Research, Strategy and Policy, departed VicHealth May 2007 after 10 years service.

Mr John Biviano, Director, Research Workforce and Tobacco Control departed VicHealth September 2006 after 3 years service.

CEO

Mental Health and Wellbeing

Active Communities and Healthy Eating

Tobacco Control and Alcohol Harm Reduction

Research, Strategy and Policy

Corporate Services

Communications and Marketing

## VICHEALTH STAFF LIST

Current at time of publication

### CEO's Office

Chief Executive Officer  
Todd Harper

Executive Assistant  
Lisa Pittard

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Director  
Kellie-Ann Jolly

Program Staff  
Serrin Cooper  
Megan Kerr  
Shelley Maher  
Andrena Matthews  
Fiona Patterson  
Ben Rossiter  
Lee Choon Siau  
John Strachan  
Roopa Umesh  
Shelley White

### Mental Health and Wellbeing

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Program Staff  
Dee Basinski  
Betty Bougas  
Mark Boyd  
Philippa McLean  
Kenton Miller  
Cassie Nicholls  
Irene Verins  
Geoff Webb  
Kim Webster

### Tobacco Control and Alcohol Harm Reduction

Senior Program Advisor  
Brian Vandenberg

Program Staff  
Michele Agustin-Guarino  
Cristina Marras

### Research, Strategy and Policy

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Tass Mousaferiadis

Program Staff  
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Ali Barr  
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Jane Potter  
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Librarian  
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Information Systems  
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Finance  
Rashmi Bajnath  
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Operations Support  
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Larna Pack

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Unit Staff  
Antony Balmain  
Helene Finnie  
Kerry Grenfell  
Jo Hillas  
Natalie Lleonart  
Heather Smith  
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## ASSOCIATES

### Cochrane Collaboration

Rebecca Armstrong  
Naomi Priest  
Lauren Prosser

### Youth Empowerment against HIV/AIDS (Y.E.A.H)

Director  
Alischa Ross

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### ACTIVE TRANSPORT

Mr Hugh Delahunty (Chair)  
*VicHealth Board*

Ms Susan Barford  
*Southvale Primary School*

Ms Bernadette George  
*BG Urban Solutions*

Ms Anne Harris  
*RACV*

Ms Vera Lubczenko  
*Sustainability Victoria*

Dr Karen Malone  
*University of Wollongong*

Ms Margaret Pledger  
*Parents Victoria*

Ms Sheryl Mc Hugh  
*Wellington Shire Council*

Mr Tass Mousaferiadis  
*Growth Areas Authority*

Mr John Robinson  
*Department of Infrastructure*

Ms Mary Tobin  
*Catholic Education Office*

Ms Kellie Ann Jolly  
*VicHealth*

Ms Caroline Sheehan (Convenor)  
*VicHealth*

### HEALTHY EATING

Ms Sue Cormack (Chair) (06/07)  
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Ms Christina Black (06)  
*National Heart Foundation Victoria*

Ms Sue Baudinette (06)  
*South West Health Care*

Ms Jennifer Browne (06/07)  
*Victorian Aboriginal Community Controlled Health Organisation (VACCHO)*

Mr Trevor Budge (07)  
*Planning Institute of Australia, Victoria*

Dr David Crawford (06)  
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Ms Veronica Graham (06)  
*Department of Human Services, Public Health*

Dr Catherine Hollywell (07)  
*Department of Primary Industries*

Ms Kellie-Ann Jolly (06/07)  
*VicHealth*

Ms Kirsten Larsen (07)  
*Department of Sustainability and Environment*

Mr Mark Lawrence (07)  
*Deakin University*

Kathy McConell (06/07)  
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Ms Sarah McKay (07)  
*Obesity Prevention Policy Coalition*

Mr Colin Mitchell (06)  
*Koori Diabetes Service*

Ms Sue Noy (06)  
*Consultant*

Ms Sarah Pollock (07)  
*Wesley City Mission*

Ms Cath Scarth (06)  
*Brotherhood of St Laurence*

Ms Lee Choon Siau (06/07)  
*VicHealth*

Mr Maurice Sinclair (07)  
*Costa Logistics*

Ms Mary Stewart (07)  
*Melbourne Markets*

Ms Beverley Woods (06)  
*Consultant, Food, Nutrition and Dietetics*

Ms Jane Potter (Convenor) (06/07)  
*VicHealth*

### PLANNING AND HEALTH

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Dr Bob Birrell  
*Monash University*

Ms Mandy Charman  
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Mr Tony Diamond  
*City of Ballarat*

Ms Bernadette George  
*Planning Institute of Australia*

Mr Phil Harbutt  
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Ms Clare Hargreaves  
*Municipal Association of Victoria*

Ms Kellie-Ann Jolly  
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Ms Monica Kelly  
*Department of Human Services – Public Health*

Mr Neville Kurth  
*City of Whittlesea*

Mr Tony McBride  
*Health Issues Centre*

Ms Rae Perry  
*Victorian Local Governance Association*

Ms Maria Simonelli  
*International Council for Local Environmental Initiatives*

Mr David Williamson  
*City of Darebin*

Ms Rita Butera (Convenor)  
*VicHealth*

### SPORT AND ACTIVE RECREATION

Ms Belinda Jakiel (Chair)  
*VicHealth Board*

Mr John Biviano  
*Department of Human Services*

Mr Peter Burns YMCA

Mr Lindsay Gaze  
*VicHealth Board*

Ms Sue Hendy  
*Council on the Ageing*

Mr Garry Henshall  
*Parks and Leisure Australia*

Ms Keran Howe  
*Victorian Women with Disabilities Network*

Ms Kellie-Ann Jolly  
*VicHealth*

Mr Arden Joseph  
*Department for Victorian Communities (Community Sport and Recreation)*

Ms Megan Kerr  
*VicHealth (Co-Convenor)*

Ms Shelley Maher  
*VicHealth (Co-Convenor)*

Mr Michael Neoh  
*Sports Assemblies Victoria*

Prof. Warren Payne  
*University of Ballarat*

Mr Steve Perrson  
*The Big Issue*

Ms Kate Roffey *VicSport*

Ms Kate Simkovic  
*Australian Sports Commission (Active After-school Communities Program)*

Ms Jackie Solakovski  
*Landers & Rogers*

Mr Jeff Walkley *RMIT*

### RESEARCH EXCELLENCE/ WORKFORCE DEVELOPMENT

Prof. Andrew Wilson (Chair)  
*Queensland Health*

Mr John Biviano  
*VicHealth*

Prof. Glenn Bowes  
*University of Melbourne*

Dr John Carnie  
*Department of Human Services*

Prof. John McNeil  
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Dr Cathy Mead  
*La Trobe University*

Ms Barbara Mouy  
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Dr Julia Shelley  
*Deakin University*

Prof. Melanie Wakefield  
*The Cancer Council Victoria*

Prof. Anthony Zwi  
*University of New South Wales*

Ms Sian Lloyd (Convenor)  
*VicHealth*

### RESEARCH REVIEW PROJECT

Prof. Dick Smallwood (Chair)  
*VicHealth Board*

Ms Olive Auman  
*Whitehorse Community Health Service*

Mr John Biviano  
*VicHealth*

Prof. John Catford  
*Deakin University*

Ms Sue Cormack  
*VicHealth Board*

Dr Mei Ling Doery  
*VicHealth Board*

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*Australian Research Alliance for Children and Youth*

Prof. David Hill  
*Cancer Council Victoria*

Prof. Vivian Lin  
*LaTrobe University*

Ms Sian Lloyd  
*VicHealth*

Prof. John McNeil  
*Monash University*

Assoc. Prof. Anne Mitchell  
*LaTrobe University*

Ms Barbara Mouy  
*VicHealth*

Ms Sylvia Petrony  
*Department of Human Services*

Ms Jeanette Pope  
*Department of Victorian Communities*

Assoc. Prof. Wendy Rogers  
*Flinders University*

Prof. Doreen Rosenthal  
*University of Melbourne*

Prof. Paul Smyth  
*Brotherhood of St Laurence*

Prof. Melanie Wakefield  
*The Cancer Council Victoria*

### VIOLENCE AGAINST WOMEN ADVISORY GROUP

Prof. Jenny Morgan (Chair)  
*The University of Melbourne*

Prof. Jill Astbury  
*Victoria University*

Ms Eloise Bishop  
*The Body Shop*

Mr Danny Blay  
*No To Violence Male Family Violence Prevention Association*

Hon. Sally Brown  
*Family Court of Australia*

Ms Jean Cameron  
*Women's Domestic Violence Crisis Service of Victoria*

Ms Antonella Caruso  
*Australian Bureau of Statistics*

Dr Rhonda Cumberland  
*Department for Victorian Communities*

Prof. Rob Donovan  
*Curtin University*

Ms Tania Farha  
*Victoria Police*

Asst. Comm. Leigh Gassner  
*Victoria Police*

Ms Virginia Geddes  
*Domestic Violence and Incest Resource Centre*

Ms Rachael Green  
*Department for Victorian Communities*

Dr Melanie Heenan  
*Australian Football League*

Ms Therese McCarthy  
*TMA Consultants*

Ms Zoe Morrison  
*Australian Centre for the Study of Sexual Assault*

Ms Diana Orlando  
*Immigrant Women's Domestic Violence Service*

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*Deakin University*

Mr Anthony Peek  
*Australian Football League*

Ms Cherry Pehar  
*Immigrant Women's Domestic Violence Service*

Ms Deb Pietsch  
*Department of Human Services*

Ms Gen Ryan  
*Australian Government Office for Women*

Ms Slavka Scott  
*Equal Opportunity Commission Victoria*

Ms Jan Shield  
*Crime Prevention Victoria*

Assoc. Prof. Julie Stubbs  
*Faculty of Law, University of Sydney*

Dr Angela Taft  
*La Trobe University*

Ms Carolyn Worth  
*South East Centre Against Sexual Assault*

### RESPECT, RESPONSIBILITY AND EQUALITY: PREVENTING VIOLENCE AGAINST WOMEN PROGRAM

Mr John Howie (Chair)  
*VicHealth Board*

Ms Cath Dean  
*Office of the Public Advocate*

Ms Libby Eltringham  
*Domestic Violence and Incest Resource Centre*

Ms Rachael Green  
*Department for Victorian Communities*

Ms Julienne James  
*Department of Human Services*

Assoc. Prof. Bob Pease  
*Deakin University*

Dee Basinski (Convenor)  
*VicHealth*

### COMMUNITY ARTS PARTICIPATION SCHEME

Ms Victoria Marles (Chair)  
*Legal Services Commissioner*

Ms Fiona Beckwith  
*Arts Victoria*

Ms Kate Gillick  
*Victorian Arabic Social Services*

Mr Peter Gordon  
*VicHealth Board*

Ms Nicki Melville  
*Upper Hume Community Health*

Mr Steven Richardson  
*Arts House, City of Melbourne*

Ms Susan Ball (Convenor)  
*VicHealth*

### COMMUNITIES TOGETHER SCHEME

Ms Belinda Jakiel (Chair)  
*VicHealth Board*

Ms Kath McEntee  
*Department for Victorian Communities*

Ms Jill Morgan  
*Multicultural Arts Victoria*

Ms Cathy Nixon  
*CERES*

Mrs Melika Yassin Sheikh-Eldin  
*Horn of Africa Communities Network*

Ms Philippa McLean (Convenor)  
*VicHealth*

### BUILDING BRIDGES SCHEME

Ms Jerril Rechter (Chair)  
*VicHealth Board*

Ms Eugenia Grammatikakis  
*Municipal Association of Victoria*

Ms Pam Luizzi  
*Victorian Foundation for Survivors of Torture*

Ms Maureen O'Keefe  
*SBS Radio Melbourne*

Ms Kate Ring  
*Department for Victorian Communities*

Ms Melika Yassin Sheikh-Eldin  
*Horn of Africa Communities Network*

Ms Philippa McLean (Convenor)  
*VicHealth*

# SOWING THE SEEDS OF CHANGE FOR HEALTH AND WELLBEING

Promoting health is a powerful, cost-effective and efficient way to maintain a healthier community. By providing funding, supporting programs and building partnerships, VicHealth brings diverse groups together to influence individuals' health-related lifestyles and to establish the social, cultural and environmental conditions to support health.

This year we continued to support innovation in health promotion and public health, share our knowledge and skills, and nurture partnerships with organisations, communities and individuals in a broad range of sectors, including sport, health, planning, transport, local government, education and the arts.

This year, we made nearly 900 individual health promotion investments addressing the greatest preventable risk factors for ill health: smoking; lack of physical activity; discrimination, violence and social and economic exclusion leading to mental distress; poor nutrition; and harmful drinking.

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*Creating active communities.* VicHealth piloted the Walking School Bus in 2002 with just four councils. Walking School Buses now run in more than 330 primary schools, covering 76% of Victoria's council areas. **The popular and successful program engages local communities to make it easy and fun for children to walk to school.** But it's not just getting more kids walking to school more often: walking routes and road crossings have improved, with many now including pram-safe crossings, new shared bike/walk paths and increased 'Green Man' time.

WALKING  
ACTIVE COMMUNITIES  
SUPPORT



Thirty years ago 70% of children walked to school. Today, that figure is just 30%. To reverse the trend VicHealth recognised that an innovative approach was needed to deal with parental concerns of *stranger danger* and road safety, and to engage local communities to sustain real cultural change so that once again it was easy and common for children to walk independently to school.

With this in mind, VicHealth piloted the Walking School Bus in 2002 with four councils. Since then, Walking School Buses have gone from strength to strength and now operate in 76% of Victoria's council areas. With the help of more than 800 volunteers, around 3,200 primary school students from more than 330 primary schools use a Walking School Bus to get to school.

The buses are very visible examples of the impact active transport initiatives can have on a community when people are willing to give new ideas a go.

A remarkable community spirit has grown through Walking School Bus programs statewide. In some schools, the program has changed the culture dramatically, and sustainable transport has become a way of life, embedded in the curriculum, supported by staff, encouraged by parents and supported by local residents.

The beauty of the program is that it can be easily and successfully tailored to suit local and rural conditions.

One of the most unexpected benefits of the Walking School Bus program has been the improvement of walking routes and road crossings, including the creation of pram-safe crossings, new shared bike/walk paths, increased *Green Man* time at pedestrian crossing lights, and more crossing supervisors. Many of these improvements make walking safer for other pedestrians, too.

Some schools have introduced Pedal Pods, or Cycling School Buses. Pedal Pods are supported by Bicycle Victoria with funding from VicHealth. They are a safe, active and fun alternative for school children who have longer distances to travel.

In addition, VicHealth supported the International Council for Local Environmental Initiatives (ICLEI) to develop a tool to demonstrate some of the economic, social and environmental savings from the Walking School Bus program. Many schools are now calculating savings in pollution and fuel, as well as counting the physical and social benefits of walking together in a group.

Research across many disciplines supports the idea that connecting with nature is good for human health and wellbeing.



## CREATING ACTIVE COMMUNITIES

Physical inactivity is ranked second only to smoking as the most important factor affecting our health.<sup>2</sup> That's why VicHealth advocates and supports change that makes everyday living more active. It does this by working with different sectors at State, regional and local levels.

In the pursuit of its goals to increase Victorians' physical activity, VicHealth invests in programs to increase participation in sport and active recreation, supports walking and active transport programs, and advocates for urban planning that factors in health outcomes as a central design principle.

An ideal healthy environment makes it easy and pleasant for people to walk and exercise. It has safe areas for children to play outside, has street-friendly building design that promotes a sense of safety and interaction between neighbours, provides places for people to come together that are both enjoyable and accessible for everyone, and a good public transport system.

## ACTIVITY SNAPSHOT

### SPORT AND ACTIVE RECREATION

#### Victorian Indigenous Surfing program

With funding from VicHealth, Surfing Victoria runs a Victorian Indigenous Surfing Program specifically targeting Koori people of all ages. The Koori community has little opportunity to participate in surfing both recreationally and competitively as they have few resources available to fund equipment, transport, coaching and education. The program has been building solidly over the past four years and offers water safety programs to Indigenous communities across the state; from Warrnambool and Portland in the west to Lakes Entrance and Mallacoota in the east.

Learn-to-surf classes for Koori participants have been extremely successful and 2006 saw a huge increase in participants, particularly in the younger age groups and among girls. A competition program is also being devised to act as a pathway from recreational surfing to competitive surfing. The annual Victorian Indigenous Surfing Titles, where Indigenous communities from across the state gather for a weekend of both recreational and competitive surfing, were held at Fairhaven Beach in 2006, attracting almost 100 competitors and at least 100 supporters and community members.

#### Keen-Agers Table Tennis program – Increasing Physical Activity Among Senior Victorians and promoting Sport for Life

With funding from VicHealth, Bairnsdale's *Keen-Agers Table Tennis* has become a highly successful model of recreational sports participation for older adults. By 2006, it had 16 groups with over 160 regular participants. Seeking to expand participation opportunities and partnerships across the state, Bairnsdale Keen-Agers invited Council on the Ageing (COTA) Victoria to coordinate expansion of the program from June 2006.

The six-month COTA project, *Increasing Physical Activity Amongst Senior Victorians*, established six new Keen-Agers groups, initiated training and sharing practices, and documented and evaluated the model's success.

The project complemented many of COTA's programs including:

- *Masters Sports Opportunities*: a research project with VicSport and Sport and Recreation Victoria to document existing practices and barriers within sport for older people
- *Ageing Well in Local Government*: a project with the Municipal Association Victoria and Office of Senior Victorians to improve local government's capacity for achieving participation in community activities by older people

*Keen-Agers* is developed, implemented and managed by older people, and provides low-cost physical activity to suit individual abilities, and a regular social connection. *Keen-Agers* has renewed interest in community table tennis, across all age groups, revitalising local clubs and initiating the development of a major new facility, the East Gippsland Table Tennis Centre at Bairnsdale.

## State Sporting Associations – Data Management Project

The ability to capture accurate membership data has been a challenge for the Victorian sport and recreation sector for many years.

This issue was highlighted during the University of Ballarat’s evaluation of the 2003–2007 Partnerships for Health Scheme which reported 40% of State Sporting Associations (SSAs) were unable to provide accurate membership data on an annual basis. As a result, VicHealth entered into discussion with the Department for Victorian Communities (DVC) to explore opportunities to improve data collection.

VicSport was commissioned to analyse existing participation data, collect baseline information on membership systems, examine a select number of sports and provide recommendations on database management and reporting systems for SSAs.

Over 50 SSAs provided information on their membership systems. Some were using sophisticated data management products while others were using paper-based systems.

The project identified the need:

- to include qualitative data such as ‘Come and Try Days’ and other activities in sports management systems, and
- for a more systematic approach to data collection and analysis in the sector.

## ACTIVE TRANSPORT

### Walktober

*Walktober* aims to increase individual and broader community awareness of the benefits of walking and to promote relevant programs and activities occurring in the month of October.

The 2006 pilot program, funded by VicHealth, was managed by Kinect Australia – formerly VicFit – and focused on raising awareness of *Walktober* in Victoria, and establishing it as an annual event linked with the International Walk to School month (October). It also built a public presence around the Melbourne Walk21 international conference held on 23–25 October 2006.

Over 300 coordinating organisations at State and local levels joined their activities to the *Walktober* brand. Many of these organisations coordinated the delivery of multiple programs in communities.

*Walktober* was strongly supported by print media and radio with more than 110 stories referencing *Walktober 2006* appearing during the campaign period. The media featured various walking issues, including stories on the Melbourne Walk21 conference.

### Walktober Walk To School Challenge 2006

VicHealth invited all primary schools in Victoria to be part of the *Walktober Walk to School Challenge* on 18 October 2006. The main objective of this initiative was to raise awareness of the physical, environmental and social benefits of walking among all ages and to get children walking to school.

209 Victorian primary schools participated in the event. On the day before the event, just 19,885 children from the 209 schools walked to school; however, on the day, 38,740 children decided to get involved and walked to school. Fifteen schools were able to encourage 100% participation by children; 14 other schools achieved over 90% participation.

Schools achieving 100% participation won \$2,500 sports equipment vouchers and a golden shoe trophy that travels to each winning school.

This event has motivated many schools to become involved in healthy, sustainable travel activities all year round. More schools are showing interest towards the Walking School Bus and there have been reports that Walking Wednesdays and Fitness Fridays are also becoming common practice.

## PLANNING

### Planning for Health and Wellbeing

There is growing evidence that proximity to parks, open space, shops, services, public transport, access to healthy food, sense of safety, sense of place, community connectedness, aesthetics and suitable housing all contribute to positive health outcomes.

The Planning Institute of Australia’s (PIA) – Victoria, *Planning for Health and Wellbeing Project*, has been funded by VicHealth since 2002 to improve planning professionals’ understanding of the links between the built environment and health, and to strengthen planning practice.

Over the last five years, the project has contributed greatly to health being placed on the urban planning and built environment agenda. Since its inception the project has successfully engaged tertiary institutions in Victoria to incorporate health in their curriculum. Over 40 professional development events for health, planning and other related professionals have been conducted for over 2,000 participants.

Invitations to speak at interstate and national conferences on healthy urban environments have also led to an increased awareness of health and wellbeing issues contributing to broader outcomes. In July 2005 the Victorian government released Safer Design Guidelines, including sections on health, active transport and walkability. In 2006 the national PIA released a position statement on Planning for Healthy Communities. In addition, the PIA used the Victorian example to seek federal support and funding for a national rollout of a similar program. Research partnerships have also been established with Deakin University, Melbourne University, RMIT and planning consultants.

*Learn-to-surf classes are conducted by the Victorian Indigenous Surfing Program for Koori kids who otherwise have little opportunity to participate recreationally or competitively.*



## PROGRAM INVESTMENTS IN CREATING ACTIVE COMMUNITIES

To increase Victorians’ physical activity levels, VicHealth invests in programs and initiatives that promote physical activity.

### INVESTMENTS IN SPORT AND ACTIVE RECREATION

#### Participation in Community Sport and Active Recreation (PICSAR) grants program

PICSAR aims to support communities and individuals to participate in sport and active recreation. PICSAR works by supporting the Regional Sports Assemblies infrastructure to help connect local sport and active recreation providers with community groups representing people who are least active; by encouraging local metropolitan councils to apply an integrated planning approach to physical activity; and by providing grants to support specific sport and active recreation activities.

#### *PICSAR – support of Regional Sports Assemblies*

To increase the capacity of local and regional service providers in regional areas to offer responsive options for those people who are currently inactive or traditionally encounter barriers to participation in community sport/active recreation activities.

#### Central Highlands Sports Assembly \$90,000.00

#### The Centre Active Recreation Network \$90,000.00

#### Gippsport \$180,000.00

#### Leisure Networks \$90,000.00

#### Mallee Sports Assembly \$97,683.00

#### Participation in Community Sport Scheme – Koori support function Victorian Aboriginal Youth Sport and Recreation Cooperative (VAYSAR) \$85,000.00

#### Sports Focus \$90,000.00

#### South West Sports Assembly \$90,000.00

#### Valley Sport \$90,000.00

#### Wimmera Regional Sports Assembly \$90,000.00

#### *PICSAR – Active Recreation grants*

#### Across the land to The Alps – The active roadshow \$65,000.00

*The Centre For Continuing Education*

#### Activity supermarket \$65,000.00

*Community Centre Swifts Creek*

#### Bums off seats \$55,000.00

*Wimmera Regional Sports Assembly*

#### Connecting disengaged rural young people with physical activity \$45,859.00

*GippSport*

#### Crossenvale community active recreation program \$65,000.00

*Shire of Campaspe*

#### East end adventure \$69,000.00

*Mallee Sports Assembly*

#### Kids onsite \$52,500.00

*VICSRAPID*

#### Local government physical activity network \$15,000.00

*Kinect Australia*

#### No quick fix \$64,940.00

*Ballarat & District Aboriginal Co-operative*

#### Out of Africa, into soccer – Club integration project \$65,000.00

*Leisure Networks*

<b>Physical fitness and self defence program</b> \$35,200.00 <i>Sports Focus</i>
<b>Physically active Koori kids (Pre-school)</b> \$61,500.00 <i>Gippsland Lakes Community Health</i>
<b>Structured Active Play In Early Childhood</b> \$65,000.00 <i>Leisure Networks</i>
<b>UP And OUT There</b> \$65,000.00 <i>The Centre For Continuing Education</i>
<b>Vision Change</b> \$60,400.00 <i>Interchange Loddon Mallee Region Inc</i>
<b>Youth Leadership In Health &amp; Wellbeing</b> \$65,000.00 <i>Valley Sport</i>

*Partnerships for Health grants program – promoting health with State Sporting Associations*

State Sporting Associations, with the support of VicHealth, are creating safe, healthy, welcoming and inclusive sporting environments to foster an increase in physical activity by gaining, maintaining and re-engaging their members. To achieve this, State Sporting Associations are, under the Partnerships for Health program, undertaking a range of activities that include:

- developing sport-wide policies and practices that promote health and safety;
- promoting environments that are conducive to health and wellbeing;
- encouraging communication of the role that sport plays in improving the health of Victorians;
- expanding the range of people who participate in organised sport; and
- contributing to the evidence base on the promotion of health through sport.

<b>Athletics Victoria</b> \$50,000.00
<b>Badminton Victoria</b> \$35,000.00
<b>Basketball Victoria</b> \$90,000.00

<b>Bocce Victoria</b> \$20,000.00
<b>Boxing Victoria</b> \$20,000.00
<b>Calisthenics Victoria Inc</b> \$50,000.00
<b>Canoe Victoria</b> \$30,000.00
<b>Football Federation Victoria</b> \$110,000.00
<b>Football Victoria</b> \$670,000.00
<b>Handball Federation of Victoria</b> \$20,000.00
<b>Hockey Victoria</b> \$50,000.00
<b>Indoor Sports Victoria</b> \$35,000.00
<b>Life Saving Victoria (Formerly Surf Lifesaving)</b> \$80,000.00
<b>Lacrosse Victoria</b> \$30,000.00
<b>Motorcycling Victoria</b> \$30,000.00
<b>Netball Victoria</b> \$200,000.00
<b>Pool Victoria Inc.</b> \$20,000.00
<b>Pony Club Association of Victoria</b> \$50,000.00
<b>Skate Victoria Inc.</b> \$25,000.00
<b>Rowing Victoria Inc.</b> \$35,000.00
<b>Royal Victorian Bowls Association</b> \$80,000.00
<b>Sporting Shooters’ Assoc. of Aust. – Vic Branch</b> \$40,000.00
<b>Surfing Victoria</b> \$80,000.00
<b>Swimming Victoria</b> \$60,000.00
<b>Table Tennis Victoria</b> \$35,000.00
<b>Tennis Victoria</b> \$250,000.00
<b>Triathlon Victoria</b> \$25,000.00

<b>Victorian Amateur Fencing Association</b> \$25,000.00
<b>Victorian Baseball Association Inc.</b> \$70,000.00
<b>Victorian Cricket Association</b> \$250,000.00
<b>Victorian Croquet Association</b> \$35,000.00
<b>Victorian Diving Association Inc</b> \$20,000.00
<b>Victorian Golf Association</b> \$80,000.00
<b>Victorian Gymnastics Association</b> \$65,000.00
<b>Victorian Ladies’ Bowling Association Inc</b> \$80,000.00
<b>Victorian Little Athletics Association</b> \$70,000.00
<b>Victorian Orienteering Association</b> \$25,000.00
<b>Victorian Petanque League Inc.</b> \$20,000.00
<b>Victorian Rugby League</b> \$20,000.00
<b>Victorian Rugby Union Inc.</b> \$42,000.00
<b>Victorian Snowsports Association</b> \$50,000.00
<b>Victorian Softball Association</b> \$35,000.00
<b>Victorian Squash Federation</b> \$70,000.00
<b>Victorian Touch Association</b> \$30,000.00
<b>Victorian Water Polo Inc.</b> \$20,000.00
<b>Victorian Weightlifting Association</b> \$20,000.00
<b>Volleyball Victoria Inc.</b> \$30,000.00
<b>Women’s Golf Victoria Inc</b> \$80,000.00
<b>Yachting Victoria</b> \$50,000.00

*Partnerships for Health grants program – support function*

**Partnerships for Health – Sub-population groups**  
\$140,000.00  
*Vicsport*  
Support role for State Sporting Associations involved in the *Partnerships for Health* program in areas of healthy club development and increasing participation, among a variety of population groups across the life-span.

**Support for health promotion practice – Healthy eating**  
\$10,000.00  
*International Diabetes Institute*  
Initiative offering expert advice, information and professional development in the area of healthy eating to State Sporting Associations involved in the *Partnerships for Health* program.

**Support for health promotion practice – Injury prevention**  
\$85,000.00  
*Sports Medicine Australia*  
Initiative offering expert advice, information and professional development in the area of injury prevention to State Sporting Associations involved in the *Partnerships for Health* program.

**Support for health promotion practice – Responsible alcohol management**  
\$80,000.00  
*Australian Drug Foundation*  
Initiative offering expert advice, information and professional development in the area of responsible alcohol management to State Sporting Associations involved in the *Partnerships for Health* program.

**Support for health promotion practice – Smokefree**  
\$50,000.00  
*Cancer Council Victoria*  
Initiative offering expert advice, information and professional development in the area of smoke-free environments to State Sporting Associations involved in the *Partnerships for Health* program.

**Support for health promotion practice – Sun protection**  
\$10,000.00  
*Cancer Council Victoria*  
Initiative offering expert advice, information and professional development in the area of sun protection to State Sporting Associations involved in the *Partnerships for Health* program.

*Active Clubs grants program*  
Active Club Grants 2006  
\$792,177.00  
*422 Sporting club/organisations*  
Small grants program offered to sport and recreation clubs to provide equipment or training to improve participation opportunities for those who are currently inactive or traditionally encounter barriers to participation.

**Active Club Grants – Workshop re-development**  
\$14,500.00  
*Sports Medicine Australia (Victorian Branch)*  
This project is responsible for the review, redevelopment and implementation of workshops supporting the Active Clubs Program which is to create physical and social environments that are inclusive, safe, responsive and that support participation.

*Sports Injury Prevention grants program*

**Evaluation of Smartplay Program 2006**  
\$15,000.00  
*University of Ballarat*  
Project to research the impact of the Smartplay Program on reducing the frequency and severity of sports injury.

**Smartplay Program**  
\$90,000.00  
*Department for Victorian Communities*  
Program to promote and support sports injury prevention as a means of encouraging active participation through a range of communication, educative and advocacy approaches.

*Sport – Communication activities*

**Herald-Sun Tour 2006**  
\$100,000.00  
*TL Sports*  
Sponsorship of the 2006 Jayco *Herald-Sun* Tour, with focus on the associated community participation events and the promotion of the VicHealth/Go for Your Life tour village. This year the Tour cross-promoted the mass participation rides ‘Around the Bay in a Day’ (Bicycle Victoria) and the ‘Fruit Loop Ride’ (Shepparton).

**Herald-Sun Tour 2006 – Support function**  
\$50,000.00  
*VicHealth*  
Support for community participation events staged at several locations throughout the *Herald-Sun* cycling tour.

**Walktober 2006**  
\$8,000.00  
*Kinect Australia*  
Final payment of a contract to develop a communications strategy to promote Walktober, a campaign in which Victorians are encouraged to participate in a range of walking-related activities that occur during October in Victoria.

**Walktober 2007**  
\$97,000.00  
*Kinect Australia*  
Walktober is an umbrella campaign to increase individual and community awareness of the importance and benefits of walking, and to link walking initiatives and promote greater collaboration and momentum for walking development in the state.

*Sport and active recreation developmental/innovation programs*

**Advocating for change**  
\$50,000.00  
*Womensport and Recreation Victoria*  
A developmental project focusing on advocacy for girls and women in the sport and recreation sector.

**Exercise recreation and sport survey (ERASS)**  
\$30,775.73  
*Sport and Recreation, Department for Victorian Communities*  
The Victorian oversample of the Exercise, Recreation and Sport Survey is a joint initiative between VicHealth and Sport and Recreation Victoria, Department for Victorian Communities to provide data to plan, evaluate and monitor interventions to increase community participation in physical activity.

**Increasing physical activity among senior Victorians**  
\$76,040.00  
*COTA (Vic) Council on the Ageing*  
A project to expand the ‘Keen-Agers’ table tennis concept of recreational sports participation for seniors, by evaluating and documenting the model’s success and establishing workforce development and good practice sharing mechanisms across the health, sport, fitness and aged care sectors.

**Koori sport & recreation capacity building initiative**  
\$150,000.00

*Victorian Aboriginal Youth Sport and Recreation Cooperative*  
A pilot project to increase Koori participation in community sport and active recreation by working with Koori communities across Victoria.

**LGA facility audit & access assessment project**  
\$30,000.00

*VicSport*  
Project to develop a best practice model for assessing facility availability and use within Local Government Authorities.

**Sport and recreation project**  
\$62,500.00

*Centre for Multicultural Youth Issues*  
Project to increase access to sport and recreational opportunities for culturally diverse communities via working with State Sporting Associations, Local Government, Leisure Centres and Ethnic communities.

**State Sporting Associations data management project**  
\$30,000.00

*VicSport*  
A joint initiative with Department for Victorian Communities, Sport and Recreation to develop a reporting system to provide reliable participation and other related data on relevant sports for State Sporting Associations.

*Sport and active recreation program evaluation activities*

**Health Through Sport Evaluation Phase 2**  
\$262,500.00

*University of Ballarat*  
To evaluate the effectiveness of the Participation in Community Sport and Active Recreation Scheme and the Partnerships for Health Scheme in achieving their objectives.

**Metro Active – Evaluation**  
\$20,000.00

*ARTD Management and Research Consultants*  
Evaluation of the Metro ACTIVE Demonstration Projects.

**Investments promoting active transport**

*Walking School Bus program*

VicHealth’s Walking School Bus program is a partnership between local government and community agencies that work with local primary schools to establish Walking School

Buses in their municipalities. The purpose of the program is to create change in the school travel patterns of Victorian primary school children. The program delivers health, environmental and safety benefits.

*Establishment grants*

**Caulfield Community Health Service**  
\$20,000.00

**City of Greater Bendigo**  
\$30,000.00

**Indigo Shire Council**  
\$30,000.00

**Mitchell Shire Council**  
\$30,000.00

**South Gippsland Shire Council**  
\$30,000.00

*Walking School Bus Plus grants*

**Bass Coast Shire Council**  
\$9,000.00

**Baw Baw Shire Council**  
\$9,000.00

**Bayside City Council**  
\$9,000.00

**Boroondara City Council**  
\$9,000.00

**Brimbank City Council**  
\$9,000.00

**Cardinia Shire Council**  
\$9,000.00

**Central Goldfields Shire Council**  
\$9,000.00

**The Centre For Continuing Education Inc**  
\$9,000.00

**City of Casey**  
\$9,000.00

**City of Greater Dandenong**  
\$9,000.00

**City of Greater Geelong**  
\$9,000.00

**City of Kingston**  
\$9,000.00

**City of Melbourne**  
\$9,000.00

**City of Port Phillip**  
\$9,000.00

**City of Whitehorse**  
\$9,000.00

**City of Whittlesea**  
\$9,000.00

**City of Wodonga**  
\$9,000.00

**City of Yarra**  
\$9,000.00

**Darebin City Council**  
\$9,000.00

**East Gippsland Shire Council**  
\$9,000.00

**Frankston City Council**  
\$9,000.00

**Greater Shepparton City Council**  
\$9,000.00

**Hobson’s Bay – ISIS Primary Care**  
\$9,000.00

**Horsham Rural City Council**  
\$9,000.00

**Hume City Council**  
\$9,000.00

**Knox City Council**  
\$9,000.00

**Latrobe City Council**  
\$9,000.00

**Lower Hume Primary Care Partnerships – Murrindindi Shire**  
\$9,000.00

**Macedon Ranges Shire Council**  
\$9,000.00

**Maribyrnong City Council**  
\$9,000.00

**Maroondah City Council**  
\$9,000.00

**Moira Shire Council**  
\$9,000.00

**Moonee Valley City Council**  
\$9,000.00

**Moreland City Council**  
\$9,000.00

**Mornington Peninsula Shire**  
\$9,000.00

**Nillumbik Shire Council**  
\$9,000.00

**North Grampians and Pyrenees Shire Council in conjunction with the Grampians Community Health Centre**  
\$9,000.00

**Shire of Melton**  
\$9,000.00

**Shire of Yarra Ranges**  
\$9,000.00

**Stonnington City Council**  
\$9,000.00

**Surf Coast Shire Council**  
\$9,000.00

**Swan Hill Rural City Council**  
\$9,000.00

**Victoria YMCA, Werribee**  
\$9,000.00

**Warrnambool City Council**  
\$9,000.00

**Wellington Shire Council**  
\$9,000.00

**YMCA of Manningham Inc.**  
\$9,000.00

*Individual projects promoting active transport*

**Kids Riding To School Program**  
\$110,000.00

*Bicycle Victoria*  
A pilot project to develop a comprehensive State Kids Riding to School initiative that will be applicable to all primary and secondary students at all levels of cycling readiness. The program will have strong behaviour/motivational elements and appropriate infrastructure components. The pilot support will be provided in parallel to the overall statewide approach. Multiple strategies will be used working with children, schools, community, government and industry.

*Investments in creating liveable communities*

**Accelerate now**  
\$10,000.00

*Local Governments for Sustainability – ICLEI – A/NZ*  
Conference to focus on strengthening councils’ capacity for effective sustainability action. Attendees will be presented with international, national and regional perspectives across the range of greenhouse, water, active transport and sustainability activities of local government.

**ICLEI Active Transport Quantification Tool**  
\$20,000.00

*International Council for Local Environmental Initiatives (ICLEI)*  
This project supports the development of an Active Transport Quantification Tool that can be used by schools, local government and State authorities to measure social, environmental and economic benefits of a range of active transport initiatives.

**Planning for Health**  
\$73,950.00

*Planning Institute Australia (Victoria Branch)*  
This is a project to form a strategic partnership with the Planning Institute Australia and build the capacity of planners to consider the health and wellbeing implications of their planning activity. Investment includes advocacy strategies for legislative and regulatory changes.

**Creating Liveable New Communities**  
\$10,000.00

*Growth Areas Authority*  
To create a body of knowledge that identifies the key elements needed to create sustainable liveable new communities. This will inform the development of a strategic framework and practical tools to enable the Growth Areas Authority and partner organisations to create liveable places for new communities in Melbourne’s growth areas.

**Leading the way: Training program for Local Government**  
\$21,500.00

*Municipal Association of Victoria*  
To enable Municipal Association of Victoria (MAV) to mainstream *the Leading the Way* resource and planning framework as an integral component of their ongoing training programs.

**Research to increase physical activity**

*Research Fellowship*

**Understanding and influencing sedentary behaviour and physical activity in older adults**  
\$105,000.00

*International Diabetes Institute*  
Dr David Dunstan. This research program examines the relationships between sedentary behaviour and the development of lifestyle-related health conditions in older adults. It also examines the effectiveness of targeted prevention strategies designed to reduce sedentary behaviour and increase physical activity and ultimately reduce premature morbidity and mortality in this age group.

*Other Research Projects*

**Sport and active recreation – Building research**  
\$100,000.00

*University of Ballarat*  
This project aims to develop an Evaluation Framework for the revised Sport and Active Recreation Program in partnership with VicHealth, and to build on research undertaken during the three-year evaluation of the Partnerships for Health (PfH) and Participation in Community Sport and Active Recreation (PICSAR) Schemes. Findings will be disseminated to the sport and active recreation sector.

**Young women’s participation in physical activity in rural and regional Victoria**  
\$22,000.00

*University of Ballarat*  
This research aims to examine the factors influencing young rural and regional women’s participation in sport and active recreation. This research also seeks to develop targeted recommendations to increase participation and reduce drop-out rates.

**Physical activity related conference support**

**Leadership in health promotion in the Grampians**  
\$5,000.00

*Grampians Pyrenees PCP*  
Conference to facilitate the transfer of new and existing health promotion knowledge and practice, provide an opportunity for dialogue between various sectors and create a larger professional network for health promotion. The focus is on barriers to physical activity participation as well as the social and systemic determinants in accessing healthy food.

**Women’s sport and physical recreation conference**  
\$8,000.00

*Womensport and Recreation Victoria Inc*  
The key objective of the conference is to provide an interactive forum for sharing best practice approaches to the promotion of women’s participation in sport and physical activity.

*Promoting healthy eating.* Five years ago a handful of councils were attracted to the offer of VicHealth funding to give their disadvantaged communities better access to healthy food. The Food for All program has gone from strength to strength. **Councils are now leading the way in forging partnerships and creating innovative, practical and sustainable ways for their communities to regularly access a variety of healthy foods.**



Australia is seen as the land of plenty, but increasing numbers of Australians don't have regular access to affordable, nutritious foods. Research shows that people on the lowest incomes cannot afford to choose to eat a variety of food easily and many are more likely to be overweight or even obese.

This so-called *food insecurity* is much more common than we think and it has much broader consequences than just diet – it affects people's physical, mental and social wellbeing.

While most strategies to improve access to healthy food for vulnerable groups focus on short-term emergency food relief or health education, VicHealth has been using its money to seed long-term (five-year) *Food For All* programs.

Our primary partners are local councils because they are best placed to develop relevant, integrated and long-lasting strategies to tackle the problem.

All councils funded through *Food for All* are leading the way and committed to action on many fronts: making sure that there are local sources of fresh fruit and vegetables at affordable prices; ensuring that those living in poor-quality housing have access to food storage and cooking facilities; improving food and cooking knowledge among disadvantaged groups; improving transport options for those without a car; and increasing community awareness of the problem of food insecurity.

Swan Hill Rural City Council, for example, has a diverse population that includes Indigenous Australians, newly arrived refugees, itinerant workers, and disabled and elderly citizens. The council has forged more than 120 partnerships with local retailers, farm gate businesses, churches, schools, hospitals, Centrelink, the police, local restaurants and more so that it can offer practical and sustainable ways to help its disadvantaged residents to regularly access a variety of healthy foods.

The food choices we make every day have an impact on our individual health and the health of our environment.



## PROMOTING HEALTHY EATING

**VicHealth's investment in healthy eating focuses on increasing regular access to and consumption of a variety of foods (particularly fresh vegetables and fruit) by people experiencing social, economic or geographic disadvantage.**

**Our investment in obesity-related research initiatives continues as we become increasingly concerned about the high volume of unhealthy foods marketed to Victorian children. VicHealth believes the cumulative impact of this marketing sets children up for poor dietary patterns and long-term nutrition-related problems such as diabetes and obesity.**

## ACTIVITY SNAPSHOT

### Food for All program

There are many people living in disadvantaged circumstances who face barriers to accessing a variety of affordable nutritious food. When the typical issues are explained it's not difficult to understand why. People living in rooming houses or other poor-quality and transient accommodation don't have adequate food storage or cooking facilities. Some localities don't even have fresh food outlets. Frail elderly people or people with disabilities have difficulty shopping for and transporting food. Newly arrived refugees find shopping for food a bewildering exercise when they can't find their cultural staples.

The *Food for All* program works with local government in areas of socio-economic disadvantage to improve integrated planning and develop sustainable programs that make it easier for the poor and other affected populations to source, store and cook healthy food. Nine councils are being funded for three years.

### Obesity Policy Coalition

The Obesity Policy Coalition, supported by VicHealth, was established in May 2006 as a consortium of Victorian agencies including the Cancer Council Victoria, Diabetes Australia (Vic) and Deakin University. The Coalition uses a similar approach to that successfully used to address tobacco control; advocacy for broad policy and regulatory reform, underpinned by an evidence base. Some of the policy initiatives include:

- Providing advice to the Advertising and Marketing Practices State and Territory Jurisdictional Working Party that the states could regulate food marketing, including television-based campaigns, independently of the Commonwealth.

- Advocacy for the creation of an obesity prevention coordinating agency, based on the Transport Accident Commission model, to house social marketing programs, policy development, research and evaluation.
- An Interdepartmental Working Group, made up of senior State government departmental representatives, which has been established to offer a more coordinated approach to addressing food marketing.

### C-PAN (Centre for Physical Activity and Nutrition, Deakin University)

The Behavioural Epidemiology group at the Centre for Physical Activity and Research (C-PAN) at Deakin University has a program of research relevant to several of VicHealth's priority areas including physical activity, healthy eating and health inequalities.

In 2006–07 VicHealth funded three research fellows, Dr Jo Salmon, Dr Anna Timperio and Dr Karen Campbell, and two scholars, Dr Clare Hume and Vicki Inglis, at C-PAN to undertake cutting-edge research in these fields of interest.

In addition VicHealth is funding a data analyst to undertake detailed statistical analysis of the large 'bank' of existing data to address questions collectively identified by VicHealth and the research team. A Community Liaison Officer will translate the findings, with the information to be made available using a range of communication strategies including summary reports, scientific publications, websites and interactive symposia.



By growing some of their own food, individuals and families have access to fresh, nutritious food, and because gardening involves physical activity, it promotes physical fitness and health.

## PROGRAM INVESTMENTS PROMOTING HEALTHY EATING

In the past, VicHealth has funded research, community development and other activities to promote healthy eating. The focus had been on improving individuals' awareness about the importance of healthy eating and supporting activities to encourage behaviour change to purchase, cook and eat a range of food for healthy eating.

In recent years, there has been growing evidence that social and economic disadvantage prevent people from accessing a variety of nutritious and culturally acceptable foods. VicHealth's current aim is to increase the understanding of factors that influence eating patterns and help reverse the trends in obesity over the next 10 years.

### HEALTHY EATING

#### Food for All grants program

A key strategy in our effort to improve healthy eating is the *Food for All* program. This program is designed to encourage local government authorities to improve integrated planning of those things that influence access to food, such as transport, housing, economic development and land use.

#### The Community Food Chain project

\$67,500.00  
*City of Greater Dandenong*

#### Food For All – Swan Hill

\$70,000.00  
*Swan Hill Rural City Council*

#### Food For All in Wodonga

\$50,000.00  
*City of Wodonga*

#### Food For Life

\$55,000.00  
*Frankston City Council*

#### Improving access to food for healthy eating in Brimbank

\$66,550.00  
*Brimbank City Council*

#### Maribyrnong Fruit & Vegetables for All project

\$70,000.00  
*Maribyrnong City Council*

#### Sprouting New Ideas

\$100,000.00  
*Cardinia Shire Council*

#### Veg Out Van pilot project

\$70,000.00  
*Melton Shire Council*

#### Food for All – Evaluation

\$43,084.80  
*La Trobe University*  
Development and implementation of the evaluation of a three-year Food for All: *Improving Access to Food for Healthy Eating, A Food Security Program.*

#### Other healthy eating/obesity related projects

#### Food Security Network (VLGA)

\$12,250.00  
*Victorian Local Government Association*  
To develop a food security network to support local government authorities and other stakeholders to reduce barriers to local food access for healthy eating. Includes development of a website and the convening of network meetings in rural and regional Victoria.

#### The Parents Jury – Cancer

**Council Victoria**  
\$40,000.00  
*Cancer Council Victoria*  
Support to a web-based network of parents with the aims of providing a platform for parents to have a voice and contribute to improving the food and physical activity environments for children.

#### Obesity Prevention Policy Coalition

– **Cancer Council Victoria**  
\$118,000.00  
*Cancer Council Victoria*  
This is a project to analyse and prioritise policy initiatives that are both feasible and likely to have an impact on reducing obesity, especially in children.

#### Research initiatives in obesity prevention

##### Research Fellowships

#### (CPAN) Healthy eating & physical activity: Data analysis & community liaison

\$100,000.00  
*Deakin University*  
This project examines the large volume of data generated by public/population health research projects to address key questions relevant to the promotion of healthy eating and physical activity and aims to more widely disseminate the findings of this work.

#### Critical Windows: Understanding transitions in children's and adolescents' eating, physical activity and risk of obesity

\$100,000.00  
*Deakin University*  
Dr Anna Timperio. This research examines the influence of individual, social and environmental factors on eating, physical activity and risk of obesity between childhood and adolescence, and between adolescence and young adulthood. These life transition periods are times of increased risk of obesity through changing eating and physical activity habits.

#### Environmental & cultural determinants of obesity in populations at risk of food insecurity

\$105,000.00  
*Deakin University*  
Dr Cate Burns. Obesity is linked with poverty and food insecurity – limited or uncertain access to healthy food. This fellowship studies the socio-cultural and environmental determinants of obesity in populations at risk of food insecurity, particularly in relation to eating habits.

#### Environmental causes of obesity and measurement of the impact of approaches to prevention

\$80,000.00  
*Deakin University*  
Dr Andrea Sanigorski. This aim of this fellowship is to contribute to our understanding of environmental causes of obesity and measure the impact of innovative approaches to prevention.

#### Preventing obesity in children & their families

\$130,000.00  
*Deakin University*  
Prof. David Crawford. This research aims to understand the underlying drivers of the obesity epidemic, and seeks to identify strategies to promote healthy eating, increase physical activity and prevent obesity in children and their families.

#### Supporting parents to promote children's healthy eating

\$105,000.00  
*Deakin University*  
Dr Karen Campbell. This program of research explores the relations between home environment and children's eating. It will define the most appropriate and effective health promotion interventions to support parents in encouraging children's healthy eating. Such an intervention will subsequently be designed and conducted.

### PhD Scholarships

#### Changing diet and physical activity behaviours improves mental and physical wellbeing in women in midlife

\$22,476.00  
*Monash University*  
Ms Catherine Lombard. This scholarship aims to determine the contribution of individual lifestyle components to physical and mental wellbeing in women in midlife; and to develop and test a multifaceted, sustainable, cost-effective health promotion strategy to improve physical and mental wellbeing in women.

#### The relationship between built environment, Socio Economic Status (SES), physical activity and obesity

\$21,231.00  
*The University of Melbourne*  
Ms Tania King. This study seeks to understand how the built environment in areas of low SES is associated with levels of physical activity and obesity. Ultimately the study aims to ascertain whether the way our suburbs are planned and built could explain some of the area differences in overweight and obesity.

#### Why do women eat what they do? Personal, social and environmental influences on eating behaviours of women from different socio-economic background.

\$6,410.30  
*Deakin University*  
Ms Victoria Inglis. This scholarship examines why women from low socio-economic status (SES) groups are more likely to consume a diet high in fat, and less likely to consume fruits and vegetables, than women from higher SES groups.

#### Healthy eating related conference support

##### Cities feeding people:

##### Grow it where you live

\$8,000.00  
*Cultivating Community*  
This is the 4th conference of the Australian City Farms and Community Gardens Network. The five-day conference includes plenary sessions, discussion forums, workshops and day tours of Community Gardens, City Farms and School Gardens, and is targeted at education, environment, health and government sectors.



*Promoting mental health and wellbeing.* The mental health impact of intimate partner violence was revealed in a seminal study released by VicHealth and the Department of Human Services in 2004. Once the scale of related illness and death were understood, government and community became galvanised to respond and to focus on prevention. This includes \$35 million pledged by the State government to strengthen its systems supporting women in abusive relationships, and a program of community-based projects funded by VicHealth to prevent the violence happening.



Intimate partner violence is responsible for more ill-health and premature death in Victorian women under the age of 45 than any other of the well-known preventable risk factors, including high blood pressure, obesity and smoking.

This shocking fact was revealed in *The Health Costs of Violence*, a seminal study led by Professor Theo Vos with support from VicHealth and the Department of Human Services in 2004. The study was the first in the world to estimate the health consequences of intimate partner violence using the 'burden of disease' methodology developed by the World Health Organisation. This method tells us how big the problem is in comparison to other health problems.

The findings of the study presented a serious challenge to society's views that intimate partner violence is somehow less serious than violence committed in other situations. It prompted the hard questions about how we inform, educate and change the behaviour that leads to partner violence.

The study has been widely referenced since its publication, and galvanised media attention to the issue. With clear data on the health impacts of intimate partner violence, the Victorian government responded with \$35 million in additional funding to support women in violent relationships. It also worked with police and the courts to bring about changes that remove the offender from the family home, and encouraged women to pursue legal redress.

With partner organisations VicHealth is undertaking a range of activities aimed at preventing violence against women. These include workforce development through the AFL's *Respect and Responsibility Project*, which will help ensure that elite, State and community-based football activities offer safe environments for women and promote equal, respectful relationships between men and women.

More recently, VicHealth again applied a public health approach to violence against women, but this time looked at a contributing factor to such violence – attitudes and beliefs. Among other things, it found that although 97% of people surveyed believed violence against women was a crime, worrying numbers thought that violence could be *excused* in some situations. Changing attitudes to violence is an essential part of preventing it. To this end, VicHealth has just funded 29 community-based projects that are responding to, or preventing, violence against women, particularly in culturally and linguistically diverse and Indigenous communities.

Mental health is the embodiment of social, emotional and spiritual wellbeing. It is fundamental to physical health, productivity in the workplace, school, family and overall quality of life.



## PROMOTING MENTAL HEALTH AND WELLBEING

**VicHealth funds programs and research focusing on the social, cultural and economic factors that determine mental health and wellbeing. VicHealth aims to promote positive mental health and reduce stress, anxiety and depression, by encouraging social inclusion, reducing discrimination and violence and improving access to economic resources. The rationale is to improve individuals' control over their lives and to enable them to fully participate in community life.**

**VicHealth has a multi-method approach to its work in promoting mental health and wellbeing, using research, communications and advocacy, community-based participation projects, evaluation, and workforce skills development. Over the last couple of years we have been creating tighter linkages between all these activities, creating a more rigorous evidence base, better practice and stronger advocacy platforms to ensure sustained change.**

**VicHealth continues to make a significant and measurable contribution to state, national and international work in mental health promotion. Some examples of our work this year are outlined below.**

### ACTIVITY SNAPSHOT

#### BREAKING DOWN SOCIAL ISOLATION

This year we continued funding and supporting hundreds of organisations to provide the most socially isolated Victorians with opportunities to be a part of their community's civic and cultural life.

#### Schools as Core Social Centres

VicHealth is funding the Catholic Education Office to position schools as key sites for promoting mental health and wellbeing. This means moving beyond the three 'R's and focusing on the wellbeing of students, their families and school staff. The initial project involved three inner city Catholic primary schools in Melbourne and has now been extended to incorporate seven clusters of 18 schools, supported by a research circle of practitioners, principals and researchers. Importantly, the project recognises the link between wellbeing, inclusion and education outcomes.

#### Youth and Technology

Given the widespread and pervasive impact of information technology on young people's lives, it is increasingly important to understand it and to encourage its use for positive purposes. Through the *Young People, Technology and Social Relationships* projects, VicHealth has been exploring the multitude of ways in which information and communication technologies influence social inclusion, and subsequent wellbeing, for young people. The projects include those that target young people in rural and regional areas, young people with an intellectual disability such as Aspergers Syndrome and curriculum development for students and teachers.

### Arts Projects

The visual and performing arts have a well-recognised potential to promote health and wellbeing. One of the arts' most powerful contributions to health is the reflection and creation of an inclusive sense of community. There is now considerable evidence that the stronger people feel this sense of belonging, the healthier they are. Some of the arts projects funded by VicHealth this year include:

#### Choir of Hard Knocks

The Choir of Hard Knocks was initiated by RecLink, an agency with 15 years' experience in delivering sport and recreation programs to disadvantaged Victorians. Launched in 2007, the choir comprises approximately 50 homeless people who come together to sing and perform. Canada's Montreal Homeless Choir, which began in 1996 and performed all over the world, provided the inspiration. Participants in the Montreal Choir experienced enormous social changes with many members gaining full-time work and being reunited with families. The Choir of Hard Knocks hopes to replicate these outcomes in Australia. Choir members have been involved in all aspects of its development including determining values, objectives, song lists, branding and identity.

Between mid-May and June 2007 the Choir featured in an ABC TV documentary series. The documentary profiled the issues and possible solutions relating to homelessness in Melbourne. VicHealth funding ensured the ongoing activities of the Choir, while they developed a business plan to solicit corporate and philanthropic support.

## **Beyond the Smoke: Fires, destruction and images of hope**

The year 2005 ended in tragedy when two lives, vast amounts of property and many thousands of head of livestock were lost as the Grampians region was engulfed by raging bushfire. The book: *Beyond the Smoke: Fires, destruction and images of hope*, released in March 2007, celebrates the efforts of hundreds of professionals and volunteers who fought the fires then cleaned up the devastation. Editor Heather Flemming said a crucial part of the emergency and recovery process involved community meetings, establishment of relief centres and organisation of social events to help people get 'back on track'.

What began as a small community-based project to commemorate the fires became an important community- building initiative. Editorial team member Margo Sietsma said "We have observed with wonder the resilience of the bush. Our people also can be and must be resilient. We need to work together to learn more about the role of fire in our natural environment. We need to work to bring our very different communities together as we live with the reality of a fire-prone landscape."

## **REDUCING DISCRIMINATION AND VALUING DIVERSITY**

Victoria has a sound record of welcoming migrants and refugees. Surveys show a high level of support for cultural diversity and that only a small proportion of Australians still believe some races or cultures are inferior.<sup>3</sup> However, studies also show that a large proportion of people from non-English speaking backgrounds still report experiences of discrimination.<sup>4</sup> This year VicHealth consolidated its focus on research and projects which seek to improve the community's support for diversity and the prevention of discrimination.

## **A.R.A.B. (Anti Racism Action Band)**

Considerable evidence shows the link between a sense of belonging and self-esteem and feeling healthy. A Melbourne performance group has found a dynamic way to deal with cultural prejudice and improve the mental health and wellbeing of literally thousands of people. One hundred young people have been brought together from over 30 different cultural backgrounds and the result, if the audience reaction is anything to go by, is one of the most dynamic and entertaining youth acts Australia has ever produced.

Since the Anti Racism Action Band was formed in 2004, it has performed around Australia and overseas. An initiative of the Victorian Arabic Social Services (VASS) and hailing from Melbourne's northern suburbs, A.R.A.B has now performed to around 26,000 people at more than 70 public and community events. A.R.A.B has given culturally diverse young people a creative opportunity to challenge the causes of their feelings of anger and isolation.

## **Building Bridges**

VicHealth has funded 40 community-based projects throughout Victoria, including activities such as culturally inclusive playgroups, school-based multicultural exchanges, young people using digital technology to share life stories, and city and country groups sharing environmental initiatives, under the Building Bridges program. This program is based on an approach used overseas to reduce culture-based discrimination by bringing immigrant groups together with mainstream community members to work on projects that both groups see as important and providing benefit.

*Building Bridges* complements a range of other community-based programs funded by VicHealth to increase participation in sport and recreation, healthy eating and wellbeing initiatives that promote health in migrant, refugee and Indigenous communities. Five of the best projects in this initial phase of the *Building Bridges* program will be selected for expansion then monitored over a three-year period to test whether the approach is an effective way of reducing discrimination.

## **Pitcha This**

VicHealth, in collaboration with our Indigenous Advisory Group, identified the importance of promoting positive and realistic images of Victorian Indigenous communities as a way of promoting the emotional and spiritual wellbeing of young Indigenous people. Managed by Sista Girl Productions, *Pitcha This* brought together young people and community members from six local Indigenous communities to create films, which were screened at the Australian Centre for the Moving Image in Melbourne during 2007. The six communities who participated in this project included Gippsland, Swan Hill, Mullum Mullum Gathering Place, Heywood, Rumbalara Football Netball Club, Academy of Sport, Health and Recreation in Shepparton (A.S.H.E), and the Victoria Indigenous Youth Advisory Council.

## **REDUCING VIOLENCE AGAINST WOMEN**

VicHealth is working with women's organisations, Indigenous and culturally diverse groups, men, boys and even workplaces to prevent violence against women right across the community in line with international best practice and recent United Nations initiatives.

## **Respect and Responsibility projects**

In 2004 VicHealth launched a report on the health impacts of intimate partner violence. This work used the burden of disease methodology to conclude that violence against women perpetrated by their partners results in more illness and death than any other preventable risk factor for women aged 15–44yrs. Then in 2006 VicHealth released a report on community attitudes to violence against women, showing that there were some persistent myths and beliefs that put women at risk of violence. As a result of these findings, VicHealth has invested \$810,000 in 29 innovative projects, covering a broad range of community sectors across Victoria, to trial different approaches in preventing violence against women. Many of these projects directly tackle community attitudes that provide an environment where intimate partner violence can flourish.

## **IMPROVING ACCESS TO ECONOMIC RESOURCES**

VicHealth funds projects and research designed to increase people's access to basic resources required for living, thereby improving their sense of control over their lives and capacity for participating in the community's civic and cultural life.

## **Workplace Stress in Victoria**

VicHealth's comprehensive 2006 research report, *Workplace Stress in Victoria – Developing a Systems Approach*, continues to provide information and advocacy about the impacts of job stress and solutions to the problem.

The report found that Victorian workplaces mostly target individuals when addressing job stress but international studies show the best results occur when interventions also focus on the way work is organised within an organisation, such as job design, workload and staffing levels. Having high stress in jobs in which the worker has low control is the most potent condition for creating ill health.

A focus on work stress continues to expand at The McCaughey Centre, the VicHealth Centre for the Promotion of Mental Health and Community Wellbeing. Aspects of the original research are now informing work in a range of new projects as well as continuing to provide valuable knowledge for Victorian employers, large and small, to understand and minimise job stress.

## **STRENGTHENING POLICY AND PRACTICE**

Over the past year we have increased the skill and knowledge of workers in a wide range of disciplines and sectors to develop, implement and sustain mental health promotion policies and programs.

## **The McCaughey Centre – the VicHealth Centre for the Promotion of Mental Health and Community Wellbeing.**

VicHealth's Centres of Research and Practice have been strategic catalysts for new developments in public health research, health policy and health promotion interventions. Launched in 2007, the newest of these centres is the VicHealth Centre for the Promotion of Mental Health and Community Wellbeing at the University of Melbourne, School of Population Health. With Professor John Wiseman at its helm, the purpose of this Centre is to create and share knowledge about the social, economic and environmental determinants of community wellbeing and mental health. The centre now also hosts Community Indicators Victoria, which supports the development and use of local community wellbeing indicators.

## **Mental Health Promotion Short Courses**

Training in the skills required to undertake work in mental health promotion continues to be an area of great interest to various sectors across Victoria and interstate. A two-year evaluation of the *Mental Health Promotion Short Course*, run by VicHealth in conjunction with Effective Change Consultancy, was completed this year with findings indicating that six months after the course, 87% of participants had retained the concepts and were continuing to use the resources provided by the course.

This year the *Short Course* was delivered to drought-stricken regions as part of the Department of Human Services Drought Strategy.

## **From Margins to Mainstream: 5th World Conference on the Promotion of Mental Health and the Prevention of Mental and Behavioural Disorders**

To be held in September 2008 at the Melbourne Convention Centre, organisation of this Global Biennial Conference is well underway with a broad network of local and international collaborators contributing to its development. The themes of the Conference program will reflect VicHealth's Mental Health Promotion Framework including social participation, violence, discrimination and poverty.

Conference participants will present and exchange information about progress in research, advocacy, best practice and program design and what kind of workforce development is required by practitioners in the mental health and wellbeing sectors.



Social networks can provide support, opportunities for engagement and meaningful social roles, as well as access to resources and intimate one-on-one contact.

## PROGRAM INVESTMENTS PROMOTING MENTAL HEALTH AND WELLBEING

In promoting mental health and wellbeing, VicHealth focuses on the following social and economic determinants:

- social inclusion;
- freedom from discrimination and violence; and
- access to economic resources.

### SUPPORTING SOCIAL INCLUSION

#### Audience Access grants program

The funded projects in the Audience Access grants program aim to strengthen the capacity of arts organisations to facilitate social inclusion and promote mental health. It is important that all members of our community are able to access the broad range of activities and events that form part of community life. However, research indicates that those experiencing social and economic disadvantage are less likely to attend and participate in arts events and activities.

**2005–2007 Artistic Program**  
\$60,000.00  
*Melbourne Workers Theatre*

**Accessing Indigenous Theatre**  
\$60,000.00  
*Ilbjerri Aboriginal & Torres Strait Islander Theatre Co-Op Ltd*

**Audience Access Scheme**  
\$60,000.00  
*Footscray Community Arts Centre*

**Audience Access Scheme**  
\$60,000.00  
*Frankston Arts Centre*

**Audience Access Scheme**  
\$60,000.00  
*Geelong Performing Arts Centre*

**Latrobe Young Ambassadors**  
\$60,000.00  
*Latrobe Regional Gallery*

**Mentor Project**  
\$60,000.00  
*HotHouse Theatre*

**National Gallery of Victoria Access Program**  
\$60,000.00  
*National Gallery of Victoria*

**Orchestra Victoria – Audience Access Scheme**  
\$60,000.00  
*Orchestra Victoria*

**Performance Partners – Opening The Doors Even Wider**  
\$60,000.00  
*La Mama*

**‘What We Want’ Youth & Young Families**  
\$60,000.00  
*Dandenong Ranges Community Cultural Centre Inc. (as Burrinja)*

#### Community Arts Development grants program

This program aims to improve the capacity of experienced community arts organisations to facilitate and maintain social inclusion, civic engagement and the valuing of diversity.

**Bring Her Home**  
\$100,000.00  
*Somebody’s Daughter Theatre Company*

**The Torch Project**  
\$100,000.00  
*The Torch Project*

**Women’s Circus**  
\$100,000.00  
*Women’s Circus*

**Community Arts Development Scheme – Evaluation**  
\$100,000.00  
*University of Melbourne*  
Ms Lindy Jourbet. To evaluate the mental health impacts of the projects at the individual and community levels using academically rigorous evaluation methodologies.

### Community Arts Participation grants program

Participation in Community Arts activity provides opportunities for social inclusion as a means to promote mental health and wellbeing. Grants are provided to assist community members to work in collaboration with artists to create a performance, exhibition or public event that expresses or raises issues important to that community. Through this process people are provided with the opportunity to: get involved in group activities; access supportive relationships; build self-esteem and confidence; develop skills to express and celebrate their culture; and increase a sense of self-determination and control.

**2006 Community Outreach Initiatives**  
\$30,000.00  
*Melbourne International Arts Festival*

**Boite partnership – African Womens’ Groups**  
\$30,000.00  
*Victorian Foundation for Survivors of Torture*

**The Creeping Garden**  
\$27,000.00  
*Ardeer Community Playground Committee*

**A Crocodile Bit My Lip**  
\$26,500.00  
*Mpact Arts*

**The Crossing**  
\$10,000.00  
*Mildura Arts Centre/Mildura Rural City Council*

**Choir of Hard Knocks**  
\$30,000.00  
*RecLink Australia*

**Connecting Through Threads**  
\$25,000.00  
*Central Goldfields Shire Council*

**A Daughters Dream – Courthouse Youth Arts Centre Inc.**  
\$25,000.00  
*Courthouse Youth Arts Centre Inc.*

**Digital graffiti – Plugged In**  
\$20,000.00  
*Frankston Arts Centre*

**Don Coyote**  
\$30,000.00  
*The Old Van*

**Eye2eye With Noweyung Theatre Project**  
\$12,600.00  
*Noweyung Ltd*

**Festival For Healthy Living – Consolidation Project**  
\$30,000.00  
*Royal Children’s Hospital*

**The Flemington Lure**  
\$30,000.00  
*Visionary Images*

**Growing a Fringe**  
\$29,700.00  
*The City of Greater Bendigo*

**Hidden Stories**  
\$30,000.00  
*Rosewall Neighbourhood Centre*

**In Touch**  
\$25,000.00  
*Jesuit Social Services*

**Invisibility – a call to be seen PART B**  
\$20,000.00  
*Brunswick Women’s Theatre*

**Jumpjet Circus Project**  
\$25,000.00  
*Westside Circus Inc.*

**Living Art Project**  
\$29,524.00  
*Liminal Lines Inc.*

**Making Music For Mental Health and Community**  
\$30,000.00  
*Auspicious Arts*

**Mallee Tree Productions**  
\$27,500.00  
*Birchip Business and Learning Centre*

**The Mechanical Crystal Ball Project**  
\$15,000.00  
*Melbourne Fringe Ltd*

**Metamorphosis II**  
\$30,000.00  
*South West Healthcare*

**Old Ghosts New Land**  
\$25,000.00  
*Western Edge Youth Arts*

**Opening Doors**  
\$23,300.00  
*The Richmond Fellowship of Victoria*

**Playup Theatre**  
\$17,500.00  
*City of Kingston*

**Pods**  
\$20,000.00  
*Footscray Community Arts Centre*

**Rural Drought Relief – Hot Summer Concerts**  
\$30,000.00  
*Anglican Diocese Of Melbourne*

**Salty Water Project**  
\$10,000.00  
*Regional Arts Victoria*

**Somali Women’s Weaving Project**  
\$20,000.00  
*Banyule Community Health*

**Studio 1 Youth Arts Project**  
\$30,000.00  
*Castlemaine and District Continuing Education Inc*

**Switching On**  
\$30,000.00  
*City of Banyule*

**Talking Wall & Company**  
\$20,000.00  
*Orbost Exhibition Centre On The Snowy River Inc.*

**Tenderise (& associated Workshop)**  
\$30,000.00  
*Platform Youth Theatre Inc.*

**Tramtactic**  
\$25,750.00  
*Auspicious Arts Projects Inc.*

**Victoria Sings**  
\$100,000.00  
*Community Music Victoria Inc.*

**VISIBLE 07**  
\$20,000.00  
*Multicultural Arts Victoria Inc.*

**The Web of Life**  
\$28,060.00  
*St Mary’s House of Welcome*

**What Remains**  
\$10,000.00  
*Friends of the Grampians Gariwerd*

**Widows**  
\$15,000.00  
*Auspicious Arts*

**Wildscapes of Warrigine**  
\$25,000.00  
*Mornington Peninsula Shire*

**Wise Roomers**  
\$30,000.00  
*Elwood St Kilda Neighbourhood Learning Centre*

<b>Communities Together grants program</b>	<b>Brite 30 Year celebration</b> \$7,500.00 <i>Brite Services</i>	<b>Eaglehawk Celebration of Cultures and Community</b> \$6,000.00 <i>St Luke's</i>	<b>Lakes Entrance Common Ground Celebration</b> \$10,000.00 <i>Gippsland Lakes Community Health</i>	<b>Past, Present &amp; Future</b> \$5,000.00 <i>Rural Northwest Health</i>	<b>Youth Technology grants program</b>
The <i>Communities Together</i> grants program seeks to promote mental health and wellbeing by reducing barriers to participation in community celebrations and festivals for groups disadvantaged by social, cultural, geographic or economic circumstances. This program facilitates social inclusion by providing opportunities for involvement in group activities, skills development, relationship building and civic engagement.	<b>Capable Communities Celebrating Together</b> \$7,800.00 <i>Darebin City Council</i>	<b>Edat Sher Sleewa (Member of The Cross Festival)</b> \$5,000.00 <i>Australian Ankawa Club</i>	<b>Laverton Community Festival</b> \$10,000.00 <i>Laverton Community Centre &amp; Neighbourhood House Inc.</i>	<b>Phillip Island Jazz Festival</b> \$3,500.00 <i>Phillip Island Jazz Festival Inc.</i>	Information and communication technologies play an increasingly significant role in the key social and economic determinants of young people's mental health and wellbeing. This grants program explores how technology influences young people's social relationships.
<b>3rd Lake Bolac Eel Festival</b> \$10,000.00 <i>Lake Bolac Development Association</i>	<b>Celebrating Community in Birchip</b> \$8,000.00 <i>Birchip Business &amp; Learning Centre</i>	<b>The Elmhurst Festival of the Wind</b> \$10,000.00 <i>Ararat Rural City Council</i>	<b>Loddon Working With Diversity</b> \$3,940.00 <i>HM Prison Loddon, Department of Justice, Corrections Victoria</i>	<b>Rare Trades &amp; Skills Day</b> \$7,000.00 <i>Swan Hill Rural City Council</i>	<b>10MMM</b> \$100,000.00 <i>Western District Health Service</i>
<b>6th Int'l Children's Festival</b> \$2,500.00 <i>Assoc of Int. Children's Fest. Inc.</i>	<b>Celebrating Families</b> \$10,000.00 <i>YMCA Victoria</i>	<b>Far East Gippsland Festival Of The Arts @ Orbost</b> \$10,000.00 <i>Orbost Exhibition Centre</i>	<b>Meet The Neighbours</b> \$8,000.00 <i>Melbourne's Living Museum of the West Inc.</i>	<b>Robinvale Rocks – The Robinvale Multicultural Festival</b> \$9,892.00 <i>Robinvale Network House Inc.</i>	<b>The Avatar Project: creating collaborative online and 3D game spaces for social interaction</b> \$100,000.00 <i>Victoria University (the Hybrid initiative)</i>
<b>Annual Christmas Rally</b> \$5,000.00 <i>Victorian Deaf Society</i>	<b>Celebrating Families Day</b> \$9,975.00 <i>Broadmeadows Uniting Care</i>	<b>Fawkner Community Festival Parade and Performance</b> \$10,000.00 <i>Moreland City Council</i>	<b>Moon Lantern Costume Festival, A Multicultural Celebration!</b> \$10,000.00 <i>Jesuit Social Services</i>	<b>Shakespeare on the River Festival</b> \$6,600.00 <i>Stratford on Avon Shakespeare Association</i>	<b>St Gerard's Multicultural Fair (Sudanese)</b> \$5,100.00 <i>St Gerard's Primary School</i>
<b>Antiochian Cultural Day</b> \$5,000.00 <i>Antiochian Community Support Association</i>	<b>Celebrating Together</b> \$1,500.00 <i>Tatura Community House Inc.</i>	<b>Festival of Shared Dreams</b> \$10,000.00 <i>Shepparton Adult and Community Education</i>	<b>Mt Wycheproof Derby Day in the Country Weekend</b> \$5,000.00 <i>Mt Wycheproof &amp; District Racing Club</i>	<b>Sumnation World Cultural Festival</b> \$10,000.00 <i>Springvale Neighbourhood House Inc</i>	<b>Bridging the digital divide: Giving young people at risk opportunities to get connected.</b> \$100,000.00 <i>Inspire Foundation</i>
<b>Ararat Golden Gateway Festival Increasing Partnerships</b> \$7,500.00 <i>Ararat Golden Gateway Festival Inc.</i>	<b>Celebration of Culture</b> \$10,000.00 <i>Sacred Heart Primary School</i>	<b>Ficifolia Festival – Access For All Project</b> \$5,700.00 <i>Drouin Ficifolia Festival Committee Inc.</i>	<b>Mullum Mullum Festival</b> \$1,700.00 <i>Mullum Mullum Festival Inc.</i>	<b>Tet Celebration 2007</b> \$10,000.00 <i>North Richmond Community Health Centre</i>	<b>Social participation in technology (SPiT)</b> \$100,000.00 <i>Interchange Central Gippsland Inc.</i>
<b>Awakenings Festival</b> \$10,000.00 <i>Wimmera Uniting Care</i>	<b>Celebratory Opening of the Ardeer Community Playground (ACPC)</b> \$5,000.00 <i>Ardeer Community Playground Committee</i>	<b>Fiery Creek Fiery Festival</b> \$3,948.75 <i>Streatham, Mininera &amp; Westmere Community Development Committee Inc.</i>	<b>Multicultural Food Festival</b> \$5,000.00 <i>Brimbank City Council</i>	<b>Together We Can Learn</b> \$5,000.00 <i>St Monica's Primary School, Footscray</i>	<b>SYN.ORG.AU</b> \$100,000.00 <i>Portable Content</i>
<b>Balmoral 'Place and Diversity' Festival</b> \$7,500.00 <i>Chameleon Arts Collective Inc.</i>	<b>Clayton South Multicultural Community Festival</b> \$10,000.00 <i>Oakes Avenue Mothers Club</i>	<b>Going Potty Garden &amp; Arts Festival</b> \$10,000.00 <i>Rosewall Neighbourhood Centre</i>	<b>New Years Eve – Community Celebration</b> \$2,800.00 <i>Toora Football Club Inc.</i>	<b>Turkish Community Festival</b> \$10,000.00 <i>Moreland Turkish Education and Social Affairs Centre Inc.</i>	<b>Walwa Community Spring Fair Celebration</b> \$7,550.00 <i>Walwa Bush Nursing Centre</i>
<b>The Big Gig</b> \$10,000.00 <i>Auspicious Arts Inc.</i>	<b>Colac Community Hub Launch</b> \$10,000.00 <i>Colac Area Health</i>	<b>Gung Ho, Working Together – Multicultural Food, Dance, Music and Arts Festival</b> \$10,000.00 <i>Bass Coast YMCA</i>	<b>North Geelong Street Party</b> \$10,000.00 <i>Norlane Neighbourhood House</i>	<b>Whittlesea Moon Cake Festival 2006</b> \$3,000.00 <i>Whittlesea Chinese Association Inc.</i>	<b>World Record Attempt, Leap Frog</b> \$2,200.00 <i>Melton Shire Council</i>
<b>Black Harmony Gathering</b> \$10,000.00 <i>Multicultural Arts Victoria</i>	<b>Community Connections Hall</b> \$8,000.00 <i>Midsumma Festival Inc.</i>	<b>Heathdale BBQ Festival 2006</b> \$10,000.00 <i>Heathdale Neighbourhood Renewal Association</i>	<b>Pacific Peoples Community Festival</b> \$10,000.00 <i>City of Greater Dandenong – Youth Services</i>	<b>Pako Festa 2007 – Many Faces of Culture 25 years on...</b> \$7,500.00 <i>Diversitat</i>	<b>Party With The Ponies</b> \$5,000.00 <i>Hamilton Racing Club</i>
<b>Braybrook's Big Day Out</b> \$10,000.00 <i>Braybrook &amp; Maidstone Neighbourhood Association Inc. (BMNA)</i>	<b>Dancing Together Through the Cultural History of Whittlesea</b> \$7,468.00 <i>City of Whittlesea</i>	<b>Hmong New Year Festival</b> \$5,000.00 <i>Hmong Australia Society Inc.</i>	<b>Parkies – Christmas in Victoria Park</b> \$10,000.00 <i>Parkies Vic Inc.</i>	<b>The Inaugural 'Original' Bruthen Community Play</b> \$10,000.00 <i>Bruthen Arts &amp; Events Council Inc.</i>	<b>Zest For Life</b> \$5,775.00 <i>Aspire, a Pathway to Mental Health</i>
<b>Bringing together those who have experienced loss through drug use and overdose</b> \$5,000.00 <i>Salvation Army Crisis Services</i>	<b>A Day In The Park – Wellbeing Festival</b> \$7,000.00 <i>Kyabram Community &amp; Learning Centre, Inc.</i>	<b>The Labyrinth Festival</b> \$10,000.00 <i>State Coal Mine – Rescue Station Arts Inc.</i>	<b>World Through The Eyes of Youth</b> \$10,000.00 <i>Warrnambool City Council</i>		

**Individual projects to support social inclusion**

**The Horn of Africa newspaper project**

\$50,000.00

*Adult Multicultural Education Services*

This is an initiative to support newly emerging African communities to establish a community language newspaper to promote mental health by strengthening communities, cultural identity and communication.

**National youth week grants program**

\$50,000.00

*Department of Victorian Communities*

This project is a partnership between the Victorian Office for Youth, the federal government and VicHealth to strengthen young people's social inclusion by encouraging civic participation.

**Rumbalara Football Netball Club**

\$50,000.00

*Rumbalara Football Netball Club*

The project supports the RFNC to achieve its health, social, cultural, economic and sporting goals by building appropriate organisational structures and systems and generating income.

**Research to support social inclusion**

*Research Fellowships*

**Off To A Healthy Start:**

**A longitudinal ethnography of the social contexts and determinants of health and wellbeing among newly arrived refugee youth**

\$130,684.00

*La Trobe University*

Prof. Sandy Gifford. This five-year ethnographic study involves describing the social contexts and determinants that promote mental and social wellbeing for newly arrived refugee youth and their families during the settlement process. Broader contextual factors that facilitate or hinder wellbeing are assessed at the level of the school, family and community.

**Pathways to inclusion: the contribution of community participation and networks to improved health and wellbeing outcomes**

\$84,000.00

*The University of Melbourne*

Dr Deborah Warr. This research considers how participation in local community groups and institutions promotes social connection. Specifically, it explores how social connection builds local social resources and define the pathways through which social connection impacts on mental and physical health.

**Surviving (and thriving on) the road less travelled: A longitudinal study of young people, sexual diversity, resilience and social networks**

\$105,000.00

*La Trobe University*

Dr Lynette Hillier. This research explores the factors that protect marginalised same-sex attracted young people from drug use, mental ill health and suicide.

**Why let them fall? Understanding the role of health promotion in shaping a better life for all young people**

\$105,000.00

*University of Melbourne*

Dr Jane Burns. This project explores mechanisms to engage government, corporate and community sectors in mental health promotion with young people, and how effective approaches may be sustained, and adapted beneficially across settings and countries.

*Research projects*

**ARC: Connecting communities to government**

\$30,000.00

*University of Melbourne*

Jennifer Lewis. This project aims to identify the social connections and linkages within and between communities and local government to build supportive social networks and improve citizen engagement, with an emphasis on marginalised groups.

**ARC: Good Starts project: An audio-visual arts & health research project with newly arrived young people from refugee backgrounds**

\$25,000.00

*La Trobe University*

Prof. Sandy Gifford. This is an audio-visual arts and health research project working with newly arrived young people, from refugee backgrounds, which will assist them to better cope with the resettlement process.

*PhD Scholarships*

**What is the social impact of the creative industries on regional & metro communities?**

\$22,476.00

*Deakin University*

Ms Tabitha Ramsey White.

This project identifies and evaluates the potential role, limitations and inclusiveness of the creative industries to create positive social impact in various communities; and create a model for measuring the anticipated and actual social impact of the arts to inform policy, planning, design and implementation of community arts activities.

**Social inclusion related conference support**

**Deadly arts business conference**

\$5,000.00

*Gasworks Arts Park*

A three-day community cultural development conference that aims to present an arts and culture, wellbeing and business skills development program focused on Victorian Indigenous communities. The key area of investigation is the influence of art and culture on mental health and wellbeing for Victorian Indigenous communities.

**Youth technology cyber bullying roundtable**

\$5,000.00

*Alannah and Madeline Foundation*

This roundtable is a partnership between the The Alannah and Madeline Foundation and The Centre for Strategic Education. It brings together international experts to provide a scoping of the particular issues of cyber bullying and child safety on the Internet and SMS texting.

**Reducing discrimination for mental health and wellbeing**

**Pitcha this**

\$45,000.00

*Sista Girl Productions*

The project aims to promote the emotional and spiritual wellbeing of Indigenous communities in Victoria through the identification and promotion of positive and realistic images that reflect the strengths of the Victorian Indigenous community, and to build skills, knowledge and capacity of Indigenous individuals, families and communities

**Sir Douglas Nicholls Indigenous Fellowship**

\$40,000.00

*Brotherhood of St Laurence*

This project ensures the further development of Indigenous leadership by providing opportunities for recognised Indigenous leaders to pursue their vision, learn skills in leadership, mentorship and strategic planning and networking.

**Research**

*Research Centre*

**Onemda VicHealth Koori Health Unit**

\$365,000.00

*The University of Melbourne*

The Onemda VicHealth Koori Health Unit is one of the Centres of Excellence in Research and Practice supported by VicHealth. It is an integrated academic program in Aboriginal Health focusing on research, community development and the Teaching and Learning Program.

*PhD Scholarship*

**The production of Aboriginal art and its relationship to the health and wellbeing of the Koori community**

\$6,657.00

*The University of Melbourne*

Frances Edmonds. This three-year research project provides a social analysis of the relationship between engagement in creative processes and emotional and spiritual wellbeing for the Koori community.

*Conference support to reduce discrimination*

**Connecting community – Sudanese community forum**

\$5,000.00

*Greater Dandenong City Council*

This is a community-driven forum to bring together leaders and members of the Sudanese community in and around Dandenong to talk openly about the challenges confronting their community, and plan effective action which can be 'owned' by the community.

**Empowering ourselves, empowering our communities**

\$2,250.00

*Working Women's Health*

This conference aims to raise awareness on the health and wellbeing of multicultural gay, lesbian, bisexual, transgender, intersex and queer (GLBTIQ) individuals and groups.

**Reducing violence for mental health and wellbeing**

*Respect, Responsibility and Equality grants program*

This grants program supports the trial of a range of innovative community-based approaches in preventing violence against women. The pilot projects include work with a broad range of women's organisations, Indigenous and culturally diverse population groups, men, boys and even workplaces to prevent violence against women at the community level.

**And Baby Makes Three – Promoting Safety and Wellbeing Among New Families**

\$30,000.00

*Whitehorse Community*

*Health Service Inc.*

**Building the capacity of organisations in the western region to prevent violence against women**

\$30,000.00

*Women's Health West*

**CAH Family Violence Capacity Building Project**

\$30,706.00

*Colac Area Health*

**CASA House Peer Educator Schools Project**

\$30,000.00

*Royal Women's Hospital Foundation*

**Darebin Interfaith Council Taking Responsibility**

\$29,698.00

*City of Darebin*

**Engaging Multicultural & Faith Communities in the Prevention of Violence**

\$34,000.00

*Immigrant Women's Domestic Violence Service*

**Family Men Don't Do Family Violence**

\$30,000.00

*Northern Migrant Resource Centre*

**Family Violence Prevention Media Awards**

\$29,650.00

*Domestic Violence Victoria (DV Vic)*

**Gender Local Government and Violence Prevention**

\$30,000.00

*Maribyrnong City Council*

**The Gippsland Family Violence and Schools Project**

\$31,000.00

*Gippsland Women's Health Service*

**Influencing & Developing Respectful Workplaces For Women**  
\$30,000.00  
*URCOT Ltd*

**Keeping Booris Safe**  
\$25,518.00  
*Elizabeth Hoffman House Aboriginal Women's Services Incorporated*

**Kicking Goals for Healthy Relationships**  
\$12,250.00  
*Glenview Community Care Inc.*

**The Knox Accord Project**  
\$29,550.00  
*Knox Community Health Service Inc.*

**Living in a Man's World**  
\$29,000.00  
*The Victorian Women's Trust Limited*

**Media Advocacy to Prevent Violence Against Women**  
\$30,000.00  
*Women's Domestic Violence Crisis Service*

**Melton Says NO!**  
\$30,000.00  
*Shire of Melton*

**Partners In Prevention – Victorian Youth Violence Prevention Network**  
\$30,000.00  
*Domestic Violence and Incest Resource Centre*

**Preventing Family Violence in Moreland Is Everyone's Business**  
\$19,000.00  
*Moreland City Council*

**Preventing Family Violence in the Indian Community**  
\$30,000.00  
*Federation of Indian Associations Victoria*

**Preventing Violence Against Women in Horn of Africa Communities**  
\$19,593.00  
*Horn of Africa Communities Network in Victoria*

**Prevention of Sexual Violence Among University Students**  
\$29,866.00  
*La Trobe University*

**Saying No To Violence: A Community Responsibility**  
\$30,000.00  
*Nillumbik Shire Council*

**Speak Out: Preventing Violence Against Vietnamese Women**  
\$30,000.00  
*Australian Vietnamese Women's Association*

**Tracks To Stronger Communities**  
\$30,400.00  
*Gunditjmara Aboriginal Co-operative Ltd*

**Welcome to Yarra Sport**  
\$28,000.00  
*City of Yarra*

**Working Together Against Violence**  
\$30,000.00  
*Women's Health Victoria*

**Wyndham Say NO to Violence Schools Art Project 2007**  
\$14,903.00  
*Wyndham City Council*

**Youth Forums – Postive Relationships, Successful Lives**  
\$31,000.00  
*Mallee Sexual Assault Unit Incorporated*

**Individual projects to reduce violence for mental health and wellbeing**

**AFL: Violence Against Women Strategy**  
\$250,000.00  
*Australian Football League*  
Project designed to prevent violence perpetrated against women and promote mental health and wellbeing through a partnership between VicHealth and the AFL to develop a multi-dimensional program design and implement a statewide strategy.

**White Ribbon Day**  
\$25,000.00  
*No to violence, Male Family Violence Prevention Assoc. Inc.*  
The project facilitates cross-sector involvement and collaboration in the White Ribbon Campaign in order to: increase community awareness of the individual, family and community-level impacts of violence perpetrated against women; and encourages men to take responsibility for violence perpetrated against women.

**Research addressing violence**

**ARC: Adolescent mental health & supportive classroom environments**  
\$36,400.00  
*La Trobe University*  
This research aims to develop strategies to prevent teachers' aggressive classroom management and improve the mental health and wellbeing of both students and teachers, and learning opportunities for students.

*Research Fellowship*

**Promoting women's mental wellbeing by reducing intimate partner violence against women – Building an evidence base and expanding our knowledge**  
\$100,000.00  
*La Trobe University*  
Dr Angela Taft. This project evaluates whether formal and informal primary health care strategies improve the mental health, wellbeing and mother–child bonds of women at risk of or experiencing partner abuse.

*PhD Scholarship*

**Masculinities & the health of young refugee males from Southern Sudan**  
\$22,476.00  
*Victorian Foundation for Survivors of Torture*  
Mr Ndungi wa Mungai. This project researches how notions of masculinities can help in analysing the health issues of young males from Southern Sudan in Melbourne. The research analyses how masculinities intersect with gender, class, race, ethnicity, age and culture to impact on the physical and psychological wellbeing of the target group. The target group for this research is young males (under 25) from Southern Sudan living in Melbourne who have arrived on refugee or humanitarian visas.

*Research projects*

**ARC: Gender, local governance & community safety: Making the links between violence in public & private space**  
\$20,000.00  
*The University of Melbourne*  
Dr Carolyn Whitzman. The research project brings together community safety and violence prevention strategies, in public and private spaces, to improve community health and wellbeing.

**ARC: Understanding Victorian women's experiences of unplanned pregnancy and abortion**  
\$25,000.00  
*The University of Melbourne*  
Prof. Doreen Rosenthal. Study to understand Victorian women's experiences of unplanned pregnancy and abortion in order to improve the mental health of women, their partners and family planning.

**Increasing access to economic resources for mental health and wellbeing**

*Individual projects supporting increased access to economic resources*

**Indigenous school-to-work project Shepparton/Mooroopna**  
\$20,000.00  
*Ganbina: Koorie Economic Employment Training Agency*  
A project to enhance mental health and wellbeing through ensuring continuity between school, training and the workplace as a means of achieving employment for Indigenous youth.

**Research addressing increased access to economic resources**

*Research Fellowship*

**Managing employment pathways to reintegrate older workers**  
\$105,000.00  
*Swinburne University of Technology*  
A/Prof. Libby Brooke. This project extends the Finnish 'work ability' framework, enabling unemployed and injured older workers, retirees and volunteers to participate in employment. By engaging stakeholders across employment, rehabilitation and health services, interventions supporting ability and positive ageing will be developed.

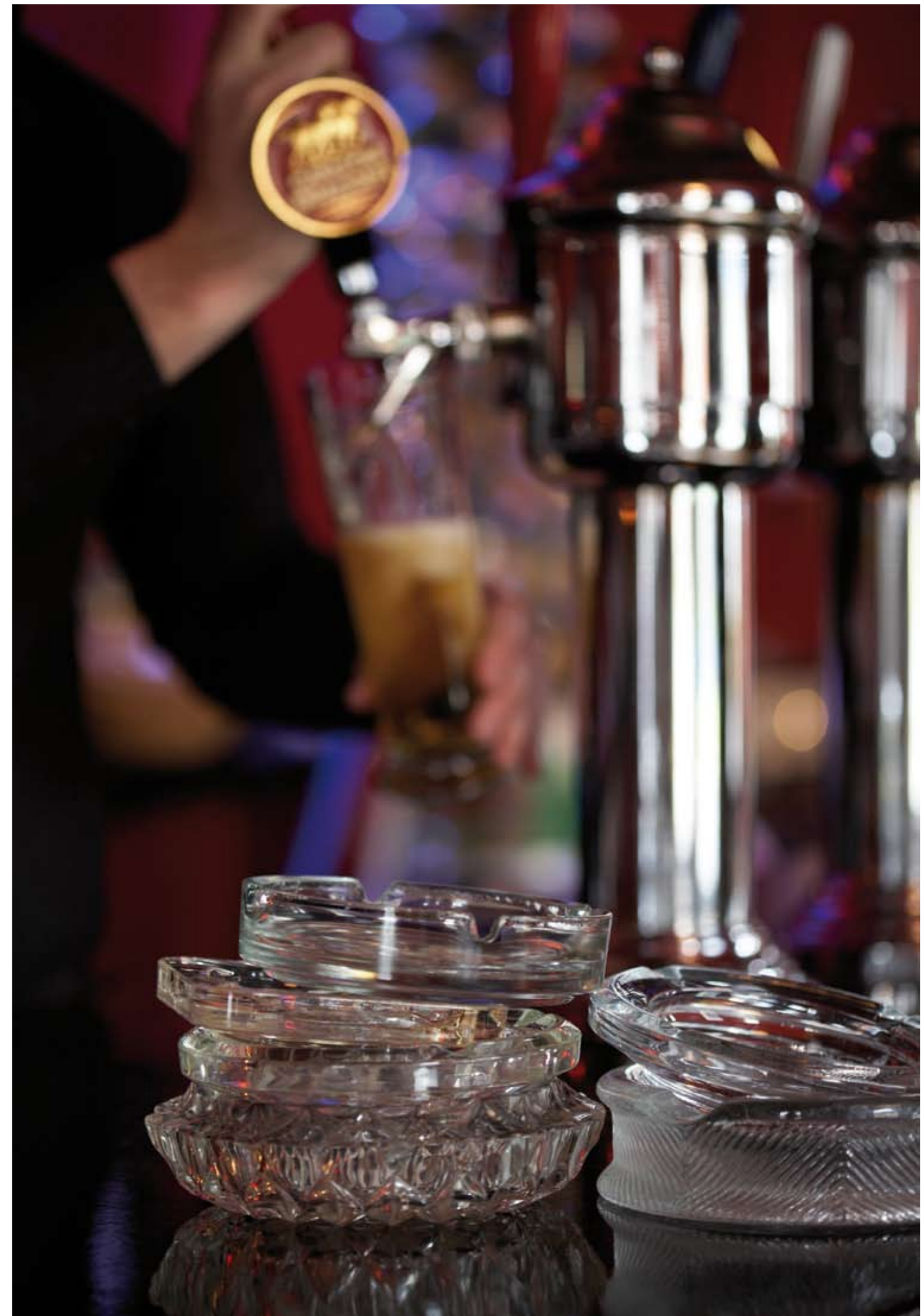
*PhD Scholarship*

**A profile of adolescent problem gambling: Risk and protective factors informing prevention strategies**  
\$8,600.00  
*La Trobe University*  
Ms Sophia Vasiliadis. A project to identify and explore gambling activities among young people in Victoria.

**Strengthening policy and practice in mental health promotion**

**The McCaughey Centre: The VicHealth Centre for the Promotion of Mental Health and Community Wellbeing**  
\$1,250,000.00  
*University of Melbourne*  
Professor John Wiseman. The purpose of this Centre is to create and share knowledge about the social, economic and environmental determinants of community wellbeing and mental health. The Centre also hosts the Community Indicators Victoria project, which supports the development and use of local community wellbeing indicators.

*Reducing smoking.* Tobacco-related disease was the catalyst and rallying point for VicHealth. Created 20 years ago, VicHealth was the first health promotion body in the world to be funded by a levy on tobacco. Since then, the number of Victorians smoking has declined significantly, and there are cleaner, safer environments where fewer people are exposed to tobacco smoke.





The creation of VicHealth 20 years ago with the *Tobacco Act 1987* was a significant policy change by the Victorian government and signalled a new vision and commitment to health promotion. The innovative proposal to apply a dedicated levy on tobacco to fund such an organisation was ground-breaking for its time and opened the door for a program of wide-ranging reform. The fact that tobacco control needed its own Act of Parliament had enormous symbolic importance.

VicHealth was the seed from which grew public support and political courage for what were considered radical health promotion ideas, such as smoke-free workplaces and even smoke-free pubs. These are now a reality in Victoria.

Initially VicHealth and its major funded partner, Quit Victoria, tackled the tobacco industry head-on by replacing tobacco sponsorship with health promotion messages. This adaptability displayed early on has continued, allowing VicHealth to address the challenges of pressing health issues in imaginative and practical ways, both in Australia and overseas.

The VicHealth model has been adapted by many countries, particularly those in Asia. The idea of using a dedicated tax to gather funds for tobacco control has been reinforced by the adoption of the world's first public health treaty, the World Health Organisation Framework Convention on Tobacco Control, which is giving more countries more tools to control tobacco use and save lives.

VicHealth's key investments in tobacco control, Quit Victoria and the VicHealth Centre for Tobacco Control, have influenced local, national, and international agendas. The confronting Quit television advertising has established Victoria as a leader in the field of tobacco control. Victorian advertising campaigns are now being used successfully around the world, including New York and other states across America.

Research commissioned by the VicHealth Centre for Tobacco Control has analysed the economic impact of tobacco use in Australia. Victoria's former Premier, Steve Bracks, recently quoted from the research findings, highlighting that a \$50 million investment in Quit anti-smoking programs in Victoria would save \$400 million in health costs over 10 years.

In addition, the legal arena has become a key domain for effective tobacco control work. Advocacy efforts by the VicHealth Centre for Tobacco Control in the aftermath of the *McCabe v British American Tobacco* case has led to the creation of new laws in Victoria concerning document destruction and document availability.

By contributing to the Quit campaign, VicHealth works to promote health and prevent the harmful effects of smoking.



## REDUCING SMOKING

**A top priority for VicHealth remains the reduction of smoking. The reason is simple: it's the biggest contributor (7.8%) to Australia's burden of disease. It can best be reduced through effective health promotion strategies including awareness campaigns, individual counselling, and advocating for legislation to control the sale and use of tobacco.**

**VicHealth has been a major contributor to the decline in smoking rates through its work with Quit at The Cancer Council Victoria. Since Quit began in 1985, Victoria's smoking rates have fallen by about 20% in men and nearly 15% in women. In just the past six years, one million fewer cigarettes have been smoked each week by under 18-year-olds in Victoria – preventing an enormous amount of sickness and early death from smoking.**

**VicHealth also funds the VicHealth Centre for Tobacco Control (VCTC), which conducts innovative research in tobacco control and undertakes policy development designed to advance tobacco control efforts across Australia. The centre has conducted research on how our legal system can improve health outcomes in tobacco control and make the economic case for regulating tobacco.**

**This year we moved closer to our goals of getting fewer people to take up smoking, of a cleaner, safer environment where less people are exposed to tobacco smoke, and of greater accountability by the tobacco industry.**

## ACTIVITY SNAPSHOT

### State tobacco reforms

Public attitudes towards smoking have changed enormously in recent years. In 2006, 86% of 3000 Victorian non-smokers surveyed supported smoking bans in bars, as compared with 33% in 2001.

Support is not restricted to people who don't smoke. Last year, 61% of smokers said they approved of smoking bans in bars, as compared with approximately 40% of smokers surveyed in 2003.

In March 2006, smoking was banned in most enclosed workplaces and in covered areas of train station platforms, tram shelters and bus shelters. Laws to enforce the ban on cigarette sales to young people were strengthened and bans on smoking, the promotion of tobacco products and the sale of tobacco products at underage 'music/dance' events were introduced. The State government also introduced bans on 'buzz marketing' and non-branded tobacco advertising, ensuring Victorians would have some of the best laws controlling the marketing of tobacco.

The state tobacco reforms followed an intensive advocacy campaign by VCTC and partners highlighting the importance of an extension of smoke-free areas. This ensures the Victorian public is protected from the harms of second-hand smoke.

### Cigarette packaging

With tobacco advertising and marketing restricted, cigarette packaging has become the cornerstone of tobacco industry marketing. The industry depends on pack design as a way to recruit a new generation of smokers and communicate with current customers.

A quote from David Davies, Senior Vice President, Corporate Affairs, at Philip Morris in 2005 featured in one of their brochures highlighted this. *Information for Smokers and Youth Smoking Prevention* quoted: "We've found that the most effective way to reach our consumers is through the pack, because that is what they buy and hold and use."

With this in mind the VicHealth Centre for Tobacco Control has worked to challenge the industry's inappropriate practices relating to on-pack marketing. VCTC's work led to an Australian Competition and Consumer Commission (ACCC) investigation into misleading on-pack product descriptors, such as 'light' and 'mild'. In 2005, the ACCC found that the industry had engaged in a misleading campaign. The ACCC accepted court-enforceable undertakings from the three major tobacco manufacturers to stop using a range of misleading descriptors on their cigarette packaging. The tobacco manufacturers also agreed to contribute a total of \$9 million to a corrective advertising campaign.

Quit used the 'light' and 'mild' case as a springboard for an ongoing advocacy campaign calling for plain packaging on all cigarettes.

In late 2006, Quit complained to the ACCC that British American Tobacco had been manipulating some of their packaging to weaken graphic health warnings and introduce 'split packs' that could be more attractive to younger consumers. The ACCC subsequently ordered the withdrawal of 'kiddie' packs from sale.

### State government funding for social marketing campaigns

A submission to the Victorian Department of Human Services in 2006 prepared by VCTC, Quit and partner organisations, including VicHealth, The Cancer Council of Victoria (TCCV) and the Heart Foundation, has led to a Victorian government commitment of \$10.4 million of funding to extend Quitline and for social marketing campaigns.

The report showed that smoking costs Victorians over \$5 billion dollars a year, including almost \$190 million to the Victorian health system. The submission included research findings by Professor Susan Hurley showing:

“A five per cent drop in smoking prevalence in Victoria over five years could save approximately \$15.2 million in health care costs over a seven-year period for strokes and acute myocardial infarction in people aged 35–64 years of age alone, in addition to savings in other age groups and for other smoking-caused diseases.”

### The Framework Convention on Tobacco Control (FCTC)

The VicHealth Centre for Tobacco Control (VCTC) has become an international leader in policy development and advocacy in relation to the Framework Convention on Tobacco Control (FCTC). The FCTC is the first treaty negotiated under the auspice of the World Health Organisation and reaffirms the rights of all people to the highest standard of health. Australia has contributed \$274,688.69 AUD towards implementing the Framework Convention on Tobacco Control. In contrast to previous drug control treaties, the FCTC asserts the importance of demand reduction strategies as well as supply issues.

VCTC’s Director of Law and Regulation, Jonathan Liberman, has attended all of the key international meetings of the FCTC since June 2004 as a representative of The Cancer Council Australia and the National Heart Foundation of Australia and a delegate of the International Union Against Cancer.

Through his position, Mr Liberman chairs the Framework Convention Alliance’s policy committee. The Alliance is the key international NGO working on the development and implementation of the FCTC. It comprises over 250 organisations from more than 90 countries.

VCTC also coordinates development of policy positions, preparation of briefing papers and advocacy to governments and the World Health Organisation, and works closely with key tobacco control NGOs across the world. VCTC prepared a template for a protocol on cross-border advertising, promotion and sponsorship and a background paper for the FCTC’s first meeting held in Geneva in September 2006.

VCTC plays an important role in FCTC implementation in the Western Pacific Region (WPR), with staff members participating in workshops in Vietnam, Thailand, China and Kiribati, an island nation located in the central tropical Pacific Ocean.

*By approving a smoking ban in and around its 126 playgrounds, Monash has led the way for other local councils.*



## PROGRAM INVESTMENTS TO REDUCE SMOKING

### ACTIVITY SNAPSHOT

#### Program investments in Tobacco Control

##### Quit Victoria \$3,542,724.00

*The Cancer Council Victoria*

The Quit Program aims to reduce the prevalence of smoking in Victoria and to reduce the exposure of non-smokers and smokers to the harmful substances in tobacco smoke. A broad range of policy and program initiatives are used to achieve objectives adding up to a comprehensive program on tobacco addressing cessation, prevention, exposure reduction and policy advancement.

##### VicHealth Centre for Tobacco Control \$350,000.00

*The Cancer Council of Victoria*

The Centre, which has a national and international profile, contributes to the decline in smoking levels by carrying out research and development to identify and promote innovative ways of reducing exposure to tobacco, thus reducing the adverse health and social effects of tobacco use.

##### Pathways of the link between socio-economic status and smoking behaviour (Public Health Fellowship) \$100,000.00

*The Cancer Council Victoria*

Dr Mohammad Siahpush. This Fellowship examines why smoking prevalence among socially/economically disadvantaged groups is markedly higher than among other groups. Do they have more stressful lives? Do they lack necessary social support? Or is it because of factors such as working and living in environments with no smoking restrictions or having many friends who smoke?

*Supporting other health action areas.* VicHealth has long been a voice in debates on alcohol misuse and a supporter of programs which promote responsible drinking. Changing the culture of dangerous drinking requires an innovative approach tackling the broader social, cultural, environmental and economic aspects of alcohol consumption. To this end, we are strengthening our investments in key programs such as Good Sports (Australian Drug Foundation) and the Community Alcohol Action Network (CAAN).





## SUPPORTING OTHER HEALTH ACTION AREAS

**Alongside our investment in tobacco control, physical activity, healthy eating, and mental health and wellbeing, VicHealth continued supporting program development, research, evaluation and advocacy in the areas of alcohol and substance misuse and sun protection.**

**This year several key programs contributed to improving health in these areas.**

### ACTIVITY SNAPSHOT

#### Good Sports

Since 1999, VicHealth has provided more than \$1.5 million to the Australian Drug Foundation for the Good Sports program, making it the single largest alcohol-related investment in VicHealth's history. Good Sports is a program that enhances the critical role community sporting clubs can play in their communities. The program helps clubs to create a safe and healthy culture more focused on young people and families and less on the consumption of alcohol at high-risk levels. The program does not represent a one-off intervention but helps to create sustainable change by enabling sporting clubs to change their systems and practices around the responsible management of alcohol. There are 1,260 community sporting clubs participating in Good Sports across Victoria.

In addition to VicHealth's support, the Good Sports Program has received substantial funding from the Victorian Government, through the Transport Accident Commission and Department of Human Services. These funding partners participated in a recent review of the Good Sports program facilitated by VicHealth which highlighted substantial support for Good Sports and featured community partnerships success stories.

The review examined the program's efficiency and effectiveness, identified issues and trends impacting on its operation and recommended future strategies.

#### Community Alcohol Action Network (CAAN)

VicHealth has been a major supporter of the Community Alcohol Action Network (CAAN) since 2004. CAAN is an initiative of the Australian Drug Foundation (ADF) in response to growing community concern about alcohol misuse, particularly binge and underage drinking. VicHealth has provided CAAN with funding to undertake monitoring of alcohol issues, media advocacy, policy development, community mobilisation activities and produce and disseminate the *Grog Watch* e-newsletter, which has more than 2,000 subscribers.

Within its first four years, CAAN has greatly increased awareness in Victoria, and nationally, of community actions which can prevent alcohol-related harm. In 2007, CAAN convened the second *Thinking Drinking* conference in Melbourne, with a theme of 'from problems to solutions'. The conference attracted more than 300 delegates from around Australia and overseas.

*To minimise the human cost of skin cancer, VicHealth supports SunSmart; a program that has changed Victorians' sun protection behaviours and attitudes.*

The environment for alcohol harm reduction initiatives in Victoria appears to be changing, with increasing government and community concern about the causes and consequences of harmful consumption of alcohol. The demands upon CAAN continue to grow. There is now a pressing need for focusing, prioritising and strategically planning CAAN's efforts to ensure its impact is targeted and maximised.

CAAN's achievements have been favourably reviewed in the recent *Victorian Parliament Drugs and Crime Prevention Committee* Inquiry into Strategies to Reduce Harmful Alcohol Consumption (2006). The report states: "In Victoria, the chief community and media advocacy organisation is the Community Alcohol Action Network (CAAN). The Committee has been impressed with the advocacy work done by CAAN and its efforts to raise awareness with regard to alcohol-related issues in conjunction with the Australian Drug Foundation. The Committee recommends that the Victorian Government investigate ongoing support of the Community Alcohol Action Network."

VicHealth's support for CAAN adds value to and consolidates the support it receives from its other funding source, the Department of Human Services.

#### Common Solutions to Common Problems

The Common Solutions project is a partnership between Royal Automobile Club of Victoria, the Transport Accident Commission and VicHealth. The project aims to provide opportunities for young people, aged 10 to 24 years, to develop and maintain meaningful connections to their community. This interest is based upon each organisation's concern for the health and wellbeing of young people, and the understanding that by working collectively in a preventive way, there is opportunity to prevent young people from undertaking behaviours that pose a risk to their health.

To implement this vision, the project partners have commenced research and consultation with young people in the suburb of Melton. The initial stage of the project involved building a rapport with the Melton Community, mapping out the services and programs available to young people and gaining an understanding of the young people who live there.

#### Advocacy

Advocating for effective, evidence-based approaches to reduce the harmful consumption of alcohol is now a focus for VicHealth. This work takes many forms, ranging from research, mobilising community action, providing input into government policy processes and media advocacy. In 2007, VicHealth provided a submission to the Victorian Liquor Control Advisory Council's review of the appropriateness of the regulatory regime for the sale of packaged liquor in Victoria. In the submission, VicHealth highlighted community concerns about the links between the growth in the number and density of alcohol outlets and the increase in the prevalence of harmful consumption of alcohol in the Victorian community. VicHealth has recommended that the Victorian government commission research that examines this relationship in Victoria.

#### Sun Protection

VicHealth, in partnership with the The Cancer Council Victoria, funds the Victorian SunSmart program. Most cancers diagnosed in Australia each year are skin cancers. Every year, more than 1,500 Australians die from skin cancer. Yet it is almost totally preventable.

In 1980 The Cancer Council Victoria launched the Slip! Slop! Slap! campaign to encourage people to reduce their exposure to ultraviolet (UV) radiation. The limited public education program, featuring Sid Seagull singing 'Slip! Slop! Slap!' was funded through public donations income.

In 1988, VicHealth commenced funding The Cancer Council to launch the SunSmart program as a new multi-faceted skin cancer control program. SunSmart now incorporates mass media; sponsorship of sporting associations; professional education; advocacy for policy development in schools, early childhood services and workplaces; and a strong research and evaluation component.

In 2004, SunSmart was appointed the World Health Organisation's Collaborating Centre for the Promotion of Sun Protection.

The National SunSmart UV Alert appeared for the first time in public on 1 October 2005 and was officially launched on 1 December 2005. The Alert, led by SunSmart, is a joint national initiative of the Bureau of Meteorology, The Cancer Council of Australia and the Australian Radiation Protection and Nuclear Safety Agency.

## PROGRAM INVESTMENTS SUPPORTING OTHER HEALTH ISSUES

### Reducing alcohol-related harm

#### Good Sports

\$240,000.00

*Australian Drug Foundation*

The Program assists sporting clubs to develop and implement policies to promote the responsible use of alcohol within the club environment.

#### Thinking Drinking II:

**From problems to solutions**

\$8,000.00

*Australian Drug Foundation*

This conference focused on how to change attitudes, customs and policies in order to create sustainable cultural change regarding alcohol. Advice was sought from successful change agents to determine: what we mean by cultural change; what practical steps we can take today to begin effective changes; how we link big-picture policy and advocacy with everyday activity on the ground.

### Common Solutions project

**Common Solutions project:**

**Centre for Adolescent Health**

\$14,100.00

*Centre for Adolescent Health*

An innovative project that supports and collaborates with other sectors to develop policies, research and projects that will enhance the health and wellbeing of young Victorians in their family, school and community environments. The project is funded in partnership with the Royal Automobile Club of Victoria (RACV) and the Transport Accident Commission (TAC).

### Sun protection

**Sunsmart program**

\$559,996.00

*The Cancer Council Victoria*

Major statewide skin cancer prevention program using media and community-based strategies to promote behaviour change and to influence structural barriers and social factors which affect skin cancer risk.

*Promoting equality in health.* Back in 1998, VicHealth funded a modest and discrete intervention developed by the Victorian Foundation for Survivors of Torture. The school-based program was designed to help refugee children (and their parents) develop a positive identity and the personal skills needed to deal with settling in a new country. **The program has been a catalyst for a far more ambitious program of mental health promotion involving much larger mainstream partnerships.**



Research shows that when people first arrive in a new country they face significant social, cultural and economic challenges, all of which can contribute to poor health and wellbeing. So in 1998 when VicHealth had the opportunity to fund a small program being developed by the Victorian Foundation for Survivors of Torture, we jumped at the chance.

*The Rainbow Program for Children in Refugee Families* is a school-based early-intervention program that builds refugee children's pride in their cultural identity and supports them to adapt to their new environment. Schools are one of the main connections that refugee children and families have once they arrive in a safe country. They play an important role in promoting children's resilience.

The benefits of this modest program have gone well beyond the school gates. The program was a catalyst for most of the schools involved to explore other ways in which they could support refugee children and their families. It has also raised awareness of refugee issues and created relationships between schools and the wider community.

Recently the program expanded to include a larger number of school communities and a wider range of interventions. With continued funding from VicHealth and other key organisations, the program now offers teacher resources to address refugee issues in the classroom, an expanded range of activities for parents, and support programs for teachers.

Through its involvement, the Department of Education and Training has given legitimacy to the project among schools and provided important technical support and policy advice, all leading to a large, more sustainable allocation of funding by government to support the program into the future.

VicHealth's Healthy Eating Program focuses on increasing access to a variety of fresh foods by people living in disadvantaged communities.



## PROMOTING EQUALITY IN HEALTH

**Health inequities are avoidable and unnecessary disparities in the health status of different population groups, and they result from a range of social and economic factors that influence health.<sup>5</sup> There are documented patterns of inequality of health in Victoria.<sup>6</sup>**

**While working to improve the health of all Victorians, VicHealth supports projects that work with people who have the least access, or face the greatest barriers, to activities that promote health.**

**In all of our major health promotion strategies – including those with a primary goal of increasing physical activity, promoting healthy eating, promoting mental health and wellbeing, or reducing tobacco use – we look at ways to minimise the impact of social and economic disadvantage on health. We have targets in all of these health action areas for the distribution of funds and the development of policy to help reduce health inequalities. In addition, we have some investments in policy and research specifically addressing the issue of health inequalities. Here are just some examples.**

### ACTIVITY SNAPSHOT

#### Victorian Health Inequalities Network

In 2006/07, VicHealth funded Monash University and the Victorian Council of Social Services to co-host the Victorian Health Inequalities Network. The Network brings together representatives from academic, government and non-government organisations that work across the social policy field to create innovative policy that may reduce health inequalities in Victoria.

Two roundtables have already been held; two more are planned for the second half of 2007 and a consumer forum is scheduled for October, 2007. The Network has also established a website at [www.vhin.org.au](http://www.vhin.org.au).

#### Community Indicators Victoria project

The Community Indicators Victoria (CIV) project supports local governments in development and use of community indicators as tools for measuring health and wellbeing and improving community engagement and planning. CIV is a data resource and reporting tool based on 17 broad categories of local community wellbeing indicators such as: healthy, safe and inclusive communities; resilient local economies; sustainable built and natural environments; culturally rich communities, and democratic and engaged communities.

CIV complements VicHealth's *Leading the Way* project, which encourages local governments to identify opportunities for improving health in all areas of planning. Project partners include VicHealth, the Australian Bureau of Statistics, several State government departments, the Municipal Association of Victoria, the Victorian Local Governance Association, Swinburne University and RMIT.

### Research

VicHealth's collaboration with research plays a pivotal role in exploring dimensions of disadvantage and their impacts over place, population group and age. The following research projects identify differing approaches to investigating issues of health inequalities.

Dr Elizabeth Waters' Senior Research Fellowship with VicHealth at Deakin University identifies the major areas of child health inequality in order to examine what effective health promotion interventions could be applied.

Dr Shelley Mallet's Senior Research Fellowship with VicHealth at the University of Melbourne explores early intervention programs for the most vulnerable young people and their families. Her research focuses on how to improve service provision and support to these groups – including strengthening cooperation across sectors, reducing duplication of services and gaining efficiencies of service.

At Swinburne University, Associate Professor Libby Brooke's Senior Research Fellowship with VicHealth aims to assist older workers who are vulnerable to unemployment to regain access to the workforce. The project will apply the Finnish 'work ability' model for managing the health and wellbeing of older workers and extend this to public policy and practice, which also enables older workers to make successful transitions back into employment.

## Onemda Koori Health Unit

VicHealth has funded and supported this leading centre of excellence in Aboriginal health research since 1999. The quality of the centre’s work and its commitment to the Koori community’s input and guidance has led to success in attracting additional funding and the development of innovative partnerships.

Funding from the Commonwealth government has allowed Onemda to continue its network development with workers and Aboriginal communities working in Indigenous tobacco control.

Onemda’s Committee of Deans of Australian Medical Schools project achieved a number of milestones, including: establishment of the Leaders in Indigenous Medical Education network; negotiating a new Indigenous health curriculum for all medical students; and raising Indigenous student recruitment and retention standards.

Onemda was awarded funding through the Public Health and Education Research Program to extend previous work on Indigenous public health curriculum.

Onemda’s research agenda has seen a range of multidisciplinary projects implemented in collaboration with community partners. Highlights include publication of a series of papers on indicators of health for Indigenous peoples in Australia, Canada and New Zealand and the release of the community report: *Koori Kids’ Ears and Health*.

Post-Doctoral Research Fellow Dr Kylie Cripps was honoured with an invitation to deliver the annual Rob Riley memorial lecture for 2006 at Curtin University, Perth; and Dr Priscilla Pyett co-edited the first Australian Indigenous health issue of the prestigious *Journal of Sociology*.

Onemda has proudly appointed three Elders as patrons: Aunty Joan Vickery, Aunty Joy Murphy and Uncle Kevin Coombs. Onemda’s community relationships were also enhanced through formal relationships with the Victorian Aboriginal Community Controlled Organisation (VACCHO) and the Koorie Cultural Heritage Trust.

## PROGRAM INVESTMENTS SPECIFICALLY TARGETING HEALTH INEQUALITIES

The issue of health inequalities is an overarching theme of VicHealth’s program work. This means that all of our health promotion programs look to reduce health inequalities and this influences our funding patterns. A substantial amount of policy work has been undertaken in the last 12 months to assist program staff to understand the levers and program logic that most effectively address health inequalities.

Following are some projects that are expressly focused on the issue of health inequalities, not tied to any particular program.

### HEALTH INEQUALITIES

#### Individual projects to reduce health inequalities

##### Infrastructure Development Support

\$40,000.00

*Changemakers Australia*

Project to consolidate the infrastructure of Changemakers Australia, which focuses on educating the philanthropic and corporate sectors about effective investments to bring about sustainable change.

##### VicHealth Inequalities

##### Network Secretariat

\$40,000.00

*Monash University*

The establishment of a Network of representatives of key government and non-government organisations and researchers to foster partnerships and collaborative activity between health researchers and those responsible for policy and program development in other relevant sectors. The purpose of the Network is to improve capacity in Victoria to translate findings from research pertaining to health inequalities into policy and practice.

#### RESEARCH TO REDUCE HEALTH INEQUALITIES

*Research Fellowships*

##### Developing sustainable Aboriginal health research practice

\$100,000.00

*The University of Melbourne*

Dr Priscilla Pyett. This project supports a researcher to work in partnership with Aboriginal communities to implement and evaluate an innovative program of research reform that will improve ethical, relevant and sustainable research practice in Aboriginal health, build research capacity and ultimately lead to improved health outcomes for Aboriginal peoples.

##### Health, development and wellbeing of young children in Victoria

\$100,000.00

*Deakin University*

Dr Elizabeth Waters. This research uses epidemiological data on the health, development, and wellbeing of young children in Victoria to review and develop evidence-based public health interventions in childhood.

##### Health inequalities, governance and participation

\$130,000.00

*Monash University*

Dr Bebe Loff. This project aims to promote health and wellbeing from a health inequalities and human rights perspective, by examining the legal and broader regulatory environment to determine strategies for future policy and law reform.

##### Intervening early: Young people, families and community

\$100,000.00

*The University of Melbourne*

Dr Shelley Mallett. Early intervention programs for vulnerable young people and their families are currently divided between governments and across service sectors, resulting in replicated services and significant service gaps. This research provides an evidence base to support the development of cross-sectoral, early intervention policies and services for this marginalised population.

##### Promoting the mental health of children living in low income families: Developing a theoretical and evidence-based framework & intervention

\$105,000.00

*Deakin University*

Dr Elise Davis. The overall aim of this fellowship is to build a cutting-edge, innovative research program in the field of mental health promotion, with a focus on child health inequalities.

*Research Projects*

##### Inequalities & health

\$15,000.00

*The University of Melbourne*

Dr Anne Kavanagh. The Australian Health Inequities Program addresses social and economic determinants of health and aims to build capacity in multidisciplinary population health research by increasing the understanding of the complex social, economic and environmental factors that contribute to health inequities, and improving policy, programs and practice designed to reduce these inequities.

#### HEALTH INEQUALITIES RELATED CONFERENCE SUPPORT

##### 1st National Conference on Gender & Health Inequalities

\$2,500.00

*The University of Melbourne*

This conference brings together diverse disciplines and sectors to provide directions on how to consider gender and health inequalities in research, policy and practice agendas.

##### Australian Sudanese Youth Conference

\$5,000.00

*The University of Melbourne*

This conference brings together diverse disciplines and sectors and Sudanese young people across Victoria and interstate to discuss issues such as language, education, training, employment, racism, housing and transport faced by these young people.

##### Women and Work Choices, A Policy Forum

\$5,000.00

*Disability Employment*

*Action Centre Inc.*

This roundtable brings together FFW, VCROSS, The Victorian Women’s Trust and senior practitioners and policy makers to discuss the impact on long-term unemployed and disadvantaged women of the new industrial relations legislation. The introduction of Parent Activity Agreements on 1 July 2007, which will require over 250,000 sole parents to join the job market, reinforces the need for analysis of these issues. The roundtable will inform the development of a media kit and future policy advocacy activity.

*Fostering innovation and building evidence in health promotion.* In 2000, VicHealth brought the Cochrane Health Promotion and Public Health Field from Canada to Melbourne. This entity of the Cochrane Collaboration reviews the effects of public health interventions and makes the information available to all practitioners, policy makers and consumers. VicHealth is now funding the transition from a Field to a Review Group, which will give it a stronger capacity to influence the quality and relevance of reviews. VicHealth is also supporting Cochrane's partnership with The Campbell Collaboration, which promises to strengthen public health and health promotion's evidence base.





Health promotion and public health activities need to be seen as rigorously evidence-based as other healthcare interventions. That's why VicHealth invested in the Cochrane Health Promotion and Public Health Field, bringing it from Canada to Melbourne in 2000.

The Cochrane Health Promotion and Public Health Field is part of the Cochrane Collaboration, an international not-for-profit and independent organisation that is dedicated to making up-to-date, accurate information about the effects of healthcare readily available worldwide. Cochrane's reviews are known for their rigorous quality standards.

VicHealth is now funding Cochrane to make the transition from a Field to a Review Group. Review Groups have a much greater level of professional support in editing and peer collaboration, giving them a stronger capacity to influence the quality and relevance of reviews.

VicHealth is also supporting Cochrane to create a partnership with The Campbell Collaboration, which focuses on reviewing the effects of social, behavioural and educational interventions. Traditionally, the Campbell Collaboration hasn't focused on health outcomes, and social policy has not always fitted well within the Cochrane Collaboration, leaving public health reviews sitting somewhere between the two.

The initiative to establish a Cochrane–Campbell Review Group will strengthen the production of high quality, high-profile systematic reviews in public health.

*Research shows that Australia has been immeasurably enriched by the arrival of people from all over the world.*



## RENEWAL IN PUBLIC HEALTH RESEARCH

**For many years, VicHealth has been deeply involved in public health and health promotion research. Its program of support for higher degree scholars, post-doctoral fellows and research centres, an investment worth approximately \$6 million per year, is renowned throughout Australia.**

**Under a major restructure of research management, a new Research Advisory Committee is being appointed to oversee research quality and innovation. An experienced Senior Research Advisor has also been appointed.**

**VicHealth intends to uphold and extend its proud tradition of excellence in public health research, and will ensure its funded research is closely linked to policy and practice, contributing to a healthy Victoria.**

## ACTIVITY SNAPSHOT

### Review of VicHealth Research Centres and Fellowships

VicHealth has invested more than \$60 million in public health research since 1991. During 2006–07, VicHealth's Research Centres Program and Fellowship Program were reviewed by Consan Consulting. The Review showed that VicHealth's research investments have yielded major benefits including:

- an estimated \$1.74 extra funding earned by Centres for every dollar invested by VicHealth in core funding
- an estimated \$1.49 extra funding earned by Fellows for every dollar invested by VicHealth
- the publication of 1,282 scientific articles and the delivery of 2,143 presentations at scientific conferences since 1991
- 12–24 research staff employed at research Centres each year
- 3–12 PhD students trained each year at Centres
- up to 10 PhD students trained each year by Fellows
- significant translation of research into policy and programs by Centres and Fellows, including use of research in guidelines
- development and maintenance of national and international research collaborations.

The Review recommended a greater emphasis on research innovation and on the translation of research findings to the field.

## Fellowships

VicHealth supports outstanding public health and health promotion researchers through five-year Senior and Public Health Research Fellowships.

Twenty-six research fellows currently receive full or partial VicHealth support. Fellows are funded to undertake research in VicHealth's priority health areas, with the aim that the outcomes of their research can be incorporated into VicHealth's planning and policy work.

VicHealth Research Fellowships provide promising researchers with the local development opportunities they need. This helps ensure Victorian research institutions are competitive with international counterparts. The 'seed funding' model of the fellowship scheme will allow longer-term research expertise and capacity to be built and will support high-quality public health research talent in Victoria.

This year VicHealth funded five new Senior and Public Health Research Fellowships: Dr Elise Davies, A/Professor Libby Brooke, Dr Deborah Warr, Professor David Crawford and Dr Karen Campbell. Their research spans a wide span of health issues including mental health and social inclusion, and relationships between obesity, physical activity and healthy eating.

Pre-existing fellowship investments also continued to bear fruit this year. They included detailed findings on the economic drivers of health inequalities, new insights into the sexual and reproductive health of Australians and evidence to support innovative interventions for the prevention of blood-borne viruses in at-risk populations.

## Conference Support

VicHealth provided support to 17 conferences through its Conference Support Scheme. The Scheme, the only one of its kind in Victoria, provides funding for health promotion and public health conferences to sponsor innovation and inform debate. Conferences funded this year include:

- International Council for Local Environmental Initiatives (ICLEI) Local Governments for Sustainability: *Accelerating Now*
- the Indigenous Arts and Business conference *Deadly Arts Business*
- *Cities Feeding People: Grow it where you live!* a conference on urban agriculture and community gardens
- the Asia Pacific EcoHealth Conference *Ecology and Health: People & Places in a Changing World*.

## ARC Linkage Grants

The Australian Research Council (ARC) Linkage Project Funding Scheme supports collaborative research projects between higher education, researchers and industry.

VicHealth helps Victorian public health researchers to secure national research funding by collaborating as an industry partner with researchers seeking grants from the ARC.

Industry partnership research grants ensure that research is relevant to current health policy challenges and can be readily applied.

They also open up opportunities for researchers to work in new areas and encourage private – public sector innovation.

This year, one research project was successful in receiving ARC funding: Ramon Lewis' project *Adolescent Mental Health and Supportive Classroom Environments*. ARC decisions are pending on another six projects approved by VicHealth.

*Finding diverse solutions to improve the health of young people involved in risk-taking behaviours.*



## FOSTERING INNOVATION AND BUILDING EVIDENCE IN HEALTH PROMOTION

**Supporting innovation and building evidence for health promotion is an overarching theme for all VicHealth's program work. This means that all of our health promotion programs look to foster innovative, evidence-based practice.**

**Following are research projects that are focused on supporting innovation and the building of evidence for health promotion, but are not tied to any major program area.**

### ACTIVITY SNAPSHOT

#### Special Research Projects

**Advancing public health research and education in Victoria**

\$110,000.00

*Victorian Public Health Research and Education Council*

An industry body established to foster cooperative research; strengthen links between research organisations, industry, and educational, government and non-government institutions; and develop a strong culture of public health research and education.

**Cochrane HP & Public Health Field: Transition to Review Group**

\$235,622.00

*Deakin University*

Funding to support the Cochrane Health Promotion and Public Health Field to move from a Field to a Review Group, and to incorporate The Campbell Collaboration. This transition, over five years, will improve the standard of health promotion and public health systematic reviews as Review Groups have stronger capacity to influence the quality and relevance of reviews.

**Public attitudes to health promotion & public health: Stage 2**

\$50,226.37

*The Social Research Centre*

This is the second stage of work exploring the Victorian public's attitudes towards health promotion and disease prevention. The survey was conducted as a Computer Assisted Telephone Interview (CATI) with a sample of 1,000 people from across Victoria.

**Purchasing prevention**

– AIHPS background paper \$16,545.49

*Health Policy Solutions*

To research and develop a background paper on 'Prevention financing models' to inform the 5th national health policy roundtable for the Australian Institute of Health Policy Studies, on 8 August 2006.

**Review of VicHealth Research Centres & Fellowships**

\$9,030.00

*CONSAN Consulting*

This project is an analysis of the impact of the VicHealth's investment in VicHealth Research Centres and Fellowships on public health research capacity building and knowledge generation.

### Centres of Excellence in Research and Practice

A prime goal of VicHealth Centres is to translate public health research knowledge into health promotion practice.

Centres carry out research that fills an identified gap in current research and practice activity and contribute to national and State health policy objectives.

VicHealth currently supports, at varying levels, six Centres of Excellence in Research and Practice, listed here and under the major program areas of mental health and wellbeing, tobacco control, active communities and healthy eating.

**Australian Research Centre in Sex, Health & Society**  
\$100,000.00  
*La Trobe University*  
Prof. Marian Pitts. The Centre is dedicated to the advancement of knowledge and applied skills in sexual health research and education locally, nationally and internationally. Through research, teaching and community activities the Centre strives to develop and sustain a direct and organic link with the wider community.

**VicHealth Professor – Adolescent health research: Centre for Adolescent Health 2002–2006**  
\$100,000.00  
*Murdoch Children's Research Institute*  
Prof. G. Patton. The Centre aims to improve the health of young people, through research, health promotion, education, training, advocacy and clinical services.

**VicHealth Professor – Centre for the Study of Mother & Child Health**  
\$100,000.00  
*La Trobe University*  
Prof. Judith Lumley. The Centre is a multi-disciplinary research centre which aims to undertake, study and interpret research on mothers' and children's health; contribute to policy development; provide advice and resources to researchers in related fields; and be involved in postgraduate and continuing education.

### Research Fellowships

VicHealth supports outstanding public health/health promotion research by awarding Senior and Public Health Research Fellowships. Each Fellow is funded for five years.

Currently there are 26 Fellowships funded by VicHealth, listed here and others under the major program areas.

**Breaking generational cycles of mental disorder: A prospective study of the offspring of the Victorian Adolescent Health Cohort Study**  
\$105,000.00  
*Royal Children's Hospital*  
Dr Craig Olsson. This longitudinal study aims to identify modifiable causes of perpetuating cycles of depression, alcoholism and violence across generations of around 2,000 Victorians aged 14 to 26 years old.

**The determinants of health in Australia: An economic framework with public health implications**  
\$80,000.00  
*Monash University*  
Dr Bruce Hollingsworth. The focus of this research is on determinants of individuals' lifestyle, activities and the impact on health. The aim is to inform public health policy so disadvantaged groups can be supported to achieve health and wellbeing.

**Is it possible to prevent harmful youth substance use and enhance mental health by encouraging pro-social behaviour in children and young people?**  
\$125,000.00  
*Deakin University*  
A/Prof John Toumbourou. This fellowship explores pro-social behaviour in children and young people, and the role this behaviour plays in substance abuse, prevention and mental health promotion.

**Measurement of individual and social benefits for the reallocation of resources in the Australian health sector (Supplementary Senior Fellowship)**  
\$29,250.00  
*Monash University*  
Prof. Jeff Richardson. This project aims to identify and measure individual and social benefits arising from public health and health promotion activities which have until now been neglected in economic evaluation studies. Areas to be included are obesity, mental health, child/adolescent health and tobacco.

**Men, sexuality and health: New issues, new directions**  
\$165,000.00  
*La Trobe University*  
A/Prof. Gary Dowsett. This fellowship investigates men's sexual health in Victoria by looking at the connections between masculinity, sexuality and health through the analyses of men's body transformations, changes in their sexual relationships, and the use of sexual technologies.

**Muslim youth, social connectedness and reproductive/sex education**  
\$80,000.00  
*La Trobe University*  
Dr Linda Bennett. The research explores how religion, ethnic identity, and Islamic education impact upon the social connectedness of Muslim youth in Melbourne. Reproductive/sex education in Islamic schools provides a specific case study for examining the values and behavioural expectations of young Muslims, and how these compare with non-Muslim youth.

**Social and health outcomes of the Australian Needle and Syringe Program**  
\$125,000.00  
*The University of Melbourne*  
A/Prof John Fitzgerald. A study to document how Australia's Needle and Syringe Program works, and develop sustainable social and health outcome data collection strategies to foster an evidence-based culture of service provision in Victorian.

**The social determinants of sexual and reproductive health**  
\$125,000.00  
*La Trobe University*  
Prof. Anthony Smith. Social inequality and socio-economic status are associated with many adverse health outcomes. This study explores the ways which they are related to sexual and reproductive health and how they are socially determined.

**Using innovative Epi methods to understand and reduce the transmission of blood-borne viruses and sexually transmitted infections in marginalised communities**  
\$16,500.00  
*Macfarlane Burnet Institute for Medical Research & Public Health*  
Dr Margaret Hellard. This research aims to accurately measure the prevalence and risk factors leading to the transmission of blood-borne viruses and sexually transmitted infections in the community using innovative epidemiological sampling techniques and mathematical modelling.

### PhD Scholarships

VicHealth supports young researchers by providing Public Health PhD Research Scholarships. Scholars are funded for three years. Currently there are 10 Scholarships funded by VicHealth, listed here and under the major program areas.

**Carole Bailey Scholarship**  
\$1,000.00  
*Australian Health Promotion Association*  
The award is conferred on two students of health promotion – undergraduate and mature-aged – for the purposes of professional development.

**Investigation of interventions aimed at enhancing sexual health in women**  
\$10,615.00  
*The University of Melbourne*  
Mr Richard Hayes. The scholarship aims to develop and test interventions designed to encourage women to raise the more common sexual difficulties with their clinicians at sexual health centres and subsequently in general practice.

**Social meanings of inhalant misuse in Victoria: implications for the development of policy and intervention**  
\$3,197.14  
*The University of Melbourne*  
Ms Sarah MacLean. This research aims to document inhalant misuse prevalence, to critically analyse the social meanings around inhalant misuse in Victoria and to relate this analysis to the development of policy and effective intervention.

### Conference Support

Through the Conference Support scheme, VicHealth provides limited support to conferences conducted by other providers to facilitate knowledge transfer in the field of health promotion. This program aims to ensure these conferences are accessible to a range of delegates and to increase information exchange across sectors.

This list should be cross-referenced with conferences listed under specific health action areas of mental health and wellbeing, active communities, healthy eating, tobacco control, and health inequalities.

**Annual scientific meeting of the Australasian Epidemiological Association – Opportunities and limits in epidemiological research**  
\$5,000.00  
*Australasian Epidemiological Association*  
This conference brings together epidemiologists, other public health researchers, biostatisticians, students and others interested in epidemiology and population health in Australia to discuss the latest research and methods.

**Changin it, lovin it**  
\$5,000.00  
*YWCA Victoria*  
The purpose of the conference is to develop skills in successfully balancing work and fun as young women increasingly fulfil their roles as community and industry leaders. The forum provides for the transfer of new and existing health promotion knowledge and practice, where particular emphasis is placed on key messages such as positive body image, healthy eating and the importance of a balanced life.

**Health for All: Advocating for people who use alcohol & other drugs**  
\$2,000.00  
*VAADA (Victorian Alcohol and Drug Association)*  
A conference to bring together professionals from all over Victoria to share and discover innovative best practice to reduce the health inequalities and prejudice faced by alcohol and substance users when accessing health providers and treatment services.

**Homeless is a health hazard: Improving health outcomes for people experiencing homelessness**  
\$3,000.00  
*Council to Homeless Persons*  
This is a conference to bring together various sectors and organisations to share information, examine models of practice, analyse current issues, and identify future research areas in promoting the health of people experiencing homelessness.

**International consortium for intergenerational programs**  
\$2,500.00  
*Victoria University*  
Conference bringing together practitioners, policy makers and academics from around the world to share their experiences, learn from one another and discuss the future development of intergenerational programs, research and policies.

**Older men's health – A policy priority**  
\$8,000.00  
*Council of the Ageing Vic*  
A conference to generate and share knowledge of older men's health issues, develop solutions and directions for them. This will be the stage for the next 10 years of action, focusing on health promotion, knowledge setup, and collaborative action across policy, research and program implementation.

**Rainbow Families 3 conference**  
\$2,500.00  
*Rainbow Families Committee of the Victorian Gay and Lesbian Rights Lobby*  
This is a conference to raise awareness of issues experienced by gay, lesbian and bisexual families and provides delegates with networking opportunities with service providers.

**Securing the future**  
\$2,000.00  
*Yarram Women on Farms Group*  
This conference brings Gippsland residents together, especially the farming community, to gain information and resources on how to better manage ageing, death or incapacitation of a family member.



*Lively neighbourhoods offers inspirational stories about Victoria's Walking School Buses;*

*Healthy environments for everyone includes influencing the way we design and build our cities and suburbs;*

*The Schools out, Get active program publication summarises the findings from the evaluation of the Out of School Hours Sports program;*

*Respect, Responsibility and Equality: Preventing violence against women – VicHealth Letter Spring 2006.*



## RAISING AWARENESS

**Raising awareness about health issues, and advocating for change in our social, economic, cultural and physical environments to improve health is a core responsibility for VicHealth. This year our media advocacy included:**

### MEDIA ACTIVITIES

During 2006–2007, VicHealth was mentioned in over 420 newspaper articles, 139 radio items and 18 television stories, over metro, suburban and regional media outlets.

Apart from topical news articles and opinion pieces, VicHealth produced a lot of media on projects that involved a diverse range of Victorian communities. These included:

#### Walktober

A highlight of the year's media coverage was *Walktober*, a new, state-wide initiative run by Kinect Australia with funding from VicHealth. The aim of this umbrella campaign was to increase individual and broader community awareness of the importance and benefits of walking, and to promote a range of related activities during October. *Walktober* was strongly supported across all media, with more than 110 stories referencing the event during the month.

To complement this initiative, VicHealth developed *Walktober Walk to School* as a statewide competition to get kids active. On October 18, primary school students across the state were invited to walk to and from their school. The school with the greatest percentage of children walking would win the golden shoe trophy and sports equipment. Media coverage of this event appeared in many regional and suburban newspapers.

### Violence Against Women

Comprehensive media coverage and public attention was also achieved for the nationally significant VicHealth community attitudes study on violence against women titled, *Two steps forward, one step back*. Coverage included opinion pieces, articles in *The Age*, *Sydney Morning Herald*, *Herald-Sun* and many local and regional papers. The survey results were discussed on Channel 10 morning television and reported on news and talkback programs on both ABC and commercial radio. A feature article also appeared in *Men's Health* magazine.

#### Community Arts

The launch of two significant reports, *Promoting mental health through accessing the arts* and *Creating Community: celebrations, arts and wellbeing within and across local communities* garnered interest from *The Age*, local and regional media. Funded by the VicHealth Community Arts Participation Scheme, these two reports were also featured in the *Herald-Sun* and *The Australian*.

### OPINION PIECES

Shortly after taking up the VicHealth Chief Executive Officer's position in April 2007, Todd Harper published the following:

**A reality too real for television**  
*Herald-Sun 6 June 2007*, which asked why Quit Victoria's latest TV advertisement had been given an M-rating.

**The drunk ones**  
*Herald-Sun 12 June 2007*, where Todd stated his concern about the '...pervasive and harmful drinking culture we have in Victoria today.'

Prior to Todd's appointment, VicHealth CEO, Dr Rob Moodie wrote 11 opinion pieces (to March 2007) on a diverse range of topics including:

**Putting the boot into bad drinking**  
*Sunday Age 6 August 2006*, on alcohol misuse.

**Sick side to pollie wobble**  
*Herald-Sun 16 August 2006*, on workplace stress.

**Workplace stress saps energy from corporations**  
*The Age 17 August 2006*, on stress in the workplace.

**When little lives crowd in, love conquers all**  
*Sunday Age 3 September 2006*, on parenting.

**Beating the habit**  
*Herald-Sun 18 September 2006*, on tobacco reform.

**Male myths hard to kill**  
*Herald-Sun 27 October 2006*, on violence against women.

**Saying yes to attacks on women**  
*The Age 31 October 2006*, on violence against women.

**Lawyer fest is in season**  
*Herald-Sun 22 December 2006*, on lawyers who act for big tobacco companies.

**Butts out but boozing up**  
*Herald-Sun 1 January 2007*, on smoking decrease vs alcohol increase.

**What happened to safe sex?**  
*The Age 9 January 2007*, on contraception.

**Sex now big in Bollywood**  
*Herald-Sun 17 January 2007*, on risks of being a sex worker in India.

### ONLINE ACCESS

The Resource Centre page on the VicHealth website has been further developed over 2006–2007, ensuring easy access to all press articles, media releases and opinion pieces. The popular Hot Topics section continued to examine, and create discussion around, current health promotion issues profiled in the media.

## MAJOR PUBLICATIONS

**To build and share health promotion knowledge is a VicHealth aim. Developing publications is one way to get credible and accessible information to our target audiences.**

### VicHealth Letter

**Respect, Responsibility and Equality**  
*Preventing violence against women*  
Victorian Health Promotion Foundation, October 2006

**The gold medal for participation**  
*A new role for sport*  
Victorian Health Promotion Foundation, March 2007

### Active Communities and Health Eating

**School's Out, Get Active: Learnings from the Out of School Hours Sports Program**  
Victorian Health Promotion Foundation in conjunction with the Australian Sports Commission, August 2006

**Lively Neighbourhoods: Inspirational Stories from Victoria's Walking School Buses**  
Victorian Health Promotion Foundation, August 2006

**Walking the Walk: Evaluation of phases 1 and 2 of the Walking School Bus Program**  
Victorian Health Promotion Foundation, June 2007

**A Sporting Chance: Case studies continued**  
Victorian Health Promotion Foundation, March 2007

- Albert Park Sailing Club
- Altona Hockey Club
- Bendigo Orienteers
- Dandenong Motorcycling Club
- Glen Eira Soccer Club
- Lara Swimming Club
- Leongatha Bowling Club
- Mornington Peninsula Pony Club
- Natimuk Football–Netball Club

### Mental Health and Wellbeing

**Audience Access Standards**  
Victorian Health Promotion Foundation, March 2007

**Creating Community: Celebrations, Arts and Wellbeing Within and Across Local Communities**  
Mulligan M, Humphery K, James P, Scanlon C, Smith P, Welch N, in conjunction with Victorian Health Promotion Foundation, September 2006

**Promoting Mental Health through Accessing the Arts**  
McLeod Nelson & Associates in conjunction with Victorian Health Promotion Foundation, September 2006

**Promoting the Mental Health and Wellbeing of Children and Young People from Families with a Parental Mental Illness**  
Mayberry D, Reupert A, Basinski D, Hodges C, Smith A, the PATS and VicChamps teams, Victorian Health Promotion Foundation July 2006

**Review of Communication Campaigns Focusing on Violence Against Women: Paper 2 of the VicHealth Violence Against Women Community Attitudes Project.**  
Donovan R & Vlasis R, in conjunction with Victorian Health Promotion Foundation, September 2006

**The Factors Influencing Community Attitudes in Relation to Violence Against Women: A critical review of the literature**  
Paper 3 of the Violence Against Women Community Attitudes Project. Flood M & Pease B in conjunction with Victorian Health Promotion Foundation, September 2006

**Refugee Settlement, Safety and Wellbeing: Exploring domestic and family violence in refugee communities**  
Paper 4 of the Violence Against Women Community Attitudes Project. Rees S & Pease B in partnership with IWDVS and in conjunction with Victorian Health Promotion Foundation, September 2006

**Train Stations as Places for Community Wellbeing**  
Ward M & Robinson J in conjunction with Victorian Health Promotion Foundation, July 2006.

**Two Steps Forward, One Step Back: Community attitudes to violence against women**  
Summary of Findings, Victorian Health Promotion Foundation, October 2006.

## Corporate

**Lead Empower Support Connect**  
*Strategic Priorities 2006–2009*  
Victorian Health Promotion Foundation, October 2006

## OTHER PUBLICATIONS

**VicHealth staff also submit articles and edit and contribute to publications in the area of health promotion.**

**A.R.A.B. – Healthy Communities**  
Balmain A, *Multicultural Victoria*, vol. 21, Victorian Multicultural Commission, May 2007

**Building Bridges: Addressing discrimination**  
Webster K, *Health Promotion Strategies*, Department of Human Services, vol. 7, no. 2, April 2007.

**Childhood obesity – a sign of commercial success, but a market failure**  
Moodie R, Swinburn B, Richardson J, Somaini B, *International Journal of Pediatric Obesity*, Volume 1, Issue 3, 2006

**Community Attitudes to Violence Against Women Survey: A full technical report**  
Paper 1 of the Violence Against Women Community Attitudes Project. Taylor N & Mouzos J, Australian Institute of Criminology, Canberra, November 2006

**The social determinants of health: is there a role for health promotion foundations?**  
Mouy B & Barr A, *Health Promotion Journal of Australia*, Volume 17, No 3, December 2006

**The Victorian Health Promotion Foundation Australia (VicHealth) Current Activity in Mental Health Promotion**  
Ball S, *Global Consortium for the Advancement of Promotion and Prevention Newsletter*, March 2007

**VicHealth explores new approach to reducing discrimination**  
Webster K, *Multicultural Victoria*, vol. 20, Victorian Multicultural Commission, April 2007

## CONFERENCE PAPERS AND PRESENTATIONS

**Raising awareness of health issues is one of VicHealth's core responsibilities and staff ensure that the latest health promotion evidence and thinking is made available by speaking at seminars and conferences. Following is a list of papers and presentations made over this year.**

Ball S, *Arts & Social Participation*, Kindling the Flame: Clifford Beers World Conference on the Promotion of Mental Health and Prevention of Mental Disorder, Perth, February 2007

Barry M (VicHealth Visiting Overseas Fellow) *Evidence of Effectiveness in Mental Health Promotion*, VicHealth, March 2007

Basinski D, *Responding to Violence Against Women as a Public Health Issue*, Kindling the Flame: Clifford Beers World Conference on the Promotion of Mental Health and Prevention of Mental Disorder, Perth, February 2007

Basinski D, *Responding to Violence Against Women as a Public Health Issue*, The 19th International Union of Health Promotion Educators World Conference, Vancouver, June 2007

Baskinski D, *Preventing Violence Against Women*, Forum on Preventing Violence against Women Action Planning, City of Maribyrnong, March 2007

Basinski D, *The Health Impacts of Family Violence*, Family violence in Whittlesea: A community issue, City of Whittlesea, August 2006

Basinski D & Jakiel B, *Building Indigenous Leadership*, The 19th International Union of Health Promotion Educators World Conference, Vancouver, June 2007

Boyd M, *But you're in the driving seat: Getting local government to act on food security*, Australian Health Promotion Association Conference, April 2007

Boyd M, *Getting policy over the line – using more than just an evidence base*, Public Health Association of Australia and New Zealand Annual Conference, September 2006

Boyd M, *Getting policy over the line*, Thinking Drinking II Conference, Melbourne, February 2007

Boyd M, *Top 10 steps to achieve equity in grant decision-making*, Our Communities Grantmakers Conference, February 2007

Boyd M, *Wading Upstream: Using more than just an evidence base to develop healthy public policy*, Australian Health Promotion Association Conference, April 2007

Jolly K, *Leading the Way: Councils Creating Healthier Communities*, Senior Managers Forum, City of Yarra, August 2006

Jolly K, *What role does sport play in promoting health?* ACHPER Education and Sport Forum, Melbourne, October 2006

Jolly K, *Planning and Health*, Craigieburn Workshop, City of Hume, February 2007

Jolly K, *The Next Phase for Municipal Public Health Planning*, Towards Healthy Environments: Municipal Health Plan – Good Practice State Forum, April 2007

Jolly K, *Getting Kids Active*, Launch of the Junior Traffic School, City of Casey, October 2006

Maher S, Funding workshop, City of Casey, June 2007

MacLean P, *Building Bridges Program*, Kindling the Flame: Clifford Beers World Conference on the Promotion of Mental Health and Prevention of Mental Disorder, Perth, February 2007

McClellan P, *Respecting Diversity: Harmony in Practice*, Annual Premiers' Women's Summit, August 2006.

Moodie R & Jolly K, *Healthy, Happy, Harmonious Active and Productive Communities: Councils of the 21st Century*, Councillor Meeting, Surf Coast Shire, July 2006

Moodie R, *Maintaining Government Support for Tobacco Control: The VicHealth Experience*, World Conference on Tobacco or Health, Washington USA, July 2006

Moodie R, *Melbourne has already gone to fat*, University of Melbourne's Future Melbourne Forum, August 2006

Moodie R, McLean P & Webster K *Respecting Diversity: Harmony in Practice*, Seventh Annual Premier's Women's Summit, Melbourne, August 2006

Moodie R, *You can't look after any one else if you can't look after yourself*, Rural Victorian Alcohol & Drug Conference, Warrnambool, August 2006

Moodie R, *The curbing of obesity needs a curbing of capitalism – debate* (affirmative), 10th International Congress of Obesity, Sydney, September 2006

Moodie R, *Oozing Boozing in the Bush Alcohol in country Victoria: what are the issues? – what can be done?* Ministerial Forum, Traralgon, September 2006

Moodie R, *How do we sell our story better?* ARACY National Capacity Building Conference, Melbourne, September 2006

Moodie R, *Engaging and building communities though walking*, Melbourne Walk 21 Conference, Melbourne, October 2006

Moodie R, *Obesity – a sign of commercial success, but a market failure*, 14th European conference on public health, Switzerland, November 2006

Moodie R, *Melburbia – a discussion on community, livability, affordability, population and growth*, Planning Institute Australia, 2006 Kemsley Oration, December 2006

Moodie R, *Health promotion Down Under*, 9th Swiss Health Promotion Conference Zug, Switzerland, January 2007

Moodie R, *Influences on mental health*, Kindling the flame: promoting mental health and wellbeing conference, Perth, February 2007

Moodie R, *Health promotion: Where to next?* The Public Health Association of Australia (WA), Perth, February 2007

Moodie R, *Beating Each Other Up: How Discrimination and Violence Destroys Our Health*, Equal Opportunity Commission Human Rights Conference, Melbourne, February 2007

Mouy B, VicHealth overview to representatives of The Ministry of Health, Malaysia, and Malaysian Health Promotion Board, VicHealth, Melbourne, January 2007

Patterson F, *Community health and wellbeing – SpArt sectors contribution*, SpArt Think Tank, Melbourne, June 2007

Popay J (VicHealth Visiting Fellow), *What do communities really want from community engagement projects?* DHS Public Policy Seminar, Department of Human Services, Melbourne, July 2006

Popay J (VicHealth Visiting Fellow), *Reflection on the UK experience of Neighbourhood Renewal*, Neighbourhood Renewal Round Table, Department of Human Services, Melbourne, July 2006

Popay J (VicHealth Visiting Fellow), *What Can Qualitative Research Evidence Teach Us About Context and Complexity?* Evidence Symposium: Get Real – Incorporating Complexity in Models of Evidence Informed Decision-Making, Department of Human Services, Melbourne, July 2006

Popay J (VicHealth Visiting Fellow), *The Relationship Between Place and Health*, Victorian Council of Social Services Roundtable on Housing, Melbourne, July 2006

Sheehan C, *Successful Grant Writing*, Wellington Primary Care Partnership, Rosedale, May 2007

Siauw L, *Is food access local government's business?* Bridging Borders Toward Food Security Conference in Vancouver, British Columbia, October 2006

Siauw L, *Promoting Healthy Eating at VicHealth*, Access to Healthy and Affordable Food Forum, South Coast Health Services Consortium PCP, December 2006

Strachan J, *Same Sport, Different Game*, Our Sporting Future, Australian Sports Commission, Brisbane, March 2007

Umesh R, *Research to Practice*, Walking School Bus Presentation for Health Promotion Students, Deakin University, Burwood, October 2006

Umesh R, *Getting More Children Walking to School More Often*, Walking School Bus Presentation for Marketing Students, Swinburne University, Hawthorn, March 2007

Umesh R, *Walking School Bus Planning and Practice*, Walking School Bus Presentation for Deakin University Health Promotion Students, Carlton, April 2007

Vandenberg B, *Australia's National Alcohol Strategy: Reflections on the Policy Development Process*, Thinking Drinking II Conference, Melbourne, February 2007

Verins I, *Partnership development with schools and community*, Conference for Student Wellbeing, Catholic Education Office, Melbourne, April 2007

Verins I, *Technology and its Impact on Young People's Social Relationships*, Kindling the Flame: Clifford Beers World Conference on the Promotion of Mental Health and Prevention of Mental Disorder, Perth, February 2007

Verins I,

- *Workforce Development Needs in Mental Health Promotion.*
- *Cyberspace and young people's social relationships.*

4th World Conference on the Promotion of Mental Health and Prevention of Disorders, Oslo, October 2006

Verins I & Miller K *Mental Health Promotion Short Course: A taster*, Kindling the Flame: Clifford Beers World Conference on the Promotion of Mental Health and Prevention of Mental Disorder, Perth, February 2007

Verins I, *Mental Health Promotion*, ACT Health Department, July 2006

Webster K

- *Two steps forward, one step back. Community Attitudes to Violence against Women. A Summary of Findings.*
- *Prevalent Serious and Preventable: Responding to Violence against Women as a Public Health Issue.*
- *The Health Costs of Violence: Measuring the Burden of Disease Associated with Intimate Partner Violence.*

National Conference on Health and Domestic Violence, Family Violence Prevention Fund and the University of California, San Francisco Centre for Excellence in Women's Health, March 2007

## INTERNATIONAL DELEGATIONS

**Almost from the beginning, an international focus has been part of VicHealth's work. Over this year, VicHealth has hosted delegations to share information about the VicHealth model and to internationally advocate for the use of dedicated taxes to gather funds for tobacco control.**

Health Promotion Fund Leadership Team, Korea  
July 2006

WHO Fellows from China  
July 2006

Malaysian Ministry of Health officers and staff from the Malaysian Health Promotion Foundation  
January 2007

Abbie Archibald (International student placement), Cristina Marras (Project Officer) and Michele Augustin-Guarino (Project Officer); Irene Verins (Senior Project Officer); Rebecca Armstrong (Training and Support Officer, Cochrane Collaboration); Chris Davis (Operations Support Officer); Roopa Umesh (Senior Project Officer) and Ngare Knight (Assistant Project Officer); Shelley White (Assistant Project Officer) and John Strachan (Senior Project Officer).



## CONTRIBUTING TO POLICY

### POLICY SUBMISSIONS AND CONSULTATIONS

**Advocacy is a key component of VicHealth's role in health promotion. Responding to proposed government programs, policy and legislation that have the potential to impact on health is part of this advocacy role. Over the 2006/07 financial year, VicHealth has made numerous submissions on a range of issues.**

Submission to International Union for Health Promotion and Education on *Background Information for Adopting a Policy Encouraging Earmarked Tobacco and Alcohol Taxes for the Creation of Health Promotion Foundations* (IUHPE 2005)  
18 July 2006

Oral submission to Environment, Communications Information Technology and the Arts Reference Committee on the *Senate Inquiry into Women's Participation in Sport*, Public Hearing  
3 August 2006

Submission to the Municipal Association of Victoria and Victorian Local Governance Association regarding The Butt Littering Trust  
1 December 2006

Submission to the Victorian Competition and Efficiency Commission in response to *Inquiry into Food Regulation in Victoria – Issues Paper*  
January 2007

Submission to the Education and Training Committee's *Inquiry into Dress Codes and School Uniforms in Victorian Schools*  
April 2007

Submission to the Liquor Control Advisory Council in response to *Report on the Appropriateness of the Regulatory Regime for the Sale of Packaged Liquor in Victoria: Issues Paper*  
30 April 2007

Submission to Auditor General's Office, Performance Audit of Health Promotion and Prevention in Victoria on *Promoting Better Health Through Healthy Eating and Physical Activity*  
May 2007

Submission to Victorian Competition and Efficiency Commission in response to *Simplifying the Menu – Review of Food Regulation in Victoria: Draft Report*  
June 2007

Submission to the Advertising Standards Board regarding the Hahn Superdry internet site  
7 June 2007

Submission to the City of Stonnington regarding proposed Philip Morris 'concept store' in Chapel Street, South Yarra (co-signed with The Cancer Council Victoria, Quit Victoria, Diabetes Australia – Victoria, and National Heart Foundation (Victorian Division)  
26 June 2007

Submission to secondary schools within City of Stonnington regarding proposed Philip Morris 'concept store' in Chapel Street, South Yarra (co-signed with The Cancer Council Victoria, Quit Victoria, Diabetes Australia – Victoria, and National Heart Foundation (Victorian Division)  
26 June 2007

## COMMITTEES AND WORKING GROUPS

### Chief Executive Officer

#### Todd Harper (from April 2007)

- International Network of Health Promotion Foundations (*Deputy Chair*)
- Departmental HIV Prevention Taskforce (*Member*)
- Victorian Alcohol Action Plan (VAAP) Taskforce (*Member*)
- Quit Victoria Steering Committee

### Chief Executive Officer

#### Dr Rob Moodie (to March 2007)

- Aid Advisory Council to Minister of Foreign Affairs (*Member*)
- Asia Pacific Leadership Forum on HIV/AIDS, Steering Committee (*Member*)
- Australian Institute of Health Policy Studies
- Bill and Melinda Gates Foundation India Initiative Technical Panel (*Chair*)
- Committee for Melbourne (*Member*)
- Editorial Board, *American Journal of Health Promotion* (*Member*)
- International Union of Health Promotion and Education (*Board member*)
- Liquor Control Advisory Council, Victoria (*Member*)
- Premier's Drug Prevention Council (*Chair*)
- Quit Victoria Steering Committee
- The Foundation for Young Australians (*Board member*)
- UNAIDS Working Group on Prevention (*Member*)

## Active Communities and Healthy Eating

### International

- Walk21 Walk to School International Network

### National

- Active After School Communities Victorian Advisory Committee
- National Diabetes Action Program Reference Group

### State

- AFL Violence against Women Working Group
- Deakin University Advisory Panel for Post-Grad Nutrition Courses
- Deakin University's C-PAN (Centre for Physical Activity and Nutrition) Reference Group
- Deakin University's Academic Advisory Board for Master of Planning Course
- Deakin University Post Graduate Nutrition Advisory Committee
- Department of Education, Victorian School Sport Council
- DHS 'Equal Footing' Advisory Group
- DVC–SRV\* Evaluation of Sport Injury Prevention and Women in Sport Initiative Steering Committee
- DVC–SRV Interagency Walking and Cycling Coordination Committee
- DVC–SRV Spectator Behaviour in Sport Working Party
- Kids Go For Your Life Program Advisory Committee
- Kids Go For Your Life Local Government Advisory Committee
- LaTrobe University Bachelor of Health Sciences Course Advisory Committee
- Maribyrnong Secondary College, Sporting Excellence Curriculum Reference Group
- WomenSport and Recreation Victoria – Women in Sport Working Group
- Victoria University's Exercise Science, Human Movement and Physical Education Industry Advisory Committee

*\* Department for Victorian Communities through Sport and Recreation Victoria*

### Local/Project Specific

- Council on the Ageing (COTA) Vic Strategic Planning Committee
- COTA Vic 'Keen-Agers' Working Group
- Planning Institute of Australia (Vic), Steering Committee
- Ride2School Steering Committee
- Smartplay Steering Committee

### Awards/Grant Assessment

- DHS Nutrition Determinants Framework Assessment Panel
- DVC–OSV\*\* Seniors 'Go For Your Life' Assessment Panel
- DVC–SRV\* Supporting Grassroots Sports Secondary Grants Assessment
- DVC – Sport and Recreation Industry Awards Assessment Panel – Volunteer Involvement Award
- VicSport – Club Development Award and State Sporting Association Innovation Award Assessment Panel

*\* Department for Victorian Communities through Sport and Recreation Victoria*

*\*\* Department for Victorian Communities – Office of Senior Victorians*

## Mental Health and Wellbeing

### International

- Global Consortium for the Advancement of Promotion and Prevention 5th World Conference Committee

### National

- Mental Health Promotion and Prevention Working Party
- AFL Violence Against Women Respect and Responsibility Program Implementation Committee
- National Coalition Against Bullying Executive Committee

### State

- Aboriginal Affairs Victoria, The Victorian Indigenous Leadership Strategy
- African Youth Issues Sub-committee
- Arts Victoria, Arts Guide Working Party
- Buckland Foundation, Arts Research Advisory Group
- Centre Ethnicity and Health Stakeholder group
- DHS Mental Health Promotion Working Group

- DVC Violence Against Women Working Group
- Ethnic Communities Council of Victoria Health Sub committee
- Fellowship for Indigenous Leaders Committee
- Foundation House Good Start Arts Advisory Group
- Key Centre for Women's Health University of Melbourne Advisory Committee
- Key Centre for Women's Health, Understanding women's experience of unplanned pregnancy and abortion Project Advisory Group
- Office for Child School Entrance Questionnaire Reference Group
- Onemda VicHealth Koori Health Unit, University of Melbourne Strategic Oversight Committee
- Statewide Violence Against Women Steering Committee
- Victorian Federation of Secondary Teachers Refugee Health Network

### Local/Project Specific

- Catholic Education Office, Schools as Core Social Centres
- Community Indicators Victoria Partners Group (McCaughey Centre)
- Community Indicators Victoria Reference Group (McCaughey Centre)
- DOI Train Stations as Creative Community Hubs Advisory Committee
- McCaughey Centre: The VicHealth Centre for the Promotion of Mental Health and Community Wellbeing Advisory Committee
- MOSAIC (Mothers' Advocates in the Community) Project Reference Group
- Refugee Education Partnership Project (Foundation House)
- White Ribbon day, Victorian Steering Committee

## Tobacco Control and Alcohol Harm Reduction

### State

- Australian Research Centre in Sex, Health and Society Advisory Committee (La Trobe University)
- Community Alcohol Action Network (CAAN) Steering Committee
- Quit Victoria Steering Committee
- Quit Victoria Finance Committee

### Local/Project Specific

- Common Solutions Project Steering Committee

## Research, Strategy and Policy

### National

- AIHPS Consumer Engagement Project Steering Committee
- International Network of Health Promotion Foundations

### State

- Victorian Consortium for Public Health Consultative Committee
- Public Health Association – Victorian Committee
- DHS Health Promotion Framework Project Advisory Group
- DHS Health Promotion Priorities Management Group
- DHS Public Health Research Grants

## Communications and Marketing

### State

- Risk Awareness and Reduction Working Group – Responsible Gambling Ministerial Advisory Council

### Local/Project Specific

- Medianet Communications Group

## REFERENCES

- 1 Keleher H & Armstrong R 2005, *Evidence-based mental health promotion resources*, Report for the Department of Human Services and VicHealth, Melbourne.
- 2 Mathers C & Stevenson C, Australian Institute of Health and Welfare 1999, *Burden of disease and injury in Australia*, AIHW Catalogue PHE 17, Canberra, November 1999.
- 3 Dunn K & Geeraert P 2003, The geography of "race" and racisms, *GeoDate*, 16(3), 1–6.
- 4 Ibid; Human Rights and Equal Opportunity Commission 1999, *New Countries, New Stories. Discrimination and Disadvantage Experienced by People in Small and Emerging Communities*, HREOC, Sydney.
- 5 Kawachi I, Subramanian SV & Almeida-Filho N 2002, A glossary for health inequalities', *Journal of Epidemiology & Community Health*, 56, 647–52.
- 6 Victorian Health Promotion Foundation 2005, *Background Paper to VicHealth Position Statement on Health Inequalities*, VicHealth, Melbourne, p. 3.

### Photography

James Geer  
www.jamesgeer.com  
Images on pages 23, 33, 39, 53, 59, 63, 69.

Mark Farrelly  
markfarrellyphotography.com.au  
All images unless marked otherwise.

Wayne Quilliam  
waynequilliamphotography.com.au  
Images on pages 8 (top) and 41.

Dr Jeff Walkley  
Image on page 44 (2nd from left).

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