



Walk to School 2015

Funding Guidelines

Encouraging regular physical activity

VicHealth is inviting Victorian councils to promote Walk to School 2015 in their local area. VicHealth will provide funding for councils to promote Walk to School, liaise with local primary schools in their area to actively participate in Walk to School, and undertake initiatives in their local community to support ongoing active travel among primary school-aged children and their families.

The Walk to School grants will provide funding of up to \$10,000 (ex. GST). On exception, VicHealth has the right to upscale any Walk to School grant funding and any decision to do so is at the sole discretion of VicHealth.

Councils can apply by completing and submitting a Walk to School Application and Project Plan online at www.vichealth.vic.gov.au/walktoschool

Enquiries

For questions regarding Walk to School 2015 funding, please email walktoschool@vichealth.vic.gov.au

Further information

www.vichealth.vic.gov.au/walktoschool

Important information

Funding round

Applications open	Thursday 7 May 2015
Applications close	Friday 5 June 2015 – 12pm
Notifications anticipated by	Friday 26 June 2015
Funding payments	June/July 2015

Before applying, please ensure you have thoroughly read and understood these Funding Guidelines and the:

- [Terms and Conditions](#)
- [VicHealth Privacy Statement](#)
- [VicHealth Website Terms of Use](#)

To complete your application, you will need to:

- have your ABN and bank account details
- register your details on the Funding Application System
- complete the online Eligibility and Compliance check
- complete the online Application
- complete a detailed Project Plan, which includes
 - strategies to achieve each requirement
 - measureable objectives for each of your strategies
 - a proposed budget for your planned activities
- upload and submit your Application and Project Plan.

Helpful resources

Visit the [Walk to School funding page](#) for:

- Your council can be part of the action
- Case Studies from Walk to School 2014
- FAQs

About VicHealth

VicHealth is a pioneer in health promotion – the process of enabling people to increase control over and improve their health. Our primary focus is promoting good health and preventing chronic disease. VicHealth's current campaigns align with the VicHealth Action Agenda for Health Promotion, which prioritises five areas for our work.

The Action Agenda is our strategic plan to 2023, with 10-year goals and 3-year priorities on the following strategic imperatives:

- Promote healthy eating
- Encourage regular physical activity
- Prevent tobacco use
- Prevent harm from alcohol
- Improve mental wellbeing.

More information about VicHealth is available at www.vichealth.vic.gov.au

About Walk to School

VicHealth's Walk to School is a high profile annual community event that encourages primary school students across Victoria to walk to and from school as often as possible during the month of October.

The Walk to School campaign encourages regular physical activity in primary students by supporting them and their families to establish routines incorporating walking, and by supporting primary schools, local councils and communities to integrate walking behaviours into their local settings.

Walk to School focuses on positive health outcomes for Victorian primary school students and their families. A range of research and evidence indicates that increasing the level of physical activity achieved by Victorian children may provide health benefits:

- National guidelines recommend that children aged 5–12 engage in at least 60 minutes of moderate to vigorous physical activity every day¹
- Only one in five children aged 5–17 get the recommended amount of physical activity every day²
- Active transport choices – walking and cycling instead of driving – contribute to individual achievement of recommended physical activity levels³
- High levels of persistent physical activity participation among children are correlated with adult levels of activity⁴
- Less than 20% of Victorian children walk to school.⁵

Walking to school can help children achieve the recommended 60 minutes of moderate to vigorous activity every day and adopt physical activity habits for life. At the same time, walking to school can help reduce traffic congestion, parking difficulties and the associated environmental impacts, and provides opportunities for children to connect with their family, friends and neighbours, and develop road safety skills and independence.

YOUR COUNCIL CAN BE PART OF THE ACTION

In 2014, 52 local councils received Walk to School funding from VicHealth to deliver local Walk to School activities and initiatives. Across Victoria, more than 78,000 students from 499 primary schools participated in Walk to School 2014, and together they recorded more than 1.2 million walks during October, making 2014 the most successful Walk to School yet.

In partnership with local councils, VicHealth aims to build upon these strong foundations to deliver an even more successful Walk to School campaign in 2015.

How Walk to School supports local government priorities

Promoting physical activity campaigns such as Walk to School can support and strengthen a range of health priorities and commitments within council Municipal Public Health and Wellbeing Plans including:

- promoting active lifestyles and reducing sedentary behaviour
- engaging with schools, individuals and families
- providing opportunities for social connectedness
- providing equitable mobility options
- reducing traffic congestion
- reducing harmful air pollution and carbon emissions.

By promoting Walk to School in your local area, your council can also send a powerful message to the community that walking to and from school is acceptable, safe and normal.

What's on offer?

Funding (up to \$10,000 excl. GST) is available for councils to undertake the following requirements:

1. Promote Walk to School to the local community and encourage primary schools to register and participate.
2. Run local Walk to School engagement activities with participating schools throughout October 2015.
3. Deliver local initiatives to support ongoing active travel by primary school-aged children.

Who can apply?

Any Victorian council can apply.

Councils must:

- have satisfactorily acquitted any previous funding that has been received from VicHealth
- submit Walk to School 2015 applications in accordance with program timelines and processes
- supply correct bank details at the application stage for electronic funds transfer.

What needs to be included in your Walk to School Project Plan?

Before submitting a Project Plan, your council will need to consider each of the funding requirements and provide a plan of the activities you will undertake relevant to your local area.

VicHealth will also expect applications to address the relevance, equity and learnings as described in the assessment section below.

Requirement 1 – Promote Walk to School to the local community and encourage primary schools to register and participate

For requirement 1, VicHealth will be looking for a range of promotional activities that demonstrate these actions:

- you will invite all primary schools in your local area to participate in Walk to School 2015, with particular efforts made to engage schools that have not participated in Walk to School in previous years
- you will use a range of communication channels to promote Walk to School in your local community, particularly targeting parents and carers of primary-aged children, including those who may not have participated in the past
- you will acknowledge VicHealth's funding in all of your council's Walk to School communications and collateral.

Examples of promotional activities:

- publishing news items on your council website or in newsletters
- displaying posters in local community centres and facilities
- distributing information through direct channels and networks to families with primary school-aged children
- developing promotional videos
- leveraging your council's existing paid advertising space in local print or radio
- conducting local radio interviews with council spokesperson or school contacts
- providing information in languages other than English
- providing information to communities with low internet access.

Examples of encouraging local primary schools to register:

- creating, coordinating and promoting local competitions and prizes to encourage schools to register to participate
- identifying and encouraging local school champions to help promote Walk to School within each school (for example a teacher, parent, support staff)
- contacting each school individually by email, phone or in person, and following up to encourage participation
- working with your local primary schools to identify any barriers to participation, and addressing these barriers by offering support.

Requirement 2 – Run local Walk to School engagement activities with participating schools throughout October

For requirement 2, VicHealth will be looking for a range of engagement activities that demonstrate:

- equitable use of funds – you must provide a rationale and demonstrate value for money, including whether or not your activities will engage all participating schools in your area, and why you've chosen this approach
- engage schools with locally run activities relevant to your local area context, strengths, issues, and needs
- acknowledgment of VicHealth's funding through all Walk to School communications and inclusion of branding on all materials produced.

Examples of local engagement activities for schools:

- developing reward/incentive options for participating schools and students such as collectible cards/stamps for students to earn with each walk, or providing encouragement or incentives for parents who walk their children to school
- running local competitions for Walk to School participants such as creative projects, competitions, or inter-school challenges
- collecting hard copy or electronic Walk to School participation data from local primary schools at the end of October 2015, and/or collating and reporting data on behalf of schools using the council web portal
- hosting a Walk to School event such as a healthy breakfast to encourage participation in communities where low social economic status or food insecurities are known issues.

Requirement 3 – Deliver local initiatives to support ongoing active travel by primary school aged children

For requirement 3, VicHealth will be looking for a range of ongoing active travel initiatives that demonstrate:

- equitable use of funds – you must provide a rationale and demonstrate value for money, including whether or not your activities will engage all participating schools in your area, and why you've chosen this approach
- locally run activities relevant to your local area context, strengths, issues, and needs
- leveraging networks and partnerships with local organisations or groups to embed active travel in the local community
- initiatives that encourage year-round walking
- opportunities to measure or evaluate the impact and success of proposed activities, including impacts on different population groups (e.g. who didn't participate and why).

Examples of activities or initiatives to support ongoing active travel:

- working with schools and the community to assess walkability in the local area and developing an action group to progress identified actions and improvements
- creating local maps to promote active transport and local walking trails
- establishing year-round park and walk locations and promoting these in your community
- developing pilot programs with local schools to encourage year-round walking activity, such as ongoing Walking Wednesdays
- installing signage or footpath artwork to identify safe routes to school.

Who needs to be involved?

Think about how you could involve people from across your council, who could help support the scope of your proposed Walk to School activities. These may include people from:

- communications
- transport/traffic
- health promotion
- community health and development
- sport and recreation
- children, youth and family services.

VicHealth also encourages councils to work with any local community provider and/or local business where needed. These relationships could be useful to help deliver your Walk to School activities, integrate your activities into the community and/or help optimise resources. These may include people from:

- local health promotion agencies
- community organisations
- sporting organisations
- local businesses.

Please note, VicHealth will only provide Walk to School funds directly to Victorian councils and any assistance from other organisations will need to be organised by the council.

What are the reporting requirements?

You will be required to complete and submit a Project Plan as part of your application. The Project Plan is a detailed work plan to help you consider how you will deliver on the three requirements. You will need to provide the following:

- strategies to achieve each requirement by:
 - describing what local issues you have considered by proposing these strategies
 - describing why these strategies will work for your local area
 - providing details on the activities you plan to develop and implement as part of Walk to School 2015
- measurable objectives for each of your strategies
- a proposed budget for your planned activities.

You will also be required to submit reports against this Project Plan, which includes:

- an initial Progress Report to be submitted to VicHealth in August 2015
- an update on the number of local schools registered for Walk to School 2015, to be provided to VicHealth by Monday 21 September 2015
- a Final Evaluation Report and Certified Financial Acquittal to be submitted to VicHealth by November 2015.

You will be required to complete a Certified Financial Acquittal detailing the expenses incurred during your Walk to School activities and submit this with your Final Evaluation Report in November 2015. The Certified Financial Acquittal template can be found on the VicHealth website. This document will need to be signed by two office-bearers from your organisation.

In addition, VicHealth may contact a percentage of councils in December 2015 requesting further information for auditing purposes.

How will applications be assessed?

VicHealth will be assessing your application against the following assessment criteria:

1. Promote Walk to School to the local community and encourage primary schools to register and participate.
2. Run local Walk to School engagement activities with participating schools throughout October 2015.
3. Deliver local initiatives to support ongoing active travel by primary school-aged children.

In addition to the assessment criteria above, VicHealth will also expect applications to address the following:

- **Relevance:** whether the application explains council's position to design and deliver initiatives for Walk to School 2015 and provides a clear outline of the initiatives that specifically respond to the local community, environment and issues of that council.
- **Equity:** whether the application provides evidence of initiatives that cater for all primary school students, including those who are less likely to participate, and demonstrates activities are fair, accessible and inclusive.
- **Learnings and growth:** whether the application demonstrates the council's learnings from previous Walk to School or other active travel initiatives, and how the council will build on their existing position by delivering more, or achieving even better, results than in previous programs.

What the funding can be used for?

This funding is designed to support new initiatives, or deliver clearly identified outcomes that complement and add value to existing council work. This funding is not designed to be used to fund existing council work.

Funding is provided to cover the staffing costs and expenses incurred by the council to undertake activities. The funding may be used across all three funding requirement areas.

FUNDING WILL BE PROVIDED FOR:

- ✓ Reasonable staff costs – to engage a part-time staff member or reimburse staffing costs for existing employees delivering agreed activities
- ✓ New initiatives in line with funding requirements
- ✓ Incentives and prizes for competitions, where relevance to local context, value for money and equitable approach are demonstrated
- ✓ Design, publication or production costs for Walk to School materials and collateral, where clear VicHealth and Walk to School branding is included
- ✓ Advertising or media costs for Walk to School promotions
- ✓ Infrastructure improvements that clearly support active travel by primary school-aged children
- ✓ Resources or tools that can be owned/managed by council and shared among local schools to support ongoing active travel
- ✓ Reasonable and necessary costs of facilitation for approved events, such as healthy catering, facility hire and administrative costs

FUNDING WILL NOT BE PROVIDED FOR:

- ✗ Existing council plans or work that will go ahead regardless of Walk to School funding
- ✗ Excessively expensive prizes, or those where no justification or rationale for prize choice is provided
- ✗ Design, publication or production costs for items without clear VicHealth and Walk to School branding and relevance
- ✗ Advertising or media costs for other related council activities
- ✗ Infrastructure improvements without a clear link to active travel by primary school-aged children
- ✗ Excessive event costs or unhealthy catering options

Supporting those who need it most

Through Walk to School 2015, VicHealth aims to encourage all Victorian primary students to walk to and from school more often, and particularly those who currently walk the least. We aim to provide additional support to students who currently have the lowest walk to school behaviour, to help them achieve the health benefits enjoyed by more active children.

VicHealth encourages councils to think about the groups in their communities who need some extra support to walk to school, and consider how Walk to School funding could be used to assist the groups with the most need.

Here are some examples:

- If you are in a rural area, a significant number of students may live more than 2km from school, making it particularly hard for them to participate in Walk to School. You might consider setting up 'park and walk' locations to help those students overcome the barrier of distance.
- If your community has a large proportion of people from culturally and linguistically diverse backgrounds, parents of primary students may find it difficult to read or access information about Walk to School. You might consider translating some resources or facilitating targeted walking networks or groups to support CALD families to connect and share walking journeys.
- If there are primary schools in your LGA located in areas with a lower SEIFA (Socio-Economic Indexes for Areas) score, you should assist them with promotional and school recruitment activities prior to Walk to School, and prioritise delivering targeted engagement activities during Walk to School to support participation among students.

Timelines

An outline of the key dates in the Walk to School campaign 2015:

Date	Activity
7 May 2015	<ul style="list-style-type: none"> Walk to School Grant Funding opens
5 June 2015 – 12pm	<ul style="list-style-type: none"> Walk to School Grant Funding closes
June–July 2015	<ul style="list-style-type: none"> Successful councils are notified Councils receive funding
July 2015	<ul style="list-style-type: none"> Councils plan promotional and engagement activities Councils contact all primary schools in their local area and support schools to register for Walk to School 2015
August–September 2015	<ul style="list-style-type: none"> Councils and schools order resources and merchandise VicHealth distributes materials to councils and schools
August 2015	<ul style="list-style-type: none"> Councils to submit a progress report to VicHealth
21 September 2015	<ul style="list-style-type: none"> Councils to update on number of participating schools registered for Walk to School 2015
5–30 October 2015	<ul style="list-style-type: none"> Walk to School 2015 VicHealth delivers state-wide Walk to School 2015 communications and engagement activities Councils deliver on local Walk to School engagement activities
November 2015	<ul style="list-style-type: none"> Schools collate participation data and report to VicHealth via the Walk to School website. Councils assist local schools with reporting as required. Councils submit Final Evaluation Report, Certified Financial Acquittal and supporting documentation to VicHealth as outlined in the Funding Guidelines Councils complete program evaluation (e.g. survey)
December 2015	<ul style="list-style-type: none"> VicHealth announces winning school in each region and awards regional prizes

Funding conditions

Successful applicants are required to:

- comply with VicHealth's Terms and Conditions
- confirm bank account details for electronic funds transfer
- confirm ABN with VicHealth
- submit a Progress Report to VicHealth in August 2015
- provide the number of participating schools registered for Walk to School 2015 to VicHealth by 21 September 2015
- submit a Final Evaluation Report and Certified Financial Acquittal to VicHealth in November 2015
- take part in an evaluation of Walk to School 2015 if requested
- acknowledge the VicHealth grant funding throughout all Walk to School communications as detailed in the Terms and Conditions
- ensure you are not a recipient of financial support from tobacco companies.

Payment of funding to successful organisations

If you are successful, funding will be made by electronic funds transfer to the nominated bank account you provided in your application. VicHealth will issue you with a Recipient Created Tax Invoice (RCTI) along with remittance advice once the funds have been made. This is a VicHealth generated invoice and your council is not required to raise a separate invoice. It is your responsibility to ensure the bank account details are correct, as outlined in [clause 11 of the Terms and Conditions](#).

References

1. Department of Health and Ageing 2004, *Australia's physical activity recommendations for 5-12 year olds*, Department of Health and Ageing, Canberra.
2. Australian Bureau of Statistics 2013, *Australian health survey: physical activity, 2011-12*, 4364.0.55.004, Australian Bureau of Statistics, Canberra.
3. Australian Institute of Health and Welfare 2012, *Risk factors contributing to chronic disease*. Cat. no. PHE 157. Australian Institute of Health and Welfare, Canberra. <http://www.aihw.gov.au/publication-detail/?id=10737421466>.
4. Telama, R, Yang, X, Viikari, J, Välimäki, I, Wanne, O & Raitakari, O 2005, 'Physical activity from childhood to adulthood: a 21-year tracking study', *American Journal of Preventive Medicine*, 3, pp. 267-273.
5. Australian Bureau of Statistics 2013, *Census at School Australia, 2013 National Summary Tables*, Australian Bureau of Statistics, Canberra.



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