



ADDRESSING CHRONIC DISEASE THROUGH HEALTH PROMOTION GRANTS

ACT HEALTH PROMOTION
GRANTS PROGRAM REPORT CARD
JULY 2013 – DECEMBER 2015



A CHANGE FOR THE BETTER

Since 2013, funding through the ACT Health Promotion Grants Program has changed. We have refined our focus to fund community programs that address the most significant causes of disease in our community.

We fund programs that:

- improve population health outcomes around overweight and obesity, especially in children
- reduce smoking and alcohol-related harm
- support healthy active ageing.

Thanks to input from many stakeholders, the funding through Health Promotion Grants is now focused on outcomes, more accessible via a streamlined process, and results can now be more effectively measured.

About 63% of adults and around 1 in 4 children are overweight or obese.

ACT Chief Health Officer's Report 2014

PROVISION OF GRANTS FUNDING SINCE JULY 2013

90.5%
Overweight and obesity

6.8% Alcohol

2.5% Smoking

0.2% Active ageing



GRANTS FUNDING THAT GETS RESULTS

Healthy Canberra Grants

Approximately
\$2 million per year
for large multi-year
programs

Health Promotion Innovation Fund

\$200,000 per year for single-year
grants, up to the value of \$15,000

Now 90 per cent of available funding can be accessed through Healthy Canberra Grants.

The remainder sits in the Health Promotion Innovation Fund, which was introduced in direct response to stakeholder feedback. It offers a more agile option to support testing and piloting of new ideas. If projects are proven effective, this provides valuable evidence for eligibility for larger grants.

Our new approach is streamlining all aspects of the process, and already we have seen positive results from community organisations that have received funding.

**HEALTH
PROMOTION GRANTS
JULY 2013 – DECEMBER 2015**

**Provided ten
funding opportunities**

**Assessed grants to
the value of \$41.7 million**

**Awarded 72 grants
to community-based
organisations**

**\$6.8m in
funding
provided**

Improving outcomes
around overweight
and obesity –
CHILDREN

"Our school has recorded a 10-15% increase in riding numbers and believe this will increase with the warmer months approaching. On bike Friday, there is a 50% increase compared with other days of the week."

Charles Conder Primary

FUNDING IS HARD AT WORK

SNAPSHOT: PHYSICAL ACTIVITY FOUNDATION LTD

[FUNDED IN 2014–16 HEALTHY
CANBERRA GRANTS]

In February 2014, the Physical Activity Foundation was awarded a grant of \$572,433 over three years to boost the delivery of the *Ride or Walk to School* program.

The program aims to increase the number of students using active travel to get to and from school. It's a great way to help kids achieve their recommended 60 minutes of daily activity.

Two-thirds of
participating schools
have reported an
increase in active
travel at their school

More than 70 teachers
have trained in the
Safe Cycle program
(BMX training that
makes bike riding
extra fun)

Over 2100 students
have participated
in BMX workshops

The program
reaches over
20,000 students in
800 classrooms

52 schools have
signed up to the
*Ride or Walk to
School* program



Improving
outcomes
around
overweight
and obesity –
ADULTS

SNAPSHOT: HEART FOUNDATION ACT

[FUNDED IN 2014–16 HEALTHY CANBERRA GRANTS]

In 2014 the Heart Foundation ACT launched the three-year LiveLighter campaign in the ACT.

LiveLighter improves adults' awareness of the health problems related to obesity, and provides interactive and supportive tools to help people address lifestyle risk factors such as poor diet and sedentary behaviour. The campaign delivers messages via a mix of multimedia and social media.

The campaign encourages people to **eat well**, be **physically active** and maintain a **healthy weight** – backed by some confronting and occasionally controversial imagery.

The campaign has already proven successful in Western Australia, with good reach and impact on people's knowledge and intention to change behaviour.



More than 1 in 3 ACT adults in the target age-group have been reached, resulting in increased knowledge of the health consequences of being overweight.

The LiveLighter ACT website has had over 27,000 visits with 41% of visitors returning to the site more than once.

More than a thousand people have registered for the free meal and activity planner.

More than half (58%) of those adults with awareness of the campaign indicated they had made at least one dietary or physical activity change to try to lose weight since seeing the campaign.

Research indicates that changing entrenched lifestyle behaviours is difficult. That's why the LiveLighter campaign aims to grab attention using strong, potentially confronting, imagery.



Improving outcomes around overweight and obesity, smoking and alcohol

The Australian Drug Foundation has targeted 66 local sporting clubs in the *Good Sports* program to create holistic healthy environments.

"In the two years I have been managing the BMX canteen, we have seen a surge in club members. The canteen menu is now meeting Good Sports Healthy Eating level 3 accreditation and people tell me how much they look forward to having their dinner at the club on Friday nights. We more than doubled our profit margin in 2015, on top of a rise in profits we enjoyed in 2014."

Canberra BMX Club Canteen Manager

SNAPSHOT: AUSTRALIAN DRUG FOUNDATION

[FUNDED IN 2015–17 HEALTHY CANBERRA GRANTS]

In August 2014, the Australian Drug Foundation received a grant of \$429,120 over three years to deliver the *Good Sports* program, to focus on improving healthy eating in the sporting club environment.

Good Sports provides incentives and support to community sporting clubs to rethink their food, tobacco and alcohol offerings and promotions.

Under *Good Sports*, clubs can attain accreditation to show that they are committed to the good health of their members, and in so doing, enhance their reputation in the community.

Promising results have already been seen in the Hunter Valley where the program has been trialled and evaluated. Importantly, sporting club canteens have been able to increase their offer of healthy food and drinks without impacting on their profit margins.



Improving choices in the food environment can affect both adult and child preferences and purchases.



The *Good Sports* program has targeted 66 clubs in the ACT

In the first year, 13 clubs have received accreditation and *Good Sports* is working with another 11 clubs to achieve accreditation

The remaining clubs will be engaged in the second and third year of the program

By 2017, 25% of *Good Sports* clubs are expected to have achieved the highest level of *Good Sports* accreditation

Improving
outcomes
around
smoking-
related harm

The ACT has 74 local pharmacies and there were approximately 7 million visits to ACT pharmacies in 2013–14. Pharmacies that supply smoking cessation products are well placed to provide trusted advice and support.

SNAPSHOT: PHARMACY GUILD OF AUSTRALIA

[FUNDED IN 2015–17 HEALTHY CANBERRA GRANTS]

In 2015 the ACT Branch of the Pharmacy Guild of Australia was granted \$138,000 to deliver the *Community Pharmacy Smoking Cessation* program in community pharmacies throughout the ACT.

The community pharmacy is an ideal setting for this work, as pharmacy staff are often trusted and valued by the community for their guidance and support.



Over 50 participating pharmacies across the ACT.



Over 200 pharmacists and assistants have completed face-to-face smoking cessation counselling training.



The program has recorded more than 300 'profiles' of smokers who are ready to seriously attempt quitting.



One customer (a heavy smoker) and his wife (a non-smoker) were encouraged by their pharmacist to take a reading with the Smokerlyzer®. When the results showed that both of their carbon monoxide results were very high, the smoker made an immediate decision to quit.

AN OPPORTUNITY FOR INNOVATION

In response to community feedback in 2013, the ACT Health Promotion Grants Program introduced the **Health Promotion Innovation Fund**, accounting for 10 per cent of the total grants budget (which amounts to approximately \$200,000 per annum).

This fund provides an opportunity for small grants of up to \$15,000 to support innovative health promotion opportunities.

Under the new Health Promotion Innovation Fund, we have already provided valuable funding to innovative, smaller projects that are making a difference.





Improving
outcomes
around
alcohol-
related harm

SNAPSHOT: FOUNDATION FOR ALCOHOL RESEARCH AND EDUCATION

[FUNDED IN 2014 AND 2015]

The Foundation for Alcohol Research and Education was funded \$15,000 in 2014 for the *Pregnant Pause* campaign and \$10,875 in 2015 for the *Women Want to Know* campaign. These campaigns support women to avoid alcohol during their pregnancy, which reduces the incidence of Foetal Alcohol Spectrum Disorders.

The *Women Want to Know* Facebook page generated more than 2000 followers and there was a high success rate for those who signed up for the *Pregnant Pause* alcohol-free challenge.



SNAPSHOT: LYNEHAM PRIMARY SCHOOL – LYNEHAM PRESCHOOL UNIT

[FUNDED IN 2015]

It's known that forming good dietary habits from an early age helps to ensure healthy eating habits in later life. The Lyneham Preschool *Healthy Lunchbox Project* was funded \$9,800 in 2015 to use art to encourage children to appreciate and eat fresh, healthy food. As a result, the school has noticed an increase in the consumption of healthy food including fruit and vegetables, especially in fussy eaters.

Improving
outcomes around
overweight
and obesity –
CHILDREN

TOGETHER WE ARE MAKING A DIFFERENCE

This new model of funding provides a sharper strategic focus – both for the ACT Health Promotion Grants Program and for the many community organisations looking to improve the lives of ACT residents.

Together we are addressing important population health issues and collaborating on valuable projects and innovative ideas.

MORE INFORMATION

Find out more about current opportunities and funding provided under the ACT Health Promotion Grants Program.

Web: www.health.act.gov.au/healthy-living/health-promotion-grants-program

Phone: 6205 1325

E-mail: hpgrants@act.gov.au

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