



Targeted Grants Program

Delivering Public Health Advocacy Services

Guidelines

Closing date: Friday 12 February 2021 at 5pm

Background:

Healthway, the Health Promotion Foundation of Western Australia, is the only dedicated health promotion agency in Western Australia (WA). Operating under the *Western Australian Health Promotion Foundation Act 2016*, we aim to promote and facilitate activities which encourage healthy lifestyles aligned to our vision of a healthy WA. We do this by providing funding through a range of partnership and health promotion programs, and research across WA.

Healthway recognises public health advocacy activities as a legitimate health promotion activity. Public health advocacy seeks to influence policies and environments, which in turn have a positive impact on the health of individuals and communities.

Through this targeted grant program, Healthway is seeking to support outcome based public health advocacy activities in three of Healthway's priority health areas outlined in our strategic plan [Active Healthy People 2018-2023](#):

- Creating a smoke-free WA
- Preventing harm from alcohol
- Increasing healthy eating.

These Guidelines provide an overview of the program and answer key questions relating to the eligibility, outcomes and funding requirements. Additional information is also provided in the [Application Form](#).

All potential applicants are strongly encouraged to contact us before applying on 133 777 or healthway@healthway.wa.gov.au.

Who is eligible for funding?

To be eligible for this funding, you must:

- Be an incorporated organisation (includes not for profit, companies and statutory bodies)
- Have a proven track record in delivering public health advocacy activities
- Be prepared to meet the conditions and requirements of funding outlined in the Guidelines and [Application Form](#).

What are the outcomes to be achieved?

Healthway is particularly interested in funding strategic public health advocacy initiatives that will achieve significant and positive health outcomes in our community. This includes the following high-level outcomes that are complementary to broader health promotion efforts and informed by credible and reliable evidence:

- Communities with increased and informed awareness, knowledge, attitudes, beliefs and skills regarding the public health problem and potential effective solutions to mobilise action
- Individuals and organisations with increased capacity and skills to influence factors such as legislation, regulations, policies and institutional practices to achieve health promotion objectives

- Communities receiving appropriate, credible, reliable and consistent health messages through the media and broader stakeholder engagement
- Relevant government and non-government agencies including tertiary and academic institutions, and the media (where appropriate), working collaboratively together to increase support for the implementation and enforcement of relevant legislative and control measures
- Countering and responding to the commercial promotion of unhealthy brands and products.

What are the types of activities expected to be delivered through the funding?

It is expected that funded public health advocacy initiatives or activities will be aligned to a flexible, evidence-based and informed strategic program of work that will be submitted as part of the application process.

Further details and requirements for the workplan are outlined in the [Application Form](#).

What are some of the health promotion frameworks that may be considered?

Healthway expects that funded activities will be complementary to broader health promotion efforts. Applicants are therefore encouraged to consider the following frameworks and resources in developing their submissions:

- Healthway's Strategic Plan, Active Healthy People 2018-2023, which is guided by five strategic priorities.
- The current WA Health Promotion Strategic Framework (2017-21) and the Sustainable Health Review (2019), which emphasise the importance of partnerships with organisations to deliver public health advocacy services in the areas of smoking, alcohol and/or increasing healthy eating.
- Other key strategic policy frameworks and initiatives at the State and National level including the following (all available online):
 - WA Aboriginal Health and Wellbeing Framework 2015 – 2030
 - The State Public Health Plan for WA 2019 – 2024
 - WA Healthy Weight Action Plan 2019-2024
 - National Drug Strategy 2017-2026
 - The Mental Health Promotion, Mental Illness, and Alcohol and Other Drugs Prevention Plan 2018 - 2025.

How much funding will be provided?

Within this targeted grant scheme, Healthway has allocated up to \$350,000 per health area per annum for up to three years. Applicants may wish to address one, two or all three of the identified health areas. It is expected that some economies of scale may be achieved for organisations applying to address more than one health area.

What is the application process?

Applications for the Targeted Grants: Public Health Advocacy Services may be made using the [Application Form](#) with Attachments.

All applications should be submitted via email to healthway@healthway.wa.gov.au by Friday 12 February 2021 at 5pm.

What is the assessment process?

Submissions will be reviewed by a Healthway Assessment Panel. Additional experts and other stakeholders may also be consulted at the discretion of Healthway. Applications will be assessed competitively against the following criteria:

- Value for money
- The proposed strategic workplan and ability of the strategies to contribute to improved health outcomes for the WA community
- Demonstrated knowledge and experience in the delivery of similar projects
- Demonstrated partnerships with key stakeholders to achieve outcomes
- The organisational capacity and track record in delivering public health advocacy or similar activities.

Each of the three health areas will be assessed independently to each other and may lead to an organisation being offered funding to carry out advocacy activities related to one, or several health areas within their application. Following the assessment process, Healthway may offer funding for part or all the activities within a submission. Additional information from applicants may be sought after the application deadline if required.

The Healthway Board is responsible for all funding decisions that are then approved by the Minister for Health. Applicants will be advised of the outcome of their application by the end of May 2021.

What happens if my application is successful?

Following the assessment and approval process, we will notify you if your application has been successful or not. If successful, we will provide you with an Agreement which outlines the funding requirements. This Agreement will help you achieve the Public Health Advocacy Services outcomes and will need to be signed by your organisation's legal signatory.

The successful applicant/s will be required to:

- Attend an initial meeting with Healthway to discuss the approved workplan and Key Performance Indicators
- Meet with Healthway at six-monthly intervals to provide progress updates and re-negotiate deliverables, where appropriate
- Submit project and financial reports, and detailed workplans annually.

Ready to apply?

To lodge an application for delivering Public Health Advocacy Services, please complete the following steps:

1. Check your organisation is eligible.
2. Complete all sections of the Public Health Advocacy Services [Application Form](#).
3. Submit the Application Form and Attachments. Note that an assessment of your application cannot be undertaken without this information.
4. Provide a copy of your organisation's bank statement.
5. Confirm all your details are accurate as your organisation will be required to submit an acquittal based on the information provided in your application.
6. Submit the Public Health Advocacy Services Application Form and supporting documents.

Talk to us about your application

Please contact our Health Promotion and Research Team who will provide support and advise you on how to apply. Please note that as this is a competitive funding round, Healthway staff will not review draft applications on this occasion.

Telephone: 133 777
Email: healthway@healthway.wa.gov.au
Website: healthway.wa.gov.au