

How To Apply For A Healthway Health Promotion Grant

Guidelines for new applicants



Introduction

The Healthway Health Promotion Program provides grants to organisations engaged in health promotion. Health promotion organisations, as well as community groups, can apply for grants to fund new approaches to health promotion and illness prevention that will change community attitudes and behaviour and create environments in which good health is encouraged.

Healthway places a strong emphasis on its priority health issues and population groups where health inequalities exist. High priority target groups for Healthway are children and young people, Indigenous people, those living in rural and remote communities, as well as groups who are economically, socially or educationally disadvantaged. High priority health issues in the current strategic plan 2008-2011 include the promotion of positive mental health, physical activity, healthy nutrition, safe alcohol use and tobacco control. Health issues and target groups outside priority areas will still be considered.



Preparing a grant application can be quite daunting especially for small community groups. The following information has been prepared to assist those applying for a Healthway health promotion grant. Preparing an application for Healthway funding may require considerable time if it is a large application and also requires a commitment from the organisation to conduct the project. It is important that you make sure there is adequate time to write the application. Healthway staff are available to assist with the application and provide feedback on drafts before they are formally submitted to the Committees and Board for assessment.

If you plan to apply for a health promotion project grant it is strongly advised to discuss your ideas with Healthway prior to sending in an application to ensure that your project meets the Healthway guidelines.

Please also be aware that applications for a health promotion grant must be received four calendar months or more before the commencement date of the project. If your project has a seasonal component ie a sun protection program in summer, then please ensure you submit the application with enough time for processing of the grant so that it does not affect the implementation of the project.

Project Description

Healthway primarily aims to support innovative projects that promote health or prevent illness in the community and have the ability to be ongoing after Healthway's initial funding.

The project description needs to be a clear concise outline of the project and should be generally *no longer than half to one A4 page*. This section should provide a summary overview of your project and should give the reader a clear sense of the rest of the application.

The type of information that is relevant to this section includes:

- Who (who is this project aimed at?)
- What (What is the health issue being addressed in the project)
- When (When are you going to conduct the project?)
- Why (a brief explanation as to why the health issue is significant to the target group)
- How (brief overview of how you plan to conduct your project)

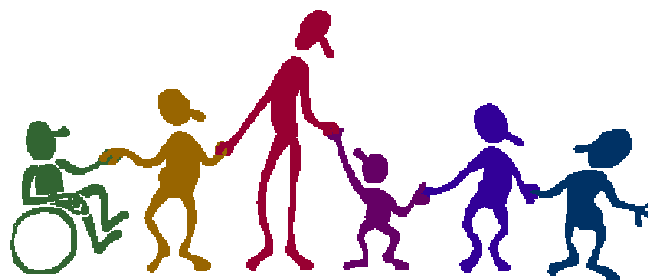
Health Issue

This section provides you with an opportunity to define the health issue you wish to address, highlighting why this issue is important. This should be justified with relevant statistics. *This section should be no longer than half to one A4 page.* You do not need to include a literature review or a long list of references.

For example, if the project is addressing childhood obesity, then the application would need to provide brief statistics to justify why this is an important health issue in the specific target group that is the focus of your project.

Target Group/Participants

Who is this project aimed at? What is their age range? Are they from a different cultural background? What percentage or how many people from this population will you be working with?



Consultation

Which health and community organisations have you spoken to in relation to this project? Include letters of support if possible, indicating how the organisation supporting the application will be involved with the project. It is important to not only consult with other practitioners who will be involved with the project, but also the target group.

Partnerships

List which groups or organisations will be working with you or having some input into the project and what input/role they will have. Indicate if any agencies are able to provide any 'in-kind' support in the budget.

Objectives

Objectives describe the specific changes you expect to achieve within this project. They describe what changes the project will bring about, not the activities that will be conducted in the program. Objectives must be written in the SMART format ie they must be Specific, Measurable, Achievable, Realistic and Timely.



1. Specific – Be clear about the changes you want to achieve.
2. Measurable – Are your objectives able to be measured?
3. Achievable - Are the objectives achievable and attainable?
4. Realistic – Can you realistically achieve the objectives with the resources you have?
5. Time – When do you want to achieve the set objectives by?

Examples of objectives:

- Decrease by 5% the proportion of young people who have tried smoking in 2009.
- Increase by 5% the proportion of young people aged 12-18 years engaged in physical activity outside of school hours.

Project Strategies

The project strategies should generally form the largest section of your application. For each strategy, it is important to describe exactly what will be done and by whom.

In choosing the right mix of strategies, you need to consider the following points:

- Which strategies have been shown to be effective in achieving the type of objectives you have set?
- Why do you think this might work? Where is the evidence for the chosen strategies?
- Have you considered strategies that are effective for the chosen target group?
- Are the chosen strategies feasible in terms of the amount of resources you have access to eg time, money, people, equipment?
- Is your project using a mix of strategies? eg a project addressing smoking might use educational strategies, media and incentives to help people quit smoking.
- Is this already happening somewhere else? Avoid using strategies that could duplicate what is happening already in that community or within the state. Could the project complement other strategies that are already happening in the state eg a state-wide mass media campaign?
- Has anything like this been done in the community before?

Evaluation

When evaluating a program, you are judging how well it achieved what it set out to do. It is important that a clear evaluation process is developed at the start of the project to ensure that the most appropriate information is being collected. You will need to outline when the evaluation will be conducted and how you will collect the information. The evaluation should be closely linked to your objectives, hence the need for these to be so specific.

When designing your evaluation, it is important that appropriate methods are used to collect information eg if your project aims to change behaviour it may require a pre and post evaluation design survey and therefore you need to ensure that baseline information is also collected for comparison.

The scope of the evaluation also needs to meet the requirements of Healthway. Is the proposed evaluation appropriate for the size of the project?



Please note, the Health Promotion Evaluation Unit at Edith Cowan University (08) 6304 5848 can advise you on an appropriate evaluation design for your project.

Settings

Where will your project be taking place?

Examples of settings:

- Community
- Education e.g. schools
- Non-government
- Health



Projects that aim to improve health in settings eg schools, workplace or the community and that actively involve the formation of partnerships with groups or organisations working in those settings are more likely to be funded.

Timelines

This section requires you to show the main activities of the project. When choosing the timeline, remember it needs to be achievable and realistic. Don't try to squeeze too many activities into your project. Allow time for recruiting staff, establishing a steering committee if appropriate.

Access and Participation

It is important to ensure that the program is accessible for everyone in the target group. For example, promotional and educational materials are understandable to all reading ages; ensuring there is representation of different cultures in visuals; catering to all dietary needs; or ensuring that people with a disability have access to the program.

Staffing and Management

Who will manage this project in your organisation? If you will be employing a project officer include the proposed salary and management structure. In major applications above \$50,000, you are required to include a two page Curriculum Vitae for key people involved, along with their relevant experience and credentials, particularly in relation to the identified health issues and target groups. It is good practice to establish a steering or management committee to oversee the project especially when working with a number of partner agencies, so you should include a list of agencies who would be represented on this committee.

Publicity and Dissemination

Describe any plans for publicising the project and creating opportunities to promote the good work that has resulted from the project.



Budget

It is important to understand what is eligible and ineligible for Healthway funding. Please refer to the guidelines on the application form. The budget should clearly identify staff salaries and on-costs, resources, administration costs, travel (at the government rate of 50c per km) and evaluation. Generally, Healthway anticipates that around 10% of the budget would be allocated to evaluation.

If the project will receive in kind support from another organisation, it is important to note that in this section.

Sustainability

Healthway does not have the capacity to provide ongoing support for health promotion projects or groups, and is unlikely to fund projects that have no clear plans outlined to keep the work going beyond the end of Healthway funding.

Sustainability is the ability of a project's objectives and/or impact to be maintained in the long term, beyond the original project. This does not simply mean securing alternative funding once the Healthway grant ends, rather it means developing strategies within your project which will ensure that some of the activities will keep going.

Examples of creating sustainability during your project include the following:

- Collaboration with partner agencies who may be able to incorporate the activities into their core operations/core business
- Building the capacity of participants, volunteers or staff to keep some of the activities going after the program has finished
- Training incorporated into professional development
- Development of resource materials that other organisations may be able to pick up in the future.

Attachments

In order to be eligible for Healthway funding, please ensure you have provided your incorporation number for your organisation and the cover page is completed.

Completed cover page – 'Application form'

Statistical Data

As part of our own performance monitoring, Healthway is interested in how many people will be exposed to health promotion projects in the community. An estimate of the target group is required, including participants, volunteers etc.

