



Health Promotion Intervention Research Grants 2022 Targeted Round:

**Impact of harmful industry marketing
on children and young people**

Stage 1 – Expression of Interest (EOI) Guidelines

Healthway, the Western Australian Health Promotion Foundation, operates under the *Western Australian Health Promotion Foundation Act 2016* and funds activities relating to the promotion of good health. This includes funding health promotion research projects. Healthway funds practical research that can demonstrate real-world applicability, with direct links to health promotion policy and practice in Western Australia (WA).

Each year Healthway undertakes one Open Research Round and one Targeted Research Round for both the Exploratory and Intervention grant categories. These guidelines are for the 2022 Targeted Intervention Research Round.

In line with Healthway's priorities the aim of the 2022 Targeted Research Round is to support research which will explore the impact of harmful industry marketing on children and young people.

As a priority, the research should have the potential to inform program or policy action to limit children and young people's exposure to marketing by harmful industries and/or educate children and young people on the harms associated with new products.

1. About the Guidelines

These Guidelines provide an outline of the 2022 Targeted Intervention Research Round, including key dates, eligibility, requirements and the application and assessment process.

Before Applying:

1. Ensure that all of the eligibility criteria for funding can be met.
2. Consider the key dates for submission of applications as outlined in Section 5.
3. Read the requirements for grants funding including the application and assessment process.

It is requested that you contact the Health Promotion and Research Team at Healthway to discuss your proposal prior to its submission on 9488 6700 or email research@healthway.wa.gov.au

2. The 2022 Targeted Research Round – Intervention Grants

Healthway's 2022 Targeted Intervention Research Grants will provide funding to eligible organisations for research projects that develop and test a new health promotion intervention or lead to the development of a health promotion policy intervention that addresses the impact of harmful industry marketing, with the purpose of improving community health outcomes, particularly for children and young people.

A key feature of Healthway's Intervention Research Grants is a focus on knowledge translation, and researchers are required to demonstrate how their research outcomes will be applied in practice to lead to improvements in health.

Funding limits for this scheme are up to \$120,000 per annum (excluding GST) for up to three (3) years, and up to \$150,000 per annum in the year or years the intervention will be developed. The additional funds for intervention development will not generally be awarded for each year of a three-year grant. These grants are primarily intended for salary support, project and support costs.

3. Research exploring harmful industry marketing

Healthway is calling for applications that will explore and address the impact of harmful industry marketing (including digital) on children and young people.

Harmful industries are those that produce, sell and promote products that are harmful to health and wellbeing. For the purposes of this grant round, this includes alcohol, tobacco, unhealthy food and drink, and gambling industries.

Some examples of harmful industry marketing channels and areas that may be explored include, but are not limited to:

- Online platforms such as Google, Twitter, Youtube, Facebook, Instagram, TikTok, Twitch, Snapchat
- Television advertising including during telecast of sporting games
- Use of influencers and/or celebrity endorsements to promote harmful products
- Other digital media entertainment such as online gaming and electronic sports (E-sports)
- Impacts of marketing for new/emerging products
- Combatting harmful industry influence with evidence-based approaches to educating children and young people on the harms associated with new products (eg., zero-alcohol products, e-cigarettes and other novel tobacco products).

In line with Healthway's focus on knowledge translation, the research should demonstrate the ability to inform health promotion policy and practice in WA. Healthway is particularly seeking research that will inform programs or policies that will limit children and young people's exposure to marketing by harmful industries and/or educate children and young people on the harms associated with new products.

Researchers are strongly encouraged to engage with experts from other disciplines (such as policy, law, political science, marketing and communications) in the development of their proposals and establish multi-disciplinary teams.

4. Application and Assessment Process

Applications for Healthway research funding involve a two-stage process: stage one, the submission of an Expression of Interest (EoI) by the applicant and stage two, the submission of a full application following invitation by Healthway. All applications must be submitted through the applying institution's Research Grants Office via email to: healthway@healthway.wa.gov.au Applications submitted directly from researchers will not be accepted.

Stage 1: EoI Assessment

EoIs will be assessed by Healthway staff in consultation with relevant research experts and external agencies at the discretion of Healthway.

EoIs that adequately address the requirements outlined in section 7 will be invited to submit a (Stage 2) full application. Formal correspondence will be sent through the responsible officer of the administering institution and a Stage 2 application form will be provided. Healthway will provide high level feedback and guidance on any areas that may need to be addressed in the full application.

Stage 2: Full Application Assessment

All full (Stage 2) applications will be assessed by experts from outside of WA. External agencies, additional experts and project partners may also be consulted at the discretion of Healthway. Healthway may conduct further shortlisting of applications following the external review process.

Healthway's Research Assessment Committee will assess the full (stage 2) shortlisted applications and participate in a panel discussion to identify fundable projects.

Full (stage 2) applications will be scored against the following criteria:

1. Ability to directly improve community health outcomes.
2. Development and/or contribution of the research to policy and practice that aims to address unhealthy marketing by harmful industries.
3. The quality of the translation plan to demonstrate how the findings will be integrated into current practice and achieve sustainable, community health outcomes.
4. The relevance of end-user partnerships, and appropriateness of the collaboration and engagement strategies.
5. Strength and rigour of the rationale and methodology (including literature review, research design, sample selection, methodology and cultural appropriateness, if appropriate).
6. Track record, multi-disciplinary composition (where appropriate) and capability of the research team. Performance and outputs from previously held Healthway research grants will be taken into consideration, where appropriate. This will include the quality of reports provided to Healthway from previously held research grants.
7. Appropriateness of the budget, and overall value for money in regard to the contribution of this research to health promotion in WA.

Board and Ministerial approval

All funding decisions will be made by the Healthway Board. The Board reserves the right to contact any person or organisation when seeking information on which to base its decisions. Decisions made by the Board also require approval by the Minister for Health.

5. 2022 Key dates

| Key Steps | Key Dates |
|--|-------------------------------|
| Targeted Research Round opens | Friday 29 October 2021 |
| Expressions of Interest due | Friday 28 January 2022 by 5pm |
| Announcement of successful Expressions of Interest for Stage 2 | Friday 25 February 2022 |
| Stage 2 (full applications) due | Friday 8 April 2022 by 5pm |
| Announcement of successful grant applicants | September 2022* |

*Please note that this date is an estimate, we are unable to provide an exact date due to Board decisions requiring sign off by the Minister for Health.

6. Eligibility

To be eligible for Healthway research funding, a number of criteria applies:

Western Australian based research

- At least one Chief Investigator must be based and reside in WA for the duration of the grant.
- The first named Chief Investigator and the administering organisation may be based outside of WA (but within Australia) as long as the central focus of the research is on WA.
- The majority of grant monies should be spent in WA.

Four Grant Rule

- A Chief Investigator in any one year may not receive funding for more than four Intervention Healthway research grants.
- The four-grant total includes Eols that are in the process of being assessed by Healthway.
- The four-grant rule applies to Intervention Research Grants. It does not include Exploratory Research Grants, Scholarships, Fellowships, or Special Initiative Grants. A Healthway grant remains current until all milestone requirements and acquittals have been received and acknowledged by Healthway.
- The four-grant rule applies to all Chief Investigators only, Associate Investigators are excluded.

Aboriginal health research

- At least one (1) Aboriginal or Torres Strait Islander person must be named as a Chief Investigator.
- The proposed research must align with the National Health and Medical Research Council (NHMRC) Ethical Conduct in Research with Aboriginal and Torres Strait Islander Peoples and Communities: Guidelines for Researchers and Stakeholders 2018.
- Aboriginal community members must be engaged in the development, implementation and translation of the research.
- A culturally secure research design and methodology must be demonstrated.

Other criteria

- Incorporated organisations based within Australia (includes not for profit, companies and statutory bodies) are eligible to apply for Healthway research funding.
- Applying organisations must have access to an Institutional Ethics Committee (IEC) to ensure that any project which includes research involving humans is reviewed and approved by that Committee as complying with the relevant National Health and Medical Research Council (NHMRC) Ethics Program.
- Research groups/organisations or individuals who are receiving support from funding bodies associated with harmful industries, as defined in these guidelines, are not eligible for funding.
- Research involving an externally funded campaign or program must demonstrate the appropriate permissions have been provided from the program or campaign funder regarding trademarked properties.

7. Requirements

What will NOT be considered for funding:

- An EoI for the same or a similar study that has already been submitted for an Exploratory Research Grant in the same financial year.
- Similar research that is being funded elsewhere.
- Clinical or laboratory studies, or trials of treatments and therapies for existing conditions or diseases.
- Studies that primarily focus on evaluating existing services or policies will not be funded unless it can be demonstrated that the outcomes will have broader health promotion applicability and influence the practices of partner agencies that are external to the existing investment being evaluated.
- Research that is limited to adaptations or simplified extensions to existing programs will not be prioritised.
- Research that builds on existing Healthway-funded research projects and that does not sufficiently demonstrate a need through the provision of preliminary findings will not be prioritised.

To be considered for funding, an EoI MUST:

- Demonstrate direct relevance of the project to health promotion.
- Demonstrate an ability for the research to contribute to new evidence that will inform health promotion practice and/or policy relating to the impact of harmful industry marketing on children and young people.
- Demonstrate that the proposed project addresses a current gap in health promotion research.
- Demonstrate a clear pathway to a health promotion program or policy.
- Demonstrate how the proposed research will improve community health outcomes in WA.
- Provide an outline of a knowledge translation plan which describes how the research will inform policy or practice for practical implementation.
- Establish partnerships with end-user organisations that will support the research and assist with the translation of findings into policy or practice.
- Demonstrate that the research team has the relevant expertise and is multidisciplinary.

Reporting:

Successful applicants (following Stage 2) will be required to submit annual project reports at the end of each year of the project, and a final report detailing the project outcomes following completion of the project.

In addition, a one or two page “Community Stakeholder Brief” which includes an outline of the research, its outcomes relating to policy and/or practice and next steps is to be provided to all participating stakeholder and community groups (including Aboriginal communities where relevant). A copy of this must be submitted to Healthway for publishing on the Healthway website.

Annual and final financial reports are also required to be submitted with project reports. These should outline the expenditure of funds in line with the approved budget and must be certified by an authorised finance officer at the administering institution.

8. Completing an Expression of Interest

Please use the Stage 1 Expression of Interest Form (Intervention Research Grants) to complete your EoI. Details on how to complete the form are provided in pages of 5 – 9 these Guidelines.

9. Submission

Please contact Healthway to discuss your proposal prior to its submission on 9488 6700 or email research@healthway.wa.gov.au.

Completed EoIs must be emailed to healthway@healthway.wa.gov.au via the responsible officer of the administering institution, generally the Research Grants Office by **5pm on Friday 28 January 2022**. Please contact your institution's Research Grants Office as they may have an earlier closing date.

Please adhere to the stated space and word limitations on the EoI; exceeding the word limits may render an EoI ineligible.

All applicants will be notified approximately four (4) weeks from the closing date for the EoI submissions on the outcome of their EoI. Communication from Healthway will be sent via the Research Grants Office. Successful applicants will have an additional six (6) weeks from this date to submit their Stage 2 (full) application.

Completing an Expression of Interest

| Information required | Word/ character count | Explanation |
|--|----------------------------------|--|
| Administrative details | | |
| 1. Administering Institution details | Complete table | The full name of the institution responsible for administering the grant. In instances where a research project is to be carried out in more than one location, please only provide one administering institution for each grant. |
| 2. Contact person – Chief Investigator A | Complete table | Full contact details of the Chief Investigator A. |
| 3. Eligibility | Check relevant boxes | Confirmation of the eligibility requirements (explained in more detail in Section 6 of these guidelines). <i>Please note that Chief Investigators are responsible for ensuring they adhere to eligibility requirements prior to submission. Changes to the list of nominated Chief Investigators in order to adhere to the rules are not permitted after the EoI has been submitted.</i> |
| 4. Project title | 75 characters (including spaces) | Nomination of the project title that will be used by Healthway to identify the project. The title should accurately describe the nature of the project and be understandable to the general community. |
| 5. Covid-19 context | 100 words | Please note any issues that will be considered when undertaking research within the COVID-19 context including any barriers to implementation, and how these will be overcome. This may include strategies to work within physical distancing requirements and lock down periods. |
| Project Description | | |
| 6.1 Rationale/ justification for the research and intervention | 300 words | Rationale for the need for the research. Include an explanation on what new evidence this research will provide, how it addresses a current gap in health promotion research and how it will improve health outcomes of the target group. Please demonstrate that this research will not duplicate similar research being funded from elsewhere. Please attach references to support the justification. |
| 6.2 Describe the current landscape of the unhealthy marketing industry | 200 words | Include a description of the unhealthy marketing industry, including information on the marketing strategies employed. |
| 6.3 Describe the proposed research project | 200 words | Describe the research intervention that you intend to develop and/or test. This section should identify the type of intervention - for example, a program or policy and indicate which year/s you plan to develop the intervention. |

| Information required | Word/ character count | Explanation |
|--|-----------------------|--|
| 6.4 List the proposed research objectives | 150 words | State the specific and quantifiable objectives. These can still be in draft form and can be refined in the full application if the EoI is successful. |
| 6.5 Research methods | 150 words | Summarise the proposed study design, including the instruments and methods of data collection. Scientific rigour will not be assessed in the EoI, so technical and specific detail on sample size, validity, recruitment methods and statistical power calculations are not required here. |
| 6.6 Research outcomes, and benefits to the WA community | 200 words | Explain how this research will be used and contribute to best practice in health promotion and improve the health outcomes of children and young people in WA. |
| Proposed Translation Strategies | | |
| 7. Research translation strategies | 300 words | Outline the plan to translate the results of the study to ensure the research outcomes will influence programs, policy or other health promotion activities in the WA community. Describe the programs or policies currently operating and by whom, to demonstrate how the research will add value to existing work or inform new policies and programs in WA. This section needs to demonstrate how the research will be translated beyond traditional communication and dissemination strategies such as journal publications and presentations. |
| Collaboration and Partner Agencies | | |
| 8. Partnerships with relevant agencies, organisations and Aboriginal community, where appropriate. | Complete table | All applicants are required to establish partnerships with relevant individuals and/or organisations that assist with the translation of findings into policy or practice. Please provide the name/s of the individuals and/or organisations and detail the nature and level of support that will be provided to the proposed research. Partnerships can be under negotiation and unconfirmed in the EoI but must be confirmed upon submission of the full application. It is desirable that key partners be appointed to the research team, advisory committee or steering group. Please note that for Aboriginal health research, it is a requirement that Aboriginal community members be engaged in the development and implementation of the research. |

| Information required | Word/ character count | Explanation |
|--|-----------------------|---|
| Chief Investigations and the Research Team | | |
| 9. Chief Investigators and the Research Team | Complete table | <p>List all the Chief Investigators and Associate Investigators in the research team. It is generally expected that Chief Investigators will have a significant role in implementing and guiding the research project. At least one Chief Investigator must be based and reside in WA for the duration of the grant.</p> <p>Chief Investigator (A) must demonstrate an ability or track record in managing and coordinating major research studies.</p> <p>At least one (1) Aboriginal person should be named as a Chief Investigator if the research focuses on Aboriginal health.</p> <p>An Associate Investigator (AI) is defined as an investigator who provides some intellectual and/or practical input into the research and whose participation warrants inclusion of their name on publications.</p> <p>All applications are required to have a multi-disciplinary team, where appropriate, for example an epidemiologist, statistician, health promotion researcher, researchers from other disciplines and a health promotion practitioner. Please identify the skills of the research team and note if they are of Aboriginal or Torres Strait Islander origin.</p> |
| Indicative Budget | | |
| 10. Budget | Complete table | <p>Provide an indicative cost of the research project including the total amount requested from Healthway and the total in-kind and cash committed by other partners. Please note that Healthway will not generally support salary costs in the grant at a Professor or Associate Professor level and salary on-costs are capped at 30%.</p> <p>It is a requirement that the majority of the research funds be spent in WA.</p> <p>Up to \$120,000 per year is provided for these grants and up to \$150,000 in the year or years that the intervention is being developed. The additional funds for intervention development will not generally be awarded for each year of a three-year grant.</p> <p>Do not include GST in the budget.</p> |
| 11. Dates | Complete table | Please outline the proposed start date and finish date of the study. The start date must be on or after 1 October 2022 due to the assessment and approval processes. |

| Information required | Word/ character count | Explanation |
|--|-----------------------|--|
| Other Funding | | |
| 12a. Submission of application to other Funders | Complete table | Only complete this section if the same application is being submitted for total funding to another funding body. |
| 12b. Other Funding Partners | Complete table | Healthway encourages joint funding of health promotion research. Jointly funded applications will be considered where the major emphasis of the research is health promotion and such applications should clearly identify which of the project objectives can be achieved should the application for funding from other partners be unsuccessful. |
| 12c. Referral to Lotterywest | Indicate Yes or No | Please provide consent for Healthway to share and discuss your application with the Lotterywest grants team. There may be opportunities for alignment of your application with the Lotterywest grants program or co-funding opportunities. |
| Previous Healthway submissions | | |
| 13. Previous Healthway submissions | Complete table | If the same or a similar EOI, or full application has been submitted to Healthway for this research previously, please provide the project number, project title and year of submission. Indicate N/A if this is the first submission of this project.. |
| Certification | | |
| 14. Signatures of Chief Investigators and Certification by the Administering Research Office | Complete table | The EOI is invalid without the signature(s) of those listed as Chief Investigator(s), and the Administering Organisation's Research Office, who is certifying that the facilities available are appropriate to meet the needs of the project. Electronic signatures will be accepted. Where applicants are not formally attached to institutions, they should certify whether they have access to appropriate facilities to undertake the research proposal. |