



# Best Practice Guide



Healthy  
Partnership  
Program

By now you've started looking at [Healthway's Healthy Partnership Program Guidelines](#).

Healthway will work in partnership with you to achieve your goals, and together we can create a healthy and more active Western Australia (WA).

For applications over \$5,000, you will need to complete a [Health Promotion Plan](#) which outlines your health promotion objectives and how you will achieve them.

A Health Promotion Plan is a really useful tool that, used alongside this Best Practice Guide, will allow you to think about programs within your organisation and identify opportunities where health promotion strategies would add significant health value to the broader community. For some organisations this might mean implementing a health promotion program for a particular target group within your community, or it could involve looking for health promotion opportunities within your existing programs.

This Best Practice Guide will take you through the process of writing your application and Health Promotion Plan [using the template](#) provided. Healthway has designed a [Healthy Partnership Toolkit](#) with resources to help with your application and the delivery of your project.

Our approach to the Healthy Partnership Program is to work with you to identify health promotion opportunities at the application stage of your program.

Once you're ready to commence your application, [click here](#) to see the preview the online application form and [click here](#) to download a [Health Promotion Plan Template](#) and [Program Outline](#).

The Healthy Partnership Team are available to work with you on developing your application. Call us on [133 777](tel:133777) or email [healthway@healthway.gov.au](mailto:healthway@healthway.gov.au)

## What is health promotion?

Being healthy is a state of physical, mental and social wellbeing. What it means to be healthy is different for every person, as many factors affect our health. These include:

- social and economic factors such as laws, education, housing, income and access to health services;
- the physical environment, including the availability of healthy food, fresh water, smoke-free areas, adequate shade and safe communities; and
- our behaviours, our health knowledge, and our attitudes and beliefs about health.

Health promotion encourages people to be healthy by ensuring the environments they live, work, learn and play in, all support good health. It educates individuals, groups and communities to increase control over the factors that influence their health<sup>1</sup>.

## Why is health promotion important to my organisation?

By engaging people in healthy activities and through creating healthy environments, your organisation can positively influence the health of Western Australians.

Research tells us that art, culture, sport and recreation all have a positive and lasting impact on our community's physical and mental health. A recent national survey found eight out of 10 people participated in an arts or cultural event in the past year<sup>2</sup>, and six out of 10 people attended or participated in sport and recreation activities<sup>3</sup>.

(1)Howat, P., Maycock, B., Cross, D., Collins, J., Jackson, L., Burns, S., & James, R. (2003). Towards a more unified definition of health promotion. Health promotion journal of Australia, 14, 82-85. <https://doi.org/10.1071/HE03082>

(2)Australian Bureau of Statistics. (2018). Attendance at Selected Cultural Venues and Events, Australia (4114.0) Retrieved from <https://www.abs.gov.au/ausstats/abs@.nsf/0/08FA40CE25E0F9BCCA2583C800140532?OpenDocument>

(3)Australian Bureau of Statistics. (2015). Participation in Sport and Physical Recreation, Australia, 2013-14 (4177.0) Retrieved from <https://www.abs.gov.au/ausstats/abs@.nsf/mf/4177.0>

## Healthy Partnership Program objectives

The Healthy Partnership Program provides funding to sports, arts, racing, and community events, in order to help communities create healthy environments which support Western Australians to live healthy lifestyles. Our partnerships align with [Healthway's Strategic Plan Active Healthy People: 2018-2023](#).

The Healthy Partnership Program objectives are to:

- **Educate and raise awareness about good health** to support healthy choices
- **Create healthy environments** within organisations and venues
- **Reduce the promotion of unhealthy messages or brands** which do not align with good health
- **Provide opportunities for participation in healthy activities** particularly among Healthway's priority populations
- **Build the capacity of organisations and the community** to advocate for health promoting culture, norms and practices.

## Why do I need to write a Health Promotion Plan?

As part of an over \$5,000 application you will need to complete a Health Promotion Plan which outlines your health promotion objectives and how you will achieve them.

This will allow you to think about programs within your organisation and identify opportunities where health promotion strategies would add significant health value to the broader community. For some organisations this might mean implementing a health promotion program for a particular target group within your community, or it could involve looking for health promotion opportunities within your existing programs.

## Our policies

Healthway has a number of existing policies that all organisations need to align with when submitting an application.

1. Healthway has a set of **[minimum health policy requirements](#)** that all applying organisations must agree to meet when submitting an application. These can be viewed on the website.
2. **[Healthway's Co-Supporter Policy](#)** requires all applying organisations with unhealthy co-supporters to be assessed for potential risks that may compromise the impact of the health message being promoted. The Co-Supporter Policy is a structural strategy that ensures the health objectives of your project are not compromised by the presence of unhealthy brands or messages.
3. **[Healthway's Healthy Food and Drink Provision Policy](#)** requires organisations to increase healthy food and drink choices at funded events by creating settings that encourage healthy eating.

More information on this can be sourced on **[Healthway's website](#)**. You can also call us to talk through any of these policies in more detail.

## Getting started

Here's a step by-step guide to help you develop your own Health Promotion Plan including establishing your project aim and objectives, health promotion strategies, and evaluation approach, in line with the Healthy Partnership Program objectives. [Download your Health Promotion Plan template here](#). When developing your Health Promotion Plan consider the following four sections:



## 1 - WHY

**Why is your project needed and who is it for?**

▶ **Step 1: Define your target group**

▶ **Step 2: Define your health issue**

▶ **Step 3: Describe your program**

Understanding the needs of your community is an essential part of developing an effective Health Promotion Plan. It involves investigating your target group, their health needs, and which factors you can influence through your programs.

**Look at the following key resources of information to consider why your project is needed:**

1. Healthway's Strategic Plan [Active Healthy People: 2018-2023](#) to understand Healthway's priorities
2. Healthway's [The Healthy Partnership Toolkit](#) for information and resources for Healthway's priority areas:
  - Increasing healthy eating
  - Increasing physical activity
  - Preventing harm from alcohol
  - Improving mental health
  - Creating a smoke-free WA

### **How much information is needed in your plan?**

This will depend on:

- the amount of partnership funding you are seeking;
- the scale or size of the project; and
- your organisation's capacity such as the number of staff and resources.

You should provide enough detail so that the plan can be understood by someone who does not already know about your organisation's activities.

## Step 1: Define your target group

Your organisation may work with different groups within the community. For the purposes of this plan, you'll need to identify and define only who you want to reach through your project, which we call your 'target group'.

Your project should be aligned to one or more of the following Healthway priority groups:

- Children and young people
- Aboriginal and Torres Strait Islander people
- People living in rural and remote communities
- People who are disadvantaged.

If your organisation wishes to work with Aboriginal people and/or communities, please refer to [Healthway's Policy on Engaging with Aboriginal People and Communities](#) for guidance.



These questions will influence the strategies you choose. You may need to tailor your project for different sub-groups within your target group. For example your primary target group may be children aged 8-12, and your secondary target group may be parents of children aged 8-12.





## Step 2: Define your health issue

Think about the health issue you're addressing and identify why it's relevant to your target group. To identify the health issue, you will need to consider Healthway's priority health areas:

- Increasing healthy eating
- Increasing physical activity
- Preventing harm from alcohol
- Improving mental health
- Creating a smoke-free WA.

### Important points

1. Consider Healthway's [Healthy Partnership Toolkit](#) to explore information on each of our priority health areas.
2. Think about the health needs of your community.
3. You can focus on more than one health issue.
4. Healthway will assist you in identifying your health issue.

### Factors that influence health

Once you've identified your health issue, consider the conditions and factors that influence the health of your target group:

- Can your organisation increase knowledge about a health issue so people can make more informed decisions?
- Can your organisation make adaptations to the environment to better support good health?

## Step 3: Describe your program

As you develop your Health Promotion Plan, you also need to think about the programs you will use to deliver the health outcomes. The second part of the [Health Promotion Plan Template](#) has space for you to outline information for each program:

1. A brief description of each program
2. Start and end date of each program
3. How much funding you are requesting for each program
4. The people you intend to reach, including how many, who (e.g. children, young people, adults, seniors); and where (e.g. metropolitan, regional, remote, state-wide)





## Introducing Sam

Sam works for a sports organisation and is looking to apply to Healthway for funding to support the organisation's program for children.

To answer the **WHY**, Sam needs to consider who he can reach through his program (target group). To understand the health needs of the target group, he will review Healthway's priority health areas, and talk to people in the community including children, parents, coaches, team managers and other volunteers. Sam will look at the physical and cultural environment of the organisation, and consider which factors he can address to create a healthier environment for the target group.

### ▶ Step 1: Define your target group

Sam reviews Healthway's priority populations and determines that his project's primary target group will be children aged 5-12 years. He also identifies a secondary target group as the parents of those children, given the role they play in facilitating children's participation in sport.

### ▶ Step 2: Define your health issue

Sam considers **Healthway's Strategic Plan**, and the information on **Healthway's priority health areas**. With his target group in mind, Sam notes the following points:

- Most West Australian children do not meet the Australian Dietary Guideline recommendations for consumption of healthy foods;
- Almost 40% of West Australian children's food and drink intake is from unhealthy sources high in saturated fat, salt, sugar; and
- More than 20% of children are classified as overweight or obese.



## Factors influencing their health:

Sam notes the following dietary risk factors for children:

- Too much intake of processed food and drinks;
- Low levels of vegetable intake; and
- Heavy marketing of unhealthy food products aimed at children.

Sam looks at the food and drink environment in his organisation. He sees that there is a lack of healthy options at the club canteen, and that unhealthy foods are featured on signage and in displays. Sam also notices a culture of providing lollies and sugary drinks to children after games, an annual chocolate fundraiser and occasionally fast food vouchers are given as rewards and prizes.

Sam talks to the people in his community. Parents indicate that they have limited time and do not want to spend a lot of money on buying healthy food. Sam observes there is a need to address issues around healthy eating and food availability, and that in doing so he'll need to make sure it is affordable for families.

## Health Issue

Based on this information, Sam identifies increasing healthy eating as the health issue for his project. He has identified that his organisation can take action by creating a healthier food and drink environment, which will have health benefits for his target group.

## ▶ Step 3: Describe your program

As Sam develops his Health Promotion Plan, he considers which existing and new programs will include health promotion strategies. Sam describes these programs in the Program Outline section of the [Health Promotion Plan template](#).

## 2 - PLAN

What will your project change?

▶ **Step 1: Develop your aim**

▶ **Step 2: Develop your health objectives**

### Step 1: Develop your aim

Your aim should be an overarching statement which addresses your health issue and identifies what your organisation will do to improve health.

Does it include your target group?

Does it include your health issue?

Does it include the words increase/decrease/reduce/improve/raise?

#### Questions to ask yourself



**Let's go back to our case study with Sam...**

Using the information from the **WHY** section, Sam sees that his organisation can have a positive influence on the health of the community, particularly for children, by educating members on healthy eating and creating a healthy food and drink environment.

He develops the following aim.

**The project aims to increase healthy eating amongst participants aged 5-12 years and their families.**

## Step 2: Develop your health objectives

Your objectives should be short and focus on the outcomes you want to achieve.

There are two types of objectives:

1

### Behavioural

These focus on the **behaviours** of individuals or the community by addressing the knowledge, attitudes and skills of your target group.

2

### Environmental

These focus on the **environment** (or the setting) around your target group that influence their choices and health behaviours.

Your **objectives** should focus on **reducing risk factors** and increasing **protective factors** associated with your health issue.

**Risk factors are any exposure that increases a person's likelihood of developing a disease or injury.**

For example, if your project addresses healthy eating within your target group, the risk factors might include exposure to promotions of unhealthy food, or lack of understanding of what healthy food is. If your aim is to address preventing harm from alcohol, your risk factors might include exposing junior participants to drinking and alcohol promotion.

**Protective factors increase a person's ability to deal better when faced with challenges or risk, and lessen the likelihood of disease or injury.**

For example, a protective factor for good mental health is access to strong support networks. If your aim is promoting good mental health for young people aged 12-17, your objectives could focus on improving awareness of youth friendly community activities and developing a support network for families with teenagers in your community.



Healthway's Partnership Program Objectives below show examples of objectives based on risk or protective factors.

Partnership Program objective	Example objective
<p><b>Educate and raise awareness about good health to support healthy choices.</b></p>	<ul style="list-style-type: none"> <li>• To increase knowledge of healthy eating guidelines throughout the project <b>(behavioural)</b></li> <li>• To increase awareness of the importance of participating in physical activity <b>(behavioural)</b></li> <li>• To increase knowledge on strategies to maintain positive mental health <b>(behavioural)</b></li> </ul>
<p><b>Create healthy environments within organisations and venues.</b></p>	<ul style="list-style-type: none"> <li>• To increase the amount of healthy food options available at the venue <b>(environmental)</b></li> <li>• To reduce display of sugary drinks at the event <b>(environmental)</b></li> <li>• To increase the size of outdoor smoke-free outdoor areas at the venue <b>(environmental)</b></li> </ul>
<p><b>Reduce the promotion of unhealthy messages or brands.</b></p>	<ul style="list-style-type: none"> <li>• To reduce the promotion of alcohol at the event <b>(environmental)</b></li> <li>• To replace unhealthy incentives and awards with healthy alternatives <b>(environmental)</b></li> </ul>
<p><b>Provide opportunities for participation in healthy activities particularly among Healthway's priority populations.</b></p>	<ul style="list-style-type: none"> <li>• To include activities that promote mental wellbeing into the program <b>(environmental)</b></li> <li>• To increase physical activity by young people participating in the project <b>(environmental)</b></li> </ul>
<p><b>Build the capacity of organisations and the community to advocate for health promoting culture, norms and practices.</b></p>	<ul style="list-style-type: none"> <li>• To increase the number of staff and volunteers who participate in training relating to the health issue <b>(behavioural)</b></li> <li>• To increase community involvement in the planning and delivery of the project <b>(behavioural)</b></li> </ul>



## Back to our story with Sam

Throughout the **PLAN** phase, Sam includes both behavioural and environmental objectives. He focuses on the health issues identified, including the availability and promotion of foods and drinks and develops the following objectives:



**To increase knowledge of children and their parents around healthy eating during and after sport** (behavioural)



**To reduce the supply of unhealthy food and drinks during and after sport** (behavioural)



**To increase the number of children and their parents who choose healthier food options on game days** (behavioural)



**To reduce promotion of unhealthy food and drinks across the organisation** (environmental)



**To increase availability of healthy food and drink options** (environmental)

## 3 - DO

### What activities will the project implement?

#### Strategies

- Educational
- Communication
- Structural
- Organisational
- Community engagement

Strategies focus on what your organisation will **DO** to achieve the aim and objectives of your project. **Note: if you are applying for more than one program, you will need to identify how the strategies will be implemented within each program.**

### What are health promotion strategies?

Health promotion strategies are actions that you implement to achieve your objectives. Strategies may vary in delivery, complexity, scope and size.

Often, a project will use many different strategies to achieve an objective. For example, providing information and promotional resources, providing healthy options, or running training sessions and workshops.

**Health promotion strategies can be grouped into the following categories:**



**Educational**



**Communication**



**Structural  
(incl policy)**



**Organisational  
(capacity  
building)**



**Community  
engagement and  
advocacy**



## Health promotion campaigns

There are a number of health promotion campaigns in WA (identified below) you can utilise to develop strategies.

Research tells us that if people in the community are receiving the same health education messages from multiple sources, the messages are more likely to be remembered, understood and implemented into everyday activities.

Our partner campaigns provide evidence-informed health education that can be used in your health promotion plan. Health campaign resources can be found in the [Healthy Partnerships Toolkit](#).



## What strategies can your project use?



### Educational strategies

These strategies focus on increasing knowledge of a health issue, and improve attitudes and skills which can influence behaviours of your target group.

Education strategies could involve training your staff and volunteers around how to create a healthy environment, or how to deliver health education to participants. There may be existing programs that you already provide that can be enhanced by including health education. Some examples are listed below:



Provide professional development for your staff such as Fuel to Go & Play Community venues training or Mental Health First Aid, or work with Healthway to develop a health training module for your volunteers.



Develop and distribute resources for your community to increase knowledge and skills of activities to help you stay physically and mentally healthy.



Integrate health education into your day to day programs by including healthy snack and water breaks, activities that include physical movement, and discussion around what it means to be mentally healthy.



### Communication strategies

These focus on raising awareness of a health message and support educational strategies in improving people's knowledge, attitudes and/or behaviours.

Communication can include verbal, written and online strategies to reinforce positive behaviours, improve knowledge or influence attitudes. It's important to consider your target group and the best way to engage with them, so the content is relevant and appropriate.

Consider which communications channels you have to work with, including your website, newsletters, media releases, social media, printed/digital programs, signage, uniforms and verbal announcements at your events. See the [Healthy Partnership Toolkit](#) for communications strategy resources.



Place health message signage in prominent locations on your premises and at events.



Co-brand your uniforms with a health message logo.



Promote your partnership strategies and health message through your website and social media.



## Structural strategies

These recognise the influence of the environment on individual health behaviours and health outcomes. The focus is on creating environments that support healthy behaviours, for example, creating smoke-free areas, providing healthy food options, shade and access to free drinking water.

Healthy policies are an effective structural strategy and can ensure long lasting benefits for your organisation and community. These might include making all outdoor events smoke-free, restricting promotion of unhealthy messages and brands, or mandating the availability of healthy food and drink options at events.

Healthway works with partner organisations to assist with implementing structural strategies to help you to create a healthy environment. For example, we work with the WA School Canteen Association to assess food vendor menus using the traffic light system. Food and drink items are rated as green, amber or red based on their nutritional value. Organisations are then able to form policies and make adaptations to create a healthy food and drink environment.

The Alcohol and Drug Foundation works with Healthway to implement the Good Sports Program within sporting clubs across WA. The program offers support for clubs to develop structural strategies for reducing harm from alcohol in the sports environment. See the [Health and Wellbeing Policy template](#) in the [Healthy Partnerships Toolkit](#) to see how your organisation can develop a health policy.



Assess your food and drink menus and vending machines, and implement a policy to guide the availability and promotion of healthy food and drink options.



Implement a policy for the non-display of sugary drinks at your canteen or kiosk.



Introduce a policy which restricts sponsorship by unhealthy brands.



Introduce a policy which restricts alcohol promotion and alcohol service at child-focused events or during junior sport times.



## Organisational capacity building and sustainability strategies

These strategies build skills in the people and groups within your organisation so that health promotion outcomes are sustained.

Organisational strategies also involve forming partnerships with stakeholders so that you can extend the project's reach, draw on health promotion expertise, and increase access to hard to reach groups in the community. Examples of strategies you can use:



Develop and implement training for staff in health promotion and evaluation.



Partner with organisations that engage with Healthway's priority groups so that you can reach those most in need or those who have become disengaged.



Work with relevant partners to develop culturally appropriate programs and resources.



## Community engagement and advocacy strategies

Improving health outcomes often involves behaviour change within your target group. Receptiveness to change can be influenced by an awareness, understanding, and connection to the health issue you are addressing. Involving the community in the development, implementation and evaluation of your strategies is the best way to promote positive health outcomes and maintain strong relationships with the people you are trying to reach.



Consider healthy environments when forming agreements with third parties. Advocate for healthy food and drink options at venues that you work with.



Engage communities in planning, implementing and evaluating your program.



Use your social media networks to involve your community in advocating for healthy environments, and making healthy behaviours the norm.



Using the **Health Promotion Plan Template**, insert this information into the 'DO' area. Remember these need to align to the objectives that you are trying to achieve.




## Let's apply these strategies to Sam's project






Sam considers which strategies will best align with his health promotion objectives.

To do this, Sam uses the information he has gathered on the organisational structure, the environment and the behaviours in the community.

Sam considers each objective and plans a mix of strategies as follows:

Objective	Strategy
<b>To increase knowledge of children and their parents around healthy eating during and after sport. (behavioural)</b>	 <b>Educational strategy:</b> Deliver nutrition training for junior coaches, team managers and parent volunteers around healthy eating and drinking in junior sport.
	 <b>Communications strategy:</b> Develop a healthy eating in junior sport resource and distribute through member communications, coach and team manager briefings and at junior events.
<b>To reduce the supply of unhealthy food and drinks during and after sport. (behavioural)</b>	 <b>Organisational strategy:</b> Encourage staff, officials, senior and elite players to role-model healthy eating and drinking to junior players.
	 <b>Communication strategy:</b> Communicate through newsletters the importance of healthy eating and drinking in junior sport by encouraging families to provide fruit and water.
<b>To increase the number of children and their parents who choose healthier food and drink options on game days. (behavioural)</b>	 <b>Community engagement strategy:</b> Partner with a local grocer to provide free or low cost fruit and veg for healthy snacks on sport days.
	 <b>Structural strategy:</b> Install a water fountain for participants to re-fill their water bottles for free.



Objective	Strategy
<b>To reduce promotion of unhealthy food and drinks across the organisation. (environmental)</b>	 <b>Communication strategy:</b> Replace or cover signage and displays that promote unhealthy products with healthy messages and brands i.e. fridges and vending machines.
	 <b>Structural strategy:</b> Implement Healthway's Co-Sponsorship Policy to reduce unhealthy food promotions which includes fundraising, gifts and awards.
<b>To increase availability and promotion of healthy food and drink options. (environmental)</b>	 <b>Structural strategy:</b> Develop and implement a healthy food and drink policy aligned with the Fuel to Go & Play accreditation program.
	 <b>Organisational strategy:</b> Ensure all food service staff complete the free Fuel to Go & Play training.
	 <b>Communication strategy:</b> Promote healthy food specials in newsletter and through social media.

## 4 - REVIEW

Has the project achieved what it set out to do?

**Step 1: Develop review measures**

**Step 2: Develop collection methods**

Reviewing your project is essential to demonstrate its effectiveness and the benefit to your target group. Evaluation of your project answers questions such as:

- Did the project achieve its aim and objectives?
- Has it been implemented as planned?
- What could be improved?
- Are we reaching the right people?

Healthway will work closely with you in developing the review methods within your health promotion plan and may work with external agencies to evaluate the broader impacts of your project.

Your evaluation strategies need to be considered early in the planning process to ensure that opportunities to collect information are not missed throughout your project.

At this stage, Healthway only requires you to review the process of implementing your project strategies. However, if you opt to also include measures that evaluate your objectives, speak to us about how we can help you develop surveys or audits before the project commences.



- 1.** For each strategy you have developed, identify the ways it would be successful. These can go into the “Review measure” of your health promotion plan; and
- 2.** For each “Review measure” identify how you will collect the information. This can go into the “Collection method” of your health promotion plan.

Common approaches that you could use in your health promotion plan include:

Example strategy	Review measures	Collection methods
<b>Run a series of advertisements that promote the campaign health message</b>	<ul style="list-style-type: none"> <li>• Confirm the number of advertisements published;</li> <li>• Number of views</li> </ul>	<ul style="list-style-type: none"> <li>• Provide copies of the advertisements</li> </ul>
<b>Introduce a smoke free policy</b>	<ul style="list-style-type: none"> <li>• Policy introduction</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a copy of the policy</li> </ul>
<b>Deliver training to staff and volunteers around the health message</b>	<ul style="list-style-type: none"> <li>• Number of training sessions held; number of people attending</li> </ul>	<ul style="list-style-type: none"> <li>• Documentation of schedule and record of attendance;</li> <li>• Short survey of satisfaction</li> </ul>
<b>Develop and implement a healthy food and drink policy for food vendors</b>	<ul style="list-style-type: none"> <li>• Comparison of sales data from vendors compared to a previous event</li> </ul>	<ul style="list-style-type: none"> <li>• Collection and analysis of sales data from food vendors</li> </ul>
<b>Develop and implement a policy to restrict the promotion of alcohol at events</b>	<ul style="list-style-type: none"> <li>• Profile of alcohol promotions at the event;</li> <li>• Policy introduction</li> </ul>	<ul style="list-style-type: none"> <li>• Photographs of food and drink service areas at events; Provide a copy of the policy</li> </ul>










## Back to our story with Sam

Sam's health promotion template is now populated with the health issue, target group, aim, objectives and strategies.

Sam reviews each strategy and considers how to measure the success of each one.

Strategy	Review measure	Collection method
 <b>Educational strategy:</b> Deliver nutrition training for coaches, managers and parent volunteers around healthy eating and drinking in junior sport	<ul style="list-style-type: none"> <li>• Number of sessions and participants</li> <li>• Feedback from participants</li> </ul>	Attendance list and followup survey
 <b>Structural strategy:</b> Develop and implement a healthy food and drink policy aligned with the Fuel to Go & Play accreditation program	<ul style="list-style-type: none"> <li>• Policy development</li> <li>• Policy implementation</li> </ul>	<ul style="list-style-type: none"> <li>• Copy of policy</li> </ul>
 <b>Communication strategy:</b> Replace or cover signage and displays that promote unhealthy products with healthy messages and brands i.e. fridges and vending machines	<ul style="list-style-type: none"> <li>• Number of signage and branding assets installed</li> </ul>	<ul style="list-style-type: none"> <li>• Photographs of signage and displays</li> </ul>
 <b>Organisational strategy:</b> Ensure all food service staff complete free Fuel to Go & Play training	<ul style="list-style-type: none"> <li>• Number of training sessions implemented</li> </ul>	<ul style="list-style-type: none"> <li>• Documentation of activities</li> </ul>
 <b>Community engagement strategy:</b> Partner with a local grocer to provide free or low cost fruit and veg for healthy snacks on sport days	<ul style="list-style-type: none"> <li>• Partnership agreement</li> </ul>	<ul style="list-style-type: none"> <li>• Documentation of agreement</li> <li>• Quantities supplied and consumed</li> </ul>



Sam's Health Promotion Plan is now complete ([refer Appendix 1](#)).



## Let's see how this works in the Arts!

June works for a small theatre company and is looking to apply for funding for her youth drama workshops through the Healthway Partnership Program.

She looks through Healthway's Partnership Toolkit, in particular the Best Practice Guide, and goes through the steps of developing a health promotion plan.

First, the **WHY**. June identifies the need to support mental health and wellbeing for children and young people in her community. She believes her arts educators are well placed to deliver activities through the youth drama program that encourage young people to use creativity as a means to supporting their wellbeing.

June decides that the application will focus on **improving mental health**.

## What do we want to change?

June considers the **PLAN** stage of the Best Practice Guide and develops the following aim:

**To increase activities that promote positive mental health and wellbeing for children and young people.**

To plan the project June then identifies clear objectives to achieve her aim. Using the Best Practice Guide and her knowledge of the youth drama program, June identifies three **objectives**:



**To increase awareness and knowledge of positive mental health strategies for educators and participants in the youth drama program.** (behavioural)



**To improve knowledge and skills around positive mental health practices within the theatre company.** (behavioural)



**To improve inclusivity and diversity within the theatre company to create a safe environment for young people.** (environmental)



## Let's look at how these will be met...

In reviewing the Best Practice Guide, June considers the opportunities within her organisation and ways in which they could integrate a range of health promotion strategies.

The youth drama program runs once per week during the school terms with a core group of three educators running the sessions. June recognises opportunities to upskill educators with proven social and emotional learning strategies within the program activities.

**June develops the following strategies:**

Objective	Strategy
<b>To increase awareness and knowledge of positive mental health strategies for educators and participants the youth theatre program.</b>	 <b>Educational strategy:</b> Facilitate training workshops with arts educators around the essentials of delivering mentally healthy activities including tips on how to promote wellbeing through the way they communicate with and teach young people.
	 <b>Educational strategy:</b> Incorporate activities into each youth drama workshop (40 workshops) affirming the importance of social and emotional learning and resilience.
	 <b>Structural strategy:</b> Develop and implement a wellbeing policy to ensure that all youth-focused programs and events are inclusive and mentally healthy, promote healthy eating and encourage physical activity.
	 <b>Educational strategy:</b> Develop introductory resources to promote wellbeing of young people attending the drama program with a focus on self-care and resilience – e.g. Fact sheets and videos for families to on strategies to keep mentally healthy.
<b>To improve skills around positive mental health practices within the theatre company.</b>	 <b>Organisational strategy:</b> Work with a mental health service provider to upskill staff on ways to promote positive mental health, notice the early signs of mental health issues, feel confident to inquire about a person's circumstances and improve knowledge in referring participants if they need mental health support.



**Communication strategy:**

Record interviews with arts educators to explore mentally healthy behaviours such as eating well, getting enough sleep, exercising and making time for creativity. These videos and their themes will be used in each workshop and will also be circulated via social media.

**To improve inclusivity and diversity within the theatre company to create a safe environment for young people.**





**Communication strategy:**

Implement a warm-up activity for each workshop to introduce topics of positive mental health and resilience. The focus will be on creating a welcoming environment through embracing inclusion and mental wellbeing.

## Let's plan the review of the project...

June considers the Best Practice Guide and looks at each **strategy** to identify how to measure if they have been successful, and how she will collect that information. Here are some examples:

Strategy	Review measure	Collection method
 <p><b>Educational strategy:</b> Incorporate wellbeing strategies into each youth workshop (40 workshops), affirming the importance of social and emotional learning and resilience alongside a mindfulness journal where participants can record their ideas, thoughts and feelings.</p>	<ul style="list-style-type: none"> <li>• Number of workshops, number of attendees to each session</li> <li>• Number of strategies introduced and perceived effectiveness.</li> </ul>	<ul style="list-style-type: none"> <li>• Documentation of workshop</li> </ul>
 <p><b>Structural strategy:</b> Develop and implement a wellbeing policy to ensure that youth-focused programs and events are inclusive and mentally healthy, promote healthy eating and encourage physical activity.</p>	<ul style="list-style-type: none"> <li>• Policy implementation</li> </ul>	<ul style="list-style-type: none"> <li>• Copy of policy</li> </ul>



### Organisational strategy:

Work with a mental health service provider to upskill staff on ways to better promote positive mental health, notice the early signs of mental health issues, feel confident to inquire about a person's circumstances and improve knowledge as to how to refer participants if they need mental health support.

- Number of staff participating in training
- Feedback from staff

- Documentation of staff participation and feedback



### Communication strategy:

Record interviews with arts educators to explore mentally healthy behaviours such as eating well, getting enough sleep, exercising and making time for creativity. These will be promoted via social media and monthly newsletters, which will share mental health and wellbeing tips and resources.

- Number of different communication forms developed
- Feedback from participants
- Social media engagement

- Documentation of strategies and communication messages
- Number of people engaged (e.g. social media views)

June has identified a clear aim to increase mentally healthy activities within the organisation that will have benefits for the target group. The objectives focus on improving awareness, knowledge, and skills to facilitate activities that support healthy behaviours.

The strategies use different approaches, including education through professional learning for staff, communication via social media and the development of teaching activities and resources. Each strategy and objective has a clear plan to review and measure the success of the project.

June inserts the completed Health Promotion Plan into her application to Healthway.



June's Health Promotion Plan is now complete ([refer Appendix 2](#)).

# Appendix 1: Sam's Health Promotion Plan

1. WHY		2. PLAN
Health issue and rationale	Target group	Aim
There is a need to increase healthy eating at the organisation. The project will address a lack of availability of healthy food and drink options, and a culture of providing and promoting unhealthy products and brands in junior sport.	Children aged 5-12 years	The project aims to increase healthy eating amongst participants aged 5-12 years and their families.

2. PLAN	3. DO	4. REVIEW	
Health Objectives	Strategies (actions)	Review measures	Collection methods
Consider both behavioural and environmental objectives.	Consider a mix of educational, communication, structural, organisational, and community engagement strategies.	How will you evidence success from your strategy?	How will you collect the information?
<b>Objective 1</b> To increase knowledge of children and their parents around healthy eating during and after sport. <b>(behavioural)</b>	<b>1. Educational strategy:</b> Deliver nutrition training for junior coaches, team managers and parent volunteers around healthy eating and drinking in junior sport.	<ul style="list-style-type: none"> <li>Number of sessions and participants</li> <li>Feedback from participants</li> </ul>	<ul style="list-style-type: none"> <li>Attendance list and follow up survey</li> </ul>
	<b>2. Communications strategy:</b> Develop a healthy eating in junior sport resource and distribute through member communications, coach and team manager briefings and at junior events.	<ul style="list-style-type: none"> <li>Resource implemented</li> </ul>	<ul style="list-style-type: none"> <li>Copy of resource</li> </ul>
<b>Objective 2</b> To reduce the supply of unhealthy food and drinks during and after sport. <b>(behavioural)</b>	<b>3. Organisational strategy:</b> Encourage staff, officials, senior and elite players to role-model healthy eating and drinking to junior players.	<ul style="list-style-type: none"> <li>Feedback from coaches and team managers</li> </ul>	<ul style="list-style-type: none"> <li>Photos of healthy eating role models</li> </ul>
	<b>4. Communication strategy:</b> Communicate through newsletters the importance of healthy eating and drinking in junior sport by encouraging families to provide fruit and water.	<ul style="list-style-type: none"> <li>Inclusion in newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Copy of newsletter</li> <li>Number of newsletter opens</li> </ul>
<b>Objective 3</b> To increase the number of children and their parents who choose healthier food and drink options on game days. <b>(behavioural)</b>	<b>5. Community engagement strategy:</b> Partner with a local grocer to provide free or low-cost fruit and veg for healthy snacks on sport days.	<ul style="list-style-type: none"> <li>Partnership agreement</li> </ul>	<ul style="list-style-type: none"> <li>Documentation of agreement</li> <li>Quantities supplied and consumed</li> </ul>
	<b>6. Structural strategy:</b> Install a water fountain for participants to re-fill their water bottles for free.	<ul style="list-style-type: none"> <li>Water fountain installed</li> </ul>	<ul style="list-style-type: none"> <li>Receipt for water fountain</li> </ul>
<b>Objective 4</b> To reduce promotion of unhealthy food and drinks across the organisation. <b>(environmental)</b>	<b>7. Communication strategy:</b> Replace or cover signage and displays that promote unhealthy products with healthy messages and brands i.e., fridges and vending machines.	<ul style="list-style-type: none"> <li>Number of signage and branding assets installed</li> </ul>	<ul style="list-style-type: none"> <li>Photographs of signage and displays</li> </ul>
	<b>8. Structural strategy:</b> Implement Healthway's Co-Sponsorship Policy to reduce unhealthy food promotions which includes fundraising, gifts and awards.	<ul style="list-style-type: none"> <li>No unhealthy sponsors</li> </ul>	<ul style="list-style-type: none"> <li>Photographs of venue without unhealthy brand signage</li> </ul>
<b>Objective 5</b> To increase availability and promotion of healthy food and drink options. <b>(environmental)</b>	<b>9. Structural strategy:</b> Develop and implement a healthy food and drink policy aligned with the Fuel to Go & Play accreditation program.	<ul style="list-style-type: none"> <li>Policy development</li> <li>Policy implementation</li> </ul>	<ul style="list-style-type: none"> <li>Copy of policy</li> </ul>
	<b>10. Organisational strategy:</b> Ensure all food service staff complete the free Fuel to Go & Play training.	<ul style="list-style-type: none"> <li>Number of training sessions implemented</li> </ul>	<ul style="list-style-type: none"> <li>Documentation of activities</li> </ul>
	<b>11. Communication strategy:</b> Promote healthy food specials in newsletter and through social media.	<ul style="list-style-type: none"> <li>Frequency of promotion of healthy food specials</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of healthy food promotion and sales</li> </ul>

# Appendix 2: June's Health Promotion Plan

1. WHY		2. PLAN
Health issue and rationale	Target group	Aim
Improving mental health	Children + young people	To increase activities that promote positive mental health and wellbeing for children and young people.

2. PLAN	3. DO	4. REVIEW	
Health Objectives	Strategies (actions)	Review measures	Collection methods
Consider both behavioural and environmental objectives.	Eg. Evidence of policy; evidence of new menu	Consider a mix of educational, communication, structural, organisational, and community engagement strategies.	Eg.introduction of healthy policy; changes to menu
<b>Objective 1</b> To increase awareness and knowledge of positive mental health strategies for educators and participants in the youth drama program. <b>(behavioural)</b>	<b>1. Educational strategy</b> Facilitate training workshops with arts educators around the essentials of delivering mentally healthy activities including tips on how to promote wellbeing through the way they communicate with and teach young people.	<ul style="list-style-type: none"> <li>Number of workshops, number of attendees to each session</li> </ul>	<ul style="list-style-type: none"> <li>Documentation of workshops</li> </ul>
	<b>2. Educational strategy</b> Incorporate activities into each youth drama workshop (40 workshops) affirming the importance of social and emotional learning and resilience.	<ul style="list-style-type: none"> <li>Number of workshops conducted, number of attendees to each session and perceived effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>Documentation of workshop</li> </ul>
	<b>3. Structural strategy</b> Develop and implement a wellbeing policy to ensure that all youth-focused programs and events are inclusive, promote healthy eating and encourage physical activity.	<ul style="list-style-type: none"> <li>Policy implementation</li> </ul>	<ul style="list-style-type: none"> <li>Copy of policy</li> </ul>
	<b>4. Educational strategy</b> Develop introductory resources to promote wellbeing of young people attending the drama program with a focus on self-care and resilience – e.g. Fact sheets and videos for families to on strategies to keep mentally healthy.	<ul style="list-style-type: none"> <li>Number of participants received, viewed or interacted with resources.</li> </ul>	<ul style="list-style-type: none"> <li>Documentation of when and how resources were distributed e.g. views on social media, printed resources used.</li> </ul>
<b>Objective 2</b> To improve knowledge and skills around positive mental health practices within the theatre company. <b>(behavioural)</b>	<b>5. Organisational strategy</b> Work with a mental health service provider to upskill staff on ways to promote positive mental health, notice the early signs of mental health issues, feel confident to inquire about a person's circumstances and improve knowledge in referring participants if they need mental health support.	<ul style="list-style-type: none"> <li>Number of staff participating in training, feedback from staff</li> </ul>	<ul style="list-style-type: none"> <li>Documentation of staff participation and feedback</li> </ul>
	<b>6. Communication strategy</b> Record interviews with arts educators to explore mentally healthy behaviours such as eating well, getting enough sleep, exercising and making time for creativity. These videos and their themes will be used in each workshop and will also be circulated via social media.	<ul style="list-style-type: none"> <li>Number of different communication forms developed</li> <li>Feedback from participants</li> <li>Social media engagement</li> </ul>	<ul style="list-style-type: none"> <li>Documentation of interviews and promotions</li> <li>Number of people engaged (e.g. social media views)</li> </ul>
<b>Objective 3</b> To improve inclusivity and diversity within the theatre company to create a safe environment for young people. <b>(environmental)</b>	<b>7. Communication strategy</b> Implement a warmup activity for each workshop to introduce topics of positive mental health and resilience. The focus will be on creating a welcoming environment through embracing inclusion and mental wellbeing.	<ul style="list-style-type: none"> <li>Type and frequency of activities held</li> </ul>	<ul style="list-style-type: none"> <li>Documentation of activity method and frequency of use</li> </ul>