



VicHealth

**CREATING HEALTHY SPORTING
ENVIRONMENTS
DEMONSTRATION PROJECT**

Project Overview



Leisure Networks

BACKGROUND

The Victorian Health Promotion Foundation (VicHealth) was established in accordance with the *Tobacco Act 1987* and is required to direct 30% of its annual funding to sporting bodies, amounting to approximately \$10 million per annum. The next funding term provides an opportunity to utilise sporting environments as a setting to achieve improved health outcomes.

To help inform these new directions, it is intended to implement a 2½ year \$2 million demonstration project working with 100 sports clubs across a number of local government areas to support them in becoming a healthy sporting environment by meeting a number of minimum standards. These standards will relate to the responsible use of alcohol; healthy eating; reduced tobacco use; protection from harmful effects of UV; creating a safe and inclusive environment for women; and reducing race-based discrimination.

This demonstration project will bring together VicHealth's current work on these issues, and allows the opportunity to investigate how to achieve widespread and co-ordinated change in sporting clubs. It also builds on previous work undertaken by VicHealth in sponsorship and the Partnerships for Health program, which was implemented from 2003-2007. The demonstration project will be managed by a regional sports assembly selected through a competitive tendering process.

SNAPSHOT OF HEALTH ISSUES INCLUDED IN THE PROJECT

The focus of the demonstration project is on sporting clubs achieving a number of minimum standards across a range of issues which are significant to improving the health of Victorians. These relate to VicHealth's current major platforms and comprise: responsible use of alcohol; healthy eating; reduced tobacco use; protection from UV; creating a safe and inclusive environment for women; and reducing race-based discrimination. A brief snapshot is provided on the importance of each of these issues.

- Australia's overall per capita consumption of alcohol is high by world standards, currently being within the top 30 alcohol consuming nations out of a total of 180. National data estimates that 25% of Australians drink at a level that puts them at risk of harm in the long term at least once per month. There is also evidence to suggest that drinking at harmful levels is more prevalent among adults involved in sport as participants or spectators.
- The prevalence of overweight and obese people in Australia has been steadily increasing over the past 30 years, and if the current trends continue unabated, it is estimated that close to 75% of the population will be overweight or obese in 2025. Obesity is linked to many chronic diseases with estimations that it causes almost one quarter of type 2 diabetes (24%) and osteoarthritis (25%) and one fifth of cardiovascular disease (21%), and colorectal, breast, uterine and kidney cancer (20%).
- Smoking is a major cause of heart disease, stroke, different forms of cancer and a wide variety of other health problems, and is also the leading preventable cause of death. Despite this country being one of the global leaders in tobacco control, the prevalence of the daily smoking rate amongst adult Australians was 17.4% in 2007.

- Australia has one of the highest rates of skin cancer in the world, with over 1,700 Australians and 343 Victorians dying from skin cancer each year. Skin cancers account for approximately 80% of all new cancers diagnosed each year, and Australians are four times more likely to develop a skin cancer than any other form of cancer.
- Violence cuts across all aspects of the Australian community – it knows no geographical, socio-economic, age, ability, cultural or religious boundaries. Approximately one in three Australian women (33%) experience physical violence and almost one in five women (19%) experience sexual violence over their lifetime. In 2005, more than 950,000 Australian women reported that they were sexually abused before the age of 15.
- Research has indicated that a strong relationship exists between exposure to ethnic and race-based discrimination and a range of issues, including poor mental health, particularly amongst young people, and access to housing, health-care, employment and education. This represents a significant public health concern given the indigenous population, and the fact that over 24% of Victorians are born overseas, and 44% have at least one parent born in a country other than Australia.

CREATING HEALTHY SPORTING ENVIRONMENTS PROJECT

Goal

To use sporting environments as a setting to contribute to Victorian's improved health.

Aim

To implement a demonstration project to determine the feasibility of achieving widespread and co-ordinated change in sporting clubs becoming healthy environments to inform the directions of future VicHealth sports funding.

Objectives

- 1) To work with 100 sporting clubs across a number of local government areas to achieve minimum standards in relation to:
 - responsible use of alcohol
 - healthy eating
 - reduced tobacco use
 - protection from harmful effects of UV
 - creating a safe and inclusive environment, particularly for women
 - reducing race-based discrimination.
- 2) To determine what factors are required to instigate and sustain healthy behaviour change within sporting environments and replicate them in a wide number of other sporting environments, including consideration of policy interventions, governance structures, organisational culture, personnel, financial stability, availability of external resources, support and incentives, and the degree of monitoring.
- 3) To determine what barriers impact on a sporting body's capacity to instigate and sustain behaviour change within a sporting environment and what cost effective strategies need to be put in place to address these barriers to facilitate successful replication across a wide number of sporting clubs.
- 4) To make recommendations to inform future investments on the key deliverables required to create healthy sporting environments.

OPERATING PRINCIPLES UNDERPINNING THE PROJECT

The development of the demonstration project will be informed by evidence based practice.

The focus of the demonstration project will bring together VicHealth's current major platforms of work and will comprise of: responsible use of alcohol; healthy eating; smoke-free environments; protection from UV; creating a safe and inclusive environment for women; and reducing race-based discrimination. A range of strategies across different sports will be piloted through the demonstration project.

The demonstration project will be multi-layered and involve both a "top down and bottom up" approach, which will include relevant state sporting associations, regional sports assemblies and sporting clubs in a specified geographical area. A regional sports assembly, selected through a competitive tendering process, will take responsibility for the implementation of the demonstration project.

The demonstration project is based on implementing a set of minimum standards for healthy sporting environments. Where possible, these standards shall be built into the broader club development program operated by state sporting associations.

The demonstration project will be implemented 100 clubs across different sports in a number of local government areas where there is a capacity to leverage off existing work already occurring in health promotion. The support of the relevant local governments will be essential.

Rather than create something new, where possible, the demonstration project will build on current health promotion initiatives already in place, including the Good Sports Program, the Healthy Canteens Project, the Respect and Responsibility Program, and SunSmart. It will also build on relevant government and state sporting associations policy initiatives such as the recently announced state government Code of Conduct for Community Sport.

Participation in the demonstration project shall be voluntary. An Expression of interest process shall be utilised to identify the 100 clubs to be part of the project.

The focus of the demonstration project will be on change at both a structural and individual level.

The implementation of the demonstration project will be supported by project staff whose primary role will be to work with clubs to facilitate the successful achievement of the minimum standards. Consultants will also be utilised to ensure adequate expertise is provided and project milestone are being met in a timely manner.

There is recognition that involvement in the demonstration project may place a further burden on sporting bodies and additional support, resources and incentives will be provided.

Apart from staff, this will include capacity building, a practical manual on creating healthy sporting environments to provide assistance to sporting bodies, and in-kind and financial incentives. All clubs reaching the minimum standards will be formally recognised.

As this is a demonstration project, there are no penalties for participating clubs not achieving the standards (although the full amount of funding will not be available to clubs who fail to do so). However, part of the evaluation will explore what monitoring

mechanisms would facilitate clubs operating as healthy sporting environments and complying with specified standards.

A reference group comprising relevant key stakeholders will be established to provide advice on the demonstration project. This group will meet on a needs basis, determined by the tenderer.

The support of Sport Assemblies Victoria will be enlisted to contribute to the development and implementation of the demonstration project.

An extensive independent evaluation of the demonstration project will be undertaken, with the findings informing future VicHealth investments to sporting bodies.

There will be a commitment to sharing the learnings of the demonstration project.

SPORTING CLUBS TO BE INCLUDED IN DEMONSTRATION PROJECT

An Expression of interest process shall be utilised to determine the 100 clubs to be part of the demonstration project.

Participation in the demonstration project will be actively promoted in a positive manner, and while support and incentives will be provided, the greatest motivation will be a club's desire to be a stronger and more family oriented club and the benefits flowing from this.

If more than 100 clubs apply, selection shall be based on the inclusion of a range of adult and children's, and summer and winter sports that generally fulfil the following criteria:

- attracts large participant and spectator numbers
- operates in a competition/club environment
- operates their own facilities (e.g. bar; canteen)
- has a range of participants from different cultural backgrounds
- caters for people with a disability
- is associated with sponsorship by an alcohol or energy dense and nutrient poor food company at either a junior or senior level
- is associated with a culture of alcohol use by either participants or spectators.

While the Expression of interest is open to all clubs, given the selection criteria, it will be important to ensure that some football, netball, cricket, basketball and soccer clubs at both junior and senior levels are included in the demonstration project.

No clubs shall be excluded on the basis of already having achieved some of the specified standards.

MINIMUM STANDARDS

The aim of the demonstration project is to support 100 sporting clubs across different codes in a number of local government municipalities to reach a range of minimum standards in areas that will impact positively on people's health.

These initial standards have been intentionally set at a level which allows all clubs to achieve them, with support provided on the ground to do so.

The roll-out of the program will be done in a manner which is cognisant of the constraints on volunteer time in sporting organisations.

It is recognised that these standards are a starting point, not an end point, and if during the demonstration project, clubs wish to reach higher standards (e.g. Level 3, Good Sports) support will be provided to them to do so.

It is clear to be successful, it will be necessary to enlist the support of the relevant state sporting associations, leagues, and clubs.

The selected tenderer, in consultation with VicHealth and VicSport, will liaise with relevant state sporting associations related to the demonstration project to discuss:

- Support for the implementation of the demonstration project
- Inclusion of minimum standards in quality club programs as soon as practicable (e.g. Quality Club program - AFL; Football ACE - soccer; Club Development Program - cricket). Where such programs are not in existence, assistance should be provided to develop one.
- If not already in existence, the development of sponsorship policy consistent with the aims of creating healthy sporting environments.
- Where relevant, the development of a strategy to phase out sponsorship by energy dense and nutrient poor foods and drinks for their junior sports programs as soon as is practicable.

It is proposed that the minimum standards for the sporting clubs to achieve (or working to achieve) through the demonstration project are:

- Level 2, Good Sports Program[#] + no alcohol to be sold or provided before midday on match days, and a choice of (a) spirits to be sold at an additional 20% premium on 2009 prices and full strength beer to be sold at an additional 10% premium on 2009 prices or (b) only serving drinks with an alcohol content of not more than 3% (where clubs sell alcohol).
- Meeting the legal food handling obligations and replacement of at least three red options (high in sugar, fat and salt) with at least three green options (low in sugar, fat and salt) in canteen (where clubs operate canteens).
- Adoption of a smoke-free policy incorporating: no sale of cigarettes; signage promoting no sale of tobacco products and smoke free areas; coaches and club officials not to smoke whilst in club uniform or operating in official club capacity; no smoking in any form of covered areas; and no smoking in juniors' sight lines.
- Completion of a shade audit (SunSmart tool) and UV exposure and heat illness checklist (SunSmart/Smartplay) and implementation of at least one action from each key area.
- Identification of two members (one being a member of a committee of management or board, and one being a member of the coaching staff) who can function as 'contact officers' within the club to respond to any issues that emerge in relation to discrimination and women's participation. The contact officers will be required to undertake training offered by the Healthy Participation Executive officer to develop competencies that will allow them to appropriately administer the role.
- Attendance of all club committee of management or board members at a half day briefing on creating healthy sporting environments.
- Compliance with the Victorian Government's Code of Conduct for Community Sport (or sporting code equivalent).

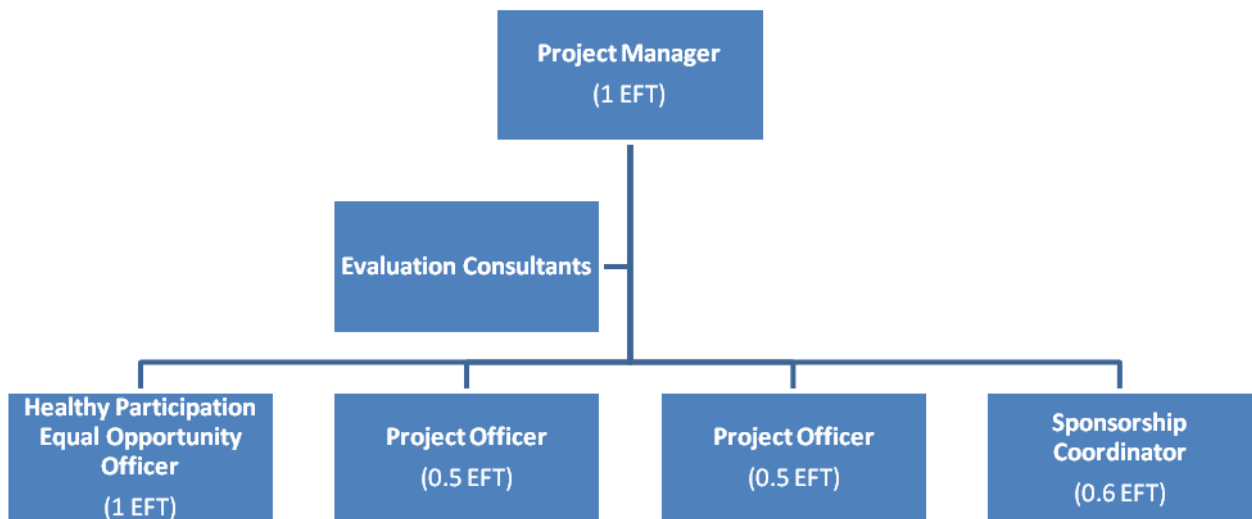
- In clubs that receive sponsorship from either the alcohol or energy dense and nutrient poor food industries, there are opportunities for health promotion messaging of equal weighting to the brand and messaging opportunities provided to these sponsors.
- Compliance with the evaluation requirements of the demonstration project.

Good Sports level 2 accreditation involves the following: Liquor license compliance; bar management (Responsible Serving of Alcohol, RSA) training; enhanced bar management; provision of food and low- and non-alcoholic drink options; safe transport policy and diverse revenue generation.

PROJECT STAFFING

The greatest resource to be provided to clubs will be the availability of staff to assist them at a local level to make clubs a healthy environment.

To undertake the demonstration project and ensure appropriate support is provided to the clubs, the tenderer will appoint the following staff:



The overall demonstration project will be managed by a Project Manager (1 EFT).

The remaining staffing configuration would consist of:

- Two part-time project officers to support the demonstration project at a local level. It would be important that these staff members have adequate experience to be able to work successfully with clubs, and also have the capacity to work after hours and on week-ends. These staff members would be responsible for working with clubs on the standards in relation to alcohol, tobacco, healthy eating and sun protection.
- One highly skilled and experienced full-time Healthy Participation Equal Opportunity Officer to build the capacity of clubs involved in the demonstration project to meet the standards relating to the creation of a safe and inclusive environment for women and reducing race-based discrimination. Part of this role will be the development and running of the training program for the club contact officers. VicHealth must provide final approval for the training course content.
- One part-time Sponsorship Coordinator, who would be a senior staff member and responsible for working with the state sporting organisations, relevant leagues and clubs on sponsorship issues in a proactive manner, particularly around

assisting them to find alternative sponsorship streams to alcohol and energy dense and nutrient poor foods. Part of this role would be to support clubs to access the \$25million Health Sponsorship Fund which is being created at a national level to provide sponsorship to local community organisations who provide sporting and cultural activities, as an alternative to alcohol sponsorship.

PROJECT KEY FEATURES

- An Evaluation component of \$500k will be tendered by the successful RSA to an independent provider and this element will be finalised in December 2012.
- The goal is to utilise sporting environments to contribute to Victorias' improved health and this will be achieved by working with 100 sports clubs across the local government areas in the proposed catchment area.
- The aim is to achieve improved health outcomes by supporting clubs to meet a number of minimum standards relating to the responsible use of alcohol, healthy eating, reduced tobacco use, protection from harmful effects of UV, creating a safe and inclusive environment for women and reducing race-based discrimination.
- In many cases, the minimum standards are already supported by a range of organisations and programs that are intended to be adopted and promoted at a local club and, where possible, a state sporting association level.
- The project will build on work already happening to achieve the minimum standards including but not limited to that by: VicHealth, Cancer Council Victoria, Australian Drug Foundation, State Sporting Associations and Regional Sports Assemblies.
- In addition to direct support for clubs, the intent is to:
 - determine what factors are required to create and sustain healthy behaviour change in sporting club environments;
 - determine barriers to such change and the strategies that might be put in place to address the barriers across the wider club sector;
 - make recommendations to inform future investment (and possibly policy) required to create healthy sporting environments.
- Local Government support is vital as is that of state sporting associations, leagues, clubs and the Departments of Health and Sport and Recreation Victoria.
- Sporting Club participation is voluntary with clubs selected from across the region following a promotional program and expression of interest that includes specific criteria.
- The project includes the provision of direct club support and financial incentives to a maximum of \$3,500 per club as well as access to a pool of \$50,000 for shade related improvements identified through audit. The main club motivation needs to be the desire to be a better, family oriented club.
- The successful tender will provide direct supports to clubs which may include other people including consultants.
- The tender needs to recognise the voluntary nature of clubs and limited time and resources in which clubs operate, therefore flexible support arrangements will need to be established.
- Tasks includes the compilation and publication of a resource manual in both hardcopy and online. This manual needs to be completed in time to support the first clubs involved in the demonstration project.

- There is an important focus on incentives and recognising club achievements.
- An Evaluation Program is a significant 25% or \$500,000 component of the project. This element will be tendered by the successful RSA in conjunction with VicHealth who will also provide professional support to develop the tender, contractor selection support and final approval. The detailed methodology and deliverables will be developed by the evaluation program tenderer and approved by VicHealth and the RSA in the first part of the project.
- Staffing for the project is defined by VicHealth and includes a total of 5 positions equating to 3.6 Effective Full Time (EFT) Employees.
- Project staff are to be senior and experienced in their fields, focused on direct support, relationship development and outcomes. Contribution to data collection and the evaluation program is vital.
- The project budget is over four financial years, includes all staff, on-costs, overheads, management fees, contingencies and allocation for specific outgoings such as: the evaluation program; manual production; club funding; shade funding; marketing and promotion.
- The budget is fixed and there is no anticipation of project or budget extensions.
- Project governance will include a Reference Group established and run by the RSA to include a range of mandatory and invited stakeholders.
- Marketing and Promotion forms a key part of the project and it is assumed this will include branding and materials/collateral development.