

VicHealth Partnership Grants

Alcohol Culture Change Partnership Grant information sheet

About the grant:

VicHealth's Alcohol Culture Change Initiative aims to change high risk drinking cultures in Victoria to reduce harm from alcohol products.

The Alcohol Culture Change Partnership Grants are aiming to achieve the following outcomes:

- increase understanding of the factors in the social and physical environment that influence high-risk drinking within an identified social world.
- implement changes to the social and physical environment to make low risk drinking more acceptable and encouraged within an identified social world.

The [Alcohol Cultures Framework](#) will be used to guide grant recipients in their project design, delivery and evaluation. This framework puts the focus on social worlds – the shared activities and practices of a group – and moves away from just targeting individuals to reduce risky drinking culture.

The Alcohol Culture Change Partnership Grant invites organisations to partner with researchers to shift risky drinking cultures by:

- identifying a social world where risky drinking occurs
- gaining insights about the social world including how the settings, skills and shared meanings of the target group influence the way people drink
- testing interventions that influence the activities and practices within that social world to improve the risky drinking culture

What is an alcohol culture?

It is the way a group of people drink, including their shared understanding of formal rules, social norms, practices, values and beliefs around what is and what is not socially acceptable when they get together.

What is a social world?

A social world is a group of people who get together around a common interest or activity. Members of a social world may or may not know each other, but they share social norms and practices, including expectations, about how people behave when they meet.

Where there is a drinking culture, the norms, practices and expectations are shared within the social world – and in some social worlds, there is a risky drinking culture where harm from alcohol products is common.

Social worlds with risky drinking cultures

Changing risky drinking cultures isn't about telling people they can't have a drink or taking someone away from a social world, it's about influencing the activities and practices that are acceptable in a social world to minimise harm from alcohol products.

What's on offer:

Funding for this Initiative will be offered in two stages:

Stage 1 (Applications open 19 November 2019 – 24 February 2020):

VicHealth will fund up to ten \$25,000 grants.

Over a 4-month period, organisations and their research partner will:

- gain insights about the social world, including how the setting, skills and shared meaning of the target group influence the way people drink; and
- develop a project idea to change the risky drinking culture in the social world.

Stage 1 recipients will be eligible to submit a proposal for funding at Stage 2 to deliver their idea.

Stage 2 (Proposals will be accepted in September 2020 upon completion of Stage 1):

VicHealth can fund a maximum of seven projects at Stage 2. Projects with the greatest potential to influence risky drinking cultures will receive up to \$250,000 to deliver the project over a two-year period.

Who can apply?

To meet VicHealth eligibility and compliance criteria, organisations applying for an Alcohol Culture Change Partnership Grant must:

- have an Australian Business Number and a bank account for Electronic Funds Transfer of grant funds
- deliver activities or products solely in Victoria, with a primary focus on undertaking health and wellbeing activities that achieve positive outcomes for the Victorian community
- be able to work in partnership with VicHealth and others
- if applicable, have satisfactorily fulfilled the requirements of any previous and/or current grants from VicHealth
- have insurance cover, including professional indemnity or public liability insurance, for the purpose of this project and agree to provide insurance certificates if requested by VicHealth
- not be subject to any current or impending legal action which could impact its financial viability
- not be a recipient of support, funding, sponsorship or endorsement from the tobacco industry

VicHealth is committed to health equity, that is, enabling **all** Victorians to have the means to a good and healthy life, regardless of cultural background, gender, sexual orientation, ability, income, educational attainment, occupation or location.

VicHealth encourages diverse organisations to apply, including those who work with disability communities, LGBTIQ communities, culturally and linguistically diverse communities and Aboriginal and Torres Strait Islander communities.

Organisations that may apply include (but are not limited to):

- Local councils
- Community organisations
- Health services and community health organisations
- Tertiary education institutions
- Organisations from the arts, creative, digital or youth sector
- Rural and remote organisations
- Organisations working with Aboriginal and Torres Strait Islander communities
- NGOs, peak bodies, charities
- Other relevant industries/sectors

A research partner is mandatory for this project. Your project team must include a research partner (e.g. academic, consultant with public health expertise) to guide project design and delivery. Their in-principal support will need to be demonstrated in your application. **Contact VicHealth for a list of researchers who may be interested in partnering with you on this project.**

VicHealth will not grant funding if the organisation is in or has been in receipt of any support from a tobacco company, the Australian Tobacco Research Foundation, or other like bodies which may pose a reputational risk to VicHealth. Note: e-cigarette companies, fully or partially owned by the tobacco industry, are also considered tobacco companies.

A **conflict of interest declaration** is required under the following condition if any organisation, individual or partner associated with the application has past or present arrangements with alcohol, junk food, sugar sweetened beverage industries, or organisations whose objectives may compromise VicHealth's aim of improving the health and wellbeing of all Victorians. This includes, but is not limited to, direct or indirect, financial or non-financial, interests, relationships, collaborations, sponsorship, clients, or partnerships which may or do give rise to a conflict of interest.

Specifically, for this grant, applicants must declare if their organisation has received funding, sponsorship or other kind of endorsement from an alcohol company in the past five years. 'Alcohol company' is defined as a commercial company involved in the production of alcoholic beverages.

- A declared conflict of interest generally DOES NOT automatically preclude the applicant from being eligible for funding. VicHealth will assess all declared conflicts of interest on a case-by-case basis. If you are unsure of your status due to specific circumstances in the past five years, please contact VicHealth to discuss.
- Applicants must ensure during the life of the project, they are not a recipient of financial support from tobacco or alcohol companies.

What can VicHealth funding be used for?

The following includes items that may be relevant to Alcohol Culture Change Partnership Grants at Stage 1 and/or Stage 2.

What we will fund:

- Reasonable staff costs to engage a contractor or reimburse staffing costs for existing employees delivering agreed activities.
- New ideas in line with funding requirements, or delivery of clearly identified outcomes that build upon and add value to existing work.
- Incentives and prizes for competitions where relevance to local context, value for money and equitable approach are demonstrated.
- Design, publication or production costs of materials, products and collateral where clear VicHealth branding is included.
- Reasonable advertising or media costs for activity promotions.
- Resources or products that can be owned/managed by the recipient and shared among project partners and the community to support ongoing improvements in drinking cultures.
- Reasonable and necessary costs of facilitation for events, such as healthy catering, facility hire and administrative costs.
- Evaluation costs including data collection and analysis.

What we will not fund:

- Drug and alcohol treatment services.
- Excessively expensive prizes, cash prizes or those where no justification or rationale for prize choice is provided.

- Duplication of existing projects, programs, initiatives or products. If you wish to leverage off an existing project, program, initiative or product you must identify the innovative element or point of difference/value add and ensure you are not infringing on copyright or intellectual property rights.
- Capital works or infrastructure improvements.
- Excessive event costs or unhealthy catering options.

Application

Applications open Tuesday 19 November 2019 and close at 12:00 midday on Monday 24 February 2020.

Application questions

1. Provide a brief description of your project idea

Please provide a plain-language summary of your proposal in under 100 words.

2. Which social world do you wish to gain insights from and why?

Include any data available to demonstrate the need to target this social world and, if, and how, your idea will address issues of disadvantage and/or vulnerable sectors of the community. 400 words

3. Describe what will you do to gain insights into this social world, who will you work with, and how will you use those insights to inform an intervention.

(Refer to step two of the 'critical components' checklist in the Alcohol Cultures Framework and outline how you will gain these insights from your chosen social world. Also include how you will engage with the social world, the research partner and any other partnership organisations.

A project work plan detailing key activities and dates, and project budget will be attached separately.

Attachments and supporting documentation

- [Work plan template](#) – this is mandatory and must be included in the application.
- [Budget template](#) – this is mandatory and must be included in the application.
- Evidence of research partner - A research partner is mandatory for this project. Please attach written evidence confirming a research partner has provided in-principal support to be involved in this project.
- [Conflict of interest declaration and management form](#) – only required if an organisation, individual or partner associated with the application has past or present arrangements with alcohol, junk food, sugar sweetened beverage industries, or organisations whose objectives may compromise VicHealth's aim of improving the health and wellbeing of all Victorians.
- [VicHealth Partnership Grant contract departure proposal form](#) – only required if your organisation is unable to comply with any clause detailed in the standard VicHealth Funding Agreement Terms and Conditions.

Human Research Ethics Committee approval

It is not a requirement of VicHealth to obtain ethics approval from a Human Research Ethics Committee for the ethical oversight of data collection and management. However, it may be a requirement of the research partner you are working with on this project to do so. If you chose to obtain ethics approval, this process will need to be outlined in the application and how this will be achieved within the short timeframe of the project. Please note, the ethics application will need to include a provision for de-identified data to be shared with VicHealth.

Assessment

Applications will go through a multi-stage assessment process involving VicHealth and external content experts. Alcohol Culture Change Partnership Grant applications will be assessed against the following criteria:

1. Alignment to grant outcomes (30%)

- Is the application clear in its aims and outcomes?
- Do the proposed project outcomes align with the stated grant outcomes?
- Is there a plan to measure the outcomes?

2. Budget (15%)

- Does the budget accurately reflect the scope of the application?

3. Viability (25%)

- Is the application well planned and achievable within the timeframe?
- Have the resources required to deliver the project been clearly identified?
- Does the application identify appropriate partners and demonstrate an ability to work with them in a collaborative way?
- Is the application financially viable and does it demonstrate sound management?

4. Community need (15%)

- Will the proposed project address a clearly identified and demonstrated local need?

5. Access and equity (15%)

- Does the application address issues of disadvantage, social exclusion, barriers to participation, or vulnerable sectors of the community?

Applicants will be notified of assessment outcomes by 30 April 2020.

If you are successful

Successful applicants are required to:

- Enter into a Funding Agreement with VicHealth and comply with its [Terms and Conditions](#)
- Comply with reporting requirements, including progress and final reports, financial acquittals and face-to-face meetings as determined in your Funding Agreement.
- Take part in VicHealth evaluation activity as requested – by assisting an external VicHealth appointed evaluator with design/collection/management/supply of minimum data set (data required to be confirmed in conjunction with VicHealth, external evaluator and funded partners, and where possible using already existing tools)
- Acknowledge VicHealth Partnership Grants in all communications.
- Not be a recipient of financial support from tobacco companies.
- Maintain appropriate insurances throughout the partnership period.

Alcohol Culture Change Partnership Grant Stage 1 – Indicative project schedule

Project period: 1 May to 31 August 2020

Milestone	Indicative timing
Stage 1 grant recipients notified	By 30 April 2020
Funding agreement signed and returned to VicHealth	25 May 2020
Final workplan and budget approved by VicHealth	25 May 2020

Commencement meeting with VicHealth project manager	Week starting 1 June 2020
Face-to-face or telephone meeting of 30-90-minute duration	
Payment 1 (25%)	5 June 2020
Community of Practice meeting - compulsory half-day meeting at VicHealth	Week starting 15 June 2020
Note: Costs incurred by rural/regional organisations to attend community of practice events in Melbourne will be covered by VicHealth.	
Payment 2 (65%)	10 July 2020
Stage 1 report detailing insights gained	28 August 2020
Payment 3 (10%)	11 September 2020
Proposal for Stage 2 funding*	14 September 2020
*It is not mandatory to apply for stage 2 funding	
Stage 1 grant acquittal	30 October 2020

Reporting expectations

Stage 1 report should include a written summary and visual representation of Stage 1 findings, written in easy to understand, plain language for a non-specialist audience. A template will be provided.

Proposal for Stage 2 funding should include a description of the proposed intervention idea that you will deliver to the identified social world, the methodology you will use, the partnerships you will form, and a workplan and budget. A template will be provided.

What role will VicHealth play in the projects during the funding period?

VicHealth is an active partner and project leads are required to engage with VicHealth throughout the life of the project. This may include but is not limited to participating in your project steering committee or working group, VicHealth attendance at workshops or events, regular meetings with the VicHealth project manager (phone or face-to-face) and other activities with the aim of continually and collectively improving projects for the benefit of the Victorian community.

VicHealth will provide one-on-one support, group support and expert advice during the life of the project. VicHealth will facilitate Community of Practice meetings where projects will come together to share learnings, problem solve challenges and receive support and education as required. Participation in Community of Practice meetings is mandatory at VicHealth office in Carlton VIC, as required. It is anticipated there will be one Community of Practice meeting in the Scoping stage

Recommended reading

Before applying, we recommend you read and understand the [Alcohol Cultures Framework](#). This framework is a tool for those with an interest in changing risky drinking cultures to reduce harm from alcohol products. It is expected that the framework will be used to guide grants in their project design, delivery and evaluation.

Still have questions?

- If you've read the VicHealth Partnership Grant Funding Guidelines, including relevant documents under the 'Getting started' section, and still have questions, please submit an enquiry via the relevant funding page www.vichealth.vic.gov.au/funding/ or leave us a message on 9667 9050.
- Please note: We are unable to provide advice or feedback on your specific ideas; however, we can clarify the intention of the grant and the outcomes it is trying to achieve.