



Hi everyone, thank you for joining us today to learn more about our Healthier Masculinities Partnership Grants. I'm Cara, and I will be talking through the grant information with you today.

First off, thank you so much for registering to learn more about this funding opportunity that is available as part of VicHealth's Partnership Grants.

We encourage you to ask questions throughout this webinar. There is a chat function and a question function, and my colleagues Emma & Natalie & Caro are here with me to answer your questions as they come in.

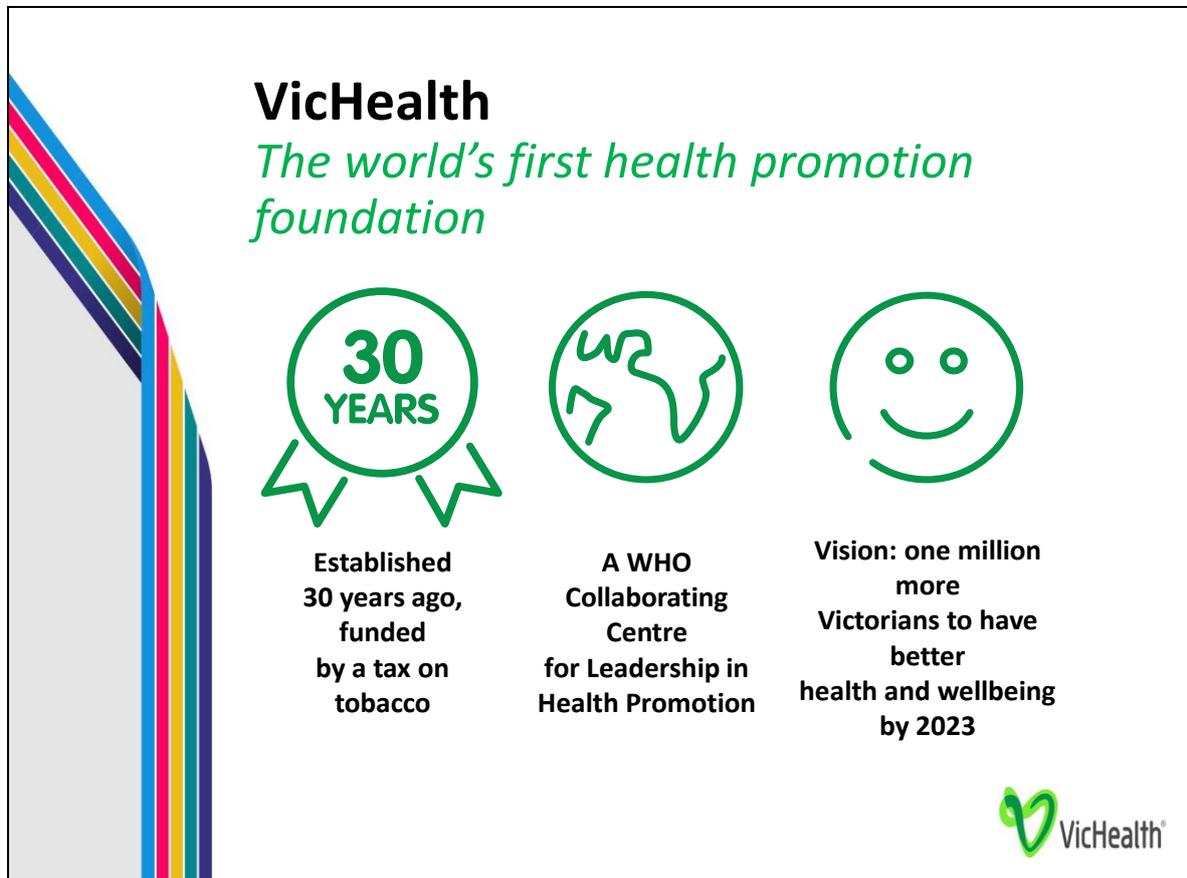
We will try to answer questions as we go but we may also save some until the end.

When we answer questions we may allow for everyone to see the response, which means that if someone has the same question as you, you may find the answer is already on the screen.

If we have any technical issues and it becomes too hard to keep going, we can stop the webinar and I can send through a copy of the slide deck and all of the information via email. Hopefully we won't have any issues today.

I also want to point out that in the handouts section, you will be able to download a copy of the grant guidelines as well as our Healthier Masculinities Framework & Scoping Review.

We will also send out a link to the recording of this webinar in about a week.

A graphic celebrating VicHealth's 30th anniversary. It features a vertical rainbow ribbon on the left side. The main text reads "VicHealth" in bold black, followed by "The world's first health promotion foundation" in green. Below this are three green icons: a ribbon with "30 YEARS", a globe, and a smiley face. Each icon is accompanied by text: "Established 30 years ago, funded by a tax on tobacco", "A WHO Collaborating Centre for Leadership in Health Promotion", and "Vision: one million more Victorians to have better health and wellbeing by 2023". The VicHealth logo is in the bottom right corner.

**VicHealth**  
*The world's first health promotion foundation*

**30 YEARS**

Established 30 years ago, funded by a tax on tobacco

A WHO Collaborating Centre for Leadership in Health Promotion

Vision: one million more Victorians to have better health and wellbeing by 2023

 VicHealth

VicHealth works with our partners in health, sport, the arts, workplaces, research and education to discover, implement and share solutions for long-term health. By promoting good health and preventing illness, more Victorians will have better health and wellbeing, which means they will have more time and energy for the things they enjoy. Our vision is for one million more Victorians with better health and wellbeing by 2023

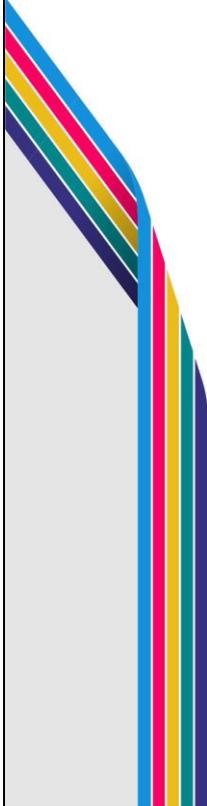


We aim to achieve this through our Action Agenda which defined five key goals for 2013-2023, in areas with the largest potential to reduce disease and deliver the greatest measurable benefits for the health of all Victorians.

Our most recent [refresh of the Action Agenda this year](#) renewed our commitment to our 5 strategic imperatives which are:

- To increase physical activity levels of less active people
- To further reducing tobacco use
- To improve mental wellbeing
- To increase access to healthy foods and drinks
- To prevent harm from alcohol products

The current action agenda also has three themes or core areas that run through our work: health equity, research and arts



## VicHealth Partnership Grants

- Our new approach to grant-making
- Opportunities will be available twice per year
- Current round includes 7 streams

**Round 1 – Opened 19 November 2019**



VicHealth knows there are a range of organisations who share its vision to improve the health and wellbeing of the Victorian community.

The Partnership Grants are our new approach to grant-making that will make it easier for organisations to access the funding they need to drive outcomes that directly contribute to this shared vision.

There will be opportunities for grant funding available twice a year with different focuses. Organisations will be given plenty of notice about relevant upcoming opportunities, so they can spend more time planning strategic partnerships and delivering grant activities, and less time writing the grant applications.

The current round, that is open until late February, includes 7 streams



These are:

1. Active Club Grants

2. Alcohol Culture Change

Art of Good Health

1. Healthier Masculinities for Young Men and Boys

2. Alcohol Culture Change Initiative

3. Active Clubs

4. Research (ARC/NHMRC, Impact)

5. Ideas Grants

## What is masculinity?



First I'll just step back and give a bit of background into our Healthier Masculinities program of work, starting with 'what is masculinity?'

Masculinity is a social construction.

- It is a set of social expectations or standards for how men should think and act
- It is multiple and situational
- It intersects with other aspects of identity and social position such as race, class, sexuality, religion, ability and age
- It is embedded in social norms, structures and practices



## Why focus on healthier masculinities?

- All health and wellbeing initiatives can be strengthened by considering the influence of masculinities



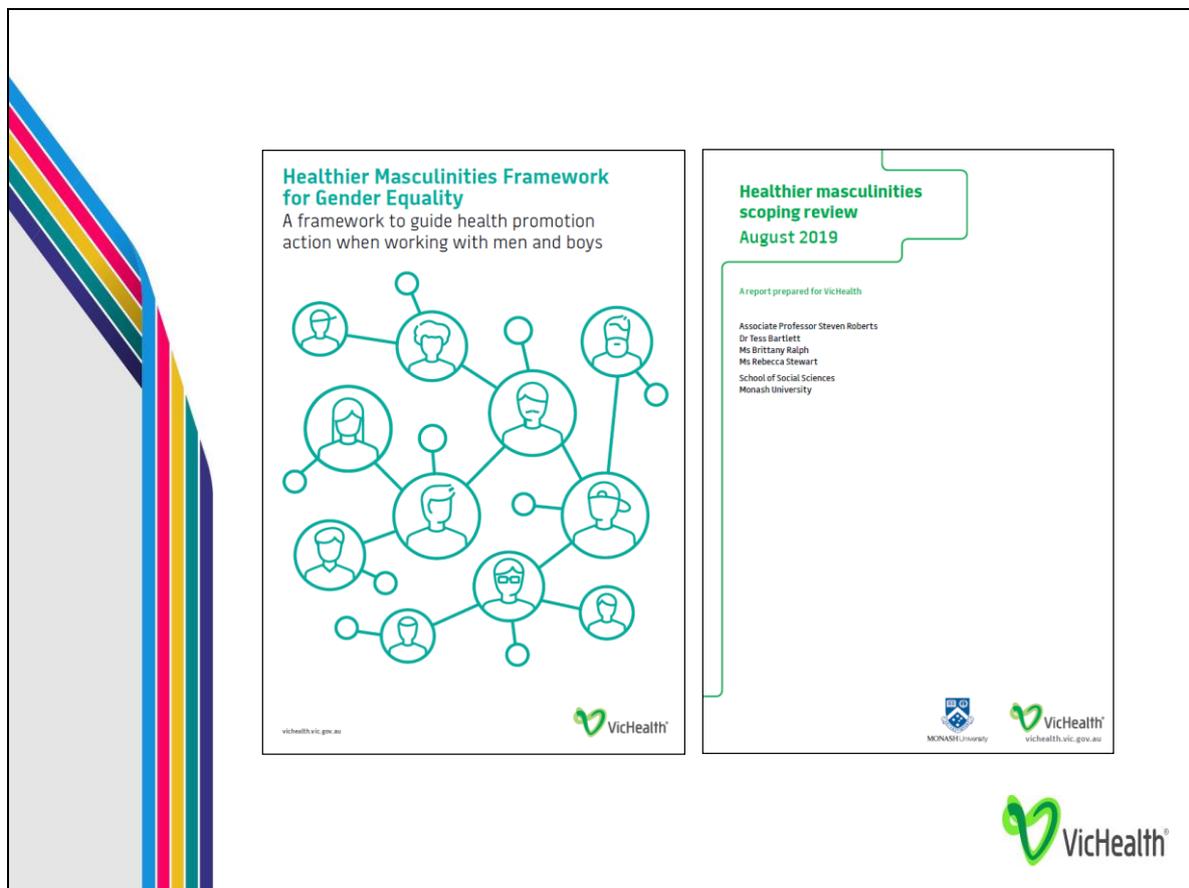
### **So, why are we focusing on healthier masculinities?**

Well, there are many masculinities, many ways in which men define themselves – and many are incredibly positive.

But the evidence shows that there are certain ideas about masculinity which limit men.

Research shows that men who do conform to certain forms of masculinity are subject to greater health risks and experience poorer mental wellbeing.

Well-designed programs and initiatives that **effectively** engage men and boys to reflect on and challenge dominant forms of masculinity will ultimately impact on a range of outcomes related to gender equality, and also a range of health and wellbeing impacts broader to this issue.



We recently reviewed a wide range of research to better understand the role healthier masculinities can play in promoting gender equality, health and wellbeing. And to identify and learn from interventions that have already been undertaken.

You can find this in your handouts section –and on our website.

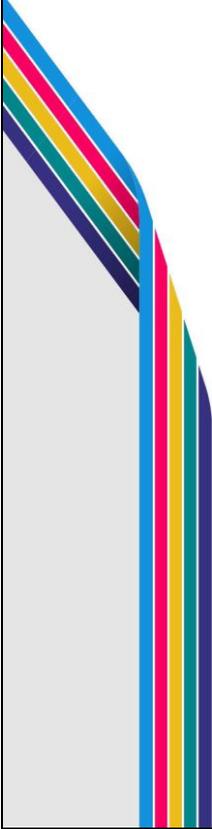
[- Framework](#)

[- Scoping Review](#)

Using the scoping review findings as a base, we developed the [Healthier Masculinities Framework for Gender Equality](#) to build understanding and support good practice programs and project design.

The framework is a planning tool that can support you to promote health and wellbeing, particularly when working with men and boys.

- It compares harmful and healthy masculinities
- It describes the current evidence
- It lists good practice principles and design for programs and projects
- It lays out the frames for action with examples of taking a healthy masculinities approach to health promotion.



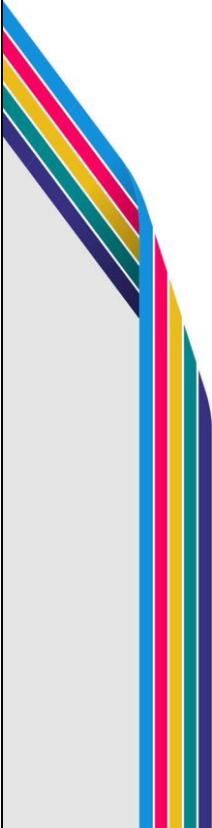
## Healthier Masculinities Partnership Grants

Aims:

- Develop and implement initiatives using the Framework as a guiding resource
- Evaluate the impact of these initiatives to build the evidence base of what works in challenging male gender stereotypes and promoting gender equality



Using the framework to guide you, our Healthier Masculinities Partnership Grants will provide an opportunity for Councils to partner with other relevant organisations to develop, implement and evaluate interventions, contributing to the evidence base of what works in challenging male gender stereotypes and promoting gender equality.



## What's on offer

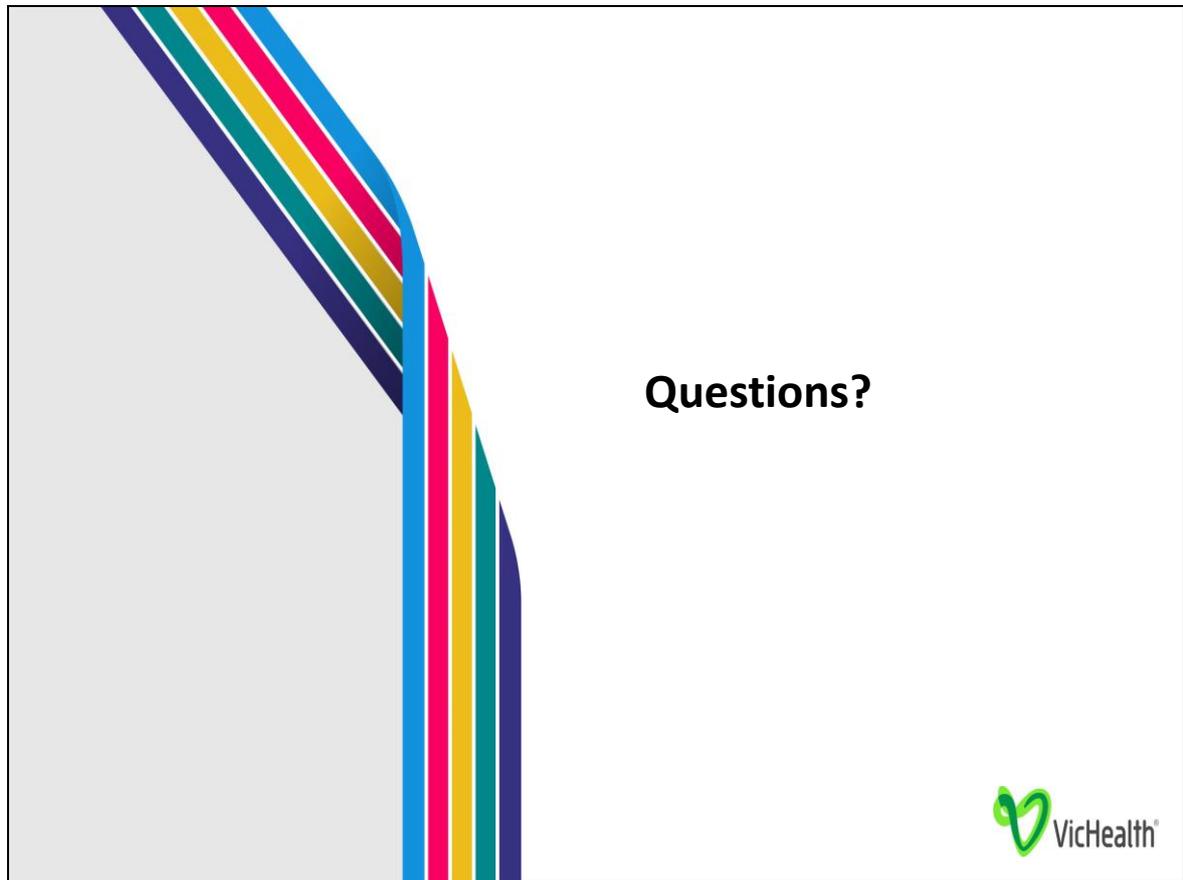
- **Up to \$140,000 over a two-year period** to deliver an initiative designed to promote healthier masculinities for young men and boys in Victoria
- **We may fund up to four projects**, with funding commencing in June 2020.



So, what's on offer?

Up to \$140,000 over a two-year period to deliver an initiative designed to promote healthier masculinities for young men and boys in Victoria

We may fund up to four projects, with funding commencing in June 2020.



So now we have some time for questions. Please feel free to submit any questions you may have, and we've been compiling all the great questions you've sent through so far. I'm just going to take a moment to read some of the questions that have come through.



**Opening:** Tuesday 19 November

**Closing:** 10 February 2020 (research)  
24 February 2020 (the rest)

**Announced:** By 30 April 2020

**Visit:**  
[www.vichealth.vic.gov.au/funding/partnership-grants](http://www.vichealth.vic.gov.au/funding/partnership-grants)

**Contact:**  
[partnershipgrants@vichealth.vic.gov.au](mailto:partnershipgrants@vichealth.vic.gov.au)



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**Contact:** [partnershipgrants@vichealth.vic.gov.au](mailto:partnershipgrants@vichealth.vic.gov.au)

Thank you again for tuning in to today's webinar. Please reach out to us with any further questions that you might have, our contact details are available on this final slide.

We will be in touch in the coming days with a follow up email, including a link to a recording of this webinar in case you want to share it with your colleagues.

Thank you!

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1. Active Club Grants
  2. Alcohol Culture Change
- Art of Good Health  
Healthier Masculinities for Young Men and Boys  
Alcohol Culture Change Initiative  
Active Clubs  
Research (ARC/NHMRC, Impact)  
Ideas Grants