

## **MEDIA RELEASE**

14 September 2021

### **Celebrating those going above and beyond to support community health and wellbeing during the most challenging of times**

Incredible organisations and individuals who have worked tirelessly to support fellow Victorians to lead happier and healthier lives are encouraged to apply for the 2021 Victorian Health Promotion Awards.

In recognition of the vital role community organisations have played in supporting the mental and physical health of Victorians through the challenges of the 2020 bushfires and the global pandemic, the awards celebrate the achievements of community legends, grassroots initiatives, ground-breaking research, and everything in between.

VicHealth wants to hear from a broad range of groups and individuals doing inspiring work in their community, including grassroots organisations, cultural groups, sports clubs and arts collectives.

This year's awards see the introduction of new categories, including the Future Healthy Award, acknowledging the incredible work being done to support young Victorians, who have been significantly impacted by the indirect effects of the pandemic.

The Community Legend Award recognises Victoria's volunteers, who now more than ever are vital to the health and wellbeing of their communities.

While we acknowledge the incredible efforts of frontline health workers during the pandemic, these Awards are about celebrating the broader health and wellbeing initiatives that have taken place across the state.

VicHealth CEO Dr Sandro Demaio said the awards champion the outstanding efforts of those working to improve the health and wellbeing of local communities across Victoria.

"We want to celebrate the powerful impact that health promotion campaigns and initiatives led by community organisations and individuals have had on people's lives, particularly at this challenging time," explained Dr Demaio.

"Over the past 18 months we've seen incredible work being done to support Victorians, from volunteers delivering healthy food to people doing it tough, to regional sports clubs bringing people together after the devastation of the bushfires.

"These awards are a chance to express our gratitude to the inspiring people working together to make our communities happier and healthier."

It is now simpler and quicker than ever before to nominate a person or project for a Victorian Health Promotion Award. Nominees can either submit a written entry or a short video to highlight their important work.

Dr Demaio encouraged people right across Victoria to take the opportunity to recognise the individuals and organisations making a difference in their local community.

"If you know someone who has made a difference to people's health and wellbeing this year, we encourage you to say thank you by nominating them for a Victorian Health Promotion Award today."

The categories for the [2021 Victorian Health Promotion Awards](#) are:

<b>Award</b>	<b>Description</b>
<b>Outstanding Health Promotion</b>	There are many incredible organisations and programs working hard to improve community health and wellbeing. This category recognises a health promotion organisation or program that was able to be flexible and innovative in supporting Victorians to improve their health and happiness in 2020-21.
<b>Driving Health Equity</b>	All Victorians deserve to live healthy happy lives regardless of your postcode, your bank balance or your background. This category recognises a health promotion organisation or program that works to support Victorians facing greater barriers to health and wellbeing, including people with disability, people on low incomes, Aboriginal and Torres Strait Islander Victorians, people from culturally diverse backgrounds, those living in regional/rural areas and LGBTIQ+ Victorians.
<b>Building Back Better</b>	We have been challenged like never before by the global pandemic and extreme weather events, but the resilience of Victorians has shone through. This category recognises a health promotion organisation or program that has been creative and impactful in supporting recovery and improving the health and wellbeing of their community following the impact of coronavirus and/or the bushfires.
<b>Future Healthy Award</b>	Supporting young people's health and wellbeing now sets them up for a healthy future. This category recognises a health promotion organisation or program working with Victoria's young people to improve their health and wellbeing.
<b>Community Legend</b>	Volunteers are the heart and soul of our communities. This category recognises the individuals and groups working in health promotion who dedicate their time, passion and energy to improve the health and wellbeing of their community.
<b>Leading Health Promotion Research</b>	Research changes lives. This category recognises a Victorian researcher/team that has conducted invaluable health promotion research, contributing significantly to our knowledge about what works to prevent chronic disease and improve health and wellbeing of Victorians.
<b>Outstanding Media Reporting</b>	A powerful media story can be the catalyst for real change. This category recognises a Victorian journalist that has delivered accurate, impactful and/or compelling health promotion reporting, helping people to increase control over their health and wellbeing.
<b>Excellence in Health Promotion Marketing</b>	The way we communicate about health and wellbeing matters. This category acknowledges an effective and innovative health promotion campaign and/or communications activity.

#### **About the 2021 Victorian Health Promotion Awards:**

- Nominations open **10:00am AEST on Tuesday 14 September 2021** and close at **6:30pm AEST on Friday 1 October 2021**.
- To nominate, access support material and learn more about the awards categories and criteria, visit the awards section of the [VicHealth website](#).
- Finalists will be announced in December 2021, with winners to be announced in early 2022.

For information visit [vichealth.vic.gov.au/awards](https://vichealth.vic.gov.au/awards) or email [events@vichealth.vic.gov.au](mailto:events@vichealth.vic.gov.au)

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