

Examples: Successful Health Promotion Foundations

Investing in a dedicated and sustainable wellness foundation is a proven model for promoting health and preventing disease. A number of jurisdictions have invested in health promotion foundations to ensure long-term, evidence-based focus on preventing disease and disability.

VicHealth: The Victorian Health Promotion Foundation

Australia's VicHealth exemplifies a successful Health Promotion Foundation. As the first foundation in the world to be funded by a tobacco tax increase, VicHealth is also a ground-making model for investing in prevention and health promotion. **Through sustained partnerships, grant funding, training, research, and advocacy, VicHealth has a considerable impact on the health of Australians.**

VicHealth Example: The SunSmart Campaign

VicHealth has been operating the *SunSmart* campaign to reduce UV exposure since 1988. Sustained investment in the *SunSmart* campaign has brought considerable human and economic benefits across Australia.

- The Victorian Department of Treasury rated *SunSmart* the second most cost effective health intervention, reporting a **\$2.30 net saving for each dollar invested**.
- **Downward trends in skin cancer rates**, especially in the under 40-age group who have grown up with *SunSmart*.
- The program is estimated to have **averted 28,000 disability-adjusted life-years (DALYs)**, equivalent to 22,000 life-years saved since its introduction.
- *SunSmart* has been instrumental in **positioning Victoria as a national leader in artificial tanning legislation**. Subsequently, there has been a 56% drop in the number of tanning sites in Victoria since legislation was introduced.

Healthway: The Western Australia Health Promotion Foundation

Healthway was established in 1991 and is a world leader in **innovative grant and research funding and sponsorships to sport, arts, racing and community groups to advance health promotion programs and public policy development**.

Healthway's sponsorship program provides funds to sport, arts, racing organizations in Western Australia in to promote healthy messages, facilitate healthy environments through policy, and increase participation in healthy activities.

The objectives of the Healthway sponsorship program are;

- To **encourage healthy lifestyles** through the effective promotion of health messages relating to Healthway priority areas
- To **facilitate structural and policy change** within organizations and venues to create healthy environments
- To facilitate **opportunities for priority population groups to participate** in healthy activities, with either physical activity and/or social engagement benefits
- To **reduce the promotion of unhealthy messages or brands** which undermine Healthway objectives

Organizations seeking sponsorship from Healthway must be committed to the achievement of their prevention and health promotion objectives. All sponsorship requests are scrutinized for alcohol, food and drink co-sponsorship arrangements and assessed by a standing committee of experts in sponsorship, communications and nutrition and alcohol policy. Applicants are assessed to determine the overall level of risk from having a particular brand and/or sponsorship linked to Healthway activities.

The sponsorship risk assessment includes the following criteria;

- Profile of the brand
- Marketing and distribution practices of the brand
- Profile of the sponsorship or event
- Nutrient profile /alcohol content of the product
- Context

Fast food companies, who invest substantially in marketing, and aggressively market their products directly at, or in a manner that appeals to children, are considered extremely high risk under this criterion.

Healthway Example: Impact of Sponsorship Program (2010-2011)

- The combined reach of sponsored arts, sport and racing activities was over 900,000 people – the majority being children and young people.
- Independent evaluation of the sponsorship program confirms ongoing effectiveness as a strategy to facilitate healthy behavioral change.
- Approximately 1 in every 10 funded organizations was required to reduce or remove unhealthy co-promotions associated with their activities as a condition of Healthway funding.