



*Tasmanian Association of Community Houses Inc*



## **Promote the *Get Healthy Service***

### **Being Active In Spring 2011**

(September – November)

## **Guidelines for Funding Requests**

### **Background**

TACH has been contracted by the Department of Health and Human Services to help promote the free *Get Healthy Information and Coaching Service* to people in local communities through the community contacts and engagement skills of the Neighbourhood House network. The contract has been extended until December 2011.

The *Get Healthy Information and Coaching Service* is a free, confidential telephone-based *Service* which helps people 18 years and over work towards:

- Healthy Eating
- Being physically active
- Achieving and maintaining a healthy weight

People can use the *Service* for up to 6 months. In that time they will have their own personal health coach who has been trained to support them. If people get started with the *Get Healthy Information and Coaching Service*, they will receive an information booklet which has lots of useful information on healthy living and another booklet with some tools they can use to plan and check their progress. Participants can have up to 10 free telephone sessions with their coach to get advice and support to help them be healthy.

As a general promotional method, TACH is providing Houses with *Get Healthy* brochures and posters plus other useful resource information on the TACH website. Houses can use this material as appropriate from day to day in the House or at other events to advertise the *Get Healthy Service*.

More significantly, as part of this arrangement, TACH has been allocated seed money to support Houses in actively promoting the *Get Healthy Service*. The first lot of seed money was distributed in 2010 to the 24 Houses that applied for it, and the second lot was distributed in the first half of 2011 to the 27 Houses that applied for it. Now, in the second half of 2011 TACH is again offering funding to Houses for Spring promotions.

## **Funding**

Each House is entitled to \$500 to run healthy living promotional events, activities or programs before the end of November 2011. If you received funding in 2010 or the first half of 2011, you will need to send in your Summary Report (see below) before you can receive funding for Spring 2011.

**This time, to receive the seed money the focus must specifically be on the healthy living theme Being Active In Spring.**

Your promotional activities or programs can be special events, or a series of activities or programs and the like directly related to the theme. You can choose which would best suit your local community and benefit their health (provided you can incorporate promoting the *Get Healthy Service*).

By providing activities or programs around the theme, what you offer will already be connected closely to the aims of the *Get Healthy Service* so promotion of it to participants should fit in quite well. Some possible ideas are attached.

The benefit is that you can not only directly support the health of your community and receive some funding to do so, but also tell people about the benefits of contacting the *Get Healthy Service*. The intention is that your activities or programs will help people get involved, and perhaps create a sympathetic ear for the *Get Healthy* message. For those people who would like to continue, the *Get Healthy Service* will be able to provide them with on-going support and advice towards achieving a healthy lifestyle.

Most Houses are already experienced with promoting healthy lifestyles. Perhaps you are already running activities or programs that align with the **Being Active** theme. If so, think of ways you could use the seed funding to expand or extend these (the funding isn't intended to cover costs you are already incurring). You might already have ideas about what more you could do with some extra funding. There may be a program you are no longer running that you could revive. Here is your chance.

You are encouraged to take advantage of the funding offer. Complete the attached Funding Request form letting us know what you propose to do and TACH will forward your \$500 funding to you. Team up with other Houses if you like to combine funding.

## **Reporting**

The Department of Health and Human Services will want to know how well we have done. One way that they will do this is by monitoring the number of people by postcode who contact the *Get Healthy Service*.

As far as your promotion is concerned, it will be important to know how many people participated in or attended your promotional events, activities or programs, how participants enjoyed themselves, what they achieved and the benefits to them, any media coverage that you received, how many people were told about the *Get Healthy Service* and what *Get Healthy* promotional material you used or distributed.

A short Summary Report form is attached so that you can let us know the results of your promotional initiatives. TACH will use these to collate reports back to the Department.