

'Go for your life' Positive Body Image Grants 2008 Guidelines

In 2007 I announced the first 'Go for your life' Positive Body Image Grants program, inviting community organisations to undertake and promote positive body image activities with young people.

The response was overwhelming and the 2007 funded projects demonstrated some outstanding achievements that promote positive approaches to body image, healthy eating and physical activity.

I visited a number of these projects and continue to be impressed with the innovative ways in which young people were involved and in the best of cases, led the project.



Over 3,850 young people across Victoria participated in these projects and some of the more successful ones involved a series of activities rather than one-off large events.

From these projects we know that young people have gained skills and knowledge to help them remain positive and feel good about themselves; have learnt a lot about their potential to achieve change and their ability to lead their peers; and have participated in a range of challenging physical activities and experienced healthy lifestyle choices.

Community houses, health centres, local government youth and recreation services, schools, and not for profit community agencies have made a much-valued contribution to the health and wellbeing of young Victorians through these projects.

I now invite applications for the 2008 'Go for your life' Positive Body Image Grants program. The guidelines have been improved based on feedback from each of the projects last year. Importantly the guidelines reflect what worked well and how to ensure the message about positive body image gets out to more young people.

Further information about positive body image and some examples of projects undertaken in 2007 can be found at www.youth.vic.gov.au.

James Merlino MP
Minister for Sport, Recreation and Youth Affairs
March 2008

'Go for your life' Positive Body Image Grants 2008



"Be happy and confident about your body and spread the word." *Young Ambassadors for Positive Body Image, Shire of Yarra Ranges.*

What are the 'Go for your life' Positive Body Image Grants?

The 'Go for your life' Positive Body Image Grants fund community-based activities that promote positive body image messages, healthy lifestyle choices and build self esteem.

Grants of \$5,000 are available for projects that target young people 12 - 25 years and actively involve them in the management of the project.

Why is the Victorian Government funding these grants?

The Victorian Government wants to help support young people to achieve their potential. Young people's health and wellbeing are vital to their success in remaining engaged in their communities.

Healthy communities exist where there is a sustainable mix of human, economic, cultural and natural resources.

By funding the 'Go for your life' Positive Body Image Grants, the Victorian Government is supporting young people to develop their capacity within their communities.

Who can apply?

Victorian community-based and not-for-profit organisations, secondary schools and local government can apply for funding provided that they have a legal status such as:

- An incorporated body, co-operative or association.
- An Australian Business Number (ABN); or can apply through another organisation that has legal status.

Partnerships between the following community groups are encouraged:

- Young people supported by a community organisation, such as a Community or Neighbourhood House, secondary school, local council, health centre or youth service or program.
- Community-based organisations working in partnership with other organisations such as health centres, recreation clubs, secondary schools, local government, neighbourhood or community houses.

Applications are encouraged to demonstrate how young people will be linked to other relevant projects and activities in the community.

What type of projects might be funded?

The 'Go for your life' Positive Body Image Grants 2008 will support projects that promote positive body image messages through innovative and creative activities. Such activities could feature:

- Skill development for young people such as in leadership, informal support and mentoring and peer support.
- Innovative activities conducted either in school or out of school that stimulate young people and produce tangible materials that can be shared with others.
- The media in the portrayal of body image.
- Practical programs to encourage healthy eating and physical activity.

Projects should involve young people from diverse communities and target those at risk of developing negative body image.

Note: Applications to repeat a project funded under the 'Go for your life' Positive Body Image Grants 2007 will only be considered if the application proposes an expansion to the existing project.

What will not be funded?

- Individual support or funding of large one-off events.
- Ongoing operational costs (salaries, rent, electricity and other utilities).
- Organisations that duplicate a project funded in the 2007 round.
- Purchasing equipment, facilities, maintenance or uniforms.
- Meeting existing debts or budget deficits.



Successful projects in 2007

- Involved young people in planning, delivering, managing and evaluating.
- Provided realistic opportunities for young people to develop skills as leaders.
- Supported and informally mentored young people to gain practical skills in budgeting, media liaison, event management, planning, advertising, communications, peer education and celebrating achievements.
- Ensured that activities engaged young people outside the school environment and were different to classroom experiences.
- Committed the majority of funding to purchasing resources, transport and other consumables and only allocated a small amount to speaker fees.
- Adopted activities that took place over a period of time rather than one-off large events.
- Focussed on activities that could get positive body image messages out to more young people.
- Took the initiative to promote the messages behind positive body image with local media.
- Actively sought out innovative approaches to involve local partners and agencies.
- Ensured that project staff had a good understanding of the complex issues of negative body image prior to the commencement of the project.

How will applications be assessed?

Applications will be assessed using the questions **Why?** (15%) **How?** (40%) **Who** (15%), and **What will the project achieve?** (30%) on the attached application form.

<p>Why? (15%)</p>	<p>Why do you want to do this project?</p> <p>What target group of young people will be the focus of this project and why?</p> <p>Why does your organisation want to undertake this project?</p>
<p>How? (40%)</p>	<p>How will you carry out this project?</p> <p>How will young people participate in all stages of this project?</p> <p>How will young people make a real contribution?</p> <p>What innovative activities will be used to promote positive body image for young people?</p> <p>How will outcomes and benefits be shared with other young people?</p>
<p>Who (15%)</p>	<p>Who will be involved in this project?</p> <p>Identify the expertise of project staff, particularly in youth participation.</p> <p>Show the approaches intended to engage other organisations and groups.</p> <p>Outline the strengths of working collaboratively with your identified local community-based organisations and services.</p>
<p>What will the project achieve? (30%)</p>	
<p>What specific outcomes will be achieved?</p> <p>What ideas are there for sustaining the project?</p> <p>How will changes in attitudes and behaviour in young people around body image be assessed and supported?</p>	

What are the funding conditions?

- The grant recipient (or funds manager) must enter into a funding agreement with the Department of Planning and Community Development which sets out conditions and requirements.
- The project must start within 2 months of the funding being received, and must be completed within 12 months. Any unspent funds must be returned to the Department.
- Funds must be spent on the project as described in the application.
- Any variation to the approved project must be submitted to the Department for approval prior to implementation.
- The applicant must agree that all employees and volunteers involved in the funded project are willing to undertake a criminal record check and working with children check.
- All grant recipients must participate in an initial information forum.

What is the application process?

Applications must to be submitted online at www.grants.dpcd.vic.gov.au by **Friday 18 April 2008**. Late or incomplete applications can not be considered.

If you have difficult accessing the internet, please call our Grants Information Line for assistance.

More information

For more information, please call our Grants Information Line on 1300 366 356 (cost of a local call) on any weekday between 8.30am and 10.00pm (except Public Holidays)

