

# Healthy Partnerships

2017-18

Victorian Aboriginal Health Service Healthy Lifestyles Team (VAHS HLT)

And

Melbourne Stars Junior Basketball Club

The Victorian Aboriginal Health Service Healthy Lifestyles team (VAHS HLT) together with Melbourne Stars Basketball Club (MSBC) have partnered together for several years to work collaboratively to promote health and wellbeing, including tobacco cessation, physical activity and the importance of healthy nutrition for players, their families and Community members associated with MSBC. This partnership allows for both parties to work together to achieve mutual aims, such as having as many Aboriginal children enjoying and playing basketball with other Community members within healthy and health promoting environments



This partnership aims to reduce some of the risk factors facing Aboriginal young people through creating a supportive environment that promotes physical activity and nutrition for players and families associated with MSBC. The commitment to implementing a Club Healthy Catering policy will allow for increased fruit and vegetable intake amongst the young people at the Club and the broader membership. Additionally, the promotion of smoke free events and designated smoking areas at MSBC events addresses the high level of smoking in the Aboriginal Community<sup>1</sup>. The MSBC brand is strong and reputable within the Community. MSBC is setting a standard for health supportive environments which in turn influences the health behaviours and choices of its Community members. This is an initiative that is recognised by the Victorian Aboriginal Community Controlled Health Organisation (VACCHO), as the peak body for Aboriginal health in Victoria, VACCHO supports and encourages the development of these partnerships and acknowledges their importance in creating health promoting environments within our Community controlled organisations.



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<sup>1</sup> Australian Health Ministers' Advisory Council, (2015). Aboriginal and Torres Strait Islander Health Performance Framework 2014 Report. AHMAC, Canberra, Australia.

## KEYS TO SUCCESS



- MSBC leadership committed personally and professionally to creating healthy environments.
- Healthy Lifestyle Team brand recognized in wider Community
- Strong visibility of partnership e.g. Full VAHS HLT branding on MSBC training t-shirts, bag, singlets etc. Which includes the HLT logo and six (6) hashtags #BePositive, #BeBrave, #BeFocused, #BeStrong, #BeDeadly and #StaySmokeFree. e.g. Deadly Dan Smoke Free Superhero mascot of MSBC (see photo below)
- Consistency of partnership: VAHS HLT attends multiple MSBC events including Annual presentation night, annual camp etc.

## CHALLENGES



- Sustainability: Ongoing health promotion changes need to continue to come from inside the club (players, family and leadership).
- External venues and other clubs: VAHS HLT cannot influence the catering and smoking policies of venues and clubs external to MSBC.