

Change to Walking

2016 Program Guidelines

Victoria Walks, together with VicHealth, is offering grants to a small number of Victorian councils to trial behavioural interventions to increase local walking trips.

Victoria Walks is seeking expressions of interest from councils for project concepts. If funded, these concepts will be developed with support from Victoria Walks to design an effective behaviour change intervention. Projects would then be delivered in the second half of 2016.

Expressions of interest (EOI) for the Change to Walking program **close at 3pm on Friday 6 May 2016.**

A total funding pool of just over \$200,000 is available. A typical funded grant is expected to be \$40,000-\$50,000 ex GST but will depend on the type of projects and number of grants awarded.

These guidelines present the program's objectives and approach; criteria for councils to consider when identifying potential eligible projects; and how to apply for funding.

Information session

There will be an information session at **10am Thursday 21 April** at VicHealth, 15 Pelham St Carlton. Non-metropolitan councils may choose to participate in a teleconference at 1:30pm that day.

RSVP to attend at projects@victoriawalks.org.au

Important information

All program information and documents are available on Victoria Walks website: www.victoriawalks.org.au/change-to-walking/

Key dates

Expressions of interest open	18 April 2016
Information session and teleconference	21 April 10-11:30am
Expressions of interest close	6 May 3pm
Notification of EOI outcomes	By 27 May
Funding agreements with councils	By mid-June
Scoping workshops	Late June
Delivery of projects	July-Nov 2016
Evaluation/reporting	Dec-Jan 2017

Councils should review the Background Paper, the Monitoring and Evaluation Plan and these guidelines before submitting an EOI.

Questions?

For questions about the program please call 0432 171 188 or email projects@victoriawalks.org.au

About this program

Regular physical activity is important for health and wellbeing. Walking is a way for people to be active in their everyday lives, especially walking for short transport trips.

The aim of the Change to Walking program is to trial behavioural interventions to increase local walking trips. This may include walking to shops, transport hubs, workplaces and schools. The projects in this program will deliver behaviour change interventions that aim to increase specific local walking trips. Where possible, it aims to increase walking amongst those Victorians who are inactive or somewhat active.

The program's objectives are to create opportunities to change individuals' travel choice to walking for short trips; as well as developing policies and practices that enable more walking.

The program follows a behavioural science approach of 'nudging' changes in behaviour that has been demonstrated by UK's Behavioural Insights Team (BIT) and real-world testing and learning. This program has a strong focus on evaluation to understand what works. The program's evaluation framework will guide the development of projects, and councils will be supported in shaping their proposed behaviour change intervention and evaluation.

The outcomes of council projects will inform future design and delivery of behavioural interventions to increase walking.

A small number of demonstration projects

This is a demonstration program to trial the application of nudge-style behaviour change interventions to support more people walking for local trips. Evaluation is key to the program's approach of testing, learning and sharing what does and doesn't work.

Victoria Walks has contracted a Program Manager and Evaluation Manager, both of whom have extensive experience in designing, delivering and evaluating behaviour change interventions. They will provide direct support and advice to councils in the design and implementation of proposed projects. As such, the program offers the opportunity for councils to develop capacity in behaviour change with the support of specialist practitioners.

Only a small number of councils will be able to receive a grant from the funding available. It is expected 4-5 projects will be funded but this will depend on the type and quality of submitted proposals and will be determined by the assessment panel.

To minimise the burden on councils in applying for this competitive funding, the expression of interest focuses on defining the problem or opportunity and then presenting a concept-level behaviour change intervention rather than a fully defined project scope.

Behaviour change interventions to increase walking for transport

Victoria Walks has written a Change to Walking Background Paper that introduces some concepts and models of behaviour

change to help councils in developing their expressions of interest. This section includes some highlights from the paper. Thaler and Sunstein (2008) described behavioural nudges as the practice of influencing choice by changing the manner in which options are presented to people but without restricting any options or significantly changing their economic incentives (Quigley 2013).

Thaler and Sunstein talk about this as changing people's 'choice architecture'. To count as a 'nudge' the behavioural intervention must be easy and cheap and should not be mandated. So providing incentives and prompts to walk to work are nudges but removing parking access is not as it constrains choice and, as such, is seen to be forcing a change of behaviour.

The UK Government's Behavioural Insights Team (BIT) has developed models to help guide practitioners in designing more effective behaviour change interventions that are informed by 'Nudge theory'.

These tools could be used to facilitate walking behaviours but **it is not easy to just cherry pick behavioural insights and apply them without first considering the context and specific behaviours that you wish to influence.**

It is important to breakdown larger goals and complex behaviours, such as 'getting more people walking' into simpler, specific actions that respond to a specific problem.

Identifying an opportunity to enable new walking behaviours may come from a local area issue, such as the need to reduce demand for parking at a train station or increase active travel of employees in a workplace. For the train station example, the walking behaviour may focus on

people within 800metres of a train station walking to the station instead of driving.

A specific walking behaviour that could be targeted in workplace settings is employees choosing to walk for nearby business meetings instead of driving. An intervention would then focus on how to facilitate the identified behaviour, utilising a behavioural model and applying 'nudges'.

Walking behaviours are more complex than most targeted in BIT nudge-style interventions. Walking is influenced by many external environmental factors as well as our own interests and personal motivations and in relation to the people around us.

These complex behaviours are much more likely require going beyond adjustments to 'choice architecture' where people are passive participants (they don't really know they are being influenced) to apply more interactive nudges, which directly engage people. This may include using the supportive techniques of social connections, building personal motivation and using goal setting and feedback techniques.

Please read the Background Paper for more project examples and insights to shape your application.

Identifying a potential project

Please read the **Change to Walking Program Background Paper** and think about these things when developing an EOI for funding:

- **What is your project context?** This includes the transport, social or health problem that would be

improved by more people walking for local trips. Consider the local area characteristics (physical and social). Be specific about the problem you are trying to address (this may be a combination of location, time, target group). See pg3 of the Background Paper.

- **What is the exact walking behaviour/s you want to foster?** You need to be really specific here to help in designing an effective intervention. Make sure it links directly to the specific problem you have identified.
- **Who are the intended participants?** That is, who will you target to engage and influence through this project (you have defined a specific behaviour, or behaviours, so this will be a specific target group, eg by geographic area, organisation, transport corridor or time etc). If possible, focus on those who are inactive or somewhat active.
- **What information and data do you have about the context and participants?** This is to help identify the issue you want to address as well as how you might evaluate the behaviour change intervention (see more about evaluation in the next section).
- **What is your concept-level intervention?** Consider how you would apply the behavioural insights model and tools to develop an intervention that responds to the specific behaviour/s you have identified. You may want to consider the effectiveness of different combinations of interventions against a control group.
- **What is the concept-level budget?** What resources do you think you may require to deliver the intervention? This will be estimated costs. (See more in amount of funding available section.)
- **Consider timeframes:** an intervention needs to be delivered and evaluated within five months (July to end November 2016). This project delivery timeline may set limits on the type of intervention a council could undertake. Your proposal may form one discrete component of a larger intervention (that takes longer to deliver) if you are able to evaluate that component independently of the broader intervention.
- **Consider who you need to involve to deliver the project.** Behaviour change projects often need input from different parts of council such as health promotion, parks and recreation, transport or sustainability (and potentially external partners). Projects can be led by any area of council but consider which area will be best to coordinate input and what sort of buy-in you have. Ensure there is agreement among these areas and commitment to deliver the project.
- **Consider your capacity to deliver and evaluate the project.** Evaluation is key to these trial interventions and to build council capacity. Ensure you have the capacity in your project team to deliver and evaluate the project.

Project evaluation requirements

Monitoring and evaluating are fundamental components of a well-designed and delivered behaviour change program. The program's Monitoring and Evaluation Plan (MEP) will enable Victoria Walks to:

- Assess the effectiveness of the different projects and the overall program.
- Capture key learning to improve the effectiveness of future similar programs.

Monitoring and evaluation also benefit your project, not only in terms of proving what is achieved but also in building capacity within council to deliver such projects.

Consistent monitoring enables you to track how well your project is going and to respond, adapt and improve the delivery. You may also capture the unintended outcomes of your project; where it has created value that was not anticipated at the outset.

The Program Evaluation Manager has developed a MEP. It is a framework for systematic collection and analysis of information to assess outcomes against the program's goals. It sets out what councils will need to do and what Victoria Walks will need to do to evaluate individual projects and the overall program.

Successful applicants will receive the following support:

- The final MEP, including a full briefing.
- Required data collections tools in digital format.
- Guidance on how to use the tools.

- Support from the Evaluation Manager to align each project with the MEP.

Councils will need to request a copy of the monitoring and evaluation plan from Victoria Walks and review it before submitting an application.

Amount of funding available

The most promising EOIs will share in a total funding pool of just over \$200,000. The allocation of the funding pool is intended to be flexible; and requests for project funding may vary. A typical funded grant is expected to be \$40,000-\$50,000 ex GST but will depend on the type of projects and number of grants awarded.

Councils must put aside up to \$5,000 of the grant for a scoping workshop, which will be delivered by the Program Evaluation Manager to turn a concept-level proposal into a defined project scope (see Scoping Workshop section for more information). The final cost of the scoping workshop will be determined following review of applications.

Victoria Walks and the program evaluation panel has the discretion to allocate a smaller or larger amount of funding to councils than requested, dependent on the type and quality of projects.

Who is eligible to apply?

Any Victorian council is eligible to apply.

To be successful, your council must:

- Provide evidence that you have analysed a local area issue or opportunity that requires a

behavioural response to increase walking trips.

- Have understood the Change to Walking Background Paper concepts; and the evaluation and monitoring requirements; and be committed to evaluating the project in collaboration with Victoria Walks.
- Have the capacity and organisational readiness to:
 - Participate in a project scoping workshop in one of the last two weeks of June (for half to one day);
 - Deliver and evaluate the project between July and end November 2016 and report on outcomes by January 2017.

Project partners

Council must be the lead applicant for this program funding but a project may involve external partners/organisations in its delivery. For example, if a project focuses on a specific destination such as a hospital, university or shopping centre, it may make sense to partner with the destination organisation to help implement and resource the project.

Scoping workshops

Councils that receive funding will need to turn their concept-level proposals into a defined project scope in a workshop that will be led by the Program Evaluation Manager. This will also confirm the project scope against the allocated budget and roles and responsibilities across areas of council.

The workshop will be held in the last two weeks of June (the exact day will be agreed with each funded council). The workshop is expected to be up to a full day

commitment. The project team must be available to attend the workshop and to make time to prepare for the workshop ahead of time (with guidance from Victoria Walks).

If a project is to be delivered in partnership with other organisations, these organisations will need to be represented at the scoping workshop.

Project and reporting timeline

Projects need to be completed by end of November 2016. Councils receiving funding under this program will enter into a funding agreement with Victoria Walks by mid June 2016. A workshop to refine the project concept must be completed in the last two weeks of June 2016. This leaves five months to deliver the intervention and collect evaluation data (July to end November).

Councils will need to provide their evaluation data in December 2016 and complete a project report by late January 2017.

Assessment and selection of expressions of interest

All expressions of interest received for this program will be assessed against criteria, described below. A short-list of proposals will be reviewed by an assessment panel including representatives from Victoria Walks, VicHealth, Municipal Association of Victoria and the Heart Foundation Victoria.

Additional information may be requested from a council after it has submitted its application to help the panel to make a decision.

All councils that applied for funding will be notified about the outcomes of the panel's assessment and successful grants will be announced by 27 May 2016.

Victoria Walks will rate your application against the following criteria:

1. **A clearly defined and specific walking behaviour outcome that responds to a specific local area problem or opportunity.**

2. **A clear intervention *concept*, which applies a behaviour insights model, to achieve the specific walking behaviour/s outcome.**

3. **Engagement**
Proposed engagement (and existing where applicable) with the specific target participants to help in shaping and delivering an appropriate and effective intervention.

4. **Capacity to deliver, realistic budget and timeline**
Capacity and commitment by all project partners to deliver the project, including skills, experience and available time to undertake the project. This includes participating in the scoping workshop in late June. Realistic budget and timeline to support delivery of an effective intervention.

5. **Commitment to and capacity to undertake evaluation**
Commitment to work in collaboration with Victoria Walks to implement council's components of the evaluation plan. Demonstrated capacity to deliver the MEP (internal resources) based on your proposed project.

6. **Council and/or partner contributions**
Level of financial and/or in-kind support your council can bring to the project. This is not compulsory.

What is excluded from funding

- **Stand-alone advertising or passive information awareness campaigns** (eg letterbox drops). However, information and communications that use behavioural insights techniques, as a supporting part of an intervention, may be included.
- **Large-scale capital works or urban design, such as footpaths, landscaping etc.** However, small nudge-style physical changes to a local area's design or access that help prompt or prioritise walking and that is part of a behavioural intervention may be included.
- **Existing staff time not directly related to the management of this project.** However, additional hours or contracted staff may be funded to directly support the management and delivery of the council project.
- **Projects that are entirely sub-contracted to a third party.** The intention of the program is to support capacity within councils for these types of projects. Some elements of a project may be delivered or managed by a third party but the overall management and implementation of the project must be undertaken by the recipient council.

Submitting an expression of interest

Victorian councils can each submit one expression of interest for funding by downloading information from www.victoriawalks.org.au/change-to-walking/ completing an EOI form and emailing it to: projects@victoriawalks.org.au

Only the EOI form must be submitted but councils may consider attaching brief supporting information (eg project partner letter of support). The assessment panel will focus on information provided in the EOI form when making its assessment.

Before applying, please ensure that you:

- Email Victoria Walks to request a monitoring and evaluation plan.
- Read and understand the:
 - Program Guidelines.
 - Change to Walking Background Paper.
 - Monitoring and Evaluation Plan.
 - Victoria Walks Change to Walking Terms and Conditions.

For questions about the program and preparing an expression of interest please email projects@victoriawalks.org.au or call 0432 171 188

Expressions of interest (EOI) for the Change to Walking program **close at 3pm on 6 May 2016.**

About VicHealth

VicHealth is a pioneer in health promotion – the process of enabling people to increase control over and improve their health. The primary focus of VicHealth is promoting good health and preventing chronic disease.

Encouraging regular physical activity is one of five strategic imperatives in the VicHealth Action Agenda for Health Promotion 2013–2023.

About Victoria Walks

Victoria Walks is an independent walking health promotion charity, established by VicHealth in 2009. Its mission is to increase the number of people walking more every day by:

- Providing walking and walkability leadership.
- Supporting local community action to increase walking and walkability.
- Promoting walking through educational resources, events and online activities.

Victoria Walks has a vision to foster vibrant, supportive and strong neighbourhoods and communities where people can and do choose to walk wherever possible.