



# South Eastern Sydney Local Health District HARP Unit



## Red Ribbon Grants Information

### What are the South Eastern Sydney Local Health District (SESLHD) HARP Unit Red Ribbon Grants?

The purpose of the SESLHD Red Ribbon Grants Program is to increase community conversations and awareness about HIV, reduce stigma and discrimination and to remember those who have passed away from HIV/AIDS.

SESLHD is offering a number of grants valued up to \$500 for innovative projects that work to achieve these goals. All applicants are encouraged to utilise a Positive Speaker from the Positive Speaker's Bureau's (PSB). The grants are available to those not currently receiving HIV and Related Programs (HARP) Unit funding.

What needs to be spoken about and actioned in your community? The new face of HIV and the effectiveness of treatment, reduction of onward transmission through early diagnosis, or remembrance and reducing related stigma?

### The Grants Program supports projects that:

- Tie into the World AIDS Day (WAD) theme - Ending HIV
- Effectively engage the general community around HIV
- Work in partnership, especially those in healthcare settings, including General Practice (GP), Hospitals, Primary Health Networks, and non-government organisations (NGOs)
- Promote their project effectively, engaging media, including social media e.g. Facebook, Instagram, Twitter

### What's achievable?

Think of an idea that's engaging and will increase community conversations about HIV. Brainstorm with a member of the HARP Unit about the assets you can use/or have for your project. Think about who can come on board and partner to support your idea. This includes health related agencies, General Practice, hospitals, local councils, media outlets, sporting clubs, local businesses, and community organisations.

Here are some examples:

- Work with your Local Council to light a significant building red in the lead up to and across WAD
- Run a social media competition on Facebook, Instagram, Twitter, etc.
- Run a competition that engages community around issues related to HIV
- Invite a Positive Speaker from the [Positive Speakers Bureau](#) to talk at your workplace, organisation or event
- Coordinate an awareness raising event like a Red Run (fun run) or Red Flash Mob in your community and invite the local media to promote your event

Speak to a member of the HARP Unit about how you can link in with other activities across the area and state.

NB: Information Stalls and BBQs will only be funded if they're part of a larger event that meets the aims of World AIDS Day!

### How do I apply?

Follow these steps:

1. Read the ideas guide below
2. Talk to a HARP Unit member
3. Fill out the application form
4. Review the form with a member of the HARP Unit
5. Then submit!

## Submission?

Red Ribbon Grant applications will be accepted by email until close of business Monday 14<sup>th</sup> October, 2019. Please send applications by email to: [Nicolas.Gonzalez@health.nsw.gov.au](mailto:Nicolas.Gonzalez@health.nsw.gov.au)

Projects will be reviewed by a committee the following week and you will be informed within one week as to whether your project will be funded.

## Who do I talk to?

Staff at the SESLHD HARP Unit are here to assist you with your ideas and request for funding. They can help with developing your idea and putting your plans into words.

Be sure to contact a member of the HARP Unit before submitting your application.

**Nicolas Gonzalez**  
**Health Promotion Officer**  
9382 8615  
[Nicolas.Gonzalez@health.nsw.gov.au](mailto:Nicolas.Gonzalez@health.nsw.gov.au)

**Maria Browne**  
**Health Promotion Officer**  
9382 8616  
[Maria.Browne@health.nsw.gov.au](mailto:Maria.Browne@health.nsw.gov.au)

## How long do I have to complete my project?

Projects are usually scheduled in the lead up to HIV Awareness Week and World AIDS Day, which is on the 1st December. Or this could be the start of the project and it could be a launching pad to bigger things!

## Need some information about HIV?

- Information about [HIV in NSW](#)
- Statistics on [HIV in NSW](#)



# Guide to developing a SESLHD Red Ribbon Grant

## Project Aim:

In choosing your project ideas it is important that you choose an area(s) that is relevant to your community and is of interest to your group or organisation. Do young people in your community need to know more about HIV? Is stigma an issue that needs to be addressed in your workplace? Maybe there are other groups in the area doing a similar project? Talk to them about their experiences or developing a partnership.

## Local impact/ target audience:

An SESLHD Red Ribbon grant can have a strong impact at a local level. Ask yourself the following questions about your project:

- What are the main challenges the community face? (Lack of awareness, stigma, lack of information?)
- Who in the community will benefit from our project? (Everyone, young people, people living with HIV, culturally and linguistically diverse (CALD) community members, work places?)

## Partnerships and support:

Partners are groups or organisations with shared ideas, values or goals. Are there any other partners, organisations or groups in your community that you could involve in this grant? Examples may include the local Council, youth centre, school, university, or sporting club. Think outside the box. Other partners might include your local sexual health clinic, Primary Health Network, General Practice, a local business, or even online communities.

Here are some things to consider:

- How will you get people involved in your project?
- What organisations will you work with in your community?
- What do you think will be worth sharing and who would you share it with?
- What resources do you have/need?



## Budget:

Draw up a fair and realistic budget – it should be as close to the final figures as possible. Examine your list of project activities and work out what each one will cost. Have you included everything? If money seems tight, consider what other sources of funding might be available to your group (remember your partners). There needs to be a strong link between every item on your budget and your project description.

## Promotion:

- Spread the word. How will you let your community know about your project?
- Issue a press release to local newspapers, radio stations, and bloggers
- Does your organisation have a website or Facebook page? If it does, post an article about your project
- Organise meetings with the local community to share your project
- Keep records/copies of all publicity material (remember to include it in your final report)

## Evaluation:

How will you know that your project has worked/reached its intended audience? It's important to document what people got out of the Red Ribbon Grant Project.

Here are some tips:

- Record numbers of attendees or engagements (likes, comments, shares) on social media channels
- Conduct surveys and interview the people who participate
- How did people respond to your activity? Take some photos and document what you have achieved