

GenQ

Communication Kit



Congratulations!

We are excited to be working with you on delivering Health and Wellbeing Queensland's (HWQld) exciting new GenQ Grants Program. We have funded some exciting initiatives that will help our young Queenslanders be the healthiest they can be.

With your support, we would love to share the great progress and outcomes of your initiative.

As part of your funding agreement, we will be requesting that you provide us with a report to showcase your milestones along the way and the impact of your initiative.

We would also like to help you share your story through your social media posts and we have provided in this document some ideas, hashtags and support materials to assist you with spreading the message.

Here are a copy of the original guidelines for our [GenQ Health and Wellbeing Community grants](#) and [GenQ Health and Wellbeing Impact grants](#).

Key messages for websites and public statements

- Health and Wellbeing Queensland (HWQld) is a prevention agency, and our role is to make healthy happen for Queensland. Together, we challenge and change the things that get in the way of Queenslanders being healthy, so everyone has a fair chance to live a better life.
- Generation Queensland (GenQ) is HWQld's vision to create a generational shift for the health of Queensland's next generation.
- The GenQ Grants Program is a new funding program that will generate evidence-based and innovative ideas to improve the health and wellbeing of Queensland communities with an emphasis on children and youth.
- The objectives of the GenQ Grants Program are to improve health outcomes by:
 - Increasing physical activity
 - Improving nutrition and health literacy
 - Improving wellbeing
 - Promoting health equity
- The aim of the GenQ Community funding scheme is to support local communities, councils, and/or other stakeholders and partners for initiatives that sustain or enhance health and wellbeing using innovative ideas across the focus areas of nutrition, physical activity, sleep, health equity or wellbeing.

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Acknowledgement requirements

Funding acknowledgment

Remember that as a funding recipient you must acknowledge the funding you have received on your website or social media channels (if you have them) as well as any other external and internal materials such as publicity, media, research papers, publications and training resources relating to the funded initiative.

For Community Grants:

“This initiative is proudly funded by the Queensland Government through a Health and Wellbeing Queensland GenQ Health and Wellbeing Community grant.”

Grant recipients **must** acknowledge Health and Wellbeing Queensland in addition to the Queensland Government. We ask that you do this by including the relevant lines shown below.

For Impact Grants:

“This initiative is proudly funded by the Queensland Government through a Health and Wellbeing Queensland GenQ Health and Wellbeing Impact grant.”

Logo usage and requirements

You must also ensure that the HWQld logo and Queensland Government Coat of Arms is included in all visual materials promoting your initiative, or all public materials developed as part of the initiative.

This brand recognition needs to comply with the [HWQld Brand Guidelines](#) (see pages 9, 10 and 11) and only approved logos are to be used.

For advice regarding the use of logos and acknowledgment statements please contact grants@hw.qld.gov.au at least five days before you require final feedback or a response for printing/publishing purposes.

Download logos

This is an example of correct placement of the Health and Wellbeing Queensland (HWQld) and Queensland Government logos.

You can see other variations and spacing guides displayed below.



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Talking about your Funded Initiative on social media

When talking about your funded initiative on social media, in addition to including the acknowledgement statement (see page 2), please incorporate the following handles and hashtags.

Handles

All social media posts relating to your program funded by a GenQ Health and Wellbeing grant should be tagged as below and branded if paid advertising and space allows. Remember, tagging is important so we can share!

- **Instagram:** @HealthAndWellbeingQld
- **Facebook:** @HealthAndWellbeingQld
- **Twitter:** @hw_queensland
- **LinkedIn:** Health and Wellbeing Queensland

Hashtags

When sharing updates or information about your funded program or initiative on social media, please incorporate the following mentions and hashtags:

- #GenQ
- #GenQCommunityGrants
- #GenQImpactGrants

Suggested post text can be found on pages 4 and 5.

Talking about your Funded Initiative in media and articles

When speaking to local media about your funded initiative, or sending out a media release or targeted information to media, please include the above acknowledgment statement as close to the start of your media release or article as possible, for example:

*The **XXX** program is designed to support local children and families, and is funded by the Queensland Government through a Health and Wellbeing Queensland GenQ Health and Wellbeing [Community or Impact] grant.*

Please provide a copy of media releases/articles prepared for promoting your initiative at least five days prior to planned distribution, to media@hw.qld.gov.au so we are aware of the work you are doing/milestones you are achieving, and can support also.

If you have confirmed coverage by a local media organisation, please email media@hw.qld.gov.au with the details so this can be included in our media monitoring.

Note: Please refer to “Health and Wellbeing Queensland” in its full name in all media.

Talking about your Funded Initiative at events

Event support

If you are hosting events or activities related to your funded initiative, we would love to hear about them!

Please share details, and event invitations if appropriate, at least two weeks prior to your event, to grants@hw.qld.gov.au

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Social media tile templates

Suggested text for social media

To help you share the news about your funded initiative we've put together a selection of communications content that you can use across various communications channels. You are welcome to use this content as is, personalised to your initiative, or as a base for more tailored content.



Facebook and Instagram

BIG News!

We are helping young Queenslanders **[lead a more active lifestyle and make healthier food choices OR insert other goals of your initiative]**. Check out our exciting new initiative that is being funded by the Queensland Government through the @HealthAndWellbeingQld #GenQ **[Community or Impact]** Grant!

#GenQCommunityGrants #GenQImpactGrants
#QueenslandFunding

It's time to bring our game-changing ideas to life! Thanks to @HealthAndWellbeingQld Grants Program our initiative will now benefit from funding! We are part of helping young Queenslanders feel supported to live a healthy and active lifestyle. More #grants from Health and Wellbeing Queensland will be available in 2024, including the Strategic Grant and Health and Wellbeing PhD Top-up Scholarship. Learn more > www.hw.qld.gov.au/grants . Let's change the game together!

#GenQ #GenQCommunityGrants #GenQImpactGrants
#QueenslandFunding

We are **[closing the gap on health inequity OR insert other goals of your initiative]**! Check out our exciting new initiative that is now being funded by the Queensland Government through a @HealthAndWellbeingQld #GenQ **[Community OR Impact]** Grant.

#GenQCommunityGrants #GenQImpactGrants
#QueenslandFunding

EXCITING UPDATE!

Our #GenQ project has reached a critical milestone. The GenQ Grants Program from @HealthAndWellbeingQld is designed to support local communities sustain and enhance health and wellbeing in young Queenslanders. The grants are focused on fuelling innovative ideas in nutrition, physical activity, health equity and wellbeing. Follow our project's progress and see how we plan to make a positive impact on Generation Queensland!

#GenQCommunityGrants #GenQImpactGrants
#QueenslandFunding

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We are delighted to be among the successful applicants of the #GenQ Health and Wellbeing Grants to develop and implement our exciting ideas to improve the health and wellbeing of children and young people.

◀TAG▶ Health and Wellbeing Queensland recently announced that we are among the recipients to share in almost \$800,000 of funding, which was awarded as follows:

- For the Community Grants scheme, 25 grants were awarded (a combined total of nearly \$400,000), to support community-led initiatives across the state to improve the health and wellbeing of young Queenslanders, focusing on nutrition, physical activity, wellbeing and/or health equity. <https://hw.qld.gov.au/grants/community-grants/>
- For the Impact Grants scheme, 2 grants were awarded (a combined total of nearly \$400,000) to support innovative ideas or approaches to influence health and wellbeing promotion and/or practice that leads to improved, sustainable and equitable health outcomes for young Queenslanders. <https://hw.qld.gov.au/grants/genq-health-and-wellbeing-impact-grants/>

This will be a game-changer for our initiative. **[Insert details of your grant funded initiative].**

#GenQCommunityGrants #GenQImpactGrants #QueenslandFunding

We are delighted to be among the successful applicants to receive funding from ◀TAG▶ Health and Wellbeing Queensland's Grant Program for initiatives designed to help improve health and wellbeing outcomes for young Queenslanders across nutrition, physical activity, wellbeing and/or health equity.

Through our **[insert detail/name of your initiative]**, we are helping to drive generational change so that children and youth feel supported to live a healthy and active lifestyle.

Let's change the game together!

#GenQ #GenQCommunityGrants #GenQImpactGrants #QueenslandFunding



Exciting update! We are a successful recipient of a @hw_queensland #GenQ Grant to help drive generational change in our community and improve the health and wellbeing of young #Queenslanders. Learn more > <https://hw.qld.gov.au/grants>

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Suggested text for newsletters and websites

GenQ Health and Wellbeing Grants for 27 children's initiatives – including **[insert recipient name and/or project]**

Health and Wellbeing Queensland (HWQld) has announced the recipients of [GenQ Health and Wellbeing Grants](#) to develop and implement exciting ideas to improve the health and wellbeing of children and young people.

Our initiative **[insert name of project]** was among the recipients of a GenQ Health and Wellbeing **[Community/Impact]** grant.

We are excited to receive this grant to **[develop/implement]** our **[insert name of project]** over the next **[12/24 months]**. Through our initiative we aim to **[insert details]**.

Nearly \$800,000 will be shared among recipients to develop and implement innovative ideas to improve the health and wellbeing of children and young people, as follows:

- For the [GenQ Health and Wellbeing Community Grants scheme](#), 25 grants with a combined total of nearly \$400,000 were awarded to support community-led initiatives across the state to improve the health and wellbeing of young Queenslanders, focusing on nutrition, physical activity, wellbeing and/or health equity.
- For the [GenQ Health and Wellbeing Impact Grants scheme](#), two grants with a combined total of nearly \$400,000 were awarded to support innovative ideas or approaches with potential to influence health and wellbeing promotion and/or practice that leads to improved, sustainable and equitable health outcomes for young Queenslanders.

HWQld CEO, Dr Robyn Littlewood, said the GenQ Health and Wellbeing Grants attracted a strong response, with 144 applications submitted for the GenQ Health and Wellbeing Community Grants and 33 applications for the Impact Grants.

'Through the GenQ Health and Wellbeing Grants program, Health and Wellbeing Queensland is delighted to support innovative ideas or approaches with potential to influence health and wellbeing promotion and/or practice that leads to improved, sustainable and equitable health and wellbeing outcomes for young Queenslanders,' Dr Littlewood said.

To find out more about the grants and the full list of recipients please visit www.hw.qld.gov.au/grants

Any questions?

Should you have any questions about acknowledging the funding you have received in your communications, media or reporting activities, or would like support with promoting your funded initiative, please contact grants@hw.qld.gov.au

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Use these templates

For more information

If you'd like more information on Health and Wellbeing Qld's GenQ Grants Program, please visit our [Grants and Funding webpage](#) or email the Grants Office at grants@hw.qld.gov.au