



INFANT Implementation Seed Funding for LGAs

Do you want to implement the INFANT (INfant Feeding Active play and NuTrition) program within your Local Government Area (LGA) and support parents with information and strategies to promote healthy eating and active play from the start of life?

The [Department of Health and Human Services are providing funding](#) to the Institute for Physical Activity and Nutrition ([IPAN](#)), [Deakin University](#) to enhance INFANT implementation.

This includes **start-up (seed) funding to support** Victorian LGAs to:

- Initiate collaboration within the LGA to facilitate the implementation of INFANT
- Embed INFANT into organisational administration procedures, strategic policies and job descriptions

The LGA will be required to have one organisation responsible for leading the implementation of INFANT in their local area.

About INFANT

INFANT aligns with two of the four focus areas of the Victorian Public Health and Wellbeing plan 2019-2023: increasing healthy eating and increasing active living.

[INFANT is a group-based program](#) offered to parents/caregivers when babies are around 3, 6, 9 and 12 months of age; supported by a website and evidence-based app for parents from birth until 18 months. The four face-to-face group sessions run for around 90 minutes and provide contemporary, evidence-informed information tailored to the parents/carers who attend the groups, while also promoting group interaction, support and sharing of ideas.

INFANT is delivered by facilitators such as Maternal and Child Health (MCH) Nurses, Dietitians, Health Promotion Officers and/or Parent Support Workers. INFANT facilitators will have undertaken [INFANT implementation training](#). The training is offered online and is approximately 6-10 hours in length (self-paced over a four-week period) with annual refresher updates. Facilitators have access to INFANT content and resources to support delivery of group sessions.

Offering INFANT as routine practice and embedding INFANT into local health services is low cost and maximises the opportunity for sustained delivery to support families at this critical time of their baby's life.

Organisations implementing INFANT will receive comprehensive implementation guidance to support embedding INFANT into routine service delivery.



Working collaboratively

Experience from the small-scale translation of INFANT informs us that INFANT implementation works well when there is collaboration between individuals and organisations across the LGA. Partnerships across the LGA can support the implementation and embedding of INFANT. Start by considering which organisations or individuals will be involved in the following tasks:

- Promoting of INFANT
- Referral/recruiting of parents
- Enrolling of parents
- Scheduling sessions/booking venues
- Sending parent reminders for upcoming sessions
- Facilitating sessions
- Evaluating
- Embedding INFANT into policies, procedures and job descriptions

What's on offer?

Start-up/Seed funding of \$5,000 for any interested Victorian LGA within the 2020-21 financial year.

The funding will be available until May 2021.

Who will be funded?

Up to 39 Victorian LGAs who have:

- ✓ undertaken the INFANT training and/or registered to undertake the training in February/March 2021 or April/May 2021
- ✓ submitted their LGA Implementation Plan including
 - when the LGA plans to deliver INFANT and
 - evidence of how INFANT will be embedded into organisational systems and processes
- ✓ liaised with the INFANT State-wide Implementation Coordinator
- ✓ expressed an interest in receiving the seed funding

Who will receive the funding?

The organisation that takes ultimate responsibility for INFANT within the LGA will receive the funding i.e., the lead organisation written in the Implementation Plan.

While we recognise the invaluable support of partnerships, the funding is not available to additional supporting organisations.



What will be funded

- Staff time of an individual within the lead organisation or another organisation within the LGA to coordinate the implementation of INFANT, who will undertake tasks such as:
 - Overseeing the logistics of implementing INFANT, such as the setting up and delivery of INFANT
 - Liaising with all the organisations and/or individuals within the LGA discuss and set-up who will be involved with undertaking different tasks to implement INFANT e.g., promotion, recruitment, scheduling sessions, evaluation
 - Liaising with the INFANT State-wide Implementation Coordinator to discuss the implementation of INFANT
 - Building and developing partnerships to assist with the implementation of INFANT
 - Liaising with the relevant staff within the LGA to assist with embedding INFANT into policies and practices such as the Early Years Plan and the Municipal Public Health and Wellbeing Plan.

What will not be funded

- Back-filling employees to attend the INFANT training
- Back-filling employees to deliver INFANT sessions
- Employees to deliver INFANT sessions

Funding staff for program delivery is not recommended based on experiences and learning from the small-scale translation of INFANT (2012-2019): areas that opted to use short-term Government Funding to deliver the program were less likely to sustain and embed INFANT into local services (Laws et al. 2016).

Read more about the history of INFANT here <https://www.infantprogram.org/about/>

How to apply for the funding - process

1. During and/or after the INFANT training, individuals and/or organisations will work collaboratively within the LGA to complete the draft Implementation Plan which will include:
 - When the LGA plans to start delivering INFANT
 - Plans for how INFANT will be embedded into organisational systems and processes.
2. The lead organisation will submit the draft Implementation Plan to the INFANT State-wide Implementation Coordinator infant-study@deakin.edu.au and express interest for the funding.
3. The INFANT State-wide Implementation Coordinator will contact the lead organisation shortly after receiving the Implementation plan to discuss further.
4. The INFANT State-wide Implementation Coordinator will support and assist the LGA to finalise the Implementation Plan, as needed.
5. The lead organisation will then receive \$5000 (via invoicing/finance process).
6. After funding has been received, the lead organisation will be sent a short questionnaire, including seeking advice on what the money was used for.

This process is pending funding availability, which will be discussed with the INFANT State-wide Implementation Coordinator.



Once approved, how to receive the funding - process

1. Raise an invoice with the following details:
 - Name of your organisation
 - Contact details
 - ABN number
 - Address to:
 - Attention: Anthea Gregoriou,
 - Deakin University,
 - 221 Burwood Hwy, Burwood Vic 3125
 - Details: Start-up funding to support implementation of INFANT.
 - Amount: \$5500 INCL GST (\$5,000 EX GST)
2. Complete Section 2 of the Deakin University New Supplier Form (*Note: Complete all parts except Supplier Purchase Order details*). [Please download the New Supplier Form here](#).
3. Email the invoice and completed Deakin University New Supplier Form to: a.gregoriou@deakin.edu.au
4. The funds will then be transferred into the designated account by the end of the next month.

Interested in applying for this seed funding and implementing INFANT?

Register for training in 2021: <https://www.infantprogram.org/facilitator-training/>

For more information visit the website: www.infantprogram.org



INFANT is supported by the Victorian Government.