



## **FUNDING GUIDELINES FOR COMMUNITY INITIATIVES Spring 2010**

**Start Fresh!**, which is part of the provincial Chronic Disease Prevention Initiative (CDPI), aims to support communities in developing projects that address lifestyle issues and habits that increase the risk of chronic diseases such as diabetes, cancer, and heart, lung and kidney disease.

**Start Fresh!** provides communities and community organizations/partnerships throughout South Eastman with funding for activities, initiatives or projects that address one or more of the following topics:

- physical activity
- healthy eating
- smoking cessation/prevention.

Funding is available for community-led initiatives that address one or more of these topics.

### **Funding Criteria**

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**Start Fresh!** is **accepting funding proposals up to May 15, 2010** for projects requiring up to \$2,500 in funding. However, we will consider large projects up to \$5,000 on a case-by-case basis. Projects must meet the following criteria:

- Be initiated and led by the community or community group;
- Be evidence-based;
- Add value to existing programs and services;
- Leverage other financial and in-kind resources;
- Identify goals and expected outcomes in the areas of healthy eating, physical activity and/or smoking cessation/prevention.

As well, funding priority will be given to:

- New projects/activities not yet tried or implemented in the South Eastman region;
- Projects sponsored by first-time applicants that reach new population groups, or that significantly expand existing projects;
- Projects that directly address at least one of the three priority areas: physical activity, healthy eating and smoking cessation/prevention (addressing more than one topic will be an asset);
- Projects that represent broadly-based community partnerships;
- Past-funded groups wanting to expand on their program by addressing another one of the three CDPI topics.

## Eligible and Ineligible Expenses

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**Eligible Expenses** - items which would be eligible for funding include:

- Rent for meeting or workshop space, when local meeting room facilities are not available;
- Advertising, design, promotion, publicity, printing, duplication;
- Project resources, materials, equipment, supplies;
- Resource people, presenters, facilitators, trainers, related honoraria;
- Travel;
- Translation services.

**Ineligible Expenses** - items which would not be eligible for funding include:

- Rent/lease for office space;
- Investments in buildings or land;
- Meals, accommodations, travel costs for participants to a conference;
- Ongoing project expenses/salaries;
- Medications; and/or
- Equipment, when that is the only component of the operational plan.

Nor will *Start Fresh!* fund:

- Projects intended to be used as a lucrative business initiative;
- Programs, classes, training, or other that currently exist and are part of existing programming.

## Other Proposal Information

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Successful applicants will agree to:

- a basic reporting structure that tracks activities, budget and number of participants;
- acknowledge the funding contribution of South Eastman Health/Santé Sud-Est Inc. *StartFresh!* as part of the provincial Chronic Disease Prevention Initiative (CDPI) and Manitoba Health/Healthy Living in any materials/resources (i.e. press releases, advertisement, brochures, etc.) produced to promote community activities/ projects;
- be willing to do a presentation or display on your program after its completion as a means to share your experience/story with other groups or communities;
- participate in *StartFresh!* evaluation and consultation activities.

**Deadline for applications is May 15, 2010** with funds approved and distributed in June/July 2010.

Please forward completed applications or information requests to: Madeleine Sarrasin, Healthy Living Facilitator, 365 Reimer Avenue, Steinbach MB, R5G 0R9, or email to [startfresh@sehealth.mb.ca](mailto:startfresh@sehealth.mb.ca). Electronic versions of the application form are also available at [www.sehealth.mb.ca](http://www.sehealth.mb.ca) under: Community Services Section → Public Health → Disease Prevention → Start Fresh! Funding, or by calling (204) 346-7001.

## Project Impact and Sustainability

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These are guidelines that identify the level of impact and sustainability a project can have in your community in order to effect long-term change in healthy living habits. Items with an asterisk (\*) are examples of those that can be initiated and driven by the community. Others will likely be mostly provincially or government driven.

### Most Impact:

- policies that make healthy choices easier (i.e.: smoking by-law)
- restricting unhealthy products (i.e.: removing candy/pop dispensers in schools)
- \* community development (i.e.: residents set the priorities)
- \* target broader determinants of health such as healthy economic, social and environmental policy (i.e.: addressing poverty, education levels, vulnerable populations)

### Potential Impact:

- \* tangible changes in schools, workplaces, community (i.e.: healthy food menu items)
- \* well-designed social marketing (i.e.: group or needs specific)
- \* individual counseling; group programs (i.e.: community activity evenings)

### Less Impact:

- \* workplace promotional events, contests (i.e.: fitness challenge, gym discounts)
- \* school-based with little environmental change (i.e.: wellness fairs, poster contest)
- \* mass media appeals; professionally-initiated campaigns to promote healthy lifestyle (i.e.: generic information distribution through television, radio, newspaper, handouts)

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## Getting Started – Ideas for Community Initiatives

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What activity in the areas of healthy eating, physical activity, and/or smoking cessation/prevention can your group and community work on to create a “healthy lifestyle environment” for your families and neighbours today and in the future?

Below are examples of projects to stimulate thought, creativity and discussion in your community. More ideas on projects from across Manitoba have been compiled and are available at:

<http://www.healthincommon.ca/the-chronic-disease-prevention-initiative/community-showcase>.

### HELP IS AVAILABLE TO INTERESTED COMMUNITIES!

For assistance with project ideas and planning, application completion, ensuring you meet the criteria, or community capacity building (i.e.: volunteer coordination, promotion, etc.) please contact us by email at [startfresh@sehealth.mb.ca](mailto:startfresh@sehealth.mb.ca) or by phone at (204) 346-7001.

## Samples of Funded Projects

The following table provides an overview of selected projects that have been funded over the past 5 years. They represent projects that are sustainable and have a greater impact.

<b>Project</b>	<b>Description</b>
<b>Walking and Cycling Paths</b>	In Niverville, enhancing the existing community walking path by installing 3 exercise stations. In Ste. Anne, create walking trails with physical fitness circuit training stations and outdoor classrooms (health and nutrition tips). In Kleefeld, create a walking and cycling path to offer safe transit between town centre and suburb.
<b>Community Gardening</b>	In Vita, building portable raised garden planters and encouraging family gardening activities. In St. Malo, purchase plants and gardening tools for seniors to do vegetable gardening. In Niverville, building raised beds and promoting healthy eating through the growth of a garden. Through intergenerational cooperation, seniors mentor children about plants, garden maintenance and care, harvesting and preserving home grown foods. In Steinbach, build portable garden boxes and teach families without gardens about planting, harvesting, storing and cooking with fresh vegetables. In all cases, start them young to encourage them to love gardening throughout their lives!
<b>Floor curling</b>	Creating an indoor floor curling rink to facilitate the sport running year-round. Especially beneficial to people with physical restrictions as it is played with a curling stick. Includes the purchase of all equipment, painting of rink, floor maintenance. Held jointly with congregate meals. (Steinbach and Piney)
<b>Anti-Smoking School Theatrical Tour</b>	Supporting youth to produce and stage a live anti-smoking play for touring in schools in the region. It also included one public presentation. The project included research on facts about smoking diseases, habits and quitting methods, scripting the play, and creating their own sets and costumes. (Steinbach & area)
<b>Eating Well on a Budget and Community Kitchen</b>	Weekly cooking classes to teach the vulnerable population (persons with low income or mental health challenges, single parents) how to cook simple, inexpensive, nutritious meals. Education on how to improve the nutritional quality of food bank hampers while maintaining a restricted budget. Participants provided with take home recipes. (Steinbach & area)
<b>Kick Butt – Tobacco Cessation Facilitator Program</b>	Supporting the development and implementation of a train the trainer smoking cessation forum in order to empower individuals to provide smoking cessation programs in their communities. Weekly group meetings were held in the first phase to help individuals quit smoking. The second phase included the development of a facilitator toolkit and training new facilitators. (Regional)
<b>Children’s/Family Skating Program</b>	Supporting a local skating program to promote basic skill development, and to purchase skates and hockey equipment for loan at the local arena. (Vita)
<b>Open House Curling</b>	Ten nights of free curling instruction and practice to introduce families, seniors and community members with mobility restrictions to curling. Funds to pay for qualified instructors and the purchase of curling equipment including step-in sliders and curling sticks that are housed at the rink. (Ste. Anne)
<b>Community Skateboard Park</b>	Building a skateboard park where youth and adolescents can be physically active in the outdoors in their community. (Richer and St. Pierre-Jolys)

## More Information on Evidence-Based Chronic Disease Prevention

The following are examples of websites that provide more information on evidence-based chronic disease prevention.

\*\* Alliance for the Prevention of Chronic Disease <http://www.apcd.mb.ca>

Campbell Collaboration [www.campbellcollaboration.org/index.html](http://www.campbellcollaboration.org/index.html)

Canadian Institute for Health Information <http://www.cihi.ca>

Cancer Care Manitoba <http://www.cancercare.mb.ca>

CCPD Best Practice Links [http://www.phac-aspc.gc.ca/ccdpc-cpcmc/topics/bestprac\\_e.html](http://www.phac-aspc.gc.ca/ccdpc-cpcmc/topics/bestprac_e.html)

Center for Chronic Disease Prevention and Control <http://www.phac-aspc.gc.ca/ccdpc>

Cochrane Collaboration <http://www.cochrane.org/index1.htm>

Guide to Community Prevention Services <http://www.thecommunityguide.org/>

Health Evidence <http://health-evidence.ca/>

\*\* Health in Common <http://www.healthincommon.ca>

\*\* Knowledge Exchange Network [Ken@mb.cancer.ca](mailto:Ken@mb.cancer.ca)

\*\* Manitoba Health – Healthy Living <http://www.gov.mb.ca/healthyliving>

Ontario Heart Health Toolkit <http://www.hhrc.net/bpt/index.cfm>

\*\* Partnership for Prevention <http://www.prevent.org>

PHRED <http://www.phred-redsp.on.ca/Default.htm>

Promoting Evidence Based Decision Making <http://www.health-evidence.ca>

\*\* Public Health Agency of Canada <http://ebpp-phac-aspc.gc.ca/index-e.cfm>

**\*\* Easy Reading Sites**



## COMMUNITY INCENTIVE APPLICATION

Please fill out and submit the Spring 2010 *Start Fresh!* Community Incentive Application Form included in a separate attachment.

This a **COMPLETED SAMPLE** to serve as a reference as you develop your own application.

PROJECT SPONSOR Tiny Town Community Club  
PROJECT NAME: Tiny Town Community Garden  
COMMUNITY: Tiny Town  
PRIMARY CONTACT PERSON: Red Rose  
TITLE: Coordinator of Tiny Town Community Kitchen  
TELEPHONE: 456-7890 EMAIL: rrose@mts.net

FUNDING REQUEST \$ 1,500.00

PROJECT/ACTIVITY: To create a community vegetable garden at the seniors housing complex in Tiny Town that will produce healthy vegetables and fruit for the community kitchen and the population it serves.

DATE/TIME FRAME: May-September, 2007

ACTIVITY PURPOSE: (may  more than one if necessary)

HEALTHY EATING  PHYSICAL ACTIVITY  TOBACCO REDUCTION  
 OTHER (SPECIFY)

ACTIVITY DESCRIPTION – *Please provide 2 to 3 sentences that describe project activities, intended benefits and expected outcomes.*

Project Activities: The project will partner with local volunteers and volunteer organizations to establish a ¼ acre community vegetable and fruit garden adjacent to the local senior's complex in Tiny Town. The lot will be donated by a local senior's organization. Produce grown will be donated to the community kitchen and the residents it serves. Community residents who participate in the planting and maintenance of the community garden will have a regular outlet for physical activity and fresh air.

Who will Benefit and How? All residents in Tiny Town will benefit as it will promote a "community project" aimed at beautifying the physical appearance of our town. By being located in close proximity to the seniors housing unit, it is our hope to actively engage our senior and experienced population in the project. The goal is to promote the concept and value of how easily nutritious fruit and vegetables can be locally grown in order to supplement a healthy diet. Produce grown will be used by our community kitchen and donated to vulnerable residents.

Activity Description (continued)

Expected Outcomes:

- 1) Community garden in Tiny Town owned, supported and operated by local residents.
- 2) Example of how to grow your own fruit and vegetables.
- 3) Coordinated “Healthy Eating” health promotion campaign.
- 4) Promote pride and “community spirit” by engaging in a worthwhile project together.
- 5) Production of healthy fruit and vegetables to be used by local community kitchen and donated to families in our community.
- 6) Establishment of land, supplies and trees necessary to sustain the community garden for future years.
- 7) Opportunity for participating community residents to experience physical activity and fresh air.

List active partners and their contributions – cash and in-kind:

**All In Kind:**

- 1) Tiny Town Seniors Assoc. – Donation of ¼ acre of land to be used for community garden.
- 2) Tiny Town Seniors Activity Coordinator – Integration of planting, maintenance and harvest of produce produced in community garden into senior’s activity programming.
- 3) Tiny Town 4H Youth Group – Integration of planting, maintenance and harvest of produce produced in community garden into 4H programming. Initial work up of land.
- 4) Tiny Town Horticulture Society –Guidance re: operations and donated use of gardening supplies i.e. hoes, rakes, watering hoses, garden tillers ,etc.
- 5) Tiny Town Elementary School – Participation in “Healthy Eating” campaign and assistance with gardening labor tasks.
- 6) Public Health Nurse – Facilitation of a “Town Healthy Eating Campaign”.
- 7) Tiny Town Community Kitchen Coordinator – Will coordinate project activities and partners.

ACTIVITY COSTS AND CONTRIBUTIONS: TOTAL OVER COURSE OF ACTIVITY

BUDGET CATEGORY AMOUNT	Funding Request For <i>Start Fresh!</i>	CONTRIBUTION by Other Project Partners - Estimated In Kind and Cash	
Personnel		Personnel Volunteer Hours @ \$8.00/hr	200 hrs \$1,600.00
Travel		Travel – Donated	\$ 500.00
Materials & equip hoes, rakes, hoses	\$500.00	Materials & equip (includes land donated & supplies for preserving)	\$2,000.00
Other (specify) Vegetable/Fruit Seeds & Trees	\$1,000.00	Other (specify) Promotions re: project and “Healthy Eating” Campaign	\$1,000.00
		Donated Refreshments for Volunteers	\$ 300.00
<b>TOTAL <i>Start Fresh</i> COSTS</b>	<b>\$1,500.00</b>	<b>TOTAL Estimated Partner CONTRIBUTIONS</b>	<b>\$5,400.00</b>

Additional Comment/Explanations, if any:

Signature:           Red Rose          

Date:           12/13/08