



Applications will be accepted online until 9:00 AM on November 6, 2023.

## PROGRAM DESCRIPTION

The **LIVE WELL PEI** Grant Program provides the opportunity for not-for-profit organizations, schools, Indigenous Nations, organizations, groups, and communities to apply for one-time funding for new projects and initiatives. The **LIVE WELL PEI** Grant Program has been designed to support collaboration at the local level to reduce barriers, increase supports, and enhance resources that positively influence health outcomes and make healthy choices easier for all Island residents. The focus of the **LIVE WELL PEI** Grant Program is on upstream wellness initiatives and chronic disease prevention. Funding is not intended for initiatives/projects that are directly related to primary or acute patient care, chronic disease management, access to care, or coordination of services for those requiring care.

## PROGRAM FOCUS

The focus of the 2023-2024 funding cycle is on the 5 pillars (health behaviors) of chronic disease prevention and the social, economic and structural conditions that impact health:

- Healthy Eating
- Physical Activity
- Living Tobacco-Free
- Consuming Alcohol Responsibly
- Mental Wellness
- Determinants of Health (e.g., childhood experiences)

## FUNDING STREAMS (2023-2024)

Funding is available to support a wide range of new projects and initiatives that use health promoting strategies to prevent chronic disease in settings and across populations.

### STREAM 1: COMMUNITY CATALYST GRANT

The goal of the Community Catalyst Grant is to build healthy communities and healthy Island residents. Through this program, communities and organizations are empowered to implement projects and initiatives that meet their needs, while reducing barriers, increasing supports, and working collaboratively to enable all individuals to improve their health and well-being.



## STREAM 2: SCHOOL HEALTH GRANT

The goal of the School Health Grant is to build Health Promoting Schools. Through this program, schools are empowered to implement projects and initiatives that create healthy school communities, where community members and school staff work collaboratively to promote the health and well-being of its students, staff and community.

### ELIGIBLE APPLICANTS

<b>Community Catalyst Grant</b>	<b>School Health Grant</b>
<ul style="list-style-type: none"><li>▪ Non-profit organizations/associations</li><li>▪ Indigenous governments, bands, councils, or non-profits</li><li>▪ Municipalities</li><li>▪ Advocacy groups</li><li>▪ Registered charities</li><li>▪ Social enterprises</li><li>▪ Educational institutions</li><li>▪ Community groups</li></ul>	<ul style="list-style-type: none"><li>▪ Public schools (K-12)</li><li>▪ Private K-12 schools</li></ul>

*All organizations and associations must be registered or working in PEI to be considered eligible.*

### INELIGIBLE APPLICANTS

- For-profit entities
- Individuals

### ELIGIBLE EXPENSES

- Training
- Transportation (within PEI only)
- Supplies and materials for programming, activities, training, etc.
- Food for project-related activity or initiative (e.g. snacks, ingredients)
- Research activities (e.g. community needs assessments, surveys, interviews, etc.)
- Speaker or Professional fees (e.g. consultants, experts not available in your community)
- Honoraria for expertise outside the core project team/organization

### INELIGIBLE EXPENSES

- Salaries and wages
- Honorariums for individuals in salaried positions (dietitians, social workers, public health nurses)
- Organizational overhead fees (book-keeping, etc.)
- Capital or infrastructure costs
- Prizes and contest costs



- School or organizational branding activities
- Textbooks and counselling staff resources
- Gym equipment
- Facility safety (e.g. radon testing)
- Scholarships and/or bursaries
- Conference fees
- Out of province travel and accommodations
- Expenses prior to the application being approved
- One-time events or activities (e.g. awareness-raising events, expos, conferences, children’s camps, staff retreats, etc.)

## FUNDING DETAILS

- Three levels of grant funding are available: \$2,500; \$5,000; and \$7,500;
- Applicants may submit multiple applications for different projects;
- Applicants must identify the level of funding being requested. However, the project selection committee and the Health Promotion Unit have the authority to negotiate the scope, scale and dollar allowance for each proposed project; and
- Funding distribution is installment-based; 90% upfront, and 10% upon completion of project.

## PROJECT TIMESPAN

Applicants must indicate the expected duration of their project. All projects must be completed by May 31, 2024.

## PARTNERSHIPS

Partnering with other organizations is strongly encouraged. However, the organization you plan to deliver the project with must be aware that their supports will be utilized. If you plan to partner with other organizations to implement this project, the program selection committee will expect to see reference to this in your application and budget submission.

## REPORTING

Successful applicants will receive a one-page agreement outlining all project requirements and roles and responsibilities of both parties. This will include:

- Submitting invoices and receipts of eligible expenses associated with the project; and
- Providing a final report to the Health Promotion Unit.



## SELECTION OF PROJECTS

- The Project Selection Committee will review each application that meets the submission deadline. The committee will determine eligibility and will assess how well each project meets the program goals and objectives.
- Successful applicants will be contacted no later than November 17, 2023.
- Each successful applicant will be supported by a Health Promoter from the Health Promotion Unit, in PEI's Chief Public Health Office. Each project will be assigned a Health Promoter who will be your primary contact for the duration of your project and will help connect you to additional resources in your community.

## HOW TO APPLY

All applications must be submitted online on the provincial government website. Applicants may complete their proposal in two ways:

1. Directly online, which requires completing the application in one sitting; you cannot save and return to it later.
2. Using the appropriate grant stream Application Template. This method allows you to work on the application over a longer period. Using this method, you will need to save the file and upload it to the online portal.

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## EXAMPLES OF POTENTIAL ELIGIBLE PROJECTS

### COMMUNITY CATALYST GRANT

- Building food literacy within community (e.g., cooking and gardening skills)
- Development of municipal policies for healthy food environments, reducing alcohol and/or tobacco use, or addressing social determinants of health, etc.
- Research or community needs assessment for action on health behaviours (e.g., surveys, focus groups)
- Community active transportation planning
- Forming community networks to address health behaviour areas (e.g., community alcohol policy coalition)
- Educational campaigns on health behaviour areas (e.g., youth vaping prevention, alcohol and health guidance)
- Connecting health impacts to social determinants of health (e.g., connecting to nature, reducing adverse childhood experiences, connecting seniors and youth generations)



## SCHOOL HEALTH GRANT

- Engaging youth in initiatives to reduce vaping and/or substance use
- Building healthy school food environments (e.g., school gardens, school food policy)
- Increase movement in schools through Sensory pathways to increase movement in schools
- Building social and emotional learning (SEL) skills and into daily student routines
- Connecting students to nature through play and/or school curriculum activities
- Student-led research projects (e.g., photovoice projects on food environments, climate change, harmful marketing and advertising)

## CONTACT INFORMATION

Health Promotion Unit, Department of Health and Wellness, Government of PEI

Email: [livewellpei@gov.pe.ca](mailto:livewellpei@gov.pe.ca)

Phone: (902) 370-6990

Applicants are encouraged to contact Health Promoters to discuss their proposals and/or ask questions.

## ADDITIONAL BACKGROUND INFORMATION AND GLOSSARY

Health promotion information and resources can be found at: [www.livewellpei.ca](http://www.livewellpei.ca).

Access the Health Promotion Glossary [here](#).

## BACKGROUND HEALTH PROMOTION INFORMATION

The Chief Public Health Office (CPHO) is a division within the Government of Prince Edward Island's Department of Health and Wellness. The CPHO promotes and protects the health of PEI residents and prevents disease and injury through the three pillars of public health: promotion, protection, and prevention.

Public Health's aim is to keep people healthy and prevent injury, illness and premature death. It does this through a combination of programs, services and policies designed to address the universal health needs of individuals within populations and achieve health benefits for populations as a whole. Public health is part of the health system but it is broader than 'medicine' and 'health care' because it focuses on populations and prevention rather than on individuals and treatment.

The primary goal and purpose of the Health Promotion Unit is to reduce the burden of chronic disease in PEI by focusing on four modifiable risk factors - unhealthy diet, physical inactivity, tobacco use and harmful



use of alcohol. Evidence shows that a large portion of chronic diseases can be prevented or delayed through efforts in these areas. Since physical health is strongly linked with mental health, mental health promotion is another pillar of our work.

There are different **levels of prevention** within public health. Health Promotion focuses on an “**upstream**” approach which, as noted, aims to prevent disease or injury before it even occurs. This is often referred to as **primary prevention**, which uses universal and targeted approaches to support and promote good health across the life span.

Here is an example of applying the different levels of prevention:

**Primary** - prevents disease, illness, or injury before it happens.

**Secondary** - early detection of disease, illness or injury and reducing its severity.

**Tertiary** - treating an existing disease, illness or injury.

**Example:** An industrial company is releasing a contaminant into a river that is causing swimmers in the river to get rashes.

Enforcing a policy that prohibits the company from dumping the contaminant (thus preventing rashes) is **primary** prevention. Having a lifeguard check swimmers for rashes and treat immediately is **secondary** prevention. Setting up a support group to help people deal with persistent rashes is **tertiary** prevention.

The Health Promotion Unit also works on the [\*social determinants of health\*](#). These are the social, cultural, political, economic and environmental conditions which influence a person's opportunity to be healthy, their risk of illness, health behaviours and healthy life expectancy. Health Promotion also addresses health inequities that result from the uneven distribution of these social determinants. The approach used to address these conditions and the risk factors impacting chronic disease, is the **Ottawa Charter for Health Promotion**. It is a framework that identifies population-level actions and strategies used to address public health problems. The Ottawa Charter action areas include:

- **Build healthy public policy** - putting health on the agenda in all sectors and at all levels
- **Create supportive environments** - create places and settings that support health
- **Strengthen community action** - empower communities to take action for health
- **Develop personal skills** - support personal and social development throughout life
- **Reorient health services** - change how healthcare works to focus more on prevention

Similar to across Canada, in PEI, the major disease burden is attributed to four main chronic disease clusters: cancer, cardiovascular disease, diabetes (Type 2), and chronic obstructive pulmonary disease (COPD). It is well known that these chronic disease clusters are closely associated to four modifiable risk factors areas: poor diet, physical inactivity, tobacco use, and harmful use of alcohol.

Therefore, Health Promotion in PEI focuses on these key health behaviour areas in order to prevent chronic disease and improve health outcomes at a population level.

- As a result, the Wellness Grant Program was established to provide opportunities for chronic disease prevention and upstream wellness initiatives at the community level.

## KEY TERMS

**Public Health** – organized efforts to monitor and prevent disease and promote and protect health so that fewer people become sick or injured and more people live healthier lives.

**Health Promotion** – enabling people to increase control over, and to improve, their health.

**Social Determinants of Health** – the social, environmental and economic conditions in which people are born, grow, live, work, and age that shape health and wellbeing. These circumstances are shaped by the distribution of money, power, and resources.

**Health Inequities** – differences in health among populations that are avoidable and preventable, as they result from an unfair distribution of resources and opportunities.

**Population Health** – the health outcomes of a group of individuals, including the distribution of such outcomes within the group. It is an approach to health that aims to improve the health of an entire human population.

**Health Equity** – all people (individuals, groups, and communities) have a fair chance to reach their full health potential and are not disadvantaged by social, economic, and environmental conditions.

**Primary Prevention** – efforts to prevent disease or injury before it ever occurs.

## ADDITIONAL RESOURCES

Live Well PEI website: <https://www.livewellpei.ca/>

2021 Chief Public Health Officer's Report:  
[https://www.princeedwardisland.ca/sites/default/files/publications/cpho21\\_report\\_web.pdf](https://www.princeedwardisland.ca/sites/default/files/publications/cpho21_report_web.pdf).

Essential Health Equity Terms: <http://nccdh.ca/resources/glossary/>. *(A great list of definitions to enhance communication and action on the social determinants of health and health equity)*

Ottawa Charter for Health Promotion: <https://www.who.int/healthpromotion/conferences/previous/ottawa/en/>.

Community Toolbox – Writing a Grant: <https://ctb.ku.edu/en/table-of-contents/finances/grants-and-financial-resources/writing-a-grant/main>.

Community Toolbox – Identifying Community Assets: <https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/identify-community-assets/main>.



General Grant Writing Tools Handbook: [https://www2.gov.bc.ca/assets/gov/careers/about-the-bc-public-service/corporate-giving/grant\\_writing\\_handbook.pdf](https://www2.gov.bc.ca/assets/gov/careers/about-the-bc-public-service/corporate-giving/grant_writing_handbook.pdf).

Effective Proposal Writing: [https://www.ohcc-ccso.ca/sites/default/files/Strategies\\_for\\_Effective\\_Proposal\\_Writing.pdf](https://www.ohcc-ccso.ca/sites/default/files/Strategies_for_Effective_Proposal_Writing.pdf).

