

## Overview

The purpose of the *Health Promotion Impact Grant* is to fund targeted initiatives and interventions that address modifiable risk factors for chronic disease in PEI. These grants can be used to scale or adapt existing best practices to a new community or population, deliver evidence-based programming, or develop healthy public policy that can make a measurable impact on identified population health inequities in PEI.

One grant will be awarded under each Wellness Strategy health behaviour pillar, for approximately \$7,000 each. Applications will be accepted until **Friday, July 19, 2019 at 4:00 pm**.

## Eligible Applicants

The *Health Promotion Impact Grant* Program is available to organizations with established partnerships and sufficient human resources, capacity and expertise required to conduct evidence-based program and/or policy development, delivery, and evaluation, such as:

Provincial and national non-profit organizations within PEI  
Post-secondary institutions  
Mi'kmaq First Nations or other Indigenous organizations  
Municipalities  
Businesses  
Community Groups

*Note: To be eligible, applicants must have a registered charity number, business number, and/or incorporated number. Eligibility is restricted to groups and organizations operating within PEI.*

Through their proposal, applicants must clearly demonstrate they have the human resources, partnerships, and infrastructure capacity sufficient for carrying out a project of this size and scope.

To be considered for funding, project proposals must have:

- clearly defined and realistic goals, methodology, and measurable outcomes;
- the potential to achieve a population-level impact;
- the demonstrated ability to facilitate or make progress towards cultural, behavioural, environmental, and/or structural change at the community level.

## Health Promoter Contact Information

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## Criteria

Proposals for the *Health Promotion Impact Grant* should support community capacity-building and demonstrate a multi-sectoral approach to addressing a complex population health issue. Eligible applicants must submit project proposals that present an evidence-based approach to address one of the following areas under the CPHO's Wellness Strategy Pillars:

### 1. Promote responsible alcohol use (Responsible Alcohol Use)

**Goal:** Reduce the harms associated with alcohol use through the promotion of Canada's Low Risk Drinking Guidelines and/or create social environments that support responsible alcohol use and/or a culture of abstinence.

### 2. Prevention of tobacco use and smoking cessation (Tobacco Reduction)

**Goal:** Prevent the uptake of vaping among youth or support cessation efforts of tobacco users in high-priority adult populations.

### 3. Enhance social connectedness and sense of belonging in communities (Mental Wellness)

**Goal:** Foster increased intergenerational and/or intercultural social and community connectedness.

### 4. Environments that support physical activity (Physical Activity)

**Goal:** Create physical and social environments that encourage physical activity, make it easier to be physically active, and build physical literacy among populations that experience health inequities.

### 5. Healthy eating policy and food systems change (Healthy Eating)

**Goal:** Develop policies and address food systems that make it easier, more affordable, and more accessible to eat healthier, local foods. This can be through local procurement initiatives, organizational health eating policies, and initiatives to reduce barriers and/or develop solutions to increase access to healthy foods for food insecure populations.

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## Eligible Expenses

Grant funds may cover the following eligible expenses:

- Training
- Transportation (within PEI)
- Materials for program, events, training etc.
- Research activities (e.g., community needs assessments)
- Wages\* and professional fees (e.g., consultants, trainers, expertise, etc. not already available in the community)
- Facility rentals
- Small equipment

Grant funds will not cover: salaries or wages\*; organizational overhead fees; capital or infrastructure costs; prizes and contests; provincial branding activities, scholarships and/or bursaries; individual conference attendance costs, including registration; out of province travel and accommodations, etc.

*\*Wages – no more than 40% of project expenses can be used for wages. Eligibility for wage coverage will be assessed based on the demonstrated need. Wages must cover tasks that do not already fall within a staff's job, require additional time, and demonstrate that capacity is being built in some way.*

Grant funds will not be awarded for one-time events or activities that do not meet the above criteria (e.g., fundraising or awareness-raising events, expos, conferences, children's camps, etc.).

Projects receiving funding through other government departments will not be considered for the *Health Promotion Impact Grant*.

Applicants can submit more than one application (for e.g. for two different pillars).

## Outcomes

The intention of the *Health Promotion Impact Grant* is to achieve the intended goals under each Wellness Strategy pillar.

The funded projects should demonstrate that they have made progress towards cultural, behavioral, environmental and/or structural change at the community level that mobilizes sustainable action, has population-level impact, and increases individual and community capacity for health living.

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## Application Process

1. The application form is available in PDF and Word format. Completed applications will be accepted until **Friday, July 19, 2019 at 4:00 pm.**
2. All eligible applications will be reviewed by an adjudication committee.
3. Successful applicants will be notified by **August 14, 2019** and assigned a Health Promoter Team Lead for the project.

Interested applicants are encouraged to contact the Health Promoter in their region to further discuss this funding opportunity.

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## Project Wrap-Up

1. All grant funds awarded must be spent by March 13, 2020.
2. Financial report and final written report will be expected. Receipts and final report must be submitted by March 13, 2020.

### ***Please Note:***

The number of projects supported, and the degree of support a project receives, will be determined by the overall program budget. Successful applicants will be required to sign a funding agreement with government. Organizations will receive 80% of the total grant at the beginning of their project; the final 20% will be released when the final report and final expenditure report (with receipts) has been received and approved by the DHW. The DHW has the right to refuse funding based on previous grant experiences with applicants.

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