

Healthy Together Now Guiding Principles and Funding Guidelines 2015-16

Introduction and Background

Healthy Together Now (HTN) is a community-led, regionally coordinated and government supported, grassroots program to help prevent chronic disease in Manitoba. Projects are planned and led by individual communities while the Manitoba Government and regional health authorities provide funding, support and training. Community organizations and committees interested in applying for HTN funding do so through their regional health authorities. HTN funding supports primary prevention activities in the areas of physical activity, healthy eating, tobacco prevention and reduction and mental well being. A community development approach is used as a framework for planning, promotion, implementation and evaluation of prevention initiatives.

Importance of Prevention

The Healthy Together Now program focuses on prevention activities within four pillars: healthy eating, physical activity, tobacco reduction and mental well-being. HTN prevention activities occur across the life span and strive to engage highest need populations, individuals, families and communities.

Healthy Together Now Supports:

- **Grassroots:** Community members identify, initiate and lead projects.
- **Evidence-informed:** Evidence is used to plan and design each project and to measure its effectiveness.
- **Integrated:** Healthy Together Now aligns with existing programs to add value and enhance their reach.
- **Focused:** Projects target priority populations as identified by communities and health regions.
- **Sustainable:** Strong partnerships and community ownership promote lasting effects.

Goals:

1. To support community-led prevention activities.
2. To get organizations, communities, regions, and government working together to prevent chronic disease.
3. To join with and build on existing prevention programs.
4. To increase skills, knowledge and ability at the community level to carry out prevention programs to address different levels of health.

Healthy Together Now Guiding Principles:

The intent of the Healthy Together Now guiding principles is to encourage government, organizations and communities to work together in a way that unites partners, honours the contributions of each, and respects their unique strengths and methods of operations.

Accountability: Accountability is a shared responsibility between the communities involved in Healthy Together Now activities and programs, the Regional Health Authorities (RHA), partners and Manitoba Health, Healthy Living and Seniors.

Community-Led: A community-led approach respects and honours local cultures and traditions and uses a community development approach when planning and developing prevention activities. A community-led approach is respectful of the local community's readiness, skills, abilities and resources.

Effective Communication: The use of plain language supports open and transparent communication at all levels; community, regional and provincial. When sharing information and developing messages for the public regarding chronic disease, it is important that plain language is used.

Ongoing Dialogue: Healthy Together Now supports ongoing dialogue between all regions, partners and communities. This open dialogue is an essential component which enables HTN to build capacity, share knowledge and discuss successes, challenges and collective problem solving at all levels.

Partnerships: Partnerships and the relationships between partners have enabled Healthy Together Now to succeed using a community-led model. Healthy Together Now recognizes that successful partnerships value a number of common principles that guide how to work together.

Evidence-Informed Programs: Healthy Together Now programs link evidence and action to support the planning and implementation of prevention activities at community, regional and provincial levels. HTN community activities will use local surveillance information and evidence-informed practices to plan collaboratively with other partners or service providers and to build on existing programs, activities and partnerships.

Knowledge Exchange: Healthy Together Now values local community knowledge and supports learning from HTN experiences; both the successes and the challenges. The sharing of community stories as one method of knowledge exchange is a valued process.

Capacity Building: Healthy Together Now supports capacity building that encourages growth at the local or community level. Capacity building involves identifying, using and enhancing the ability of individuals and groups to develop resources, skills, leadership and commitments needed to set priorities, take action and accomplish goals.

Funding:

Healthy Together Now (HTN) funding is not intended to be ongoing or annual funding. It is to be used as start-up funding, to support communities to start a project, deliver or carry out the project, evaluate their results and then to enhance or expand the HTN project by working towards sustainability in the community.

Sustainability can mean...

- Funding is obtained from another source (agency, organization, foundation) to assist with the project activities and/or fund the project after the initial HTN funding is depleted.
- Project costs are being paid for by another organization (s) or partner(s) in the community on an ongoing basis
- Individual or group leadership and capacity are fostered because of the learning and experience gained from the initial HTN project planning, implementation and success. The confidence and experience gained may result in a community moving forward with a similar or enhanced project or a new initiative without the support of HTN funding or regional health staff.

Healthy Together Now Funding Guidelines:

Note: ** Please use the **resource section** for additional information to guide your Healthy Together Now activities.

Healthy Together Now Program funds can provide for:

- Costs directly related to the project, such as: people and resources to provide training, materials, supplies and may include instructor's costs.

Human Resources

- Cost of a community leader to assist with development, implementation or logistics of the initiative (recommended to not exceed 50% of the overall project or initiative cost). Healthy Together Now RHA Lead should recommend/source free or low cost facilitation options (e.g. trained community volunteers or community nutrition educators, if available)

Facility Costs

- Rental of space to offer community sessions if no other option is available in the community through partnerships (e.g. free space at schools or recreation centres)

Supplies/Equipment

- Kits or materials to support ongoing programming e.g. Kids in the Kitchen, geocaching
- Smaller cost items that can be used by a large number of people and where programming is provided to support the use of the equipment (e.g. an equipment loan program for community members). HTN groups need to plan for the stewardship of the equipment: storage, access or if a key or lead person leaves or changes
- Items that promote access, affordability, and availability may be considered e.g. special handles for curling rocks so seniors can curl or providing free passes to classes where typical fees would prevent or reduce participation

Food

- Food costs can be supported where healthy eating and nutrition are the project's learning outcomes e.g. hands on skill development such as cooking classes, healthy cooking demonstrations or label reading with food products. HTN activities need to model healthy eating options for participants, families and community members **
- Where the provision of healthy snacks will support maximum community participation levels and learning potential of community participants.
- In the case where a meal/snack is provided as part of a HTN activity/event the meal/snack must:
 - be less than 1/3 of the total project cost,
 - follow Canada's Food Guide,
 - contain an educational component to model healthy eating
- **Note:** Ideally individuals leading food preparation activities (e.g. Kids in the Kitchen) should have the Food Handlers' Certificate.** In Winnipeg, it is mandatory to have an individual with a food handler certificate on site - (refer to City of Winnipeg Food Service Bylaw)
- HTN should not fund breakfast or snack programs due to their ongoing cost and funding requirements and the availability of other funding options.

Healthy Together Now Program funds cannot be used for:

- To fund permanent staffing positions, to extend existing part-time positions or to top up existing staff salaries
- Deficit reduction
- Rental of office space for program staff or purchase of office equipment, utilities, property taxes, or insurance
- Capital cost items such as building repairs or renovations, trails, or fixed equipment e.g. stoves, water bottle stations or built-in dishwashers
- Political, religious or special interest groups where there is membership criteria that would prevent or prohibit community participation or participation at events requiring a membership to be purchased or held with their organization.
- Fundraising events i.e. where the primary purpose of event is to fundraise for a charity or not-for profit organization.
- The purchase of items that would benefit a private business such as: a gym owner applying for equipment for his own business or a health fair with private businesses selling products
- Alcoholic beverages or tobacco products, with the exception of tobacco products used for traditional purposes e.g. sacred tobacco given as a thank-you gift to an Elder
- Donation to another organization or re-granting of HTN dollars to another organization
- Cash prizes or gift cards e.g. \$25.00 for large retail store or fast food outlet. Incentives if necessary should be specific to the 4 pillars of Healthy Together Now e.g. water bottles, salad in a jar containers, skipping ropes, or stretch bands.
- Team uniforms and travel e.g. a sports team travelling to another community.

- T-shirts or jackets for HTN activities or events (applies for both participants and planning committees)

Capacity Building Funding

Capacity Building definition: involves identifying, using and enhancing the ability of individuals and groups to develop resources, skills, leadership and commitments needed to set priorities, take action and accomplish goals.

Capacity Building Funds can provide for:

- Training events or sessions – where participants learn specific skills, e.g. Food Handler Certificate Course, Active Living Facilitator training, leadership courses, specific coaching or mentoring courses.
- Specific HTN Community Analysis: There may be a need for broad community analysis/research/needs assessment in the area of primary prevention as it relates to the 4 pillars of HTN that requires more time, resources or skills, than what one community HTN committee could support or carry out themselves. The information gathered would then need to be utilized by HTN committee for guiding future HTN programs or initiatives.

Healthy Together Now Wordmark Usage

We ask that you recognize the support from Healthy Together Now and the Province of Manitoba. Please refer to the Healthy Together Now Visual Identity Guidelines for appropriate use of the Healthy Together Now wordmark. The visual guidelines and wordmarks are available from the HTN Regional Leads

If you have further questions, please contact your Regional Health Authority for the name of the Healthy Together Now Program Lead or <http://healthy.healthincommon.ca/regions/>

****Resource Section**

Healthy Eating

Use Eating Well with Canada's Food Guide (2007) for menu planning and/or consult your health region's community nutritionist or dietitian for assistance. <http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/index-eng.php>

There are more specific food and nutrition resources that can be used in the following settings:

- Eat Smart, Meet Smart resources: on how to plan and host healthy meetings, events, and conferences in the community:
<http://www.gov.mb.ca/healthyliving/hlp/nutrition/esms.html>
- Healthy Foods in Schools resources:
<http://www.gov.mb.ca/healthyschools/foodinschools/>
- Making the Move to Healthy Choices resources for recreation centers:
http://healthylife.cimnet.ca/cim/97C344_531T22135.dhtm
- Dietitians of Canada Eat Tracker to check food and activity choices, analyze recipes and plan meals: <http://www.eatracker.ca/>
- Dietitians of Canada Cookspiration provides recipes to fit your mood and schedule:
<http://www.cookspiration.com/>
- Eat Right Ontario: <http://www.eatrightontario.ca/en/default.aspx>
- Dietitians of Canada: <http://www.dietitians.ca/>

Manitoba Health Certified Food Handler Training Program

- City of Winnipeg Course Schedule
<http://www.gov.mb.ca/health/publichealth/environmentalhealth/protection/foodsafety.html>
- Rural Area Contractors
<http://www.gov.mb.ca/health/publichealth/environmentalhealth/protection/docs/contractorlist.pdf>

The Food Safety Connection: food safety for community based groups is offered free as an on-line course (does not replace the Food Handler Certificate or training)

<http://www.ciphi.mb.ca/fsc/>

Physical Activity:

- Manitoba In Motion: <http://www.manitobainmotion.ca/>
- Participaction: <http://www.participaction.com/>
- Physical Activity Guidelines: <http://www.csep.ca/english/View.asp?x=587>
- Active Healthy Kids Report Card 2014. How are children in Manitoba doing?
<http://www.activehealthykids.ca/reportcard/2014reportcard.aspx>
- Manitoba Fitness Council: www.manitobafitnesscouncil.ca

Tobacco:

- Tobacco Control and Session section of Manitoba Health, Healthy Living and Seniors has links to numerous resources including: S.W.A.T. Students Working Against Tobacco <http://www.gov.mb.ca/healthyliving/smoking.html>
- Back Off Tobacco: resource provided to schools in Manitoba. Curriculum development for grades K-12 in easy to follow lesson plans, information and activity ideas for students. <http://www.gov.mb.ca/healthyliving/bot/index.html?print>
- Manitoba Lung Association <http://www.mb.lung.ca/>
- Simcoe Muskoka District Health Unit: a website targeting youth and the use of CHEW Tobacco in sports <http://knowwhatsinyourmouth.ca/en/>

Mental Well Being:

The following resources were provided by Mental Health Promotion, Winnipeg Regional Health Authority - for more information and/or assistance consult your regions' Mental Health Promotion

General Mental Well Being:

- Klinik Community Health Centre - Are You Okay? http://www.klinik.mb.ca/docs/PostersAndBrochures/KlinikAreYouOkBrochureE_14-1260.pdf
- De-stress <http://www.de-stress.ca/>
- HeretoHelp is a project of the British Columbia Partners for Mental Health and Addictions Information - Wellness Modules - <http://www.heretohelp.bc.ca/wellness-modules>

Older Adults/Seniors

- Best Practice Guidelines for Mental Health Promotion Programs- Older Adults - https://knowledgex.camh.net/policy_health/mhpromotion/mhp_older_adults/Documents/mhp_55plus.pdf
- Canadian Mental Health Association (CMHA) Seniors and Mental Health Guide : outlining a model for seniors mental health and key best practice activities: http://www.cmha.ca/mental_health/supporting-seniors-mental-health-a-guide-for-home-care-staff/
- Minds in Motion: program supporting mental health, physical health and socialization for seniors: <http://www.alzheimer.mb.ca/minds-in-motion/>
- Age and Opportunity- Senior Centre without walls addressing social isolation and encouraging connections: <http://www.ageopportunity.mb.ca/services/scww.htm>

Children/Youth:

- Joint Consortium for School Mental Health - <http://www.wmaproducts.com/jcshfulltoolkit/index.html>
- Psychology Foundation Organization: Straight Talk About Teens <http://www.psychologyfoundation.org/pdf/StraightTalkTeens.pdf>
- Psychology Foundation Organization: Parenting Resilient Children at Home and at School <http://www.psychologyfoundation.org/pdf/publications/ResilienceChildrenBooklet.pdf>

Families:

- Shared Care Toolkit Resources: http://www.shared-care.ca/files/Healthy_Child_and_Teen_Development_Resources_for_Patients.pdf
- Reaching In Reaching Out: Building resiliency in young children; resources for parents <http://www.reachinginreachingout.com/resources-parents.htm>
- Best Start by Health Nexus: Building Resilience in Young Children http://www.beststart.org/resources/hlthy_chld_dev/pdf/BSRC_Resilience_English_fnl.pdf

Other Resources:

- Tool Kit Resource for Healthy Living Workshops: available from Active Living Coalition for Older Adults (ALCOA). It is designed for use by a non-clinical community leader, and provides you with a step by step guide to offer a 6 - week healthy living workshop for older adults. <http://www.alcoa.ca/e/healthy-living.htm>
- Health Literacy in Community Organizations: A Toolkit to Support Engagement and Planning. This toolkit provides practical and user-friendly information resources for organizations interested in improving health literacy within their programs and communities. <http://learningforhealth.hpclearinghouse.ca/>