



Veggies & Fruit BOOSTERS APPLICATION



What is the goal of the Super Kids CK Veggies and Fruit Booster Program?

The Municipality of Chatham-Kent has received funding through the Healthy Kids Community Challenge Grant Program. The Healthy Kids Community Challenge (the Challenge) works to create communities where it's easy for children to lead healthier lives, helping to reduce overweight and obesity in Ontario. Funding for the Super Kids CK Veggies and Fruit Booster Program is made available through this Challenge.

Super Kids CK Veggies and Fruit Boosters provides financial assistance of up to \$5,000 for community programs/projects/campaigns that align with the current theme of the Challenge, **Choose to boost veggies and fruit**. The goal of this theme is to bring new or enhanced ideas and programs to the community that make it easier for children 12 years-old and under to eat more vegetables and fruit at meals and snack times.

Vegetables and fruit are essential for kids' health. Eating a diet rich in vegetables and fruit may reduce the risk of certain types of cancer and heart disease. It is also linked to healthy weight and a lower risk of obesity. Additionally, healthy eating helps children concentrate and perform better in school, sports, and other activities.

Super Kids CK Veggies and Fruit Boosters hopes to empower local organizations to implement a program, project, or campaign that helps make the community a place where it's easy for kids to boost their veggies and fruit.

For example, organizations can:

- Work with other sectors – the Municipality, recreation, child care centres, schools, primary care providers, sports leagues, agriculture, local businesses, to name a few - to act as champions of healthy eating together.
- Improve access to healthy choices and limit availability of unhealthy ones.
- Improve food and nutrition knowledge and skills among children and families.
- Build capacity among partner organizations to support increasing children's vegetable and fruit consumption.
- Change norms, model healthy behaviours and make vegetables and fruit accessible for local children and residents.

What are the objectives of the Healthy Kids Community Challenge?

1. To improve the conditions within communities participating in The Challenge by creating supportive environments that enable healthy behaviours in children, and related support behaviours in their parents.

2. To contribute to the evidence on the effectiveness of centrally-coordinated, community-based interventions to improve healthy weights and weight-related behaviours.
3. To increase community capacity to plan, implement and evaluate sustainable health interventions at the community level.
4. To improve community collaboration and coordination on promoting healthy childhood weights, through the development and mobilization of multi-sectoral community partnerships.
5. To increase the proportion of children reporting recommended levels of specific health behaviours targeted by The Challenge.
6. To increase the proportion of parents in The Challenge communities who engage in parental support behaviours and reduce the proportion who perceives barriers to supporting child health behaviours.
7. To increase awareness of and participation in The Challenge.

Who should apply for the Super Kids CK Veggies and Fruit Booster Program?

Applications will be accepted from elementary schools (K-8), child care centres, community groups or organizations, and/or not-for-profit charitable organizations that are able to deliver effective interventions and are able to receive, handle, and account for project funds and be responsible for overseeing the project. All applicants must demonstrate a mandate of targeting children (12 years-old and under) and/or families with children.

Schools that are successful in receiving funding are encouraged to reach out to the School Health Coordinators of the Chatham-Kent Public Health Unit for guidance with setting up their initiatives. All organizations that are successful with their applications will be invited to participate in training opportunities offered by the Food Skills Network in the Fall of 2017, to support their initiatives, if applicable.

How much funding can I apply for?

Projects are eligible for up to \$5,000 in funding. There are two different levels of funding that you can apply for. Funding levels are categorized based on the following criteria.

Level 1 funding for up to **\$1000** for **Building Food Skills**¹. These projects include the following:

- Teaching children and families food skills by trained professionals (organization’s staff members may attend train-the-trainer sessions for food skills through the Food Skills Network); and/or
- Supplementing an already existing food skills program targeted at children and families (e.g. required funds for small appliances, space rental, supplies, food ingredients, etc.).

Level 2 funding for up to **\$5000** for **Comprehensive Initiatives**. These projects are innovative and comprehensive with two or more components. As an example, your project may include any of the following components:

1. Parent, family, and caregiver engagement and support. Examples:
 - a. [Colour It Up](#) - a proven community-based, behaviour-change program designed to promote increased vegetable and fruit consumption to women and their families.
 - b. [Cook Up Some Fun!](#) - resources for parents/caregivers and children/youth to plan and prepare healthy home meals and snacks together.
2. Student engagement and peer support. Examples:
 - a. [The Great Big Crunch](#) - invites students, teachers, educators, and all food enthusiasts to participate in one big, synchronized “crunch” of an apple.
 - b. [Level Up / Savoir santé](#) - this resource supports educators and program leaders in promoting positive mental health and overall well-being in school-aged children and youth (6–18), specifically around healthy eating and substance abuse.
3. Social marketing and healthy food marketing. Examples:
 - a. [Social marketing campaign backgrounder: Cook Up Some Fun!](#) - raise awareness among parents of children between the ages of 2 and 14 about the benefits of planning, shopping, cooking, and eating together with their family.
 - b. [Marketing Healthy Food Choices](#) - this guide outlines the basics of marketing healthy food and beverage choices in schools.

¹Food skills include: Knowledge (i.e. about food, nutrition, label reading, food safety, ingredient substitution); Planning (i.e. organizing meals, food preparation on a budget, teaching food skills to children); Conceptualizing food (i.e. creative use of leftovers, adjusting recipes); Mechanical techniques (i.e. preparing meals, chopping/mixing, cooking, following recipes); Food Perception (i.e. using your senses- texture, taste, when foods are cooked) (Health Canada, 2011).

4. Education and skill building - to increase knowledge of, preferences for, and intake of vegetables and fruit among students, the research shows that it is important to have structure, nutrition and healthy eating education that targets vegetables and fruit, as well as providing opportunities for hands-on, garden-based and kitchen-based, education and skill-building activities.
5. Nutrition and healthy eating education. Examples:
 - a. [Paint Your Plate!](#) / [Peinturez Votre Assiette!](#) create a masterpiece - vegetables and fruit action guide for schools.
 - b. [Healthy Eating Manual](#) - a series of lessons on healthy eating and nutrition, for use with existing and developing programs.
6. Garden-based education. Examples:
 - a. [Community Gardening 101](#) - a guide for those who are interested in starting a community garden or bringing some new ideas to their current garden.
 - b. [Ontario Edible Education Network](#) - this website provides a range of resources to support edible education and policy.
7. Cooking and kitchen-based education. Examples:
 - a. [Kids in the Kitchen](#) - how to set up your kids' cooking club.
 - b. [Cook it. Try it. Like it!](#) - a guide for program leaders.
 - c. [Adventures in Cooking!](#) with kids aged 8-12 - leader's manual.
 - d. [Cooking with the Good Food Box Manual](#) - a food skills program for adults emphasizing vegetables and fruit.
8. [Farm to school and community](#) - this toolkit includes samples and templates to promote, plan, implement, and evaluate your Farm to School program.
9. Creating supportive environments. Examples:
 - a. [Nutrition Resource Centre's Food Environment Series](#) - includes a number of capacity building and training events to help create healthier food environments in your community.
 - b. [Child Care Healthy Eating and Active Living Guidelines](#) - these guidelines were created based on current evidence and best practices in the field of health and child care.
10. Policy. Examples:
 - a. [Local Food Procurement](#) - Equitable Development Toolkit
 - b. [Impact of Economic Incentives on Sales Consumption of Healthier Foods](#) - evidence synthesis.
11. Integrating healthy eating and physical activity. Examples:
 - a. [APPLE Schools](#) (Alberta) - a comprehensive health promotion intervention developed to help elementary schools in socioeconomically disadvantaged areas of Alberta in implementing a customized comprehensive school health plan to improve physical activity and healthy eating among their students.
 - b. [Healthy Eating After School](#) / [La saine alimentation après l'école](#) - integrating healthy eating into after-school physical activity initiatives.
 - c. [Early Learning Resource](#) / [La Ressource d'apprentissage de la petite enfance](#) - Ophea's Early Learning Resource assists kindergarten teachers, early-childhood educators, and early-learning teams with the implementation of The Full-Day Early Learning - Kindergarten Program, 2010-2011, Health and Physical Activity learning area.
 - d. [I Love to Cook and Play Program Manual](#) - this program manual enables program leaders to teach children, aged 6-12, how to prepare simple, healthy, low-cost meals and snacks and to emphasize the importance of daily physical activity.

Note: Some of the examples provided are already multi-component programs. Email superkidsck@chatham-kent.ca for more examples and resources. Some resources are available in French.

What are the Super Kids CK Veggies and Fruit Booster Program Criteria?

- A completed application package including project summary and budget forms must be submitted by **Friday, June 23, 2017**. Applicants will be notified of the status of their applications by **Friday, July 21, 2017**.
- Projects must focus on the current Healthy Kids Community Challenge theme, **Choose to boost veggies and fruit**.
- Projects that integrate healthy eating with healthy hydration and physical activity are considered an asset.
- Projects must take place within the Municipality of Chatham-Kent, and be started by **Monday, October 2, 2017**. Funding must be spent by **Friday, March 30, 2018** (and all invoices made prior to this date).

- A final activity report and a financial statement must be submitted to the Super Kids CK Steering Committee within 30 days of spending the funds, OR by **Friday, April 13, 2018**, whichever comes first.
- It is expected that all successful applicants will attend a half-day evaluation training upon receipt of funds to help support the evaluation of their projects (two representatives from the applying organization is preferred).
- Organizations must be willing to promote **Choose to boost veggies and fruit** e.g. by displaying Super Kids CK social marketing materials provided to successful applicants. Funding recipients will receive a toolkit of assets to complement their programs, including links to resources and information about other interventions in Canada, digital files (e.g. Super Kids CK logo, Challenge graphics, communication guidelines, etc.), posters and fact sheets.
- Changes to the original proposal must be discussed with and approved by the Super Kids CK Coordinator.
- Funds are to be used in accordance with financial and in-kind eligibility guidelines (**APPENDIX A**).
- All programs and services should be accessible to people with disabilities and adhere to the Accessibility for Ontarians with Disabilities Act.
- Organizations are encouraged to submit media to the Super Kids CK Coordinator demonstrating the implementation of their projects e.g. pictures, video, etc., or tag Super Kids CK in any social media posts (@SuperKidsCK).
- Advertising, publicity, and resources associated with the project must give appropriate credit. If the project is fully funded by the Super Kids CK initiative, funding is to be acknowledged by stating “**Funded by the Province of Ontario as part of the Healthy Kids Community Challenge**”. In instances where Super Kids CK is a partner in a larger funding proposal, the funding is to be acknowledged stating “**Funded, in part, by the Province of Ontario as part of the Healthy Kids Community Challenge**”.

What are the conditions for funding?

- Work should not begin or services purchased until you have received a letter of agreement. The letter of agreement must be signed and returned to confirm acceptance of funding and conditions.
- Super Kids CK must be acknowledged for its contribution. Our logo will be supplied and will be placed on all materials and advertising produced for the funded project.
- The funding must be used for the purposes described in the application.
- Once funding has been granted, changes to the design of your project can be made only in consultation with the Super Kids CK Coordinator.
- A final activity report and a financial statement must be submitted to the Super Kids CK Steering Committee within 30 days of the completion of the project, OR by **Friday, April 13, 2018**, whichever comes first.
- Funding recipients will be required to include the Super Kids CK logo, after seeking approval from the Super Kids CK Coordinator, in all advertising and marketing of the funded project.
- Funding recipients will require approval from the Super Kids CK Coordinator for media releases associated with the funded project.

How do I apply?

Complete the attached application in full. The completed application must be signed by the authorized official of your organization. You may submit additional pieces of information that you feel will strengthen your application.

Tips for completing the application

Provide a brief overview of your proposed project. Clearly state what you intend to do, for whom, why, how, and when. When reviewing applications, the committee will consider projects which include the following factors:

- Project has an appropriate match with the social marketing theme - **Choose to boost veggies and fruit** - which supports increasing vegetable and fruit consumption for families and children (12 years-old and under) during meals and snack times.
- Project reaches target audience of children, 12 years-old and under.
- Project uses the **S.M.A.R.T.**² principle to develop clear and measurable objectives.
- Project builds on existing community programs, or creates new resources that are important to Chatham-Kent to address a gap/need in the community (e.g. does not duplicate existing resources/programs).
- Demonstration of organizational capacity to provide leadership and project direction.
- Community partnerships are formed or enhanced.
- In-kind contributions are provided by project partners.

² S – specific; M – measurable; A – achievable; R – realistic; T – time oriented

- Project has a strong sustainability plan for lasting impact.
- Projects that integrate healthy eating with healthy hydration and physical activity are considered an asset.

To learn more about this opportunity and to help you make strong objectives for your application join us on **Wednesday, June 7, 2017** from **2:00 – 3:00 p.m.** for a webinar with Public Health Ontario, especially for Super Kids CK Veggies and Fruit Boosters applicants.

Register on [Eventbrite](#).

Application Contact

You may email or send a hard copy of the application to:

Annie Lukacsovics, *Super Kids CK Coordinator*

superkidsck@chatham-kent.ca

Chatham-Kent Public Health
435 Grand Avenue West
P.O. Box 1136
Chatham, ON
N7M 5L8

APPENDIX A

What costs are eligible?

FEE FOR SERVICES	TRANSPORTATION & COMMUNICATION	SERVICES	PROGRAM MATERIALS	ACQUISITION
Consulting Fees	Courier Charges	Project Advertising (graphic design, photography, printing, etc.)	Community Outreach (e.g. materials for clients/patrons/students)	Information Technology (e.g., new software, design elements, website, webinars, etc.)
	Mailing/Postage Cost	Rental/Lease (e.g. kitchen space, venue etc.).		
	Vehicle Rental	Professional Fees (registered dietitian, honoraria)	Equipment/materials essential for project delivery (e.g. food ingredients, kitchenware)	
	Travel, Accommodation, and / or Meal Expenses **	Professional Development (conferences, forums, etc.)		
		Translation and/or Interpretation	Theme-Based Resources (books, maps, other publications)	
		Media Initiatives		

** Cannot exceed the current provincial rates outlined in the Ontario Travel, Meal and Hospitality Expenses Directive: <http://www.ontario.ca/document/travel-meal-and-hospitality-expenses-directive>

What costs are ineligible?

- Central administrative costs are not admissible for the Healthy Kids Community Challenge. Examples of central administrative costs include:
 - » Salary and benefits
 - » Human resources
 - » Office management functions (e.g. overhead administration)
 - » Professional fees associated with organization’s operations outside of the project (e.g. lawyer’s fees)
 - » Other costs associated with organization’s operating expenditures outside of the project
- Annual general meetings, budget deficits, membership fees, fundraising activities, and political meetings
- Workplace accommodation or other accessibility measures already required under the Ontario Human Rights Code
- Costs covered by other government funding (municipal, provincial or federal) including activities that duplicate supports provided by the Province as represented by the Minister of Health and Long-Term Care
- Activities that could be deemed discriminatory, as defined by the Ontario Human Rights Code
- Contingency or unexplained miscellaneous costs
- Treatment services (e.g. individual counselling)
- Paid media (e.g. newspaper ads, signs, billboards, radio, television commercials, etc.) using the Government of Ontario trillium logo and/or the “paid for by the Government of Ontario” qualifier
- Marketing and promotional activities that are not specifically related to the project
- Activities that take place outside of Chatham-Kent
- Infrastructure or capital expenses including the renovation, construction or transformation of permanent spaces; furniture, fixtures, or other non-program oriented equipment (e.g. refrigerators, stoves, printers, scanners, photocopiers, etc.) or office supplies (e.g. desk, chair, laptop, etc.)
- Research, scholarships, loans, or endowments

APPLICATION

Please complete all fields Level 1 (\$1000) and Level 2 (\$5000) applicants, unless directed otherwise.

1. Name of organization			
2. Mailing address			
Number			
Street Name			
P.O. Box			
Town/City			
Postal Code			
3. Are you applying for Level 1 or Level 2 funding? <i>Please check one.</i>	Level 1 (up to \$1000)	Level 2 (up to \$5000)	
4. Project name			
5. Project contact name <i>Please use a contact that can receive information about your organization's application status in July.</i>			
6. Project contact phone			
7. Project contact email			
8. Describe the goal/mandate of your organization <i>(maximum 50 words)</i>			
9. Preferred language <i>Please check one.</i>	English	French	Both
10. If funding is approved, what is the full name of the organization to which the cheque should be payable? <i>(Cheques cannot be made payable to individuals)</i>			
11. For Level 2 applicants. <i>Please check all of the strategy types that apply to your project.</i>	Community engagement	Policy	Education and awareness
	Social marketing	Parent/family and caregiver partnerships	
	Peer support/student involvement	Supportive environments	

12. Amount of funding requested	
13. Total project cost	
14. Project description: Describe your proposed project/ program/campaign, including the goal of the program, frequency of activities, and a description of any skill-building opportunities planned for staff or the community. <i>(maximum 100 words)</i>	
15. Target age range	
16. Target group: Is your project universal or will it target a specific group? Please explain.	
17. Anticipated reach	
18. Need: How will this funding address a gap in your organization? <i>(maximum 100 words)</i>	
19. Schools: If you are a school, please provide a summary of your most recent Early Development Instrument results – available from school principal. <i>(maximum 100 words)</i> <i>Note: The Super Kids CK Steering Committee may use Early Development Instrument and Ages and Stages Questionnaire results to assess the relative need of child care centres that apply for funding.</i>	
20. Evidence: How do you know this project will be effective? Please list your evidence sources. ³ <i>(maximum 200 words)</i>	

³ Sources of evidence could be research, organizational or local data, or information from community consultation(s).

21. Project start date				
22. Project end date				
<p>23. Sustainability: Once this seed funding has been spent (by March 30, 2018), what is your plan to ensure that your project has a lasting impact? Use the subset of questions to the right to help you with a plan for sustainability.</p> <p><small>*Examples of partner expertise include: Community Member (e.g. parent); Public Health; First Nation; Municipal; Political; Education; Sport/ Recreation; Health Care; Not-for-profit; Local Business; Provincial/ National/International</small></p>	How will your organization continue to fund this project? Please explain. (maximum 100 words)			
	Please list project partners. Complete the table below using as many rows as is required.			
	Organization/Partner Name	Expertise*	Roles and Responsibilities	Contribution (In-Kind, Partial Funding, Other)
How will your project involve peer support or student involvement? Please explain. (maximum 100 words)				
Does your organization have other plans or ideas for the sustainability of this initiative? Please explain. (maximum 100 words)				
<p>24. Please outline your objectives, key milestones, performance measures and data sources. An example has been provided in the table to the right.</p> <p><i>Use as many rows as is required.</i></p>	Objective(s) (S.M.A.R.T.)			
	What are you trying to achieve through your project? List objective(s).			
	<i>Objective 1:</i>			
	<i>Objective 2:</i>			
	<i>Objective 3:</i>			
	<i>Objective 4:</i>			
	<i>Objective 5:</i>			
EXAMPLE - Objective 1: Increase food skills among parents and their young children served by agency, by the end of training sessions.				

24. Continued...

Please outline your objectives, key milestones, performance measures and data sources. An example has been provided in the table to the right. Add as many rows as is required.

Key Milestones	
How will you achieve your objective(s)? List key milestones i.e. tasks and timelines.	
<i>For objective 1:</i>	
<i>For objective 2:</i>	
<i>For objective 3:</i>	
<i>For objective 4:</i>	
<i>For objective 5:</i>	
EXAMPLE FOR OBJECTIVE 1: <ul style="list-style-type: none"> • Assign 2 staff members to attend Food Skills Network train-the-trainer program (October 2017) • Organize food skills training for parents and young children (December 2017) • Provide take-home recipes and kitchen kits for all participants to practice food skills at home (December 2017) 	
Performance Measures	
What measures will you use to determine the success of your project? Use objectives and key milestones to create measures.	
<i>For objective 1:</i>	
<i>For objective 2:</i>	
<i>For objective 3:</i>	
<i>For objective 4:</i>	
<i>For objective 5:</i>	
EXAMPLE FOR OBJECTIVE 1: <ul style="list-style-type: none"> • Number of staff members that attended train-the-trainer session • Number of food skills training sessions offered to parents and young children • Number of food skills training session attendees (parents and young children) • Number of participants that felt they could go home and repeat food skills learned at training • Number of participants that report back on use of recipes and kitchen kits 	
Data Sources	
How will data for your performance measures be collected? Describe what tools you will use to collect the data e.g. attendance, session evaluations, client surveys or interviews, etc.	
<i>For objective 1:</i>	
<i>For objective 2:</i>	
<i>For objective 3:</i>	
<i>For objective 4:</i>	
<i>For objective 5:</i>	
EXAMPLE FOR OBJECTIVE 1: <ul style="list-style-type: none"> • Collected through session attendance • Collected through session evaluations • Collected through client survey 	

<p>25. Indicate how your project/program/campaign fits one or more of the objectives of the Healthy Kids Community Challenge.</p> <p><i>Please check all of the Challenge objectives that apply.</i></p>	To improve the conditions within communities participating in The Challenge by creating supportive environments to enable healthy behaviours in children, and related support behaviours in their parents.		
	To contribute to the evidence on the effectiveness of centrally-coordinated, community-based interventions to improve healthy weights and weight-related behaviours.		
	To increase community capacity to plan, implement and evaluate sustainable health interventions at the community level.		
	To improve community collaboration and coordination on promoting healthy childhood weights, through the development and mobilization of multi-sectoral community partnerships.		
	To increase the proportion of children reporting recommended levels of specific health behaviours targeted by The Challenge.		
	To increase the proportion of parents in The Challenge communities who engage in parental support behaviours and reduce the proportion who perceives barriers to supporting child health behaviours.		
	To increase awareness of and participation in The Challenge.		
<p>26. Budget</p>	Outline the projected costs of the project. Use as many rows as is required. Include any in-kind contributions that will be made towards the project. <i>In-kind means any contributions other than monetary which cover some of the costs of the project including the provision of labour or services, or equipment required in the planning, conducting, or managing of a project.</i>		
	Item	Cash	In-Kind
	Please attach additional budget info, if required.		
	Total In-Kind		
	Total Veggies and Fruit Boosters Funding Request		
	TOTAL PROJECT COST (IN-KIND + FUNDING REQUEST)		

I hereby certify that the information within this application is accurate and complete, that the project is endorsed by the organization that I represent and that if granted the funding, I/the organization agrees to abide by the terms and conditions governing this funding.

Name of Authorizing Individual

Signature

Date