



Healthy Environments



Healthy People



Healthy Society

# Community Wellness Strategy

## GRANT APPLICATION GUIDE

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# SUPPORT FOR HEALTHY COMMUNITY PARTNERS

This is a step-by-step guide for completing your grant application for the PlanH Healthy Communities Fund – Community Wellness Strategy Grants.

Please note: This is not the application form. The following information is a guide only containing background information, grant criteria and an application details.

Please find a link to the online application at:

<https://planh.ca/training-support/funding>

# 1.0 | OVERVIEW

## 1.1 GOAL

The overarching goal of the PlanH program is to support local governments in BC to work with health authorities and other partners to collectively create the conditions that enable healthy people and healthy places. BC Healthy Communities Society administers the Healthy Communities Fund on behalf of the PlanH program, and designs and delivers the accompanying supports. Working together with health authorities, the Union of BC Municipalities, and the Ministry of Health, PlanH supports the Province's health promotion strategy.

Today, there is growing evidence of the importance of considering the health impacts of policies. Policies related to land use planning, neighbourhood planning, transportation, housing, and many other areas all influence the physical, social and economic environments in which we learn, work and play. Therefore, it is crucial that communities consider how local and regional policies will impact the health and well-being of current and future generations.

For 2018/19, the PlanH Healthy Communities Fund has a special focus: **Community Wellness Strategies**.

Community Wellness Strategies are long-term plans that integrate a number of areas of local public policy, which might include transportation, land use, recreation, and housing. Community Wellness Strategies recognize a community's strengths and assets, and build on them to promote long-term health and social sustainability for the community. They offer an overarching approach that can help communities transition from reactionary interventions to proactive measures to address health and well-being concerns that impact the community, now and into the future. Through cross-municipal department collaboration, and collaboration with health authorities, community organizations, and community members, local governments that implement broad Community Wellness Strategies are able to better address the needs of their community. They can also review existing policies to identify any gaps and areas for improvement and take action to update existing policies, or create a comprehensive strategy focusing on the determinants of health.

In many cases, successful applicants will use this funding and support to consider adding a health lens to a comprehensive planning process.



### Healthy Public Policies

Healthy public policies improve the conditions under which people live: secure, safe, adequate, and sustainable livelihoods, lifestyles, and environments, including housing, education, nutrition, information exchange, child care, transportation, and necessary community and personal social and health services.

Source: Milio (2001). [Glossary: Healthy Public Policy](#). *Journal of Epidemiology & Community Health*, 55(9).

As part of this grant program, communities might choose to complete one of the following:

- a healthy city/community strategy;
- a revision to an official community plan or regional strategy, with an emphasis on health and well-being;
- a comprehensive community planning process with specific consideration for health and well-being;
- a health and well-being strategic plan; or,
- an integrated health and wellness sustainability plan with a health/well-being lens.

## 1.2 APPLICANT ELIGIBILITY

The following local government organizations **are eligible** to apply:

- First Nations Bands
- First Nations Tribal Councils
- Métis Chartered Communities
- Regional Districts
- Municipalities

The following organizations **are not eligible** to apply:

- Individuals
- For-profit groups

- School Districts
- Hospital Foundations
- Community groups
- Non-profit organizations
- Health Authorities

This opportunity could be for you if you:

- ✓ Represent a local government;
- ✓ Have community partners who share your interest in developing a broad Community Wellness Strategy; and,
- ✓ You have a relationship with either your regional health authority (Northern Health, Interior Health, Island Health, Vancouver Coastal Health or Fraser Health) or First Nations Health Authority. If you don't have an existing relationship with FNHA or the health authority in your region, let us know, and we can help connect you.

This funding encourages multi-sectoral partnerships. We suggest that ineligible organizations contact eligible organizations to discuss collaborating on a project.

Prior to completing an application, please confirm that you represent a local government, that you have read this application guide, and that you believe that your project is eligible for support under the Community Wellness Strategy grant.



### Multi-sectoral Partnerships & Action

Local governments are encouraged to work with other partners such as health authorities and key community stakeholders in multiple sectors from public, private and/or non-profit organizations.

*We strongly encourage you to contact us in advance of the deadline with any questions about the eligibility of your application.*

Eligible local governments who are working in partnership with other sectors and who are interested in applying should read the application guidelines thoroughly.

### 1.3 SUMMARY OF COMMUNITY WELLNESS STRATEGY GRANT

Grants of up to \$10,000 each are available for up to five local governments in British Columbia who are collaborating with health authorities and other multi-sectoral partners to develop Community Wellness Strategies in their community or region.

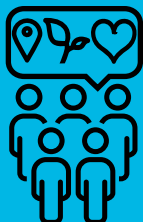
In addition to funding, successful communities will have the opportunity to receive resources and supports from **BC Healthy Communities staff**. Those supports include (but are not limited to):

- Consultation on a variety of topics, depending on community needs. Topics could focus on processes (e.g. partnership development, evaluation strategies) or policy content (e.g. housing, food systems, transportation planning, and revisions to official community plans). Consultation could range from one or two brief phone calls

to longer-term, more intensive support in person and/or by distance.

- Linking local governments and community-based organizations to Healthy Communities and Healthy Built Environment staff at local health authorities.
- Participation on advisory committees.
- Support the development of customized tools or strategies (e.g. logic model, public engagement plan).
- Input on the facilitation of planning or community health assessment processes, in person or by distance.
- Sharing resources, including those developed by BC Healthy Communities and by other organizations in Canada and abroad.
- Bringing people together through webinars or other methods.
- Sharing success stories online.
- Educational processes, including workshops with a learning component.
- Planning and helping to facilitate larger events, including regional forums or provincial/ national conferences.
- Linking people and regions through informal means (email introductions, sharing online stories, sending links of unique or timely resources).

Supports will be provided on a case-by-case basis.



## Health, Well-Being & Community Wellness

**Health** is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

There is no consensus around a single definition of **well-being**, but there is general agreement that at minimum, well-being includes the presence of positive emotions and moods (e.g., contentment, happiness), the absence of negative emotions (e.g., depression, anxiety), satisfaction with life, fulfillment and positive functioning.

**Community wellness** represents a balance between physical, mental, emotional, and spiritual health.

## 1.4 PROJECT TIMELINES

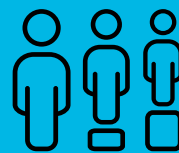
Projects for the Community Wellness Strategy grants are expected to take place between September 2018 and September 2019. A mid point report is required halfway through the program (date TBD) and a final report is required within 30 days of completing activities and no later than October 31, 2019.

## 1.5 PROJECT EVALUATION & LEARNING

Grant recipients will be expected to participate in evaluation activities and track certain data as part of our provincial evaluation requirements. It is required that grant applicants outline the activities they intend to carry out, their expected outcomes and how they will measure them. Evaluation is an integral part of Community Wellness Strategies and should be considered a key part of the project.

## 1.6 COMMUNITY WELLNESS STRATEGY GRANT: PURPOSE & OBJECTIVES

Community Wellness Strategy grants support communities and regions to take multi-sectoral action to begin developing broad healthy community policies for their community. The grants support local governments and their partners to engage with their community, review existing policies, and discuss how to better promote health and well-being through policy and planning.



## Consider Equity & Inclusivity

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**Equity is the fair distribution of opportunities, power and resources to meet the needs of all people, regardless of age, ability, gender, or background. Applying an equity lens means asking who will benefit from a policy, program, initiative or service, but also who may be excluded from the benefits and why. How might some population groups be unfairly burdened today or in the future? How can we be more inclusive and engage people in a meaningful way?**

**Tools and resources to help apply an equity lens to planning work include:**

- [Advancing Equity and Inclusion: A Guide for Municipalities](#)
- [Fact Sheet: Supporting Health Equity Through the Built Environment](#)
- [Health Equity Guide: A Human Impact Partners Project](#)

## Objectives:

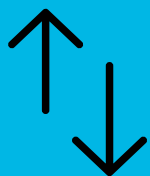
The focus of the Community Wellness Strategy grants is for participating communities/regions to:

1. **LEARN:** Increase understanding of how policy and planning impact health and well-being and the current state of health in their community. Also to increase understanding of how to better promote health through policy and planning.
2. **ENGAGE & COLLABORATE:** Convene, engage and develop shared leadership and action between local governments, health authorities and other sectors that influence healthy public policy and the development of community wellness strategies.
3. **TAKE ACTION:** Develop and implement healthy community policies or plans, or review official community plans or other strategic plans, using a health and equity lens to promote positive health outcomes for all. Share these strategies (and the lessons learned) with other communities around BC.

## 1.7 COMMUNITY WELLNESS STRATEGY GRANT: CRITERIA & SUPPORTED ACTIVITIES

The Community Wellness Strategy grant supports projects that:

- ✓ Build multi-sectoral action and leadership by local government, health authorities and other partners to promote health and equity through policy or planning in one community or region;
- ✓ Research and analyze the links between policy and health, understand what policies better support positive health outcomes, identify existing gaps in community policies, and identify/adapt policies for promoting health and well-being in a local context;
- ✓ Through research, planning and action, build shared understanding and action on healthy public policy and planning among stakeholders and partners;
- ✓ Develop and implement healthy community strategies, action plans, or updated official community plans or other strategic plans with a health lens. These broad community wellness strategies will help to foster the conditions for positive health outcomes for all community members to thrive.



### Upstream Approaches vs Downstream Approaches

**Upstream interventions and strategies** focus on improving fundamental social and economic structures in order to decrease barriers and improve supports that allow people to achieve their full health potential.

**Downstream interventions and strategies** focus on providing equitable access to care and services to mitigate the negative impacts of disadvantage on health.

Source: [National Collaborating Centre for Determinants of Health](#).



The Community Wellness Strategy grant does **not** support:

- × One time projects or events (e.g. community dinners, festivals, or community gardens) that are not part of a larger healthy community strategy;
- × 'Downstream' health-related activities, e.g. improved health services;
- × Physical or technological improvements that are not part of a more comprehensive strategy; and,
- × Activities carried out by a single organization or sector.

## **1.8 COMMUNITY WELLNESS STRATEGY GRANT: ELIGIBLE EXPENSES**

The following costs are **eligible**:

- ✓ Project staff/contractors (e.g. coordination, facilitation, partnership development, research, evaluation);
- ✓ Event expenses related to hosting and/or participating in healthy community strategies forums, workshops, dialogues or learning events (e.g. food, venue, materials, childcare);
- ✓ Communications (e.g. promotional materials, printing, design);
- ✓ Local government and community partner expenses (e.g. mileage, food, or accommodation) related to attending partnership meetings or events.

## **1.9 COMMUNITY WELLNESS STRATEGY GRANT: INELIGIBLE EXPENSES**

The following costs are **ineligible** for use of funds:

- × Expenses associated with improving or accessing health services;
- × Costs associated with the purchase of equipment and other capital expenses;
- × Funding for activities that have already taken place;
- × Entertainment and personal expenses.

In addition, past PlanH grant recipients must have completed and fulfilled all past reporting requirements for all types of grant funds previously received.

## 2.0 | BACKGROUND & CONTEXT

### 2.1. COMMUNITY HEALTH & WELL-BEING

Health and well-being are fundamental to our quality of life and to the prosperity of our communities. We also know there is a strong relationship between people, place, and health. In general, British Columbians are among the healthiest populations in the world. But not all British Columbians are able to enjoy good health and well-being. Healthy environments are not available to all. For example, people with low incomes tend to have poorer health, in part because they are not offered the same opportunities for good quality housing, food sources, recreational services or potential job opportunities as people with higher incomes.

Most of the factors influencing our health and well-being exist outside the healthcare

system. The policies that influence transportation options, community design, recreation opportunities, social support networks, and access to healthy food choices profoundly affect the environments in which we live, work, learn, and play—and therefore affect our health and well-being.

We know it is not enough to encourage people to change their behaviours if the environments around them (social, economic and environmental) are not also changing to better support health and well-being. While many of the forces that shape our lives today are global in nature, it is at the local level that policies and programs most directly affect our well-being. Local governments, in partnership

### What is a Healthy Community?

#### A healthy community aims to provide:

- ✓ a clean and safe physical environment of high quality (including housing quality);
- ✓ an ecosystem that is stable now and sustainable in the long term;
- ✓ a strong, mutually supportive and non-exploitative community;
- ✓ a high degree of participation in and control by the citizens over the decisions affecting their lives, health and well-being;
- ✓ the meeting of basic needs (food, water, shelter, income, safety and work) for all the community's people;
- ✓ access by the people to a wide variety of experiences and resources, with the chance for a wide variety of contact, interaction and communication;
- ✓ a diverse, vital and innovative economy;
- ✓ connectedness with the past, with the cultural and biological heritage of city dwellers and with other groups and individuals;
- ✓ a form that is compatible with and enhances the preceding characteristics;
- ✓ high health status (high levels of positive health and low levels of disease).

Source: World Health Organization. (n.d.). Healthy City Checklist.

with other sectors in the community, are well-positioned to effect change for improved health and well-being for all.

## **2.2. WHAT IS A HEALTHY COMMUNITY?**

A healthy community is one that strives to continuously create and improve the physical and social environments within the community, as well as working to expand community resources that enable people to mutually support one another in reaching their maximum potential. Healthy communities champion health in all policies, health in all places, and health for all people.<sup>i</sup>

Becoming a healthy community is not dependent upon the community's current health infrastructure, but rather upon a high level of political commitment to improve the community's environments and a willingness to foster the necessary physical, social, and economic connections.

## **2.3 WHAT IS A COMMUNITY WELLNESS STRATEGY?**

This grant program offers BC communities, large and small, the opportunity to develop their own Community Wellness Strategies that support healthier communities for all. Some communities in BC and elsewhere have already developed Healthy City Strategies. These strategies are broad and integrate many policy areas, including social, environmental, and economic. A Community Wellness Strategy shows a commitment to health and well-being

## **10 Key Components of Healthy Community Strategy Process**

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- 1. Create a compelling vision based on shared values.**
- 2. Embrace a broad definition of health and well-being.**
- 3. Address quality of life for everyone.**
- 4. Engage diverse citizen participation and be citizen-driven.**
- 5. Multi-sectoral membership and widespread community ownership.**
- 6. Acknowledge the social determinants of health and the interrelationship of health with other issues (housing, education, peace, equity, social justice).**
- 7. Address issues through collaborative problem solving.**
- 8. Focus on systems change.**
- 9. Build capacity using local assets and resources.**
- 10. Measure and benchmark progress and outcomes.**

and includes an integrative action plan that allows for better collaboration and coordination across community departments and community sectors.

Community Wellness Strategies have six key features:<sup>ii</sup>

- **Commitment to Health** – these strategies are based on a holistic view of health and the understanding that all policies and government actions impact the health and well-being of community members.
- **Political Support** – recognizing that all decisions made by city council have some impact on health, a high level of political support and understanding is necessary for a successful community wellness strategy.
- **Multi-Sectoral Collaboration** – integrative healthy community strategies should draw on the expertise and opinions of community members and organizations from a range of sectors.
- **Community Participation** – community members are impacted by city council decisions and, therefore, should be engaged in the process of developing a community wellness strategy.
- **Innovation** – promoting health and sustainability through policy requires a degree of innovation and creativity! Healthy community policies should display innovative and creative ideas.
- **Healthy Public Policy** – the primary outcome of a healthy community strategy is an increase in healthy public

policy. Healthy community strategies should highlight how changes to public policy will be used to achieve a healthy community for all.

## 2.4 HOW CAN LOCAL GOVERNMENTS, IN COLLABORATION WITH OTHER PARTNERS, DEVELOP A COMMUNITY WELLNESS STRATEGY?

Multi-sectoral collaboration, community engagement and empowerment, partnership building, systems changes, and adopting a systematic approach to monitoring and evaluation are all key components of community wellness strategy projects. Strong leadership from mayors and other elected officials is also necessary for the successful implementation of a community wellness strategy. Elected officials, staff from across community departments, members of organizations from various sectors, and the community as a whole should work together to develop a community wellness strategy that addresses the unique needs and capacity of the community.

## 2.5 ADDITIONAL RESOURCES ON HEALTHY COMMUNITY STRATEGIES

For additional information visit the resource section on <https://planh.ca/training-support/funding>.

## 3.0 | APPLICATION DETAILS

**Please note: This is not the application form.** The link to the online application form is available here: <http://ow.ly/i33x30k19CJ>. The application checklist provided in Appendix B is for your reference only. The application checklist is included in the online form.



### Application Deadline

Applications will be accepted until midnight PST on July 15, 2018. Applicants will automatically receive an email confirming the receipt of application.



### Funding Decision Notification

Successful applicants will receive notification by August 30, 2018.

Please be advised that a signed funding agreement between BC Healthy Communities Society and each successful applicant organization will be required before release of funds, and a final report (template to be provided) will be required 30 days following the completion of activities (no later than October 31, 2019).

## 4.0 | FREQUENTLY ASKED QUESTIONS

Questions? Please refer to the FAQ page on the PlanH website:

<https://planh.ca/planh-healthy-communities-fund-faqs>

We will update this page on a regular basis from May 2018–August 2018.

## 5.0 | CONTACT

If you have questions or require assistance please contact:

BC Healthy Communities Society

[grants@planh.ca](mailto:grants@planh.ca)

250-590-8432

The PlanH Healthy Communities Fund is administered by BC Healthy Communities Society on behalf of the PlanH program. PlanH, implemented by BC Healthy Communities Society, facilitates local government learning, partnership development and planning for healthier communities where we live, learn, work and play. Working together with health authorities, the Union of BC Municipalities, and the Ministry of Health, PlanH supports the Province's health promotion strategy.



## Examples of Healthy City Strategies & Policy Frameworks:

City of London, Ontario. [Strategic Plan 2015-2019](#).

Galway Healthy City Projects. [Action Plan 2015-2018](#).

City of Manningham. [Municipal Public Health and Well-Being Plan](#).

City of Shoreline. [Healthy City Strategy](#).

City of Shoreline. [Healthy City Strategy Workplan](#).

City of Vancouver. [A Healthy City for All 2014-2045: Phase 1](#).

City of Kelowna. [Community for All: Kelowna's All Ages and All Abilities Action Plan](#).

City of Edmonton. [Smart City Strategy](#).

Northern Ireland. [Making Life Better: A Whole System Framework for Public Health 2013-2023](#).

City of Greater Sudbury. [Healthy Community Strategic Plan 2010-2014](#).

City of Chilliwack. [Chilliwack Healthier Community Strategic Action Plan 2014](#).

Sioux Lookout. [Sioux Lookout Healthy Community Strategy: A holistic, community-based strategy to address drug and alcohol misuse, housing and homelessness, and mental health challenges](#).

## Resources:

Metrics for Healthy Communities. [Logic Model Examples for Cross-Sector Community Health Initiatives](#).

City of Toronto. [Toronto Public Health Strategic Plan 2015-2019](#).

Northern Ireland. [Making Life Better: 1st Report](#).

World Health Organization.

Canadian Institute of Planners. [Healthy Communities Practice Guide](#).

Ontario Chronic Disease Prevention Alliance. [Toolkit to Healthier Communities – Influencing Healthier Public Policies](#).

United States Environmental Protection Agency. [Sustainable and Healthy Communities Strategic Research Action Plan](#).

Washington American Planning Association. [Resource Guide for Healthy Community Planning](#).

National Collaborating Centre for Environmental Health. [Community Planning with a Health Equity Lens](#).

## Appendix A: Sample Budget

ITEM	DESCRIPTION	AMOUNT	PLANH CONTRIBUTION	OTHER SOURCES (CASH, IN-KIND)
COMMUNITY WELLNESS STRATEGY LEADERSHIP TEAM/ADVISORY COMMITTEE MEETINGS	VENUE, REFRESHMENTS	\$800	\$250	\$550
NEIGHBOURHOOD & COMMUNITY ENGAGEMENT SESSIONS	(5 SESSIONS X \$500)			
VENUE, REFRESHMENTS	\$2,500	\$500	\$2,000	
COMMUNICATIONS & OUTREACH	PRINTING, ADS, ETC.	\$2,500	\$250	\$2,250
COMMUNITY WELLNESS STRATEGY DEVELOPMENT SEMINAR	VENUE, REFRESHMENTS	\$2,000	\$2,000	\$0
PROJECT COORDINATOR (PART-TIME/CONTRACT)	12 MONTHS X \$800 MONTH	\$9,600	\$7,000	\$2,600
<b>TOTAL</b>		<b>\$17,400</b>	<b>\$10,000</b>	<b>\$7,400</b>



## Appendix B: Checklist

Once you have completed the online application you will be prompted to review your application and complete the checklist below:

- I confirm that I represent a local government, that I have read this step-by-step application guide, and that I believe that this project is eligible for support.
- Yes, we have the capacity and commitment to participate.
- Yes, I understand there is a requirement to track project data to contribute learning and findings for a provincial evaluation.
- Yes, I have only applied for eligible expenses.
- Yes, I have completed all sections of the application
- Yes, I have reviewed my application before submitting.

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<sup>i</sup> Hancock, T. & Duhl, L. (1988). Promoting health in the urban context. WHO Healthy Cities Papers No.1.

<sup>ii</sup> WHO. (1997). [Twenty steps for developing a healthy cities project](#).