

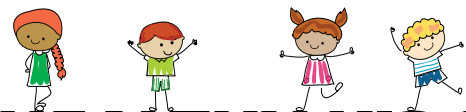


# Veggies n' Fruit Community Boost Initiative



## Application Form

**Deadline for submissions:**  
**Friday, May 19, 2017 at 4:30 pm.**



# HEALTHY KIDS

COMMUNITY CHALLENGE  
LEEDS AND GRENVILLE

## Background

Leeds and Grenville is one of 45 communities across Ontario taking part in The Healthy Kids Community Challenge (HKCC). The Healthy Kids Community Challenge unites communities with a common goal of promoting children's health through physical activity and healthy eating. Approximately every nine months, the Ministry of Health and Long Term Care launches a new theme related to physical activity or healthy eating. Communities rally around the theme, and work with partners in many sectors to develop programs, policies and initiatives that promote and enable healthy behaviours.

## Choose to Boost Veggies and Fruit

Over the next several months, Healthy Kids Community Challenge Leeds and Grenville will be working to encourage kids and families to reach for more vegetables and fruit. The *Choose to Boost Veggies and Fruit* theme encourages kids and families to make vegetables and fruit a part of every meal and snack. Vegetables and fruit contain important vitamins, minerals, and fibre that kids need to stay healthy. Reaching for vegetables and fruit throughout the day will help kids eat more of them. For more information and resources on *Choose to Boost Veggies and Fruit*, please visit [www.healthykidslg.ca](http://www.healthykidslg.ca).

## Veggies n' Fruit Community Boost Initiative

The Healthy Kids Community Challenge is excited to announce the Veggies n' Fruit Community Boost Initiative! This will award a total of \$55,000 to organizations/groups (e.g., schools, libraries, community groups, municipalities, etc.) throughout Leeds and Grenville for innovative projects and ideas that promote the consumption of vegetables and fruit and create supportive environments for healthy eating in children 0 to 12 years of age. A one time funding of up to **\$5000** per applicant is available. Initiatives may enhance an already existing initiative or support a new one. See [Appendix A](#) for some inspirational ideas that you could implement in your community.

### Funding Criteria

The following criteria must be met in order to be eligible for funding:

- Applicant is a charitable, non-profit, public or municipal organization/group in Leeds and Grenville.
- Applicant mission/mandate includes the provision of programs, services or facilities serving children 0-12 years or parents/caregivers of children 0-12 years.
- Applicant initiative must align with the following objectives:
  - Encourage the consumption of vegetables and fruit with meals and snacks.
  - Support learning about a variety of vegetables and fruit.
  - Increase food knowledge and skills of children and families.
  - Encourage consumption of local and seasonal vegetables and fruit.
  - Increase access to vegetables and fruit.
  - Support healthy eating policies related to vegetables and fruit.

- Applicant must commit to a 30 minute meeting with HKCC Leeds and Grenville Team to review initiative processes.
- Applicant must agree to integrate an educational component into their initiative (a toolkit will be provided to support your educational efforts).
- Applicant must agree to undertake promotional efforts to build awareness of their initiative (a toolkit will be provided to support your promotional efforts).
- Initiative must show meaningful collaboration amongst multiple community partners. Partnerships between public, private and not-for-profit organizations are **strongly encouraged**.
- Initiative should demonstrate lasting impact on the community once the one-time funding has been exhausted.
- Applicant must describe a process for evaluation of the initiative.
- Initiatives that involve preparing and/or serving vegetables and fruit must have the necessary items required to ensure vegetables and fruit are served safely ([see Appendix B](#)).
- Initiatives that involve gardening must ensure that the food the garden produces is safe ([see Appendix B](#)).
- Initiative must commence prior to **July 3, 2017**, with allocated funds utilized by **December 1, 2017**. Project may continue on “own” life beyond.
- An interim report must be submitted by no later than **September 22, 2017**.
- A final report and financial reconciliation must be submitted at the end of the project or by no later than **December 15, 2017**, whichever comes first.
- Maximum amount of funding per group/organization is **\$5000**.
- Applicant must complete and include a detailed budget (a maximum of 10% of the total budget is allowed to be used towards administrative costs).
- Eligible expenses include: marketing, portable equipment, program resources, rental fees, leadership opportunities, staff or program materials, training, promotional items, salaries and benefits if directly related to initiative implementation.
- Minor capital items or investment\* may be considered an eligible expense providing the capital investment:
  - is clearly connected to creating an environment supportive of increasing vegetables and fruit intake in children 0-12 years of age.
  - addresses a community need by reducing barriers that may limit opportunities for children to have access to vegetables and fruit.
  - is supported by a plan/program/promotion that ensures the capital investment leads to actual increased vegetable and fruit consumption/education/access.
- Applicant will be required to provide proof of insurance in the amount of \$2,000,000 with the Leeds, Grenville and Lanark District Health Unit and the United Counties of Leeds and Grenville named as additional insured.
- Geographic equity will be considered in the awarding of funding.
- Approved applicant must enter into a funding agreement/Memorandum of Understanding.

\* (for the purposes of this application, eligible minor capital items include fixed, permanent assets or costs to repair, maintain, or enhance fixed permanent assets)

## How to Submit Your Application

**Deadline for submissions is Friday, May 19, 2017 at 4:30 p.m.**

Completed applications will be accepted by email to [healthykidslg@healthunit.org](mailto:healthykidslg@healthunit.org), by mail, or in person at the Leeds, Grenville and Lanark District Health Unit located at 458 Laurier Blvd, Brockville, Ontario, K6A 7V3.

Applications will be reviewed by the HKCC Leeds & Grenville Veggies n' Fruit Community Boost Initiative Evaluation Committee, which is a sub-committee of the HKCC Leeds & Grenville Steering Committee, and are subject to final approval by the Ontario Ministry of Health and Long-Term Care. Members of the Evaluation Committee are not eligible to receive funding for the Veggies n' Fruit Community Boost Initiative.

The HKCC Leeds & Grenville Steering Committee and the Evaluation sub-committee reserve the right to approve applications in whole, in part or not at all. Successful applicants will be notified by email or in person by **Friday, June 2, 2017**.

If you have any questions regarding this initiative or the application process, please contact Joanne Desormeaux, Healthy Kids Community Challenge Leeds and Grenville Facilitator at [healthykidslg@healthunit.org](mailto:healthykidslg@healthunit.org) or 613 258-5941 x 2401.

For more information, visit [www.healthykidslg.ca](http://www.healthykidslg.ca)

The Healthy Kids Community Challenge Veggies n' Fruit Community Boost Initiative is an initiative administered by the local HKCC Steering Committee. Healthy Kids Community Challenge is a Ministry of Health and Long Term Care program.

## VEGGIES N' FRUIT COMMUNITY BOOST INITIATIVE APPLICATION FORM

Name of Organization:

Key Contact Name:

Contact Number:

Contact Fax:

Contact Email:

Contact Address:

### 1. PROVIDE A BRIEF DESCRIPTION OF YOUR ORGANIZATION/GROUP.

- a) Length of time you have been established.
  
- b) Your organization/group's mission and mandate.
  
- c) Your target population (who takes part in your organization/group's activities or who you serve).

### 2. DESCRIBE YOUR INITIATIVE:

- a) Give a brief (2 sentences) description of the initiative you are applying for. If funding is provided, this description may be used for announcements or promotional purposes.
  
- b) Please provide a more detailed description of the initiative.

c) With which objective(s) does your initiative align and briefly describe how?

Objective	Description of how objective will be achieved
Encourage the consumption of vegetables and fruit with meals and snacks.	
Support learning about a variety of vegetables and fruit.	
Increase food knowledge and skills of children and families.	
Encourage consumption of local and seasonal vegetables and fruit.	
Increase access to vegetables and fruit.	
Support healthy eating policies.	

d) Who is the target population (who and how many people in the community will benefit from this initiative)?



j) Do you have data or evidence to support the proposed initiative?

**3. PARTNERSHIPS:**

Describe who you will be working with to meet the objectives of the initiative (e.g., organizations, community groups, schools, businesses, municipalities, agencies, etc.) and identify the role each partner will play.

Partner	Role

**4. PROMOTION:** Describe how this initiative will be promoted within the community and how it will contribute to increasing awareness of the Healthy Kids Community Challenge in Leeds and Grenville.



**5. EDUCATION:** Describe how you will carry out the education component of this initiative. How will this education be sustained beyond the life of the project?

**6. EVALUATION:** Describe how you will measure the outcomes achieved and impact of this initiative (how will you know the initiative has been successful)?

**7. KEY MILESTONES AND TIMELINES:**

a) What is the timeframe of the project (start/end date)?

b) Describe the key tasks to be completed and associated timelines.

Date	Tasks

**8. LEGACY:** Describe how this initiative will have a lasting impact on the community once the one-time funding has been exhausted.

**9. BUDGET:** Please complete the proposed budget for the initiative. If additional funding or in-kind contributions are being provided from other sources, please also indicate these figures in the budget below.

Expenditures	Requested Amount from Veggies n' Fruit Community Boost Initiative	Additional Funding Sources	In-Kind Contributions
Salaries and Benefits			
Travel Expenses			
Materials and Supplies			
Advertising			
Purchased Services			
Equipment Lease			
Administration (max 10% of budget)			
Minor Capital Items*			
Other (please specify)			
Other (please specify)			
Other (please specify)			
Other (please specify)			
Total Amount Requested			

\* for the purposes of this application, eligible minor capital items include fixed, permanent assets or costs to repair, maintain, or enhance fixed permanent assets.

## 10. DECLARATION:

I hereby declare that the information provided in this application is true and accurate. I have authority to bind the organization.

Name:

Title:

Organization:

Signature:

Date:

# Appendix A - Ideas for Inspiration

## Grow It!

Consider growing a vegetable and/or fruit garden. This might look different depending on the setting of your organization. We encourage you to get creative with your plans for gardening - here are some examples:

- Tower Gardens (<http://foodshare.net/program/goodfoodmachine/>): These aeroponic growing towers bring gardening indoors. They have successfully increased vegetable consumption, knowledge of growing food and likelihood of kids trying a new vegetable.
- Do you have a garden in your community that is available to residents? Community gardens provide opportunities to learn to grow food and experience new vegetables and fruit. Consider starting up a Community Garden or enhancing an already existing one!



## Cook It!

Host or attend cooking classes related to preparing vegetables and fruit. This can provide families with opportunities to improve their food skills and try new foods.

Network within your community to connect with partners that can support you in this initiative (e.g., local cook/chef, Registered Dietitian).



## Teach It!

You don't have to be a school teacher to educate kids about the goodness of vegetables and fruit. Integrate the theme of Choose to Boost Veggies and Fruit into your program planning and /or curriculum.

Community groups (e.g., sporting organizations, libraries, daycares, clubs) that work with children all have a role to play in supporting healthy eating environments.



## Share It!

Engage your community and work with local partners to increase vegetable and fruit consumption, education and/or access. Try partnering with a farmer, a private business owner, or a community/recreation centre.



*Disclaimer: Healthy Kids Community Challenge Leeds and Grenville and the Leeds, Grenville, and Lanark District Health Unit do not endorse any one product, vendor or service.*

# Appendix B - Keeping Your Food Safe

## Keeping Your Food Safe

### Preparing and Serving Vegetables and Fruit:

Initiatives that involve preparing and/or serving vegetables and fruit must have the necessary items required to ensure vegetables and fruit are served safely:

- A sink available with potable water to wash all fruits and veggies prior to preparing/serving.
- A hand wash basin equipped with warm water, soap in a dispenser and paper towels so everyone can wash their hands prior to eating.
- A food preparation area that is clean and has smooth cleanable surfaces, and a two compartment sink or dishwasher for cleaning and sanitizing utensils used in preparation and serving.
- If vegetables and fruit are to be cut up or prepared ahead of time, they must be covered, refrigerated and have adequate refrigeration space.

### Food Safety Considerations For Gardening Initiatives:

If your organization makes an informed decision to bring gardening into your programming, here are some food safety considerations to address to ensure the food your garden produces is safe.

- Ensure the soil located at the garden site is clean soil (not contaminated with building material, and other buried hazards).
- If you choose to use manure as fertilizer ensure that the manure is well composted as fresh manure has high levels of pathogenic bacteria that can transfer onto food products or children's hands and cause illness. The following resource may be useful: <https://www.ag.ndsu.edu/manure/documents/nm1478.pdf>
- Use a safe source of water to water the garden. Avoid use of surface water from ponds and creeks which may contain various contaminants and parasites. If you choose to use a rain barrel, ensure it has a screen on top to prevent conditions that are favourable for mosquitoes. Water in rain barrels is exposed to run off from the roof which may contain bird droppings and chemical compounds found in roofing tiles <https://www.cdc.gov/healthywater/drinking/private/rainwater-collection.html>
- Encourage children to wash their hands after working in the garden and before eating.
- If your program progresses to include preparation of produce that the students grow in the garden, ensure you have proper facilities at your organization to wash produce and once again ensure children wash their hands prior to any food preparation. The health unit has food safety resources available. <http://www.healthunit.org/foodsafety/foodsafetyhome.html>
- If your program progresses to include preservation or processing of produce from the garden, ensure validated recipes are used and followed exactly (doubling or increasing the recipe can create food safety hazards). Only recipes that have high acidity levels should be used to prevent the risk of Botulism (a risk from improperly canned foods). Jams, Jellies and pickled products are the safest to make in the school environment.

**Processing in a boiling water bath is an essential step.**