

# Power ff and Play!

## Community Initiative



## Application Form

**Deadline for submissions:**  
March 2, 2018 at 4:30 p.m



**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. The last theme builds upon the previous themes and focuses on limiting children's recreational screen time<sup>1</sup> (time spent watching or playing on devices with screens that include TV, tablets, phones, computers) and sedentary screen time<sup>2</sup> (low energy behaviour like prolonged sitting or lounging in transit, at home, school or at leisure).

## Power Off and Play!

Over the next several months, Healthy Kids Community Challenge Leeds and Grenville will be working to encourage kids and families to build a balanced day that limits screen time. The *Power Off and Play!* theme encourages kids and families to stay within the recommended screen times; putting screens away during important times of the day (sleep and meal times) and replacing screen time with other activities. For more information and resources on *Power Off and Play!*, please visit [www.healthykidslg.ca](http://www.healthykidslg.ca).

## Community Initiative

The Healthy Kids Community Challenge is excited to announce the *Power Off and Play!* Community Initiative! Funds will be awarded to organizations/groups (e.g., schools, libraries, community groups, municipalities, etc.) throughout Leeds and Grenville for innovative projects and ideas that promote the reduction of recreational and sedentary screen time in children 0 to 12 years of age by powering off devices and playing more. 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.

Age	Recommended hours of screen time
Under 2 years	None
2-4 years	Less than 1 hour a day
5-17 years	No more than 2 hours of recreational screen time a day

Source: Canadian Society for Exercise Physiology's Canadian Sedentary Behaviour Guidelines

## Funding Criteria

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

### INFORMATION FOR APPLICANT:

- 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.
- Initiative must include a screen time guideline component and must include an outdoor component.
- Maximum amount of funding per group/organization is **\$5000**.

- Geographic equity will be considered in the awarding of funding.
- 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 reducing screen time and increasing outdoor physical activity in children 0-12 years of age.
  - supported by a plan/program/promotion that ensures the capital investment leads to actual increased outdoor physical activity.
- Integrate an educational component into their initiative (a toolkit will be provided to support your educational efforts).
- 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.
- Some applicants may have to adhere to regulations or best practices that may apply, depending upon the initiative. Public Health Inspectors are available for consultation.

**RECIPIENT MUST:**

- Commit to a 30 minute meeting with HKCC Leeds and Grenville Team to review initiative processes.
- Adhere to the following deadlines:
  - Initiative must commence prior to April 30, 2018, with allocated funds utilized by August 31, 2018. Project may continue on “own” life beyond.
  - An interim report must be submitted no later than June 15, 2018.
  - A final report and financial reconciliation must be submitted at the end of the project or no later than September 14, 2018, whichever comes first.
- 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.
- 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 March 2, 2018 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 Community 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 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 by **March 23, 2018**.

If you have any questions regarding this initiative or the application process, please contact Alexis Green, Healthy Kids Community Challenge Leeds and Grenville Co-Facilitator at [healthykidslg@healthunit.org](mailto:healthykidslg@healthunit.org) or 613 258-5941 x 2227.

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

The Healthy Kids Community Challenge Community 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.

### References:

<sup>1</sup> Canadian Society for Exercise Physiology. (2011). Canadian Sedentary Behaviour Guidelines. <http://www.csep.ca/view.asp?ccid=508>

<sup>2</sup> Canadian Society for Exercise Physiology . (2011). Canadian Sedentary Behaviour Guidelines. <http://csep.ca/view.asp?ccid=508>

## COMMUNITY 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?

<b>Objective</b>	<b>Description of how objective will be achieved</b>
<p>Put screens away during important times of the day.</p> <ul style="list-style-type: none"><li>• Meal time</li><li>• Sleep time</li></ul>	
<p>Replace some screen time with other activities.</p> <ul style="list-style-type: none"><li>• Physical activity</li><li>• Social interaction</li><li>• Fun and educational activities</li></ul>	

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 Community 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

## Play and Learn!

Consider creating or enhancing outdoor spaces in your community to encourage kids to play and learn outside. Some examples include:

- [Natural Play Spaces](#)
- [Community Scavenger Hunt](#)
- [Orienteering Program for Kids](#)
- [Pop Up Playground](#)
- [Street Play](#)
- [Outdoor Classrooms](#)



## Explore the Trails!

Consider creative ideas to promote the use of your local trails. Encourage families to experience different trails in the area with a [passport program](#)! Or inspire families to read and play together with a story book trail! Highlight a children's story by posting pages of the book along the trail!

## More Fun Ideas!

Help families try a variety of new activities by developing or expanding a lending library. This could include board games, musical instruments or recreational equipment that people could borrow for a short period of time.

Get kids interested in food preparation! Consider starting up or enhancing a local Community Garden or host or attend cooking classes!

*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.*