



HEALTHY TOGETHER NOW

# Guiding Principles and **Funding** **Guidelines**



# SECTION A

## Please read before you apply:

- All applications will be considered. Priority will be given to projects that include underserved populations and prevent chronic disease as described within this guideline.
- Region/Community-based committees review applications to ensure that funding decisions reflect local needs and priorities.
- Healthy Together Now (HTN) might not fund identical projects across different regions or communities.

**Before you apply for funding**, it is important to talk with your Regional Health Authority HTN contact. There are differences between regions/communities, such as application dates and the amount of funds available. In some areas, applications are only accepted once per year. In other areas, applications are accepted more than once per year. Your Regional Health Authority HTN contact will work with you to make sure your project meets the guidelines.

HTN contact names can be found at [www.healthytogethernow.net/regions/](http://www.healthytogethernow.net/regions/)

## Introduction and Background

HTN is led by community members, coordinated by the regional health authority and is supported by the Manitoba government. This program helps prevent chronic disease and increases opportunities for all Manitobans to improve health, especially underserved populations. A community development and health equity approach is an important factor to meet funding guidelines. See the goals, guiding principles and guidelines below. See definitions in Section B.

## Goals

1. To support community-led health promotion<sup>1</sup> activities.
2. To bring together organizations, communities, regions, and government to promote health and address chronic disease.
3. To partner with groups and organizations to create new programs or strengthen existing programs.
4. To give communities the knowledge, skills and support needed to develop and offer health promotion programs.

---

<sup>1</sup> "Health promotion is the process of enabling people to increase control over, and to improve, their health. It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions." - World Health Organization, 2019 [https://www.who.int/topics/health\\_promotion/en/](https://www.who.int/topics/health_promotion/en/).

## SECTION B

### Healthy Together Now Guiding Principles (Values)

The intent of the Healthy Together Now (HTN) Guiding Principles (Values) is to encourage government, organizations and communities to work together in a way that unites, honours the contributions of each, and respects each others' unique strengths and approaches.

**Prevention:** HTN supports chronic disease prevention activities for all ages. HTN funding addresses the social determinants of health<sup>1</sup> with a goal to involve underserved populations. Activities must focus on one or more of the following areas:

- healthy eating and access to healthy food
- physical activity
- commercial tobacco prevention and reduction
- mental health and well-being

**Community Development:** “A process where community members come together to take collective action and generate solutions to common problems.”<sup>3</sup>

**Community-owned:** A community-owned approach respects and honours local cultures and traditions when planning and implementing programs. This approach is respectful of the community's readiness, skills, abilities, resources, knowledge and experience.

**Partnerships:** The relationships between partners helps HTN succeed. Government, organizations and communities are encouraged to work together in a way that unites partners, honours the contributions of each, and respects their unique strengths and approaches.

**Accountability:** The communities involved, Regional Health Authorities, HTN committees and Manitoba Health, Seniors and Active Living, are responsible for HTN programs.

**Health Equity:** The goal is to develop structures and processes that remove unfair and avoidable barriers to health between population groups. All people can reach their full health potential including underserved populations. Achieving health equity will improve the health of all Manitobans.<sup>4</sup>

#### Social Determinants of Health

The conditions in which people are born, grow, live, work and age- such as housing, food, income, natural and built environments, social safety net and social inclusion.<sup>2</sup>

<sup>2</sup> National Collaborating Centre for Determinants of Health. Glossary of essential health equity terms 2014. Available from: <http://nccdh.ca/resources/entry/english-glossary-of-essential-health-equity-terms>.

<sup>3</sup> United Nations Terminology Database (UNTERM). Retrieved June 27, 2019. Available from <https://unterm.un.org>

<sup>4</sup> Chief Provincial Public Health Officer. Healthy environments, healthy people [internet]. Winnipeg, MB: Government of Manitoba, Health, Healthy Living & Seniors; 2015. Available from: <https://www.gov.mb.ca/health/cppho/docs/hehp.pdf>.

**Underserved Populations:** Higher need populations are more likely to experience poor health outcomes and shorter life expectancy. These populations include:

- Indigenous peoples<sup>5</sup>
- newcomers and refugees
- visible minorities
- people living in poverty
- individuals living with mental health and substance use concerns
- individuals with disabilities
- people experiencing long-term unemployment, homelessness or other types of economic and social issues.

**Evidence-Informed:** Use community experience, best practices and HTN experience to design each project and measure its effectiveness.

**Integrated:** Align with and build upon existing programs, activities and partnerships, to add value and boost their reach.

**Sustainable:** Promote lasting effects and programs that continue beyond HTN funding through strong partnerships and community ownership. Increase skills, knowledge and ability at the community level to carry out prevention programs that help communities maintain and improve their health.

**Capacity Building:** Encourage growth at the community level by identifying, using and improving the ability of individuals and groups to develop resources, skills, leadership and commitments needed to set priorities, take action and accomplish goals.

**Effective Communication:** Build capacity, share knowledge and discuss successes, challenges and collective problem solving through ongoing, open conversation between all regions, partners and communities. Support open and transparent communication by using plain language.

**Knowledge Sharing:** Foster learning of both successes and challenges through local community knowledge. The sharing of community stories is a valued process.

---

<sup>5</sup> Chief Provincial Public Health Officer. Healthy environments, healthy people [internet]. Winnipeg, MB: Government of Manitoba, Health, Healthy Living & Seniors; 2015. Available from: <https://www.gov.mb.ca/health/cpho/docs/hehp.pdf>.

## SECTION C

### HTN Funding:

HTN funding supports communities to start, carry out a project, and evaluate results. HTN funding can also support capacity building. It is not ongoing funding.

Examples of capacity building include:

- Training events where participants learn specific skills, e.g. Food Handler Certificate Course, Active Living Facilitator training, leadership courses, specific coaching or mentoring courses, and Share and Learn events.
- Community needs assessment relating to healthy eating, food security, physical activity, tobacco prevention or mental well-being. Talk to your HTN contact for more information.

Examples of sustainability include when:

- Funding is obtained from another source (agency, organization, foundation or community partnership) to assist with the project activities and/or fund the project after HTN funding is finished.
- Project costs are paid by another organization(s) or partner(s) in the community on an ongoing basis.
- Individual or group leadership and capacity is increased because of the experience gained from the HTN project. The community may move forward with similar projects/ new initiatives without the support of HTN funding or regional health staff.

## Examples of what HTN funding can and cannot cover

Category	Funding can cover	Funding does NOT cover
<b>Resources/ People/ Space</b>	<ol style="list-style-type: none"> <li>1. Cost of an honorarium for instructors (person who teaches skills or knowledge at a session).</li> <li>2. Rental of space to offer community sessions. Only if no other option is available in the community through partnerships (such as in-kind/ free space at schools or recreation centres).</li> </ol>	<ol style="list-style-type: none"> <li>1. Salary or contracted staffing positions. (Cannot increase existing part-time positions, top up existing staff salaries or create new positions).</li> <li>2. Deficit reduction.</li> <li>3. Rental of office space.</li> <li>4. Capital cost items, such as building repairs or renovations.</li> <li>5. Fundraising events.</li> </ol>
<b>Supplies/ Equipment</b>	<ol style="list-style-type: none"> <li>1. Manuals or supplies that support ongoing programming.</li> <li>2. Low cost items that can be used by a large number people and where programming is provided to support the use of these items.</li> <li>3. Equipment loan programs for community members may be considered.</li> </ol> <p>HTN groups must plan for storage, access and maintenance of supplies and equipment.</p>	<ol style="list-style-type: none"> <li>1. The purchase of items that would benefit a private business.</li> <li>2. Tobacco products (with the exception of tobacco products used for traditional purposes e.g. sacred tobacco given as an offering to an Elder).</li> <li>3. Donation to another organization or re-granting of HTN dollars to another organization.</li> <li>4. Cash prizes or gift cards.</li> <li>5. Team uniforms and travel.</li> <li>6. T-shirts or jackets for HTN activities or events (applies to both participants and planning committees).</li> <li>7. Trails and play structures.</li> </ol>
<b>Access to participation</b>	<p><b>Increasing access to participation:</b> <i>Coverage for these items may be considered. Approval is at the region's discretion</i></p> <ol style="list-style-type: none"> <li>1. Transportation costs</li> <li>2. Items that promote access (e.g. providing free passes to classes where typical fees would prevent or reduce participation).</li> <li>3. Child-minding</li> <li>4. Cost of a project facilitator (person to coordinate the project)</li> </ol>	<p><b>Ensuring access to participation is not limited:</b></p> <ol style="list-style-type: none"> <li>1. Political, religious or special interest groups. Membership to an organization must not limit access to HTN funded events.</li> </ol>

Category	Funding can cover	Funding does NOT cover
<b>Food</b>	<p><i>Coverage for these items may be considered. Approval is at the Region's discretion.</i></p> <p>Food costs can be supported when:</p> <ol style="list-style-type: none"> <li>1. Food skills and knowledge are a major outcome of the project (e.g. cooking classes, healthy cooking demonstrations, label reading).</li> <li>2. Providing healthy snacks may support maximum participation levels and learning potential of community participants.</li> <li>3. Initiatives and projects that increase access to food for all community members.</li> </ol> <p>Meals and snacks must:</p> <ul style="list-style-type: none"> <li>• Be less than 1/3 of the total cost of a project.</li> <li>• Contain an educational component to model healthy eating.</li> <li>• Follow the recommendations in Canada's Food Guide.</li> </ul>	<ol style="list-style-type: none"> <li>1. Breakfast and snack programs</li> </ol> <p>See resource section for other funding options available for breakfast and snack programs.</p>

All programs preparing or serving food are encouraged to have a food handler on site \*\*In Winnipeg, it is mandatory to have an individual with a food handler certificate on site (refer to City of Winnipeg Food Service Bylaw).

## SECTION D

### Recognition of HTN

Recognize support from HTN and the Manitoba government by including the Healthy Together Now Wordmark or written acknowledgement of funding. Talk with your HTN Regional Lead for further direction.



### Project Conclusion

Complete the monitoring form once your HTN project has finished. Connect with your HTN Contact for help.

### Resources

See HTN website ([www.healthytogethernow.net](http://www.healthytogethernow.net)) for program resources.





Healthy Together Now is supported  
by the Manitoba government