



Public Health
Agency of Canada

Agence de la santé
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Canada

Healthy Canadians and Communities Fund

Solicitation webinar

November 23, 2022 - EN

Presentation Outline

1. HCCF Overview, Priority Populations and SGBA Plus
2. Implement Phase Solicitation
3. Solicitation Streams
4. Funding Details
5. Evaluation and Knowledge Mobilization
6. Application Process and Assessment Criteria
7. Next Steps

Note: Appendix on Frequently Asked Questions (FAQs)

1 - HCCF Overview, Priority Populations and SGBA Plus

Overview: Healthy Canadians and Communities Fund

The Healthy Canadians and Communities Fund (HCCF) aims to improve health among priority populations who face health inequalities and are at greater risk of developing the main chronic diseases including diabetes, cardiovascular disease and cancer

Behavioural Risk Factors for Chronic Disease

Physical inactivity

Unhealthy eating

Tobacco use



HCCF Program Objectives

- 1. Invest in interventions that address health inequalities**
- 2. Encourage multi-sectoral participation in chronic disease prevention**
- 3. Uncover new ways to address the risk factors for chronic disease**

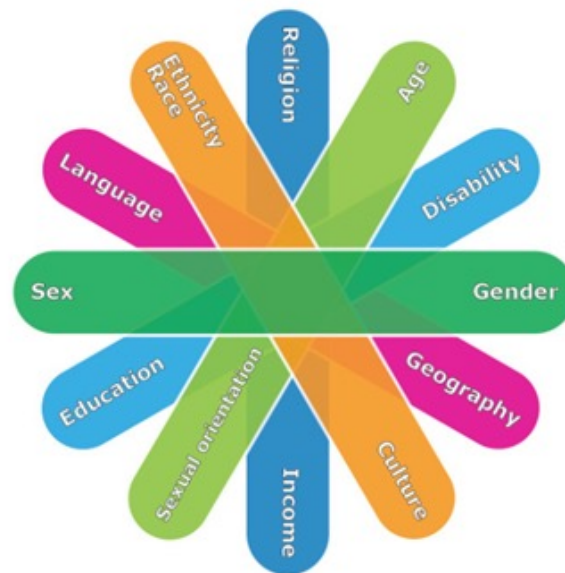
HCCF's Priority Populations

The priority population groups for this solicitation are:

- Indigenous Peoples
 - newcomers to Canada
 - people with disabilities
 - 2SLGBTQIA+ communities
 - people living on low incomes
 - racialized communities (such as Black and South Asian)
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- Projects must focus on one or more of the population groups from the list above. Projects do not need to limit themselves to any single priority population. Focusing on more than one will not increase your chances of receiving funding.

Sex and Gender-Based Analysis Plus

- **Analytical process** used to consider how diverse groups of people may experience policies, programs and initiatives differently
- The '**plus**' in GBA+ acknowledges that SGBA+ goes beyond sex and gender differences by considering intersecting identity factors



[Link: Gender-based Analysis Plus \(GBA Plus\) - Women and Gender Equality Canada](#)

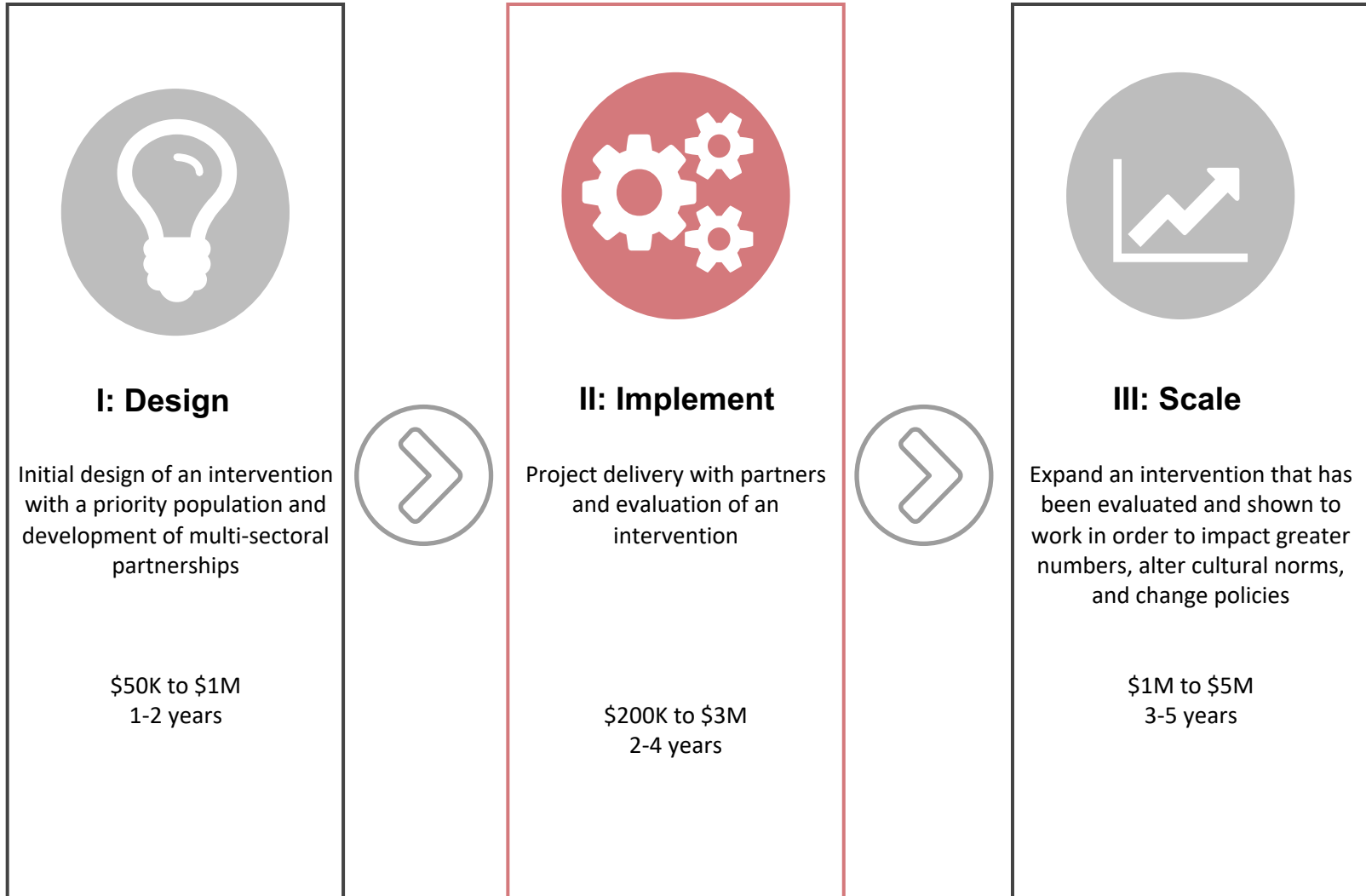
Applying Sex and Gender-Based Analysis Plus

It is expected that:

- All projects are informed by evidence-based sex, gender and equity, diversity and inclusion approaches
- Applications demonstrate that there has been fulsome consideration given to equity, diversity and inclusion in research and development of the project
- Project staff and stakeholders have an increased understanding of the differential impacts of initiatives on diverse and marginalized groups and individuals. We will achieve this by asking that projects that receive funding will disaggregate results according to gender, age and other identity factors.

2 - Implement Phase Solicitation

Solicitations - Phased Funding Model



Fall 2022 Solicitation - Implement Phase

The implement phase is about **project delivery with partners and evaluation** of your intervention. You may be at the stage of:

- having done a feasibility study, proof of concept, or pilot project, and may now feel ready to implement and evaluate your intervention, **or**
- wanting to adapt, deliver and evaluate an existing intervention to **new**:
 - Settings;
 - Populations; and/or
 - Geographic locations.

Note that the ongoing delivery of an intervention in an existing geographic location, population and setting is not eligible for the implement phase

Project Activities for the Implement Phase

Types of activities that are eligible for funding include:

- engaging priority population(s) to confirm that your intervention design aligns with their needs
- strengthening stakeholder relationships for the effective delivery of your intervention
- delivering your intervention - your intervention must involve input from the priority population(s) and key stakeholders
- evaluating your intervention to understand if it is achieving the desired impact
- sharing knowledge about the results and lessons learned from your project

3 – Solicitation Streams

Three Solicitation Streams

Stream 1: Creating supportive social environments for tobacco prevention and cessation

Stream 2: Creating food environments that enable access to healthy foods to improve healthy eating

Stream 3: Creating and/or promoting healthy built environments to increase physical activity

Stream 1: Creating supportive social environments for tobacco prevention and cessation

Rationale:

Population groups with higher smoking rates are more likely to be in environments where smoking is the norm. Pro-smoking environments contribute to smoking uptake. They can also be a barrier to cessation among the priority populations.

Social environments:

Social settings for people to engage in healthy behaviours. For example, support from family, friends, colleagues/peers and professionals; increasing social cohesion, participation, community belongingness, social support; and/or reducing social isolation and loneliness.

Stream 1: Eligible project examples

- Addressing pro-smoking environments in schools among 2SLGBTQIA+ youth who are known to have higher rates of tobacco use. This could be achieved through student action teams from within the priority population that could encourage tobacco prevention and employ learning strategies to help youth manage high-risk situations and remain smoke free.
- Addressing tobacco use in underserved and hard to reach racialized communities by providing social supports for smoking reduction and cessation. Community peers with lived experience could be recruited from among the priority population and could be trained to provide peer support and life skills workshops.

Stream 1: Ineligible project examples

- Addressing tobacco use through the development of a program that only delivers one-on-one counseling with a healthcare practitioner
 - This example does not address the social environments of the priority population
- Addressing tobacco use through the distribution of cessation aids through community centres, along with one-on-one coaching with a peer with lived experience on the health benefits of tobacco cessation
 - This example does not address the social environments of the priority population

Stream 2: Creating food environments that enable access to healthy foods to improve healthy eating

Rationale:

Healthy eating is difficult without access to healthy food. Having available and affordable healthy foods, and environments that support healthy eating, can encourage people to make healthier food choices.

Food environments:

The aspects of the physical environment that affect the types of food available, the accessibility of food, and the nutrition information that people receive. All these aspects of the food environment can influence food choices.

Stream 2: Eligible project examples

- Engaging Indigenous youth in assessing their food environments (such as storytelling and mapping) and implementing culturally appropriate avenues to access healthy foods within their community. This could include creating partnerships between hunters-gatherers and local food service settings to increase access to healthy foods.
- Supporting racialized Black communities to develop a food sovereignty plan. This could be done by using a community-informed approach to increase access to healthy foods and community ownership over their local food systems.

Stream 2: Ineligible project examples

- Creating an intervention that supports healthy eating by bringing racialized communities together to cook and eat culturally appropriate food with healthy recipes
 - This example does not address the food environment of participants
- Developing a website that provides healthy eating tips, recipes and one-on-one coaching to encourage project participants to set goals and improve their eating habits
 - This example does not address the food environment and access to healthy foods

Stream 3: Creating and/or promoting healthy built environments to increase physical activity

Rationale:

Interventions that increase the health-promoting potential of environments are effective at preventing chronic disease. Healthy built environments can help increase physical activity and provide opportunities for community members to be active where they live, work and play.

Built environments:

Human-made design and layout of the communities in which people live, work and play.

Stream 3: Eligible project examples

- Designing and implementing 'active' features within an existing low income residential development. Through a multi-sectoral approach, physical environments could be designed with health and accessibility as integral parts of the community (such as footpaths, parks and trails). These features, along with delivery of an inclusive intervention, could support community members, such as older adults and people with disabilities, to be more active.
- Partnering with a planned or existing infrastructure project by adding a healthy living component. In a municipality that is building new bike lanes, you could add and evaluate the impact of education campaigns, pro-bike programs, and social marketing as a complementary opportunity to increase ridership among priority populations and leverage the municipality's investment in active transportation.

Stream 3: Ineligible project examples

- A project that uses HCCF funding to build a new bike lane in a suburban neighbourhood for community members to be physically active
 - This example would be an ineligible expenditure and does not focus on priority populations
- Developing an online physical activity program designed to help individuals improve their physical activity levels using behaviour change techniques, such as motivational coaching
 - This example does not address the built environment focus of the stream

Important Items of Note

- You must select **one stream** as the main focus for your project
- **Your project can include more than one environment**
 - For example, if you choose Stream 3 for built environments, your project may also include activities that create inclusive and supportive social environments
- **Your project can also address more than one behavioural risk factor**
 - For example, if you choose Stream 2 for healthy eating, you can also include physical activity and/or tobacco cessation activities in your project
- Focusing on more than one behavioural risk factor or environment will not increase your chances of receiving funding. You should do what makes sense for your project.

4 - Funding Details

Funding Available

- Total request for funding for applications under the Implement Phase must be between a minimum of **\$200,000** up to a maximum of **\$3,000,000**
- Timeframe for each project must be between a minimum of **2 years** up to a maximum of **4 years**
- Program solicitation funding envelope is approximately \$35 million
- Anticipated that approximately **25 projects** could be funded under the Implement Phase solicitation

Matched Funding - Key Elements

- 1:1 matched funding required for all projects with **cash and/or in-kind contributions** eligible
- Matched funding must come from **2 or more sources** (e.g., foundations; private sector; municipal, provincial, and territorial governments; other federal departments; not-for-profits, etc.)
- Your organization can be one of the sources of matched funding. However, if you provide matched funding for your own project, you will still need to have at least one more source to meet the minimum requirement
- You do not need to have your matched funding secured at the time of application. It will only be required at a later stage in the process

5 - Project Evaluation and Knowledge Mobilization

Evaluation for Implement Phase Projects

Evaluation is important because it helps track measurable changes that occur as a result of your project

- During the Advanced Screening stage, you will be asked to provide a brief overview of your plans for evaluation
- During the Full Proposal stage, you will be asked to provide more detailed information on your plans for evaluation
- An Evaluation and Knowledge Mobilization Guide will be shared with applicants who advance to the Full Proposal stage
- You will be expected to carry out your evaluation plans if you receive funding

Evaluation expectations for Implement Phase Projects

- Develop an evaluation plan, including:
 - Data collection tools
 - Logic model or theory of change
- Include pre- and post- intervention design to evaluate outcomes (as a minimum)
- Report on who your project is reaching and break down results by relevant identify factors
- Dedicate resources to evaluation (i.e., internal resources or third-party evaluator)
- Seek ethics approval
- Consider health equity and the needs of the priority population

Knowledge Mobilization Plan for the Implement Phase

Knowledge mobilization includes the synthesis, adaptation, dissemination and exchange of knowledge

- You will be asked to provide your plans for knowledge mobilization
- Funded projects will be expected to develop and implement a knowledge mobilization plan. This includes:
 - Creating knowledge products
 - Implementing processes to share and actively exchange this knowledge
 - Engaging project participants and community stakeholders

6 - Application Process and Assessment Criteria

Application Process - Stages of the Solicitation

The HCCF uses a two stage competitive process to determine which projects will receive PHAC funding

Stage One:

- Advanced Screening Form (ASF) is the first stage of the process
- Light touch approach for applicants to communicate their project idea (approximately 4 pages)
- ASFs undergo a competitive review process
- Applicants will be informed if they are selected or not to advance to the Full Proposal stage within 120 working days of the application deadline

Stage Two:

- Selected applicants from the ASF stage will be invited to submit a Full Proposal
- Full proposals undergo a competitive review process
- Anticipated project start date: Fall 2023

Application Process - Online Portal

- Online portal will guide applicants through the steps to apply
- Applications can be started, saved and revisited
- If you have not applied before, the first step will be to set up a profile for your organization so that you can receive important information updates from HCCF
- You are encouraged to start your application as soon as you can and build on it as the deadline approaches
- Check the status of application within the portal
- Complete a brief survey on your experiences with the portal (optional)
- Deadline for this solicitation is: **Wed. December 21, 2022 at 3pm EST**

Application Assessment Criteria



Your ASF will be assessed by reviewers with the following criteria:

1. Alignment with the Healthy Canadians and Communities Fund program objectives
2. Evidence of need for the intervention
3. Engagement with the priority population(s) in all aspects of the project
4. Application of Sex and Gender-Based Analysis Plus (or similar framework)
5. Quality and diversity of multi-sectoral partnerships
6. Potential to improve health outcomes of priority populations
7. Capacity to undertake the proposed project, including:
 - Organizational and financial capacity to manage projects
 - Experience with the priority population(s)
 - Ability to build and maintain multi-sectoral partnerships
 - Ability to manage projects and achieve results

Assessment Criteria 1: Alignment with the Health Canadians and Communities Fund program objectives



Helpful tips:

- Your project must focus on reducing the behavioural risk factors for chronic disease (physical inactivity, unhealthy eating and tobacco use)
- Explain how your project activities are related to these behavioural risk factor(s) for chronic disease prevention
- Make a link in your response with the intent of the stream you are under (e.g., social environments, food environments and/or built environments)

Assessment Criteria 2: Evidence of need for the intervention

Helpful tips:

- Tell us about the need for your intervention and why it is important to carry out this work
- Provide the sources of evidence for the need for your intervention. Evidence could include scientific literature, your organization's experiences, culturally informed ways of knowing, etc.
- Explain how the sources of evidence support the need for your intervention.



Assessment Criteria 3: Engagement with the priority population(s) in all aspects of the project



Helpful tips:

- Explain how will you engage your priority population(s) in all aspects of the project (*Note: This includes project implementation, evaluation and knowledge mobilization activities*)
- Tell us how you will ensure this engagement is meaningful (i.e., authentic involvement that allows priority population(s) to make consequential contributions to the project and the outcomes; would let their voices be heard; and would deepen their commitment and ownership to the project

Assessment Criteria 4: Application of Sex and Gender-Based Analysis Plus (or similar framework)



Helpful tips:

- Tell us how your project will address the unique needs of your priority population(s). Ensure you explain the underlying social determinants of health (e.g., gender, race, income or social status, etc.)
- Explain how will you both identify and address the inequities or barriers for your priority population(s) to access your intervention (e.g., tailoring intervention activities to enhance access for participants with different contexts, histories, cultures, values, and living and working conditions)
- Make sure to use SGBA Plus or a similar framework

Assessment Criteria 5: Quality and diversity of multisectoral partnerships



Helpful tips:

- Tell us how you will meaningfully engage partners and stakeholders in your project
- Be sure to identify the partners and stakeholders that are important for the implementation of the intervention
- Our program requires projects to have multisectoral partnerships. Ensure you describe how your partners represent a diversity of sectors, perspectives and expertise

Assessment Criteria 6: Potential to improve health outcomes of priority populations



Helpful tips:

- Tell us about how you plan to evaluate your intervention
- Make sure your evaluation and measurement approach makes sense for your proposed activities
- Explain how your evaluation and measurement approach will help you understand if your project intervention is what actually led to your results

Assessment Criteria 7: Capacity to undertake the proposed project

Helpful tips:

- Tell us about your organization's capacity on all of these fronts:
 - Your organizational and financial capacity to manage projects
 - Your ability to build and maintain multi-sectoral partnerships
 - Your ability to manage projects and achieve results
 - Your experience with the priority population(s)



Application Assessment Criteria

At both the Advanced Screening Form and Full Proposal stages, successful applications will be determined based on the results of a **competitive review** process and **HCCF's available budget**.



Funding decisions will be made to ensure a diversity of projects based on:

- location of project:
 - province or territory
 - urban or rural and remote communities
- funding stream selected
- priority population(s)
- size of organization

7 – Next Steps

Next Steps

- Visit our [HCCF website](#)
- Register on the [online portal](#)
- Check out the FAQ Appendices for answers to your questions. We'll continue to share FAQs in the online portal moving forward
- Note the deadline for this solicitation: **Wed. December 21, 2022 at 3pm EST**
- Check the status of your application within the online portal
- Expect to hear about your Advanced Screening Form within 120 working days of the application deadline
- Contact us: hccf-fscc@phac-aspc.gc.ca

Questions...





Appendix

Frequently asked questions

FAQ – About the Implement Phase solicitation

Why are you only funding the Implement Phase under this solicitation?

Our program takes a three-phased approach to project funding: Design, Implement and Scale. This approach recognizes the importance of supporting projects at various stages. We have concluded our first solicitation focused on Design Phase. We are currently only accepting applications for the Implement Phase. For information about future solicitations, please check our program website regularly for updates.

What is the difference between the Implement and Scale Phases?

The Implement Phase is focused on delivering and evaluating your evidence-informed intervention. The evaluation would create **new evidence** of what works, for whom, and in what context. Scale Phase projects would expand an intervention. The intervention would have been previously evaluated and **shown to be effective** to support chronic disease prevention. The project would impact greater numbers, alter cultural norms, and/or change policies at scale

FAQ – About the Implement Phase solicitation

If I am successful in receiving funding for the Implement Phase, will I automatically receive funding for the Scale Phase?

You will not automatically receive funding for the Scale Phase. If you are interested in participating in future solicitations, you will need to go through a separate, competitive application process. Please note that future solicitations will be determined based on program priorities and available funding. You may also wish to seek other sources of funding in the future to scale up your intervention.

Do project activities need to be national in scope?

Implement Phase projects do not need to be national in scope and having a national scope will not increase your chances of receiving funding. Activities can be delivered at the community, provincial/territorial or national level.

FAQ – About the streams

Do I have to pick one funding stream or can I choose multiple streams?

You can only select one stream as the main focus for your project. However, your project can include more than one environment if it helps to achieve your main objective. For example, if you choose *Stream 3: Increasing physical activity through healthy built environments*, your project may also include activities that create inclusive and supportive social environments.

Your project can also address more than one behavioural risk factor if it helps to achieve your main objective. For example, if you choose *Stream 2: Improving healthy eating through access to healthy foods and food environments*, you can also include physical activity and/or tobacco cessation activities in your project.

Focusing on more than one behavioural risk factor or environment will not increase your chances of receiving funding. You should do what makes sense for your project.

Your organization can submit more than one application for funding under this solicitation. In this case, the projects would need to be independent from each other, and be different in scope and activities. This could result in choosing a different stream for each application.

FAQ – About the streams and priority populations

If I am applying for “Stream 3: Increasing physical activity through healthy built environments”, do I need to actually “build” an environment conducive to physical activity (i.e., healthy built environment)?

You do not have to actually “build” an environment conducive to physical activity. You could choose to deliver a physical intervention within an existing healthy built environment (e.g., existing park, bike path, green space, etc.). In this sense, you are supporting your project participants to be active by using an existing healthy built environment.

How are priority populations identified for the Healthy Canada and Communities Fund?

Our program defines priority populations as groups in Canada that face health inequalities and are at higher risk of chronic disease. Priority populations are identified based on research, evidence and consultations in the areas of health equity and chronic disease prevention. You must focus your project on one or more of the identified priority populations.

FAQ – About health inequalities

How is the Healthy Canadians and Communities Fund addressing health inequalities?

We fund interventions that create supportive environments to help address health inequalities. We support interventions that target priority populations that face health inequalities and are at greater risk of chronic disease. Finally, we encourage partnerships with non-health sectors that can also tackle some of the conditions that contribute to health inequalities.

Do I have to use the Sex and gender based analysis (SGBA) Plus framework?

You are required to apply SGBA Plus or a similar framework throughout your project. Any framework that aligns with the purpose of SGBA Plus is acceptable. Specifically, the framework used must consider how multiple determinants of health interact and intersect to shape experiences and outcomes of project participants and communities. Examples of similar frameworks include social justice frameworks, anti-oppression frameworks, intersectionality frameworks, and critical theory orientations.

FAQ – About the funding requirements

What are the matched funding requirements?

You are required to secure a ratio of 1:1 in matched funds for the amount you request from us. Financial (cash) and in-kind contributions are both eligible for matched funding. Matched funding must come from a range of sources (i.e., two or more).

Your organization can be one of the sources of matched funding. However, if you intend to provide matched funding for your own project, you will still need to have at least one additional source to meet the minimum requirement.

You do not need to have your matched funding secured at the time of application. It will only be required at a later stage in the process.

Examples of matched funding sources include: the not-for-profit sector, the academic/research sector, private sector, private and public foundations, other government departments, and other levels of government.

FAQ – About the funding requirements

Do all project partners need to contribute to the matched funding?

No, not every project partner needs to contribute to the matched funding. You can have many partners that are involved in various aspects of your project. These partners may or may not be contributing financially (in-kind or cash).

When do I need to confirm the matched funding?

You must have half (50%) of the total matched funds in place at the time of signing your funding agreement. You must secure the remaining 50% of matched funds before the final year (12 months) of the project.

Are capital costs eligible for funding (e.g., for a built environment project)?

Funding may not be used to pay for capital costs such as the purchase of land, buildings or vehicles and construction/renovation costs. However, capital costs may be covered by matched funding for your project.

FAQ – About the application process

How do I apply?

Please use the online portal to apply. If you do not yet have an account, you will need to create one. You will then be able to log in to access and review the Advanced Screening Form questions and complete it. An organization can submit more than one application for projects that are different in scope and activities.

Can I get feedback on my project idea and whether it would be eligible for funding?

Our program strives for fairness and transparency. This ensures that all information shared with organizations is available to all applicants. As a result, our program cannot provide personalized advice to applicants on their individual project ideas.

FAQ – About the application process

Can I attach additional materials to my Advanced Screening Form application?

You will not be able to attach or email additional materials to your Advanced Screening Form application. The Advanced Screening Form is meant to be brief, clear and concise so that we can assess your proposed project idea. You can summarize points within your application from any additional materials. Will not look at any links to external websites included in textboxes; the application must be able to stand on its own.

Is the deadline for applications flexible?

The deadline for submitting an application is not flexible. Applications that do not meet the deadline of December 21, 2022 at 3pm EST will not be considered for funding under this solicitation.

I have a question that is not addressed in the FAQs. Is it possible to contact you for more information?

Please do not hesitate to email us at hccf-fscc@phac-aspc.gc.ca to ask any question that you may have.