



Healthy Food & Beverage Sales in First Nations Facilities and Buildings Grant Program

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Phase 4 Program & Application Guide

1. Introduction

Background

In May 2007, the BC Healthy Living Alliance (BCHLA) approved a Healthy Eating Strategy (HES) with the overall goal of achieving significant improvements in nutrition and healthy weights among the BC population. This strategy outlines four initiatives one of which is the Healthy Food and Beverage Sales (HFBS) Initiative. The HFBS is focused on three main settings - schools, provincial buildings and recreation facilities/local government buildings – and has separate but complimentary coordination.

The environments in which British Columbia families live, learn, work and play offer repeated and sustained exposure to unhealthy food choices (energy dense foods with low nutrient value), which contributes to the trends in obesity that are now being observed. On the positive side, there is evidence to show that when healthy changes are made to the food environment within certain contained situations (e.g., school environment) significant changes are achieved in food purchasing and consumption behaviors.

The implementation of the HFBS Initiative in First Nations facilities and buildings is being led by the BC Recreation and Parks Association (BCRPA). In response to an emerging need, BCRPA is administering a grant program for First Nations communities.

First Nations Healthy Food & Beverage Sales Grant Program

The HFBS grant program will assist First Nations communities with the development and implementation of healthy food and beverage sales in Band facilities and buildings. A maximum of \$87,500 is available for these grants and will be offered in 4 phases:

- Phase 1: One grant of \$12,500 was distributed by BCRPA to the Simpcw First Nation.
- Phase 2: 5 grants of \$7,500 each were distributed to First Nations.
- Phase 3: 5 grants, to a maximum of \$7,500 each, are now available to First Nations.

2. Guiding Principles for HFBS Projects

Applications should demonstrate a commitment to the following guiding principles:

- **Community Driven** - Communities solutions are based on local priorities.
- **Catalyst for Action** - Projects are catalysts that enable First Nation governments and community partners to enhance and improve the health of their citizens.
- **Focus on Key Priorities** - Projects have clear key priorities and focused outcomes.
- **Flexible** - Required actions differ in each community.
- **Coordinated** - Activities are coordinated to avoid duplication among programs and projects.
- **Sustainable Results** - Projects will support activities that can be shown to contribute to improving the individual and community health over time.

3. General Funding Priorities

In general, the HFBS grant program is focused on improving healthy food and beverage choices for children, youth, adults and families who use and work at First Nation government buildings and recreational facilities in British Columbia

However, the HFBS grant program has been designed to offer flexibility to applicants and to recognize and respect that each First Nations has a unique situation within their community. For example, community capability will vary depending on:

- Resources available.
- Number and size of recreation facilities and other First Nations government buildings.
- Contract commitments and relationships with private and community operators.
- Preference to phase-in a new program or opt for full implementation as soon as policies are established.

Priority for HFBS grants will be placed on applications where First Nations have the strongest influence over food and beverage sales, namely Band facilities and offices. In addition, the following items will be considered in the review of all applications:

- Consistency between HFBS grant activities and activities being undertaken in the communities.
- Broad reach within the community, including relationship building or collaboration with local organizations (such as sports and community organizations, health authorities) that will help to facilitate successful implementation of the plan.
- Projects involving the active participation of more than one Band program.

4. Eligible Applications

Eligible Applicants

For all phases of the BCRPA administered grant program, eligible applicants are First Nations in BC.

Eligible Activities

Projects to be funded generally must be new or expanded projects. Significant expansions of healthy food and beverage services into new program areas, facilities or geographic areas are also eligible.

Best practices in healthy choices for recreation facilities and First Nations buildings have identified a number of key activities for supporting the transition to healthy food and beverage sales. Therefore, to be eligible for grant funding, applicants must commit to completing the following activities:

1. Convening a Healthy Choices Committee. This could take the form of using an existing committee such as an Active Communities Committee.
2. Completing a facility assessment for all areas of food and beverage sales
3. Prioritizing areas for action
4. Developing a plan for healthy choices to move priority areas forward

Additional eligible activities are listed in Table 1.

For communities that have already undertaken any of the above activities, please identify which activities have been completed in your application.

Table 1: Eligible Activities	
Activity	Example
Undertaking community consultations and capacity building.	<ul style="list-style-type: none"> • <i>Meetings with local sports and recreation organizations, community members, schools, etc to gather input</i>
Developing customized implementation plans.	<ul style="list-style-type: none"> • <i>Research</i> • <i>Using staff time to develop plan</i>

Assisting with communications and public awareness.	<ul style="list-style-type: none"> • <i>Hosting educational events</i> • <i>Distributing promotional materials</i>
Co-funding a position to help co-ordinate implementation.	<ul style="list-style-type: none"> • <i>Hiring a consultant or contract staff member</i>
Workshops with food industry representatives to encourage involvement.	<ul style="list-style-type: none"> • <i>Organization and hosting of workshops</i>

5. Phase 4 Application Process

All Phase 4 applicants are required to complete the Application Form. A copy of this form is included as Appendix 2 and an electronic version is available on BCRPA's website. In addition a Band Council resolution, indicating support for the application and project, as well as a detailed budget, is required with the Application Form.

The deadline for submitting applications for Phase 1 is November 20, 2009 and all applicants will be notified of the status of their application by December 11, 2009.

Applications will be assessed for attention to the guiding principles, focus on one (or more) of the funding priorities and clarity of the items identified above. The location of each proposal will also be considered in order to ensure a balanced representation of projects across the province and with the aim to fund projects with a range of experience and diversity.

Please note the following important points when preparing your application:

- The maximum grant is \$7,500 and no matching funds or cost sharing is required.
- New applications are required for each phase of the program however, communities that received funding under Phase 1, 2 and 3 are not eligible to apply for Phase 4.
- All activities funded under Phase 4 are to be completed by June 30, 2010 and final reports are due by July 31, 2010.

6. Healthy Food & Beverage Sales Resources

In order to help First Nations identify, develop and implement eligible activities under the First Nations Healthy Food & Beverage Sales grant program, the following resources are available:

Municipal Recreation Food Environment Action Toolkit – the toolkit is designed to enable a facility to become a “Healthy Choices Facility” by providing a step-by-step implementation guide. A print copy will be provided to all approved grant applicants. This toolkit is designed to help facilities identify and take action on planning, implementation and evaluation including carrying out a facility audit of their healthy food and beverage choices, using the Brand Name Foods List and initiating an action plan.

Point-of-Purchase marketing materials – Materials have been developed to ensure consumer awareness of the availability and health benefits of making a healthy choice when selecting a food or beverage product for sale. The marketing resources have been evaluated to ensure effectiveness in encouraging healthy active living and informed choices by patrons. These materials will be provided to all approved grant applications.

Stay Active Eat Healthy website (www.stayactiveeathealthy.ca) – The website is designed to provide easy access to a full range of information, tools and resources for industry, site facility managers and consumers. Specific information and resources for Site Facility managers (retailers) are available and offer easy access to tools that will support facilities to become a healthy choice facility and to encourage business and planning partnerships with suppliers.

Brand Name Food List website (www.brandnamefoodlist.ca) – the website provides easy access to information on the foods that fit within the *Guidelines for Food & Beverage Sales in BC Schools* and the *Healthier Choices in Vending Machines in BC Public Buildings*.

Phase 1, 2 & 3 Grant Recipients – Local governments that received grants in Phase 1 and 2 of the HFBS program are available to provide advice, guidance and mentorship to successful Phase 3 applicants. Please see Appendix 1 for a list of Phase 1 and 2 recipients.

HFBS Staff – Technical assistance is provided by the HFBS Program Coordinator.

Evaluation support – An evaluation team is conducting an outcomes evaluation of the HFBS initiative and have tools and expertise available to ensure a successful evaluation. An honorarium will be provided by BCRPA to assist successful grant applicants with data gathering.

7. Project Grant Management & Applicant Responsibilities

Notice of Approval

All applicants will receive written notice of the status of their application as well as the terms or conditions of any grant that is awarded. Grants are awarded in two cheques: 70% at the approval of the project and 30% when the project is complete and BCRPA has received all required reports and a financial summary.

Applicant Responsibilities

Please note: grants are awarded to First Nations bands and tribal councils only. When collaborative projects are undertaken with community partners, the grantee remains the primary organization responsible for the grant. Due to this, and in addition to the terms and conditions that will be provided to all successful applicants, grantees are responsible for:

- Proper fiscal management, including acceptable accounting records.
- Thorough and well-planned project evaluation.
- Final report (using BCRPA forms) and financial summary.

Changes to Projects

Grantees are required to advise BCRPA of any significant variation from the approved project as described in the completed Application Form. Approval from BCRPA may be required in advance for such changes.

Also, please note that all project activities are required to be completed by June 30, 2010 and all extensions beyond this date must be approved.

8. Where to Apply

All application materials should be addressed to:

Healthy Food and Beverage Sales Initiative
BC Recreation and Parks Association
101-4664 Lougheed Highway,
Burnaby, BC V5C 5T5

Fax: (604) 629-2651
E-mail: akirbyson@bcrpa.bc.ca

9. Additional Information & Resources

For information on the Healthy Food & Beverage Sales Initiative and the First Nations HFBS Grant Program, please contact:

Anna Kirbyson
Healthy Food & Beverage Sales Coordinator
BC Recreation & Parks
Phone: (604) 629-0965, ext 261
E-mail: akirbyson@bcrpa.bc.ca

Appendix 1: Phase 1, Phase 2 and Phase 3 Grant Recipients

Phase 1

Simpw First Nation: Development of Healthy Food and Beverage Sales plan through community consultation, events and awareness.

City of Colwood: *Healthy Food Strategy* for West Shore Parks & Recreation, including hiring of dietician, revamping concession, enhancing healthy options in vending and concession, adding pocket market to recreation centre and educational programs.

Town of Creston: *Healthy Choices for Creston*, including access to healthy products in public buildings, vetting of products, exploring Pocket Markets and awareness.

Township of Esquimalt: *Serving it Up!* project to add healthy food options to concession

City of Kelowna: Implementation of *Healthy Food & Beverage Plan*

City of Prince George: Development of a city-wide nutritional health policy for all municipal facilities, including contract vendors & non-profit concession operators in municipal facilities, based on the Active Communities Strategic Plan

City of Richmond: Implementation kit for municipal facilities to add healthy food options, develop communication tools, and develop promotional tools

District of Saanich: Covert vending, cafe and concession to 75% healthy choices, public information campaign, education campaign, provide healthy choices at municipal events and for staff, support food security initiatives.

City of Surrey: Implementing components of the Organizational Food Policy Toolkit and MRFEAT.

Phase 2

Chehalis Indian Band: Develop and implement a healthy food choices program for an on-going breakfast, lunch, snack and food services program to serve staff and students at the daycare, school, employment services and band administration office.

Daylu Dena: Preparation of nutritious meals for elders, students and day-care children with incorporation of traditional foods; while offering public workshops on diabetes and healthy eating.

Heiltsuk First Nation: Offering healthy food and beverage choices at a nutrition bar in the community fitness centre.

Seabird Island Band: the Healthy Living Committee will develop policy on healthy food and beverage sales in consult with service providers and nutrition staff. Deliver workshops to staff in community buildings and host nutrition fair at the community school.

Sechelt Indian Band: organize a Healthy Choices Committee and develop healthy eating guidelines for catering and vending operations throughout administration buildings and programs identified in the community. Information meetings and educational workshops, such as grocery tours, will be offered.

Capital Regional District - Healthy vending, healthy eating implementation at SEAPARC.

Capital Regional District - Healthy vending and concession education at Panaroma Rec Centre.

Comox Valley Regional District – Research for future vending services, develop healthy food options in one concession, education and public awareness.

City of Delta - Develop long-term plan and training for four municipal food concessions, explore options with contracted food vendors and in vending machines, create plan for parks concessions and seniors facilities and other activities.

District of Fort St. James – Community partnerships for education, consultation, implementation, public awareness and hiring a contract person to oversee.

Fraser Valley Regional District - Further implementation of healthy food menu choices at concession located in Hope & District Recreation & Cultural Services building.

City of Kamloops - Revitalize Healthy Choices Committee, audit existing food options, develop corporate policy, evaluate options to purchase locally, merge City practices with School District and develop public awareness campaign.

District of Lillooet - Lillooet Smart Food, Smart Beverages.

City of Nanaimo – *Healthy Bites Program* to offer healthy food options in vending machines and concessions

City of New Westminster - *Healthy Food & Beverage for Healthy Body & Mind.*

North Okanagan Regional District - *Healthy Food & Beverage Choices Strategy* for Greater Vernon Parks & Recreation.

City of Port Coquitlam - Community consultations and capacity building, needs assessment and developing a *Healthy Choices Strategy*.

City of Quesnel - Development of a City wide nutritional policy for all municipal facilities to guide future agreements with vendors and organizations providing food and to provide leadership.

District of Taylor - *Healthy Lifestyle Food Choices* program in three service centres.

City of Vancouver - Assess current policies at 23 Vancouver community centres, establish Healthy Choices committee, publish best practices on website, hold best practices workshop and report

City of Victoria - Develop *Healthy Food & Beverage Strategy*.

City of Williams Lake - Establish healthy food and beverage policy at Cariboo Memorial Recreation Complex

Phase 3

- **District of Houston** - Convene Healthy Choices committee and create action plan.
- **Nanaimo Regional District** - Hire dietitian, set up Healthy Choices committee, complete facility assessments and prioritize areas for action.
- **District of North Cowichan** - Work with local sport groups to develop healthy food & beverage sales plan.
- **City of North Vancouver** - Play Well, Eat Well healthy eating facility project at Harry Jerome Recreation Centre.
- **City of Terrace** - Education, public awareness and research for vending machine change.
- **West Moberly First Nations** - Revamp and improve Band Hall Concession; provide educational materials and resources; point-of-purchase displays to encourage healthy choices; community outreach and education

- **Stellat'en First Nation** - Hire a dietary consultant to start a Healthy Food Program in the concession of the Stellat'en New Community Hall and to offer these services to the Head Start program and Elder's Meals on Wheels program.
- **New Aiyanish Village Government** - Implement healthy choices in vending, schools, after school programs, special events and educate staff on how to implement the First Nation Bands Healthy Food and Beverage Sales Program.
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Appendix 2: Application Form



Healthy Food & Beverage Sales in First Nations Band Facilities and Buildings Grant Program

Fax: (604) 629-2651
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E-mail: akirbyson@bcrpa.bc.ca

Phase 4 Application

*The completed Application Form, with all required attachments, is due **November 20, 2009**. Thank you in advance for your cooperation. Questions? Contact Anna Kirbyson at BCRPA at akirbyson@bcrpa.bc.ca or (604) 629-0965 ext 261*

Please type directly in this form or print and complete. Use additional space or pages wherever required.

Applicant Information

First Nation Band or Tribal Council:

Mailing Address:

Contact person:

Position:

Phone:

E-mail:

Other Contact

Contact person:

Position:

Organization:

Mailing Address:

Phone:

E-mail:

1. DESCRIPTION OF PROJECT. What activities will you undertake?

2. OBJECTIVES. What will the project will achieve in your community?

3. INTENDED OUTCOMES & DELIVERABLES

4. EVALUATION. What tools will be used to evaluate the project and how will this information be used and shared?

5. DEMONSTRATION OF PROMISING PRACTICES. How is your project innovative and what lessons will it offer to other First Nations communities?

6. READINESS TO IMPLEMENT A HFBS PROJECT

Please check the following items that are currently in place or being developed:

- Policies to support the implementation of a HFBS project. *Please attach copies of any relevant policies.*
- Community engagement activities. Please list activities that have taken place to date:
- Partners. Please list all confirmed partners:
- Funding and/or staff resources allocated to HFBS implementation. Please describe:

Please indicate which activities your First Nation is willing to commit to:

- Full HFBS implementation, including sustaining HFBS activities after grant funding.
- Participation as a mentor community (to other communities).
- Participation in a one-day in-community workshop with the HFBS Coordinator or designate.
- Completion of progress and final reports by the established deadlines.
- Participation in an evaluation of the HFBS grant program.
- Presentation of your project at BCRPA events.

7. SUSTAINABILITY. Will the project be sustained after the funding? If yes, how?

8. ADDITIONAL COMMENTS. Please use this space to add any additional comments.

9. ADDITIONAL INFORMATION (PLEASE ATTACH):

- Band Council Resolution
- Budget
- Copies of relevant policies, documents, etc