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HCF

Connections

KEEPING YOU INFORMED—
WHAT WE KNOW, WHEN WE KNOW IT!

The Ministry of Health Promotion's new approach to health promotion and disease and injury prevention places the emphasis on community



A "new" approach — Healthy Communities Fund

As you may already be aware, the Ministry of Health Promotion has undertaken a new approach to health promotion and disease and injury prevention work, and has placed a new emphasis on community mobilization leading toward policy development. This new approach is called the **Healthy Communities Fund (HCF)**.

HCF will require an integrated, community-based approach to address multiple risk factors including physical activity, nutrition, tobacco use, injury prevention, alcohol and substance misuse and mental health. Goals will be accomplished through the establishment of "Healthy Communities Partnerships" with participation from a wide variety of stakeholders and cross program involvement.

It promises to be an exciting time as the Ministry of Health Promotion launches the Healthy Communities Fund across the province. As a result of this new direction, Simcoe-Muskoka has begun to see changes: Take Heart and Good for Life, Think Clear and Risk (OHHP-Taking Action for Healthy Living and FOCUS Community Projects for the District of Muskoka, Parry Sound and Simcoe County) have now wound down and completed their work under these project names.

It has been an incredible 12 years, working together with agency staff and community partners. Together we have accomplished many significant things towards our shared goals and common vision for a healthy Simcoe-

Muskoka. Although there may appear to be a lull in the level of activity during this time of transition, rest assured a key to the success of this new agency undertaking will be a collaborative approach involving many program teams as we set priorities and make plans to promote and support a healthy Simcoe-Muskoka.

Alicia Tyson, (past Take Heart Project Coordinator) and Velma Shewfelt (past Project Coordinator for THINK CLEAR) will now be providing leadership for the health unit under the management of Lee Zinkan-McKee to ensure the success of HCF Partnerships in Simcoe-Muskoka. If you have any further questions please contact Alicia, Velma or Lee.

Best Regards,

Us Three!

Alicia Tyson, Healthy Communities Program Coordinator
Velma Shewfelt, Healthy Communities Program Coordinator
Lee Zinkan-McKee, Healthy Communities Program Manager



Staying in Touch...

How we're planning to keep the lines of communication open

Our partners are an important ingredient in the success of our programs, now and in the future.

"Maintaining a close relationship with long time partners...will be key to the success of this new undertaking."

Dr. Charles Gardner, MOH

As one valued partner recently shared, "it's an uncertain time for all of us." Change is difficult, and it seems we've had a lot of it lately. March 31, 2010 officially marked the end of an era—the OHHP-Taking Action for Healthy Living and FOCUS Community Projects are no more. Healthy Communities Fund is the new health promotion, chronic disease and injury prevention approach of the Ministry of Health Promotion. As we wait for final details to come from the Ministry about what is

expected of the Healthy Communities Partnerships (HCP) and what the guidelines will look like, it is important that everyone be kept as in the loop as possible. We're accomplishing this in several ways:

- A letter outlining the new approach and affirming our partners was sent from Dr. Gardner to lead agencies recently
- This newsletter- and future issues like it—will be a means for us to share what we

know & what we (and our partners) are doing

- If you or your partners in the community have specific questions about HCF and/or HCP, please don't hesitate to ask; we may not know the answer but we will sure try to find it!

Additional information will be coming—your patience is appreciated.



Keep in Touch!

Alicia Tyson, Healthy Communities Program Coordinator (responsible for Simcoe-Muskoka North—Midland, Orillia & the District of Muskoka) can be reached at 1-877-721-7520, ext. 7778 or by email at alicia.tyson@smdhu.org

Velma Shewfelt, Healthy Communities Program Coordinator (responsible for Simcoe-Muskoka South—Collingwood, Barrie and South Simcoe) can be reached at 1-877-721-7520, ext. 7527 or by email at velma.shewfelt@smdhu.org



Check it Out!

For more information about the Healthy Communities Fund, including application forms, guidelines and resource materials, go to <http://www.mhp.gov.on.ca/en/healthy-communities/hcf/default.asp>

"Show Me the Money!"

(A Word About the Fund)



Healthy Communities Ontario is composed of three distinct but related entities:

1. Healthy Communities Fund (granting stream)
2. Healthy Communities Partnerships (community planning and policy development) and
3. Healthy Communities Consortium (network of resource and service providers to support those involved in HCO at all levels).

The Healthy Communities Fund (HCF) represents an expansion of the former Communities In Action fund. Community groups (but not Health Units) may apply for project funding to address two or more of the HCO priority risk factors.

The current call for proposals closes April 30, 2010; all applicants **MUST** speak with a regional fund representative **BEFORE** applying.

The HCF Granting Stream and HCF Partnerships are not linked at this time.

Regrettably, we cannot influence the provision of funds for any project. We anticipate that the HCF Community Plans will, in the future, be used to inform funding decisions.