



LIVE WELL PEI
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WHAT WE HEARD AND WHAT WE ARE DOING

Redesign of the Live Well PEI (LWPEI) website
and community granting program



Public Health
Agency of Canada

Agence de la santé
publique du Canada

PEI’s community groups and organizations (CGOs) are deeply connected to their communities and ideally positioned to lead action to promote healthy communities. To support community action on health, community needs and interests for the redesign of the Live Well PEI website and community granting program were gathered. Several committees including participants from community, government, and academia, helped with the redesign. The PEI Chief Public Health Office is committed to responding to what was heard during the redesign project.

BUILDING A MORE INTERACTIVE WEBSITE PLATFORM TO SUPPORT COMMUNITY ACTION ON HEALTH

What We Heard	What We Did/Are Doing
<p>Community groups and organizations named these areas as relevant for promoting health in their communities:</p> <ul style="list-style-type: none"> • Revising the LWPEI community granting program • Providing access to evidence (i.e., data and information) • Building capacity (i.e., developing skills, knowledge, resources, and abilities within organizations and communities) • Providing resources to support community collaboration 	<p>The re-design incorporated all the areas identified by CGOs and they will inform future implementation.</p>
<p>Potential interactive tools identified to support community action on the Live Well PEI website include: calendar of events, interactive maps, directories of community groups and organizations, volunteer database, etc.</p>	<p>All ideas were considered against a set of criteria (i.e., relevance, potential impact, achievability, and similarity to existing resources available in PEI). A short-list of tools was identified.</p>
<p>Fostering connections and collaboration and supporting the sharing and development of knowledge and skills among CGOs is valuable. CGOs are also interested in having opportunities to connect in-person.</p>	<p>On the next version of the website, we will:</p> <ul style="list-style-type: none"> • Share stories and learnings from local community initiatives, and • Invite people to register for the new Health Promotion newsletter with locally relevant information. <p>We will bring together LWPEI community grant recipients to celebrate and share lessons learned and find other opportunities to bring CGOs together in person around health promotion.</p>
<p>CGOs would benefit from increased knowledge of how to promote health and prevent chronic disease, knowledge about available community resources, and access to public health professionals. Being able to reach a person to discuss ideas and questions is important.</p>	<p>For the next version of the website:</p> <ul style="list-style-type: none"> • We will continue to expand health promotion content and available community resources, including links to: <ul style="list-style-type: none"> ○ Existing sources of best practices, and ○ 211 and the Mental Health Helping Tree. • CGOs will be able to access CPHO health promoters and epidemiologists through the contact form, the email and/or the phone number.
<p>CGOs would benefit from improving access to community-specific health evidence including detailed demographic information (e.g., age, gender, region, diversity, etc.)</p> <p>Data collection and sharing should align with a “nothing about us without us” approach to build trust with CGOs and reduce potential harm.</p>	<p>For the next version of the website, we will:</p> <ul style="list-style-type: none"> • Regularly identify information of interest to community and analyze and share the available data; • Update the search function to allow people to find information more easily; • Provide more access to information: <ul style="list-style-type: none"> ○ Short term: Reports and fact sheets

Various types of local data are of interest (i.e., information presented both in numbers and stories, and comparisons of PEI to other provinces and territories).

Different levels of data interpretation are also of interest, including summarized and interpreted data, data tables and datasets.

- Medium-long term: Data tables
- Long term: Possibly datasets that communities can analyze based on their own interests;
- Add information on how to interpret data and its limitations (note: community specific information may not be available for all communities); and
- Add links to other helpful data resources, e.g., the Public Health Agency of Canada Health Inequalities Data Tool.

The usefulness of the new tools to community groups and organizations may depend on what content and associated supports are included.

We will continue to seek guidance and feedback from CGOs during implementation of the recommended changes.
We will evaluate the re-design to assess whether it is meeting its goals.

A website and small granting program do not respond to many broader factors affecting the ability of communities to take health promotion action, such as the availability of staff and volunteers.

There are many other factors that influence healthy behaviours and chronic disease, such as laws, cultural norms, the health system, and individuals' genetics, biology and mental health status.

The website and community granting program are just two components of a broader approach to health promotion; they are intended to *contribute* to supporting community action and to improving healthy behaviours among people living in PEI. Health promotion requires working with many different partners at different levels. We recognize that CGOs face significant challenges in their operations, and we attempted to incorporate remedies into the redesign including:

- Connecting groups and organizations to share information and knowledge,
- Building capacity (skills, knowledge, technical ability),
- Ensuring staffing costs would be eligible expenses for larger grants, and
- Connecting people to existing resources.

LWPEI COMMUNITY GRANTING PROGRAM

What We Heard	What We Did/ Are Doing
The funding model and process for community health promotion grants affects community mobilization.	We redesigned the community granting program with input from CGOs. It will be launched once additional funding for the grants is secured.
An online grant management system must be straightforward to use (e.g., able to save application and continue at a later time, add others to collaborate on applications, download submitted applications and track grant review progress).	We will incorporate community considerations for an online grant management system into its development.
CGOs do not want to prepare grant applications that do not have a high likelihood of success.	We will incorporate a pre-screening process into the LWPEI community granting program.
The effort required to prepare a grant application and complete reporting requirements must be reasonable for the size of the grant.	Grant application and reporting will be tailored to the size of grants.
Both small and larger grants are of interest.	We are seeking funding to support both larger and smaller grant sizes.

For larger grants, staffing needs to be an eligible expense.

For larger grants, we will include staffing as an eligible expense.

Additional coordination of grant opportunities across PEI government, such as a central portal and application process, could streamline work for CGOs.

We will raise this suggestion at relevant government tables.

GENERAL CONSIDERATIONS FOR LWPEI WEBSITE IMPROVEMENT

What We Heard

What We Did/ Are Doing

The website's target audience (i.e., CGOs and/or individuals looking to change their own health behaviours) should be clearer. Audience needs should be considered in the website layout to help them find relevant information.

We will work with IT partners to redesign the website layout with these considerations in mind.

The website and its tools must be written in understandable and user-friendly language. They should include diverse ways of presenting and sharing information (e.g., text, images, videos).

We will revisit the language on the website and incorporate more images and videos as well as other suggestions to improve the user experience.

Transparency is important for the community (e.g., grant deadlines and review timelines, eligible grant activities, and how community stories will be used).

We will develop updated content and messaging with this in mind.

People whose first language is not English find information in their own language more helpful. There are challenges with utilizing Google Translate to provide access to the website content in French.

We understand much better the limitations of Google Translate for offering website content in other languages. Options for supporting the sharing of information in languages besides English will be further explored.

The promotion of the website and tools is critical to ensure awareness and use by CGOs.

We will develop promotion strategies to ensure that groups that would benefit from the website are made aware.



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