



PROGRAM DESCRIPTION

The **LIVE WELL PEI** Wellness Grant Program has been designed to support collaboration, reduce barriers, increase supports, and enhance resources that positively influence the health of Islanders whereby making healthy choices easier for all Island residents.

Through this program, communities, schools, and organizations are empowered to implement projects and initiatives that meet their needs.

PROGRAM FOCUS

The focus of the 2025-2026 funding cycle is on the 4 pillars (health behaviors) of chronic disease prevention and the social, economic, and structural conditions that impact health:

- Healthy Eating
- Physical Activity
- Living Tobacco-Free
- Reducing Alcohol Consumption
- Social Determinants of Health (e.g., childhood experiences)
- Injury Prevention

FUNDING DETAILS (2025-2026)

Funding is available to support a wide range of new projects and initiatives that use health promoting strategies to prevent chronic disease in diverse settings and across populations. Two different grant streams are available

- **Community Catalyst Grant** (up to \$7500) – designed to support Island communities in mobilizing and building local capacity; and
- **School Health Grant** (up to \$3000) – designed to support the Comprehensive School Health/Health Promoting Schools framework with initiatives aimed at improving health literacy skills and the physical, mental, and social wellbeing of Island students.

- Applicants may submit multiple applications for different projects;
- Applicants must identify the level of funding being requested. However, the project selection committee and the Health Promotion Unit have the authority to negotiate the scope, scale and dollar allowance for each proposed project; and
- Funding distribution is installment-based; 75% upfront, and 25% upon completion of project.

Applicants are encouraged to contact us to discuss their proposals and/or ask questions.

ELIGIBLE APPLICANTS

Note: To be considered eligible, all organizations and groups must be registered in PEI or must partner with a registered PEI organization to lead the project. To see if you are registered in PEI, [check here](#)

- Non-profit organizations/associations
- Indigenous governments, bands, councils, or non-profits
- Municipalities
- Advocacy groups
- Registered charities
- Social enterprises
- Educational institutions
- Community groups
- Public or private schools (K-12)

INELIGIBLE APPLICANTS

- For-profit entities
- Individuals

ELIGIBLE EXPENSES

- Training
- Transportation (**within PEI only**)
- Supplies and materials for programming, activities, training, etc.
- Food costs up to 15% of the total budget
- Research activities (e.g. community needs assessments, surveys, interviews, etc.)
- Honoraria for expertise outside the core project team/organization up to 15%
- Participation incentives up to 10% of total budget



INELIGIBLE EXPENSES

Note: If any of your expenses are from this list, you should contact us prior to submission at livewellpei@gov.pe.ca

- Expenses prior to the application being approved
- Salaries and wages
- Conference fees
- Out of province travel and accommodations
- 1:1 counseling or care, chronic disease management, access to care, or coordination of services for those requiring care
- Honorariums for individuals in salaried positions who will be speaking as part of their role (dietitians, social workers, public health nurses, etc.)
- Establishment of and food for snack, breakfast, or lunch programs
- Organizational overhead fees (e.g., book-keeping, administration, project management, etc.)
- Capital or infrastructure costs (e.g., structural improvements such as flooring, classroom furniture, large kitchen appliances, etc.)
- Scholarships and/or bursaries
- Textbooks, curricular, and related resources
- Gym & fitness equipment (e.g., treadmills, weights, bikes, balls, gymnastics bars, etc.)
- One-time events or activities (e.g. awareness-raising events, expos, conferences, children's camps, staff retreats, etc.)
- Field trips
- Playground equipment

PROJECT TIMESPAN

Applicants must indicate the expected duration of their project. **All projects must be completed by May 29th, 2026.**

PARTNERSHIPS

Partnering with other organizations is strongly encouraged. If you have partnerships, please include this in your project details. If you are looking for partnership ideas, contact us at livewellpei@gov.pe.ca.

REPORTING

Successful applicants will be required to sign the Wellness Grant Funding Agreement outlining all project requirements and the roles and responsibilities of both parties. This will include:

- Attending a virtual information session with a Health Promoter
- Provide regular project updates (every two months)

- Submitting a financial report of expenses associated with the project. Please note that final project costs must align with the original approved budget. Any proposed changes to the budget must be approved by a member of the Health Promotion team. **Any changes that are not approved by the health promotion team will not be considered an eligible expense.**
- Submitting all project receipts (must add up to total in financial report)
- Submitting at least two photos from grant project activities
- Submitting a final survey to the Health Promotion Unit

SELECTION OF PROJECTS

- The Project Selection Committee will review each Letter of Intent that meets the submission deadline. The committee will determine eligibility based on the project proposal outlined in the letter.
- Projects deemed eligible based on the Letter of Intent will be then invited to complete the application.
- Each successful applicant will be supported by a Health Promoter from the Health Promotion Unit, in PEI's Chief Public Health Office. The Health Promoter will be the primary contact for your project and will help connect you to additional resources in your community.

HOW TO APPLY

Step 1:

Before submitting a full grant application, organizations are required to submit a Letter of Intent (LOI). This initial step helps assess whether your proposed project aligns with the funding priorities outlined above.

Your LOI should briefly outline:

- Your organization, PEI business registration number (community organization only), and its purpose.
- A brief project summary – goals, purpose, and wellness focus (e.g., healthy eating, physical activity, tobacco and alcohol reduction, injury prevention, social determinants of health).
- Demonstrate the need for your initiative (e.g., CPHO Report, community data etc.)
- The populations your project aims to serve (e.g., youth, seniors, marginalized communities etc.)

Submit your Letter of Intent via email to: livewellpei@ihis.org. **Letters of intent will be accepted until 4.00PM on September 16, 2025.**

Step 2:

Following the submission deadline, all Letters of Intent will be reviewed by the Project Selection Committee. Within one week, you'll receive notification confirming whether your project is eligible. Eligible projects will be invited to complete the full grant application.

If your project meets the eligible criteria, you will be invited to:

- Provide additional project details, if needed
- Advance to the full grant application

This step ensures your proposal is aligned with program priorities and sets the stage for a successful application process.

All applications must be submitted online on the provincial government website: Applicants will have two weeks to submit the full application. Applicants may complete the grant application in two ways:

1. Directly online, which requires completing the application in one sitting. Please Note: you cannot save and return to it later.
2. Using the Application Template. This method allows you to work on the application over a longer period. Using this method, you will need to save the file and upload it to the online portal.

Applicants are encouraged to save or print a copy of their application before submitting the form online. This can be done by selecting the print preview screen and printing a hard copy or obtaining a digital copy by selecting; print preview, "Adobe PDF", and save as a PDF.

EXAMPLES OF POTENTIAL ELIGIBLE PROJECTS

- Using local expertise in the community to teach food literacy within community (e.g., canning, baking, and gardening skills)
- Development of municipal policies for healthy food environments, reducing alcohol and/or tobacco use, or addressing social determinants of health, etc.
- Research or community needs assessment for action on health behaviors (e.g., surveys, focus groups)
- Community active transportation planning
- Forming community networks to address health behavior areas (e.g., community alcohol policy coalition)
- Educational campaigns on health behavior areas (e.g., youth vaping prevention, harmful use of alcohol, and health guidance related to Canada's 24-Hour Movement Guidelines, and Canada's Food Guide)



- Connecting health impacts to social determinants of health (e.g., connecting to nature, reducing adverse childhood experiences, connecting seniors and youth generations)
- Development of programs and initiatives aimed at improving an area identified in school COMPASS results
- Establishment of clubs, groups, and resources to improve and promote inclusivity and community at school or in communities (e.g. student-led diversity and inclusion club, peer mentoring program for newcomers or those facing challenges etc.)
- Establishment of clubs and groups to reduce screen time or encourage movement, and foster connection (e.g. book club, boardgame club, environmental walking group, conversation club etc.)
- School needs assessment to help in creating supportive environments at school

CONTACT INFORMATION

Health Promotion Unit, Department of Health and Wellness, Government of PEI

Email: livewellpei@gov.pe.ca

Phone: (902) 370-6990

Applicants are encouraged to contact us to discuss their proposals and/or ask questions.

ADDITIONAL BACKGROUND INFORMATION AND GLOSSARY

Health promotion information and resources can be found at: www.livewellpei.ca.

Access the Health Promotion Glossary [here](#).

BACKGROUND HEALTH PROMOTION INFORMATION

The Chief Public Health Office (CPHO) is a division within the Government of Prince Edward Island's Department of Health and Wellness. The CPHO promotes and protects the health of PEI residents and prevents disease and injury through the three pillars of public health: promotion, protection, and prevention.

Public Health's aim is to keep people healthy and prevent injury, illness and premature death. It does this through a combination of programs, services and policies designed to address the universal health needs of individuals within populations and achieve health benefits for populations as a whole. Public health is part of the health system but it is broader than 'medicine' and 'health care' because it focuses on populations and prevention rather than on individuals and treatment.

The primary goal and purpose of the Health Promotion Unit is to reduce the burden of chronic disease in PEI by focusing on four modifiable risk factors - unhealthy diet, physical inactivity, tobacco use and harmful use of alcohol. Evidence shows that a large portion of chronic diseases can be prevented or delayed through efforts in these areas. Since physical health is strongly linked with mental health, mental health promotion is another pillar of our work.



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Wellness Grant Program Guidelines

There are different **levels of prevention** within public health. Health Promotion focuses on an “**upstream**” approach which, as noted, aims to prevent disease or injury before it even occurs. This is often referred to as **primary prevention**, which uses universal and targeted approaches to support and promote good health across the life span.

Here is an example of applying the different levels of prevention:

Primary - prevents disease, illness, or injury before it happens.

Secondary - early detection of disease, illness or injury and reducing its severity.

Tertiary - treating an existing disease, illness or injury.

Example: An industrial company is releasing a contaminant into a river that is causing swimmers in the river to get rashes.

Enforcing a policy that prohibits the company from dumping the contaminant (thus preventing rashes) is **primary** prevention. Having a lifeguard check swimmers for rashes and treat immediately is **secondary** prevention. Setting up a support group to help people deal with persistent rashes is **tertiary** prevention.

The Health Promotion Unit also works on the [*social determinants of health*](#). These are the social, cultural, political, economic and environmental conditions which influence a person's opportunity to be healthy, their risk of illness, health behaviours and healthy life expectancy. Health Promotion also addresses health inequities that result from the uneven distribution of these social determinants. The approach used to address these conditions and the risk factors impacting chronic disease, is the **Ottawa Charter for Health Promotion**. It is a framework that identifies population-level actions and strategies used to address public health problems. The Ottawa Charter action areas include:

- **Build healthy public policy** - putting health on the agenda in all sectors and at all levels
- **Create supportive environments** - create places and settings that support health
- **Strengthen community action** - empower communities to take action for health
- **Develop personal skills** - support personal and social development throughout life
- **Reorient health services** - change how healthcare works to focus more on prevention

Similar to across Canada, in PEI, the major disease burden is attributed to four main chronic disease clusters: cancer, cardiovascular disease, diabetes (Type 2), and chronic obstructive pulmonary disease (COPD). It is well known that these chronic disease clusters are closely associated to four modifiable risk factors areas: poor diet, physical inactivity, tobacco use, and harmful use of alcohol. Therefore, Health Promotion in PEI focuses on these key health behaviour areas in order to prevent chronic disease and improve health outcomes at a population level.

- As a result, the Wellness Grant Program was established to provide opportunities for chronic disease prevention and upstream wellness initiatives at the community level.

KEY TERMS



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Wellness Grant Program Guidelines

Public Health – organized efforts to monitor and prevent disease and promote and protect health so that fewer people become sick or injured and more people live healthier lives.

Health Promotion – enabling people to increase control over, and to improve, their health.

Social Determinants of Health – the social, environmental and economic conditions in which people are born, grow, live, work, and age that shape health and wellbeing. These circumstances are shaped by the distribution of money, power, and resources.

Health Inequities – differences in health among populations that are avoidable and preventable, as they result from an unfair distribution of resources and opportunities.

Population Health – the health outcomes of a group of individuals, including the distribution of such outcomes within the group. It is an approach to health that aims to improve the health of an entire human population.

Health Equity – all people (individuals, groups, and communities) have a fair chance to reach their full health potential and are not disadvantaged by social, economic, and environmental conditions.

Primary Prevention – efforts to prevent disease or injury before it ever occurs.

ADDITIONAL RESOURCES

Live Well PEI website: <https://www.livewellpei.ca/>

2021 Chief Public Health Officer's Report:

https://www.princeedwardisland.ca/sites/default/files/publications/cpho21_report_web.pdf.

Essential Health Equity Terms: <http://nccdh.ca/resources/glossary/>. (A great list of definitions to enhance communication and action on the social determinants of health and health equity)

Ottawa Charter for Health Promotion: <https://www.who.int/healthpromotion/conferences/previous/ottawa/en/>.

Community Toolbox – Writing a Grant: <https://ctb.ku.edu/en/table-of-contents/finances/grants-and-financial-resources/writing-a-grant/main>.

Community Toolbox – Identifying Community Assets: <https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/identify-community-assets/main>.

General Grant Writing Tools Handbook: https://www2.gov.bc.ca/assets/gov/careers/about-the-bc-public-service/corporate-giving/grant_writing_handbook.pdf.

Effective Proposal Writing: [https://www.ohcc-ccso.ca/sites/default/files/Strategies for Effective Proposal Writing.pdf](https://www.ohcc-ccso.ca/sites/default/files/Strategies%20for%20Effective%20Proposal%20Writing.pdf).

Comprehensive School Health Framework: <https://www.jcsh-cces.ca/en/concepts/comprehensive-school-health/>

2023-2024 Provincial COMPASS Report:

[file:///C:/Users/scook/Downloads/2023_24%20Provincial%20Report_0%20\(5\).pdf](file:///C:/Users/scook/Downloads/2023_24%20Provincial%20Report_0%20(5).pdf)

