



### APPLICATION FORM

PLEASE PRINT OR TYPE – FILL IN WHITE SPACES ONLY  
VEUILLEZ DACTYLOGRAPHIER OU ÉCRIRE EN LETTRE MOULÉES – COMPLÉTER LES ESPACES BLANCS SEULEMENT

**CANADA PRENATAL NUTRITION PROGRAM (CPNP)  
PROGRAMME CANADIEN DE NUTRITION PRÉNATALE**

**COMMUNITY ACTION PROGRAM FOR CHILDREN (CAPC)  
PROGRAMME D'ACTION COMMUNAUTAIRE POUR LES ENFANTS (PACE)**

EXTENSION/PROLONGATION 2014-2017			
<b>NOM DU PROJET / NAME OF PROJECT :</b> Smart Start for Babies Prenatal Advantage Program		<b>PROJECT # DU PROJET :</b> 6971-06-95-0004	
<b>NOM ET ADRESSE DU REQUERENT / NAME AND ADDRESS OF APPLICANT</b>	<b>NOM DE L'ORGANISME / ORGANISATION NAME:</b> Middlesex-London Health Unit		
	<b>NUMÉRO ET RUE / NUMBER AND STREET :</b> 50 King Street		
	<b>VILLE OU VILLAGE / CITY OR TOWN:</b> London		
	<b>PROVINCE / PROVINCE:</b> Ontario	<b>CODE POSTALE / POSTAL CODE:</b> N6A 5L7	<b>TÉL / TEL:</b> 519-663-5317 <b>TÈLÈC / FAX:</b>
<b>PERSONNE DE CONTACT / CONTACT NAME</b>	<b>NOM / NAME :</b> Kathy Dowsett, Manager, Family Health Services		<b>COURRIEL / E-MAIL :</b> kathy.dowsett@mihu.on.ca
<b>NOM DE LA PERSONNE RESPONSABLE / NAME OF RESPONSIBLE PERSON</b>	<b>NOM / NAME :</b> Dr. Christopher Mackle		<b>TITRE / TITLE :</b> Medical Officer of Health and CEO
	<b>SIGNATURE :</b>		<b>DATE :</b>

**We, the Board of Directors, are pleased to support the application for an extension of current funding.**

**Nous, les membres du conseil consultatif, sommes heureux d'appuyer la demande pour la continuation.**

\_\_\_\_\_  
Name/Nom

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title/Titre

\_\_\_\_\_  
Name/Nom

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title/Titre



Detailed Budget - Budget détaillé

Project Sponsor: MIDDLESEX-LONDON  
Bénéficiaire du Projet: HEALTH UNIT  
PROJECT NAME: SMART START FOR BABIES: Prenatal Advantage Program  
NOM DE PROJET: SMART START FOR BABIES: Prenatal Advantage Program  
PROJECT #: 6971-06-95-0004  
# DE PROJET: 6971-06-95-0004

Please refer to the Eligible Expenditures List / veuillez vous référer à la liste de Dépenses Admissibles

For the period of April 1, 2012 to March 31, 2014  
Pour la période du 1er avril 2012 au 31 mars 2014

	Fiscal Year - 2012-2013 - Exercice financier	Fiscal Year - 2013-2014 - Exercice financier	Total
<b>a) Personnel</b>		65,696	
Full/Part-time Employees/Employé(e)s à plein temps/temps partiel			0
Position Title/Titre du poste			0
Program Assistant		22,759	22759
Site Coordinators		25,939	25939
			0
Casual PHNs		4,000	4000
Employer's Share of Payroll Deductions/Avantages sociaux		10,503	10503
Contractual Employees/Employé(e)s à contrat			0
Registered Dietitian		2,495	2495
			0
			0
<b>Subtotal/Sous-total</b>	<b>0</b>	<b>65696</b>	<b>65696</b>
<b>b) Travel/Déplacements</b>		1,476	
Staff Travel		1,176	1176
Living Expenses/Frais de séjour			0
Staff education/travel		300	300
<b>Subtotal/Sous-total</b>	<b>0</b>	<b>1476</b>	<b>1476</b>
<b>c) Materials/Matériel</b>		77,610	
Office Supplies/Approvisionnement de bureau		3,000	3000
Program resources/Special projects		13,000	13000
Printing/Promotional materials		5,500	5500
Program Food		6,000	6000
Transportation for Participants/Transport des participants		22,110	22,110
Food vouchers		28,000	28000
<b>Subtotal/Sous-total</b>	<b>0</b>	<b>77610</b>	<b>77610</b>
<b>d) Equipment/Équipement</b>		3,000	
Equipment		3,000	3000
			0
			0
			0
			0
Furniture/Ameublement			0
			0
			0
Special Equipment/Équipement spécial			0
			0
<b>Subtotal/Sous-total</b>	<b>0</b>	<b>3000</b>	<b>3000</b>
<b>e) Rent and Utilities/Loyer et services publics</b>		1,600	
Rent/Loyer			0
Rent for Program Space/Loyer pour l'espace du programme			1,600
Rent for Office Space/Loyer pour l'espace du bureau			
<b>Utilities/Services publics</b>			0
Utilities for Program Space/Services publics pour l'espace du programme			0
Utilities for Office Space/Services publics pour l'espace du bureau			0
			0
			0
<b>Subtotal/Sous-total</b>	<b>0</b>	<b>1600</b>	<b>1600</b>
<b>f) Evaluation/Évaluation</b>		3,048	
Evaluation/Evaluation (includes personnel/personnel inclus)		3,048	3048
			0
			0
Dissemination/Dissémination			0
			0
<b>Subtotal/Sous-total</b>	<b>0</b>	<b>3048</b>	<b>3048</b>
<b>g) Other (specify)/Autres (préciser)</b>			
1) For example: Insurance/Assurance, Audit, Bookkeeping, Training etc / par exemple: Assurance, Audit, Comptabilité, Formation etc			0
2)			0
3)			0
4)			0
5)			0
<b>Subtotal/Sous-total</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Cost of Project/Coût total du projet</b>			
<b>Total PHAC Funding/Financement total de l'ASPC</b>	<b>0</b>	<b>152430</b>	<b>152430</b>
Other Income from all Sources/Autres sources de revenu			0
<b>Total Budget for the Project/Budget total du projet</b>	<b>0</b>	<b>152430</b>	<b>152430</b>

Signature  
Executive Director, Sponsor Agency/Directeur  
Exécutif, Agence Bénéficiaire

Date

Signature  
Program Consultant, PHAC/Consultant des  
Programmes, ASPC

Date

**COMMUNITY ACTION PROGRAM FOR CHILDREN (CAPC) – PROGRAMME D’ACTION COMMUNAUTAIRE POUR LES ENFANTS (PACE)  
 PROJECT WORKPLAN – PLAN DE TRAVAIL DE PROJET (2014-2017)**

Project Name/Projet: SMART START FOR BABIES: Prenatal Advantage Program

Project Number/Numero de projet: 6971-06-95-0004

Goal 1: To enhance the health and well-being of pregnant women and pregnant teens who have limited resources and supports

Objective/Objectif: 1) To improve nutritional health of pregnant women 2) To increase pregnant women’s skills in food preparation, life styles, and budgeting 3) To create a supportive environment for enabling pregnant women to learn to cook nutritious meals 4) To decrease the percentage of clients who are smoking during pregnancy 5) To reduce the negative impact of mental health issues 6) To meet the specific needs of teenagers who are pregnant and to build a supportive environment for learning and sharing 7) To increase peer support for pregnant women and provide opportunities for them to share their stories				
Project Activities/Les activités du projet	Time Line/Délais	Who is Responsible/ Qui est responsable	Outputs or Products/ Puissance fournie ou produits	Expected Outcomes/Success Indicators Attendre à résultat/indicateur de succès
<u>Nutrition:</u> 1. Provide nutrition and health information, counselling, and budgeting in a group setting. 2. Reinforce learning by providing snacks and/or full meals based on Canada’s Food Guide 3. <u>Safety and injury prevention:</u> education about safe food handling, kitchen safety, safe foods for pregnancy 4. <u>Food access:</u> Each pregnant woman will receive food vouchers to support access to proper nutrition 5. Distribute kitchen items and print resources to pregnant women to support cooking in their own homes 6. Offer free prenatal vitamins and mineral supplements to all pregnant and postpartum women in CPNP 7. Offer voucher for vitamin D to all participants who plan to breastfeed their infants	Every week the program is offered	Registered Dietitians Public Health Nurses Site Coordinators	<ul style="list-style-type: none"> <li>▪ 1-1/2 hour group sessions weekly for 42 weeks at six sites in the city of London and county of Middlesex (252 total sessions per year)</li> <li>▪ 300 unique pregnant women and 225 support persons will attend each year (total 525 participants)</li> <li>▪ Snacks or meal at every group session</li> <li>▪ \$10 food vouchers weekly for each pregnant woman (approximately 2600 distributed per year)</li> <li>▪ 200 free bottles of prenatal vitamins distributed per year</li> <li>▪ 1800 kitchen items distributed by the Registered Dietitians annually (including Magic Bullets, slow cookers, kitchen utensils,</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pregnant women will have increased access to healthy food and will be able to purchase and prepare healthy meals and snacks at home</li> <li>▪ All pregnant women without contraindications, will be taking vitamin and mineral supplements</li> <li>▪ All breastfed infants without contraindications will be able to access vitamin D</li> </ul>

			<ul style="list-style-type: none"> <li>cookbooks, etc.)</li> <li>250 of \$20 Vitamin D vouchers to mothers of all breastfeeding babies each year</li> </ul>	
<p><u>Smoking:</u></p> <ol style="list-style-type: none"> <li>8. Provide education and resources to pregnant women who are interested in quitting or in reducing the number of cigarettes they smoke</li> <li>9. Provide intensive interventions for smoking cessation by referring pregnant women who smoke to the Healthy Babies Healthy Children program (including access to Nicotine Replacement Therapy - NRT)</li> <li>10. Perform an assessment of participants' smoking habits (level of addiction and why they smoke)</li> <li>11. Provide follow-up to participants who are attempting to quit or reduce</li> </ol> <p><u>Mental Health:</u></p> <ol style="list-style-type: none"> <li>12. Provide screening and assessments for pregnant women around mental health</li> <li>13. Create links and referrals to other community programs such as Heartspace, HBHC, etc.</li> <li>14. Address violence and its impact in intimate relationships and on children</li> </ol> <p><u>Pregnant Teens:</u></p> <ol style="list-style-type: none"> <li>15. Provide “teens only” sessions which can address the unique learning needs of teenagers</li> <li>16. Create links and referrals in the community that</li> </ol>	<p>Integrated into the weekly curriculum</p> <p>Integrated into the weekly curriculum</p> <p>Weekly Teen sessions</p>	<p>Public Health Nurses</p> <p>Public Health Nurses</p> <p>Public Health Nurses Registered Dietitians Site Coordinators</p>	<ul style="list-style-type: none"> <li>100% of pregnant women who smoke are screened and assessed for smoking habits</li> <li>100% of participants will provide a smoke free environment for their new baby</li> <li>25 referrals to the HBHC program for smoking cessation support and NRT if appropriate</li> <li>100% of pregnant women will be screened for mental health issues</li> <li>100% of pregnant women will be screened for abuse according to the RUCS protocol</li> <li>Referrals to community mental health supports</li> <li>Referrals to community resources to address intimate relationship violence (WCH, LAWC)</li> <li>Referrals to appropriate community supports and resources</li> <li>Organize two teen prenatal</li> </ul>	<ul style="list-style-type: none"> <li>Pregnant women who smoke will reduce the number of cigarettes smoked or quit smoking</li> <li>Participants will provide smoke free environments for their new babies</li> <li>All pregnant women with mental health issues will receive the support they need.</li> <li>All pregnant women experiencing abuse will offered referrals to appropriate agencies and will receive the support they need.</li> <li>Teens will have the opportunity to participate in “teen only” sessions to promote social connectivity and learning</li> </ul>



Goal 2: To enhance the growth and development of infants in their first 2 years of life

Objective/Objectif: 1) To increase the incidence and duration of breastfeeding 2) To increase parenting activities, literacy activities and parent/child interaction				
Project Activities/Les activités du projet	Time Line/Délais	Who is Responsible/ Qui est responsable	Outputs or Products/ Puissance fournie ou produits	Expected Outcomes/Success Indicators Attendre à résultat/indicateur de succès
<ol style="list-style-type: none"> <li>1. Provide education and health information about the benefits and techniques of breastfeeding following Baby Friendly Initiative (BFI) guidelines</li> <li>2. Provide education and materials to support literacy and parent/child interactions</li> <li>3. <u>Safety and injury prevention</u>: Provide education and resources about car seat safety, creating a baby safe environment, safe sleep, shaken baby syndrome</li> <li>4. Make referrals to other programs and resources in the community after the baby is born ie HBHC, OEYC, Teen Mom groups, Well Baby and Child clinics, Breastfeeding clinics, Health Connection and Infantline</li> </ol>	During weekly sessions	Public Health Nurses Early Childhood Educators Site Coordinators  note : all SSFB staff now have training in the Baby Friendly Initiative (BFI)	<ul style="list-style-type: none"> <li>▪ 100% of participants will receive breastfeeding education and resources based on BFI criteria</li> <li>▪ every pregnant woman will receive a Baby Book Bag to support literacy</li> <li>▪ Education on car seat safety, safe sleep, shaken baby syndrome, and creating a safe environment will be integrated into the curriculum</li> <li>▪ 1 to 2 referrals to other community programs will be made for each participant and newborn baby</li> </ul>	<ul style="list-style-type: none"> <li>▪ 90% of pregnant women will plan to breastfeed</li> <li>▪ 90% of pregnant women will initiate breastfeeding</li> <li>▪ Participants will indicate increased awareness about child literacy</li> <li>▪ Participants will indicate increased knowledge about car seat safety, shaken baby syndrome, and creating a safe environment for their infants</li> <li>▪ Participants will access appropriate postpartum supports and resources</li> </ul>

Goal 3: To integrate CPNP with appropriate service agencies in the London and Middlesex Community to enhance and sustain learning opportunities for a greater number of pregnant women.

Objective/Objectif:				
1) To create partnerships with community agencies who engage with pregnant women and their support persons 2) To increase access to SSFB for pregnant women who would benefit from the program by acknowledging and addressing barriers 3) To educate community agencies about the SSFB program 4) To increase the CPNP capacity to reach pregnant women who would benefit from the program through marketing and outreach				
Project Activities/Les activités du projet	Time Line/Délais	Who is Responsible/ Qui est responsable	Outputs or Products/ Puissance fournie ou produits	Expected Outcomes/Success Indicators Attendre à résultat/indicateur de succès
<u>Advisory Group:</u> 1. Maintain a forum (Advisory group) for all service agencies involved in CPNP to advise and support CPNP over the next 3 years (see terms of reference).	Ongoing	Manager Program Coordinator Partner agencies	<ul style="list-style-type: none"> <li>▪ CPNP Advisory group to hold meetings quarterly</li> </ul>	<ul style="list-style-type: none"> <li>▪ Creating positive community partnerships</li> <li>▪ provide leadership and direction for the SSFB program</li> </ul>
<u>Site Coordinators:</u> 2. Maintain the role of CPNP Site Coordinators who are closely connected to many programs in the neighbourhoods. The Site Coordinators will recruit participants into the program and will connect them with other appropriate programs and resources in the neighbourhoods, especially after the baby is born (see role description). 3. Develop resources and ongoing inservice sessions about nutrition and pregnancy for site coordinators	Ongoing  Quarterly meetings	Manager Program Coordinator Site Coordinators   Program Coordinator Registered Dietitian	<ul style="list-style-type: none"> <li>▪ Site Coordinator at each site as of April 1, 2012 (Teen group, East London, South London, and Strathroy) and at CAS and Health Zone as of February 2013</li> <li>▪ Site Coordinators trained in March 2012 and have regular meetings 3-4 times per year</li> <li>▪ Training resources and training sessions offered at regular meetings 3-4 times per year</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increased ability to integrate pregnant women into their own communities</li> <li>▪ Increase confidence of community agencies to provide accurate information about prenatal nutrition</li> <li>▪ Increase awareness of CPNP in the communities</li> <li>▪ Site coordinators have training in the Baby Friendly Initiative (BFI)</li> </ul>
<u>Community Outreach and Partnerships:</u> 4. Establish a model for outreach to all pregnant women in the community 5. Explore other community agencies who may benefit from providing CPNP in their community (i.e., London InterCommunity Health Centre, Carling-Thames Family Centre)	September 2014	Manager Program Coordinator Partner agencies	<ul style="list-style-type: none"> <li>▪ 5000 promotional bookmarks and 200 posters distributed to community agencies, physicians, LHSC</li> <li>▪ Partnered with CAS (September 2012) and Health Zone (February 2013) to offer the program at those sites</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increase outreach in the London and Middlesex communities</li> </ul>

<p>6. Continue to participate in prenatal fairs and parenting fairs as appropriate</p>	<p>Have a display at 2 fairs per year plus organize 2 community fairs for teen participants per year</p>	<p>Program Coordinator</p>	<ul style="list-style-type: none"> <li>▪ Staff display at community Health Fairs as opportunities arise</li> <li>▪ 2 teen community fairs held at Childreach each year in spring and fall</li> </ul>	
<p>7. Continue to seek out opportunities to engage in the activities of the Child and Youth Network (CYN)</p>	<p>January 2015</p>	<p>Program Manager</p>	<ul style="list-style-type: none"> <li>▪ Establish a link with the CYN in the Carling Thames neighbourhood</li> </ul>	
<p>8. Build working relationships with CAPC programs in London</p>		<p>Program Coordinator</p>	<ul style="list-style-type: none"> <li>▪ Attend the South West Zone meetings for CAPC and CPNP</li> </ul>	

Appendix A - Annexe A

Project Number/Numero de projet: 6971-06-95-0004



Goal 4: Establish multiple ways to reach out to pregnant women and invite them to learn about healthy nutrition and to make positive lifestyle choices.

Objective/Objectif:				
1) Increase of the number of women who learn about healthy nutrition and healthy lifestyles 2) Increase the number of ways pregnant women can learn about healthy nutrition and lifestyles				
Project Activities/Les activités du projet	Time Line/Délais	Who is Responsible/ Qui est responsable	Outputs or Products/ Puissance fournie ou produits	Expected Outcomes/Success Indicators Attendre à résultat/indicateur de succès
1. Provide opportunities for virtual learning and register CPNP clients (who are interested and able to use the internet) into the e-learning prenatal program through MLHU free of charge	Ongoing as clients enter the program	Public Health Nurses Program Assistant Site Coordinators	<ul style="list-style-type: none"> <li>25 participants will register for prenatal e-learning each year</li> </ul>	<ul style="list-style-type: none"> <li>Clients will have more ways to learn about prenatal health (groups, internet, e-learning)</li> </ul>
2. Integrate the internet into group learning	Ongoing	Public Health Nurses Registered Dietitians	<ul style="list-style-type: none"> <li>internet access is available during sessions to enhance learning at the MLHU site and at community sites</li> </ul>	
3. Pilot Project: provide nutritional education sessions to clients participating in other group programs eg. HBHC home visiting program. Offer the CPNP prenatal nutrition program in home visits to pregnant women who face multiple barriers and are unable to attend program group sessions in the community.	September 2014	Manager Program Coordinator Registered Dietitians	<ul style="list-style-type: none"> <li>10 families who face significant barriers to attending group sessions will participate in a SSFB home visit pilot project between March and September 2014</li> </ul>	<ul style="list-style-type: none"> <li>Participants who face barriers to attending sessions will be able to access the CPNP program in their homes through the HBHC home visiting program</li> </ul>
4. Work with London Health Science Centre Pre-Admission Clinic to establish criteria, screening and referral processes for their clients to connect with CPNP	March 2015	Manager Program Coordinator LHSC staff HBHC staff	<ul style="list-style-type: none"> <li>All pregnant women who are identified at the pre-admission clinic as “with risk” will be linked to the CPNP program with consent</li> </ul>	<ul style="list-style-type: none"> <li>The new HBHC screen will identify participants who would benefit from the CPNP program</li> </ul>