



Ontario



Round 2 of the Play, Live, Be Tobacco-Free Grant Program Launched to Promote Tobacco-Free Sport and Recreation Programming in Ontario

To: PSOs | MSOs | PROs | Community Sport Councils | Clubs | Leagues | Teams

Date: April 16, 2010

PSOs, MSOs, PROs and Community Sport Councils: Please forward this funding opportunity to your local/community member clubs, leagues and teams.

In a continuing effort to keep tobacco industry products out of sport and recreation and through a grant provided by the Ministry of Health Promotion's Healthy Communities Fund, SPORT4ONTARIO, in collaboration with the Play, Live, Be Tobacco-Free (PLBTF) Provincial Collaborative, is pleased to announce **Round 2** of the *Play, Live, Be Tobacco-Free* Grant Program. This grant program provides the opportunity for organizations to apply for grants up to \$500.00 to develop and promote a *Tobacco-Free Policy*.

In Round 1, twenty-eight (28) sport and recreation organizations were awarded a \$500 *Play, Live, Be Tobacco-Free* grant and have committed to having a *Tobacco-Free Policy* in place by July 30, 2010. *Tobacco-free sport and recreation* means that everyone taking part in a sport or recreational activity does not use tobacco industry products. It means participants, spectators, coaches and leaders do not smoke, snuff, dip, or chew tobacco while engaged in the activities of your organization.

Sport and recreation organizations play a vital role in the health and well-being of our communities. Non-profit sport and recreation clubs, teams, leagues and organizations wishing to support and promote *Tobacco-Free Sport and Recreation* policy and activities are invited to apply for Round 2 funding. Grants will be awarded based on meeting eligibility criteria and descriptions of how your organization will develop and implement a

policy and include/endorse the message *Play, Live, Be Tobacco-Free* through a variety of educational and promotional activities and /or resources.

The deadline for applications is 12:00 noon on Friday, May 21, 2010. Successful grant applicants will be notified by June 11, 2010.

Play, Live, Be Tobacco-Free Round 2 Grant Program documents:

[Grant Guidelines](#)

[Grant Application Form](#)

[Grant Package](#): Grant Guidelines and Application Form combined

You are strongly encouraged to contact one of the designated contacts listed on page 12 of the grant guidelines before you begin the application process. Unsuccessful Round 1 applicants are encouraged to discuss improvements/enhancements to their first grant application with their designated contact person and to resubmit for Round 2.

A *Tobacco-Free Policy* strengthens the positive impact your organization has on the health of your community and provides an important message about being tobacco-free to the individuals who are part of your organization. Become a tobacco-free organization and send a clear message that your organization values a tobacco-free lifestyle! We look forward to working with you.

About the Healthy Communities Fund

The [Ministry of Health Promotion's Healthy Communities Fund](#) (HCF) is a one-window approach to funding organizations for the delivery of health promotion initiatives related to: physical activity; sport and recreation; healthy eating; tobacco use and exposure; injury prevention; substance & alcohol misuse; and mental health.

About the Play, Live, Be Tobacco-Free (PLBTF) Provincial Collaborative

The PLBTF Provincial Collaborative is composed of the 7 Tobacco Control Area Networks (TCANs) which involve Ontario's 36 Ontario Public Health Units (PHUs), The Program Training, and Consultation Centre (Cancer Care Ontario), SPORT4ONTARIO, the Coaches Association of Ontario, Physical Activity Resource Centre, Parks and Recreation Ontario, Canadian Cancer Society (CCS) – Smokers' Helpline, the Ontario Lung Association and the Ontario Chronic Disease Prevention Managers Network.

About SPORT4ONTARIO

See below -

SPORT4ONTARIO

is a not-for-profit, non-partisan organization that provides the collaborative environment, knowledge and resources to build capacity and drive leadership excellence in the Ontario sport community through education, advocacy, interaction, research and innovation.

With support from:



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