

Spark Advocacy Grants – REPORT FORM

Please complete all sections in full. Please submit final report to Melissa Yule at myule@hsf.on.ca

A) Applicant Contact Information

Applicant ID (HSF Internal Use Only)

DATE: 25 January 2015

REPORT COMPLETED BY (Name): Nasima Akter

1.) Please provide the following contact information for your organization

Group/Organization Name: Bangladeshi-Canadian Community Services (BCS)

Project Name: Active Living and Healthy Life for Crescent Town Girls

Contact Person: Nasima Akter

Mailing Address: 2899 Danforth

City: Toronto

Postal Code: M4C 1M3

Phone Number: 416-699-4484

E-Mail Address: nakter@bangladeshi.ca

Organization Website: www.bangladeshi.ca

2.) Name of organization that is serving as trustee for the fund

n/a

3.) Reporting Period (YYYY/MM- YYYY/MM)

2014/01-2014/12

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B) Funding Information

4.) Type of grant received

Advocacy Development Grant (up to \$5000)

Community Action Grant (up to \$25,000, or up to \$50,000 for 2 years)

5.) Total amount of HSF funding received

CAD \$5015

6.) Did your organization undertake any activities to recognize the funding you received from the Heart and Stroke Foundation?
If yes, please check

Acknowledged HSF support in publications and promotional materials.

Recognized HSF support on website.

Provided link to HSF website.

Used HSF logo in print and promotional materials/website link.

Displayed signage in a public location.

all that apply.	<input checked="" type="checkbox"/> Gave verbal acknowledgement of HSF funding (e.g. during public presentations). <input type="checkbox"/> Other, please specify:
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C) Project & Results Summary

7.) Who did you partner with on your project? Please check all that apply.	<input type="checkbox"/> School councils <input type="checkbox"/> Teachers <input checked="" type="checkbox"/> Community organizations <input type="checkbox"/> Health care providers <input checked="" type="checkbox"/> Faith groups <input checked="" type="checkbox"/> Parks and recreation <input checked="" type="checkbox"/> Local businesses (LA Fitness) <input type="checkbox"/> Other (please specify) Civil society
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8.) In 100 words or less, please summarize your project.	A baseline survey was conducted to explore socio-cultural, economic barriers of South Asian girls that they mostly confront while accessing physical activities and healthy eating. Based on the findings, the project organized health promotion workshops focusing food literacy (Canada’s Food Guide) and Canadian Physical Activity guidelines for girls, organized different activities like fitness initiatives, activities on beach, indoor and outdoor games, healthy food demonstration (live from kitchen) etc. The project brought all (community services, community members, religious leaders, parents, and girls) into a same plate-form to create awareness about the importance of active living for South Asian Girls and the objective of Action Plans of Ontario government.
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9.a) To what degree did you achieve your project objectives?	<input type="checkbox"/> Achieved all project objectives <input checked="" type="checkbox"/> Achieved most project objectives <input type="checkbox"/> Achieved some project objectives <input type="checkbox"/> Did not achieve any objectives
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9.b) If you were not able to achieve all of your objectives, please indicate why.	We did not get the Community Action Grant (that we applied for), so we could not implement all of objectives in large scale due to limited funding.
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10.) In the table provided, please describe:
a.) The main steps or activities that your organization undertook to complete your project.
b.) The results from your project. Please be as specific as possible, and quantify results where possible.

A.) Activities		B.) Results	
Planned	Implemented	Planned	Achieved
1. A comprehensive baseline survey for need assessment.	1.161 girls and 40 parents, religious leaders, community members were interviewed.	1. Finding would be shared with community service agencies, parents,	1. The findings helped in organizing activities more precisely and systematically.

<p>2.Community meeting for sharing findings with parents, girls, religious leaders, civil society, community services</p> <p>3.Social and print media campaign</p> <p>4.Health promotion workshops</p> <p>5.Physical exercise, games and beach activities</p> <p>6.Healthy food demonstration</p>	<p>2.More than 40 participants attended the meeting, discussed openly and became committed to move forward with the project’s activities</p> <p>3.We used our facebook, twitter, email, and printed materials</p> <p>4.10 Health promotion workshops focusing food literacy, physical exercises nutrition and so on.</p> <p>5.We organized physical exercise demonstration in fitness center, recreational centers, soccer, basket ball, physical fitness games on beach.</p> <p>6.One healthy food demonstration class was organized in the community kitchen to learn about preparation of healthy cultural salad.</p>	<p>religious leader, girls, etc.</p> <p>2.Awareness and commitment creation</p> <p>3.Coverage of wider community and Awareness creation</p> <p>4.Knowledge and motivation creation on specific topics</p> <p>5.Bring them into practice</p> <p>6.Aware of making quick healthy diet with low price food</p>	<p>1. We created sensitization, commitment to support and to engagement more to the project.</p> <p>2. Community improved awareness and knowledge about the problems and possible solutions, the project covered wider audience</p> <p>3.More than 100 girls and their family were aware of the project and its activities</p> <p>4. Girls improved knowledge and participated in our project regularly. They encouraged who were not being registered with us.</p> <p>5. More than 100 girls participated in different sports activities and got benefits</p> <p>Girls and parents acquired knowledge about healthy dish, increased confidence to prepare healthy food</p>
<p>11.) If there were any unintended results (positive or negative) from your work, please describe them.</p>	<p>Some parents participated in activities with girls to know about the healthy food and physical activities and some supported tremendously. But some parents did not give permission due to religion and cultural issues. Some parents were reluctant, some were rigid. However, in the end, they were motivated to some extent and participated in the project indirectly.</p>		

<p>(COMMUNITY ACTION GRANTS ONLY)</p> <p>12.) Please describe in concrete terms how these results (expected and unexpected) led to progress made towards the development or implementation of policies to increase physical activity or healthy eating for children and/or youth. (Maximum 300 words)</p>	
<p>13.) Please provide a brief summary of the key things you learned</p> <p>What contributed most to the success of your initiative</p> <p>Any barriers you experienced, and what, if anything,</p>	<p>We learned that South Asian girls had malnutrition to some extent, and they had cultural, social, and economic barriers against physical exercise and healthy eating. It indicates that South Asian girls were lagged behind from the Ontario government's action plan for "Active Living and Healthy Eating". Health promotion awareness about active living is crucial for girls. The program needs comprehensive design and an accurate plan. Commitment, dedication, continuous support, and funding are essential to implement and to get success. Our experience also included that parents lack knowledge about healthy eating and active living, parents like to stick to cultural misperceptions (they have deep rooted misconceptions associated with healthy food), and they often do malpractice at home. We urge to include parents in the projects for achieving the objectives of program.</p> <p>We had coherent planned and designed for the project, had dedicated and committed staff, volunteers to implement the program, had regular monitoring system to revise the program's challenges, and we were capable to take immediate actions for overcome the situation. We continuous discussed with other agencies (who had similar program or who had knowledge) about the challenges and fruitful solutions. Further, our promotional materials were comprehensive, plain and simple. We covered wide audience through our website, facebook, twitter, etc. We were able to make our target understand about the program objectives and their role. We applied KIT Model (Keep in Touch) to keep them track during the project period. On the top of all, "Heart & Stroke Foundation" supported the program for overall implementation by proving us with funding. All factors contributed to the project successful.</p> <p>Girls had many challenges to accept the activities in the project. Lack of comprehensive knowledge about active living, patriarchal family construction, busy life, lack of motivation and commitment, poverty, and religion were identified major barriers. Majority of girls' family maintained their back home culture and families were away from Canadian culture (though they have been living in Canada for many years). It is hard to remove all barriers simultaneously or within short period of time. Continuous support is required to sustain the program or need some community-based action programs.</p>

<p>You would do differently next time. (Maximum 300 words)</p>	<p>Besides awareness programs, we need to consider some factors for community actions in future. Parents' active engagement is essential for creating a positive platform for active living and healthy eating. Without parents support, the program will not be effective. The 'Healthy-Life Club' should be established for engaging youths and parents in the community to get the benefit and to make South Asian girls healthy (get rid of malnutrition). Physical exercise for girls as well as mothers with video should be considered. Comprehensive information on low price healthy food at stores (which store?) are required for poor family.</p>	
<p>14.) How will the work of this project be sustained?</p>	<p>The parents, community members, religion leaders and partner agencies are committed to pass the information about healthy eating and active living in the community. We have regular phone communication with parents, members and girls to support them to disseminate the information in the community. We posted the girls' activity information on our own facebook account, so girls are still encouraged and they motivate other girls regarding the issues. We connected girls to community recreational centres (who are currently offer free gym) for continuing the physical activities. We are still proving girls with health promotional materials and they distribute it in the community.</p>	
<p>(COMMUNITY ACTION GRANTS ONLY)</p> <p>15.) In what ways did a) your organization and b) your community benefit from receiving this grant?</p>	<p align="center">A. Your organization</p>	<p align="center">B. Your Community</p>

D) Financial Report

Please provide a detailed financial report for your project, listing all grant expenditures. **NOTE: All unused funds must be returned to the Foundation in the form of a cheque made payable to the Heart and Stroke Foundation, sent to the attention of Melissa Yule.**

Item	Total Expense
Honorarium for part time project coordinator	2040
Need Assessment	1325
Focus Group Discussion	299.89
Refreshment (training, meeting, bi-weekly activities)	446
Volunteer travel and outreaching	458.22
Printing and promotion	120.63
Advocacy Seminar	225.41
Project material/ Supplies	111.62
Equipment (multimedia, sound system)	BCS
Space rental	BCS
Total (\$)	5026.77
Equipment	BCS
Volunteer support	BCS
Overall supervision & staff time	BCS

16) What other financial support did your group receive to assist with this project?	There was no other financial support for the project. However, BCS used volunteer support and staff time to run the project smoothly.
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