

Public Health Agency of Canada

# Type 2 Diabetes Prevention Challenge



## APPLICANT GUIDE

This guide will:

- Help you determine if you are eligible to participate in the Type 2 Diabetes Prevention Challenge (“the Challenge”), funded by the Public Health Agency of Canada (PHAC)
- Provide you with directions to assist you in completing an application.

The Challenge has been designed to ensure that a community within Canada co-leads or leads the design, direction, and implementation of a concept used to address barriers and determinants of health that to lead to an increased risk of developing Type 2 Diabetes (“T2D”).

The Challenge consists of three stages. Successful participants from stage 1 will receive further instructions for subsequent stages, once selected.

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# 1. About the Challenge

The Public Health Agency of Canada (“PHAC”) has committed to helping prevent diabetes through several activities, one of which is the Type 2 Diabetes Prevention Challenge (“the Challenge”), which was announced and funded through Budget 2021. In partnership with Impact Canada, PHAC is launching this Challenge to attract innovators to develop and implement community<sup>1</sup> co-designed approaches that address the barriers and determinants of health that lead to having an increased risk for Type 2 Diabetes (“T2D”). Thus, this challenge seeks innovative approaches to type 2 diabetes prevention for people before they require entry into the medical system. The Challenge complements PHAC’s continued investments in education, tools and, resources that help prevent Canadians from developing T2D.

Over 3 million Canadians, or 8.9% of the population, have been diagnosed with diabetes. T2D accounts for approximately 90% of diabetes cases in Canadian adults. A variety of intersecting social, economic, environmental determinants of health, as well as genetic and modifiable risk factors influence the development of T2D over time. While some risk factors cannot be changed, such as genetic factors, others can be changed such as those related to healthy eating or physical activity. Often, these modifiable risk factors can only be addressed after accounting for the conditions in which people grow, work, live and age. **This challenge is specifically focused on T2D**, as it has the potential to be prevented by addressing these modifiable risk factors and the determinants that influence them, as opposed to type 1 diabetes, which most often begins in childhood and is not preventable. While this Challenge focuses on the addressing the barriers that people experience that lead to an increased risk for developing T2D, the learnings and innovative approaches discovered during the Challenge will also be useful for helping in understanding how to help prevent other chronic diseases influenced by the similar barriers and risk factors.

Through this Challenge, we are seeking concepts that use a combination of community strengths and resources from inter-sectoral partnerships to overcome the barriers that prevent addressing the determinants of health and the ability to address modifiable risk factors for communities in Canada. By expanding on the knowledge and skills held by communities in Canada, we aim to find approaches and models that are meaningful to community members, the ways that new partnerships can develop these approaches, and the ways to adapt these approaches for a diverse number of communities in Canada.

## 1.1 Challenge Objectives

The Challenge seeks innovative ways to support early intervention for members of communities that are at high risk for developing T2D, before they require entry into the medical system (people who do not yet have diabetes but are at risk to develop the condition).

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<sup>1</sup> For this Challenge, a community is a group of individuals united by sharing certain beliefs, culture, goals, activities, or geography. Community members are connected to each other and work towards common interests.

In doing so, the Challenge seeks to:

- **Spur community innovation:** Attract a broad cohort of innovators who can implement new concepts that address the determinants of health and modifiable risk factors that lead to diabetes in communities in Canada in ways that current methods cannot or where practices have not been able to be adapted for T2D prevention.
- **Generate new partnership models:** Build on a community's existing knowledge, tools, and services via new inter-sectoral relationships between existing programs, products or activities that are under-utilized or disconnected, that can serve as templates for other communities in Canada.
- **Develop multiple options for T2D prevention:** Find multiple concepts that help prevent the risks that lead to T2D in ways that account for determinants from multiple geographic, cultural, and social settings in Canada and that can be adapted for the diverse number of settings across the country.
- **Find additional opportunities to understand and measure T2D risk.** Identify new social, participation, or other ways of measuring the risk to develop T2D in communities, or increase the effectiveness of existing measures, that are early predictors of risk and easily measurable (and that do not rely exclusively on blood glucose levels).

## 1.2 Why use a Challenge approach to address type 2 diabetes prevention?

Challenges use different types of incentives (both financial and non-financial supports) to crowdsource ideas that will achieve outcomes for persisting problems. Challenges have the potential to identify breakthroughs in overcoming such problems and raise awareness on important issues. Using a Challenge approach attracts new innovators, expertise, and resources that may not have otherwise been involved in diabetes prevention.

This Challenge creates an opportunity for some communities that have ideas that would otherwise not be implementable to participate in community innovation. By harnessing innovation and creativity, these communities can now be part of the solution. The Type 2 Diabetes Prevention Challenge uses a **Grand Challenge** approach that allows Applicants to define a Challenge Statement and outcomes (aligned to **Challenge principles** and informed by the community). This design helps account for the complex and interacting determinants of health and sets of barriers to modifiable risk factor reduction in each community, allowing them to be addressed in ways that are most meaningful to the communities that experience them.

## 2. Applying to the Challenge

### 2.1 Eligible Applicants

Eligible applicants to the Challenge include the following:

- Not-for-profit organizations;
- Businesses or other for-profit organizations;
- Indigenous organizations and groups located in Canada;
- Post-secondary/academic institutions;
- Individuals, groups, societies, or coalitions (non-incorporated); and
- Municipalities or local/regional governments located in Canada.

In order to receive funding, **applicants are required to be a Canadian legal entity** (such as a company or a corporation or a not-for-profit organization) capable of entering into binding agreements in Canada or establish one. International organizations may submit an application provided that these requirements are met. It is recommended to begin this process upon submitting an application, if required.

The applicant must demonstrate that a lead/co-lead for the design, implementation, and direction of the concept is an organization whose mission represents a community within Canada (attestation and details of community organization that is a legal entity required on application)

### 2.2 Collaboration and Partnerships

Collaboration is a key component of the Challenge as it seeks to expand on a community's strengths to address the risks that lead to T2D. Applicants are highly encouraged to collaborate across traditional and non-traditional partners to best address the gaps and siloes that create barriers to T2D prevention in a community in Canada. Connecting with key players from communities in Canada and T2D prevention will help bolster applications and help define the most impactful outcomes that can be achieved for the community. Participants who do not proceed to subsequent challenge stages can consider continuing collaborating and partnering with those that do.

Note that, should an applicant be successful in any stage, prize money is awarded to the Lead Applicant only. Any arrangements between the Lead Applicant and their partners or team members are the responsibility of the Lead Applicant. PHAC is not liable for any outcome from those arrangements.

### 2.3 Eligible Concepts

In order to be eligible to apply to the Challenge, the following conditions must be met:

- The applicant must fulfill the criteria of an eligible applicant as detailed in Section 2.1
- The concept detailed in the application must:
  - be new for the community in which it is deployed, or a new application of a previously successful approach (it must not replicate existing initiatives/projects already in place in a community)

- be specific to a community that is at an elevated risk to develop T2D
- be specific to early intervention, addressing risks and barriers most relevant to the community before community members require entry into the medical system
- not be solely for professionalizing, building capacity, communications, promotions, scaling up/replicating existing activities, or commercial research and development

**Note:** Provision of services that are the responsibility of other levels of governments (e.g., health care) and pure research in any discipline will not be considered.

## 3. Challenge Structure

### 3.1 Challenge Stages

The Challenge uses stages that will allow PHAC to support a cohort of innovators throughout the challenge. At each stage, financial and non-financial incentives will be awarded to successful participants after review against assessment criteria and selection to move to the following stage. The Challenge has three stages:

#### **Stage 1: Proposed Concept**

*November 22, 2022*

Applicants must complete an online application to describe their concept/proposed approach to address the determinants and modifiable risks that lead to T2D in a specific Canadian community. Applicants need to describe why they chose their particular community, why their concept will be effective, which partnerships they will need to establish, and the T2D prevention outcomes they are seeking in their community that are aligned to the [Challenge principles](#). Applicants have approximately three months to submit their application. Once the applications period ends, a review and selection process will take place, and up to 21 semi-finalists will be selected to receive a \$35,000 prize and to move to the next stage.

A high-level description of all semi-finalist concepts will be posted on the Impact Canada website.

Note: This guide will help you complete an application for stage 1. The following information provides an idea of what will be required in future stages of the Challenge for those who are selected to proceed.

#### **Stage 2: Concept Development**

*Summer 2023 – Up to 21 semi-finalists*

In this stage, the semi-finalists that were selected in stage 1 will develop their concept through research on the barriers to T2D prevention relevant to their community and by creating a fully implementable plan. They will also need to formalize partnerships that will be used to expand on the resources required to respond to these barriers. As part of the development of their concept, semi-finalists will also need to develop a plan to measure and evaluate how effective their approach is in achieving outcomes for their community that are related to [Challenge Principles](#). Semi-finalists will have approximately 4 months to fully develop their concept. Once developed concepts are submitted for review and assessment, up to 7 finalists will be selected to receive a \$600,000 prize and to move to the final stage.

The Government of Canada is committed to conducting [Sex and Gender-based Analysis Plus](#) on all legislation, policies and programs. SGBA plus incorporates consideration of gender as well as other identity factors such as age, education, language, geographic area, culture and income. Semi-finalists are expected to incorporate these considerations into their developed concept to help demonstrate how community members can realistically participate in their approach and the impact of issues like poverty, racism, language barriers, and stigmatization has on participation.



Semi-finalists are expected to share lessons learned from the activities undertaken during this stage and participate in a developmental evaluation. Summaries of fully developed concepts will be posted on the Impact Canada website.

### **Stage 3: Implementation and Evidence Generation**

*Winter 2024 – Up to 7 Finalists*

In this stage, the finalists that were selected in stage 2 are expected to rigorously test and evaluate the effectiveness of their concept, as it is being implemented. They will generate evidence that their approach reduces the number of individuals who are at risk to develop T2D in their community using their method of understanding and measuring that risk. At the end of this stage, finalists are expected to show how their approach could be adapted to other communities or contexts within Canada. Finalists will be asked for a plan to continue business development and continued operation of their approach, once the Challenge ends. Finalists will have 18 to 21 months to implement and generate evidence and once this has been submitted for review and assessment, up to two grand prize winners will be selected to receive \$1.25M prizes each.

During this stage, finalists are expected to continue sharing lessons learned, including their methods for designing and testing their approach. They may be asked to participate in a forum or event that profiles their innovation to a broad audience.

## **3.2 Prize Details**

The following financial prizes will be awarded to winning concepts/approaches throughout the challenge:

<b>Stage</b>	<b>Stage Duration</b>	<b>Number of Prizes</b>	<b>Prize Amount Per Winner</b>
<b>Stage 1: Proposed Concept</b>	Approximately 8 months	Up to 21 semi-finalists	\$35,000 per semi-finalist
<b>Stage 2: Concept Development</b>	Approximately 6 months	Up to 7 finalists	\$600,000 per finalist (two installments of \$300,000)
<b>Stage 3: Implementation and Evidence Generation</b>	Approximately 23 months	Up to 2 grand prize winners	\$1.25M per grand prize winner

**Note:** The number of winners and prize amounts may vary depending on the applications received. For each stage, prize amounts will not be less than the amounts indicated above.

### **Non-financial Supports for Innovators**

Impact Canada Challenges provide non-financial support during challenge design and implementation, which have been shown to be highly valued by innovators. In addition to prize funding, non-financial supports will be provided to semi-finalists and finalists to accelerate their progress towards achieving

outcomes related to T2D prevention. These supports will be tailored to the innovator cohort and will be provided in addition to prize money. Examples of the types of supports that could be provided include:

- Networking and matchmaking opportunities
- Business development tools or supports
- Evaluation supports
- Consultation and engagement tools and resources

### 3.3 Timeline

It is anticipated that the Challenge will run for a duration of approximately three years, from the official launch to the announcement of the final grand prize winner(s). Timings of key non-financial supports are included but are still being determined – the calendar of events is not exhaustive.

Stage	Date/Deadline	Event
<b>Stage 1: Proposed Concept</b>	November 22, 2022	Challenge launch
	December 2022	Webinar for interested applicants
	March 1, 2023 (5:00 pm Central Time)	Application deadline to be considered as semi-finalist
	March – June 2023	Review and selection of semi-finalists (stage 1 winners)
	Summer 2023	Semi-finalists announced (stage 1 winners)
<b>Stage 2: Concept Development</b>	Summer 2023	Stage 2 begins
	Summer 2023	Networking event for semi-finalists
	Fall 2023	Evaluation support & developmental evaluation process
	Fall 2023	Deadline to submit developed concept (including implementable plan and logic model) for consideration as finalist
	Winter 2024	Review and selection of stage 2 winners (finalists)
	Winter 2024	Finalists announced (stage 2 winners)
<b>Stage 3: Implementation and Evidence Generation</b>	Winter 2024	Stage 3 begins
	Spring 2024	Networking event for finalists
	Spring 2024	Ongoing evaluation supports throughout stage; continued developmental evaluation
	Fall 2025	Showcase event for finalists
	Winter 2026	Deadline to submit evidence of effectiveness for grand prize consideration
	Winter 2026	Review and selection of grand prize winners
	Winter 2026	Grand prize winners announced

PHAC reserves the right to change any of the above dates at its discretion, and where applicable, PHAC will notify applicants of the date changes and will post them on the Challenge website.

### 3.4 Knowledge Transfer and Exchange

Throughout the challenge, PHAC and Impact Canada will place an emphasis on sharing and amplifying evidence and lessons learned as a result of the challenge during networking sessions with other Challenge participants and public health bodies. During all stages, high-level information on Challenge concepts and innovators will be shared publicly on the Impact Canada website.

In addition to other **non-financial supports**, innovators will be asked to participate in activities which may include facilitated networking and learning exchanges among participants, and a developmental evaluation.

## 4. How to Apply

### 4.1 Applying to the Challenge

These application instructions apply to Stage 1 of the Type 2 Diabetes Prevention Challenge.

Only applications submitted through the Impact Canada website via the designated Challenge application portal will be accepted. **Applications must be submitted using the online Challenge application form located on the portal no later than March 1, 2023 at 5:00 PM Central Time.**

### 4.2 Challenge Application Form:

The stage 1 application form consists of four parts.

#### 1. Applicant Details (Mandatory)

- Applicant details
- Organization representing a community in Canada details

#### 2. Proposed Concept Details (Mandatory)

- High level overview
- Challenge statement
- Concept outcomes related to principles/objectives
- Description of your concept against Challenge assessment criteria

#### 3. Declarations (Mandatory)

- Confirmation of involvement by an organization representing a community in Canada
- Authorization to complete application on behalf of organization or team
- Confirmation that the concept detailed in the application meets eligibility criteria
- Agreement to terms and conditions

#### 4. Survey (Optional)

- Used to support the design of future Challenges

### 4.3 Application Form - Section by Section Descriptions

#### **Application Form Section 1: Applicant Details.**

Applicants must demonstrate their eligibility by indicating how they are an eligible applicant and how they meet the eligibility criteria in section 2 of this applicant guide. Applicants must provide any requested supporting documents. The details of an organization that represents a community in Canada, and that was involved in the design of the concept, must be provided in order to be eligible to participate in the Challenge (unless it is the same organization as the applicant). Applicants must attest to the participation of this organization in the declarations section of the application form.

It is the applicant's sole responsibility to provide information and documents that are sufficiently detailed and legible to support the application and enable PHAC and the Challenge Judges review it against eligibility and assessment criteria.

Applicants not meeting the Challenge's eligibility criteria or from which the information or documents are missing, insufficient, incomplete or were not received by PHAC within the allocated time period will be rejected at the sole discretion of PHAC. An application may also be rejected if PHAC determines, at its sole discretion, that the application or project does not comply with the terms and conditions of this guide.

## **Application Form Section 2: Proposed Concept Description**

### **Question 2.1 High level overview of your concept (Limit of 1400 characters)**

Provide a short "elevator pitch" describing your concept/innovative approach and how it removes barriers to type 2 diabetes prevention. Focus on how your approach works, how it addresses barriers that lead to elevated risks for type 2 diabetes, and the impact it will have on a community in Canada that has a high risk of developing type 2 diabetes, before community members require entry into the medical system.

This description will be the first introduction of your concept to Judges and may be used to highlight your concept on the Impact Canada website. Early concepts are as competitive as those that have had some work to develop them - we are looking for the concepts that can feasibly have the biggest impact on overcoming longstanding barriers to T2D prevention. Use this question as an opportunity to get a broad audience excited about your concept and what it can do.

Tips: Try to stand out from other applicants by showcasing how your concept is unique in helping achieve the Challenge goals that are described in section 1.2 of the Applicant Guide. Consider providing the key value proposition of your concept to the community in which it will be deployed, the different partners who may be required to implement the approach, and to people living in Canada. Your answer to this question serves as a concise summary of your entire concept so make sure to review it after completing all of section 2!

### **Question 2.2: Challenge Principles and Outcomes Sought (Limit of 1400 characters)**

What outcomes do you aim to achieve for your community and to what extent do these outcomes relate to the Challenge principles? Include how the outcomes remove the barriers to addressing modifiable risk factors in the community and/or how the outcomes address the related determinants of health that influence these risk factors.

Note: Focusing on all principles does not increase the chance of becoming a prize winner - we welcome concepts with outcomes that have a significant impact on one or two principles as well as those that touch on all principles.

The multiple interacting sets of barriers and determinants of health that hinder how people in Canada can address the modifiable risks that lead to T2D vary greatly by each community. Removing these barriers aligns to core principles that represent several of PHAC's T2D prevention priorities. **Applicants must use at least one of these principles to guide their concept and, where possible, illustrate**

the extent to which their approach creates meaningful outcomes related to these principles for a Canadian community.

Principle	Description	How might this principle be exemplified in a potential innovation
<b>A. Reduce stigma</b>	Many people in Canada experience stigmatization for being at risk for T2D, with a common misconception that people need to simply alter diet and exercise habits to reduce risk. This perspective does not account for the realities of people’s lives. Understanding how to destigmatize T2D helps shift the conversation away from shame and blame towards less judgmental and more supportive cultures.	<p>A concept could include ways to:</p> <ul style="list-style-type: none"> <li>• Increase trust and safety during dialogue about risks factors and interventions for T2D,</li> <li>• Support behaviours that endorse risk reduction tools, ideas, or programs,</li> <li>• Measure and respond to the risk of developing T2D without stigmatization (using existing or novel methods)</li> </ul>
<b>B. Increase self-efficacy</b>	People at risk for T2D may not know what their risk factors are, what resources they have for support, and how to navigate access to resources within and beyond the medical system. As well, some people may be basing their lifestyle and health decisions on misinformation/disinformation around diet or family history. Whenever possible, helping people in Canada achieve greater self-efficacy in how they understand and respond to the risks to develop T2D helps more people in Canada make informed decisions and better navigate resources available to support them.	<p>A concept could include ways to:</p> <ul style="list-style-type: none"> <li>• Address misinformation and disinformation related to T2D (such as the fatalism to develop the condition)</li> <li>• Create navigation support to overcome access barriers to resources that prevent T2D</li> <li>• Develop trust in sources of information or T2D resources</li> </ul>
<b>C. Increase health equity</b>	There is a disproportionate impact of T2D on many communities in Canada due to the social, economic, and geographical determinants of health. Highlighting and beginning to remove the disparities in accessing T2D prevention supports in ways that include and respect the philosophies, practices, and traditions of a community, help respond to the unmet needs of people in Canada that allow not	<p>A concept could include ways to:</p> <ul style="list-style-type: none"> <li>• Prevent exacerbation of the most salient inequities associated with barriers to reducing the risk of developing T2D (where possible)</li> <li>• Understand the contribution of racism, discrimination and injustice to the disproportionate impact of T2D on the community</li> <li>• Deliver T2D prevention support that includes and respects</li> </ul>

	only a prevention of disease but a cultivation of health.	community philosophies, practices, or traditions
<b>D. Increase human-centered care</b>	Considering the diversity of lived experience, preferences, and setting of a community helps tailor offers of support and resources to community members with greater meaning. Considering how context influences our personal and consumer choices can help create successful human-centered approaches to implement, adapt, and engage people in T2D prevention activities.	<p>A concept could include ways to:</p> <ul style="list-style-type: none"> <li>• Demonstrate how to account for the diversity of goals and values prominent in a community when reducing the risk to develop T2D</li> <li>• Promote traditional and/or community-based strengths and resources (like activities or cuisines) within a network of expanded assets</li> </ul>

### Question 2.3: Challenge Statement (Limit of 300 characters)

Define your Challenge Statement in a single sentence that guides your proposed concept. Ensure your Challenge Statement is guided by Challenge principles, and showcases how your approach is tailored to reach the most meaningful outcomes that address the barriers to prevention that the community experiences.

The Type 2 Diabetes Prevention Challenge has been conceptualized using a Grand Challenge design. **Grand Challenges** are different from stage-gated challenge prizes, which are used to solve very specifically defined problems. Grand Challenges are open and thematic competitions, designed to fund a broad range of potential innovations on a prospective basis and which focus on rigorous evaluations of effectiveness. As such, a challenge statement is not defined by PHAC for this Challenge.

**Applicants are asked to define their own challenge statement to tailor their concept to the most meaningful outcomes that address type 2 diabetes prevention barriers that the community experiences and is guided by Challenge principles.**

For Example:

*"Our remote community will overcome access barriers to healthy food, physical activity, and type 2 diabetes stigmatization by combining a trusted and familiar location with community-led food growing, activity spaces, and places to dialogue."*

*"In partnership with the University's dietician trainees, we will ensure that all of our cultural association members have access to healthy eating supports consistent with their beliefs and cultural cooking traditions"*

### Questions 2.4 - 2.9: Assessment Criteria (Character Limit: 1000-2100 per question)

The core of your concept application is contained in the following section. The assessment criteria will form the basis of how you describe your concept, and how it will be assessed.

The concept you submit in Stage 1 and subsequent submissions in stages 2 and 3 will be assessed against each of the following criteria **at all stages of the Challenge**, with a different focus or weighting at each stage that aligns with the expectations of the development of the approach. Stage 1 assessments will be based on a proposed concept submitted to the Impact Canada web portal. During stages 2 and 3, the information and data required for assessment will be communicated to participants who reach these stages. See the table below for details (descriptions of expectations at stages 2 and 3 may be refined during the Challenge).

Assessment Criteria	Stage 1	Stage 2	Stage 3
<p><b>I. Innovation:</b> In this section, you are asked to describe how your concept helps overcome barriers to T2D prevention in ways that existing approaches consistently cannot. Remember that the concept must be new for the community in which it is deployed, or a new application of a previously successful approach (it must not replicate existing initiatives/projects already in place in a community). You may wish to situate your innovative concept within other existing or current initiatives/projects already in place in a community, which may or may not be related to T2D prevention.</p>	<p>Novelty of proposed approach/concept over current practices or new application of a previously successful approach.</p>	<p>Research supporting that the concept can create improvements over existing ways to reduce the risk to develop T2D.</p>	<p>Evidence that the approach demonstrates continued improvements over existing ways to reduce the risk to develop T2D.</p>
<p><b>II. Applicability to Canadian Communities:</b> In this section, you are asked to describe how your concept is applicable to a specific Canadian community and has the potential to be adapted for additional communities and contexts. Let us know why this community is amenable to participate in inter-sectoral partnerships for the Challenge.</p>	<p>Rationale for choosing a particular community and how the concept aligns to the community's goals.</p> <p>Why the community is capable of implementing the concept and generating evidence.</p>	<p>Collection of new/unknown information about the community's barriers to T2D prevention and implementation.</p> <p>The method for uncovering and responding to new information that has potential to be</p>	<p>Evidence supporting how the approach and the methodologies generated during the Challenge can be used/adapted in another community or contexts in Canada.</p>



<p>Tip<sup>2</sup>: You may find the following resources helpful in defining or understanding your specific community: <a href="#">Sex and Gender-based Analysis Plus</a></p>	<p>Potential for the concept to be adapted for additional communities or contexts in Canada.</p>	<p>applied to other communities or contexts in Canada.</p>	
<p><b>III. Concept Design (Model):</b> In this section, you are asked to describe how your concept/approach will work to reduce the modifiable risk factors for T2D in the community.</p> <p>Be specific for what you believe will be created or leveraged to implement it successfully. Show how you plan to develop your concept to ensure it can be implemented and focused on prevention before entry into the medical system.</p> <p>This question is an opportunity to provide the most comprehensive summary of how your concept will operate.</p> <p>Tip: You may find the following resources helpful in defining or understanding your specific community assets, which may be leveraged as part of your concept: <a href="#">Tamarack Institute Asset-Based Community Development Guide</a></p>	<p>Concept brief describing how the concept will operate and the activities, projects, and ideas it will use.</p>	<p>An implementable plan and logic model detailing how the concept will operate.</p> <p>Demonstrated capacity and skills within the inter-sectoral partnerships to manage a complex project (i.e. multiple business lines and organizations).</p> <p>Operational and strategic risks highlighted, and mitigation strategies articulated.</p>	<p>Plan for ongoing operation or adaptation of activities and projects after Challenge completion (i.e. new funding/revenue streams).</p>
<p><b>IV. Partnership development and strengths-based approach:</b> In this section, you are asked to describe how your concept leverages a</p>	<p>Strategy to leverage and enhance existing community strengths</p>	<p>Implementable plan includes the community's existing and/or</p>	<p>Defined a partnership development process to create</p>

<sup>2</sup> Users should be aware that information offered by non-Government of Canada websites that are not subject to the Official Languages Act and to which PHAC links, may be available only in the language(s) used by the sites in question.

<p>community's existing strengths, and uses assets and resources from inter-sectoral partnerships to better meet the needs of the community.</p> <p>Consider describing how the resources, traditions, and beliefs of the community will be respected and leveraged in the concept. Be sure to include the scope and role for the organization representing a community in Canada in your response.</p> <p>Tip: You may find the following resources helpful in defining or understanding your specific community partnership and strengths, which may be leveraged as part of your concept: <a href="#">Partnership Development Tools: National Collaborating Centre for Methods and Tools</a></p>	<p>in the concept via partnerships.</p> <p>A description of existing and required partners, current relationships, what they do, and their expected contribution to outcomes.</p>	<p>traditional strengths and resources along with the assets of the partnership network.</p> <p>Method for selecting and formalizing partnerships and readiness to participate in a strengths-based approach.</p> <p>Mitigation strategies for legal, ownership, or IP issues anticipated within a partnership.</p>	<p>additional partnerships and contributions between organizations as needed, creating value for those in the partnership and a synergistic approach that creates value for many community members.</p> <p>Potential for circular finance model to maintain the approach.</p>
<p><b>V. Community Member Engagement:</b> In this section, you are asked to describe how your concept is designed and adapted based on the voices and needs of community members in a way that is inclusive and represents their diversity. Show us how the community has and will continue to inform the design and outcomes of the approach.</p>	<p>Evidence on how the community shaped the concept</p> <p>Early concept for community engagement.</p>	<p>Developed plan for quality improvement and feedback from community members in ongoing shaping of the approach and informing the outcomes based on the community's goals/priorities.</p>	<p>Approach has a method for ensuring ongoing engagement for the community and adapting this method to other communities.</p>
<p><b>VI. Outcome: Measurement:</b> In this section, you are asked to describe how you plan to measure the outcomes you are seeking for your community and how the measures will be meaningful to the community members. These could include, but are not limited to, social or</p>	<p>Potential outcomes measures are realistic.</p> <p>Measures are relevant to the community and tailored to the most</p>	<p>Establishes a baseline and an implementable way to measure (post-implementation) to understand the impact for T2D and community goals.</p>	<p>Plan for long-term measurement and ways to address collection burden and cost-effectiveness of measurement.</p>

<p>participation measures that do not rely on blood glucose levels.</p> <p>Note: Non-financial supports, in addition to prize money, will be available to assist participants in developing their measures.</p>	<p>meaningful aspects of T2D prevention.</p>		
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### Application Form - Section 3: Declaration (mandatory)

In this section, applicants must confirm the participation of an organization representing a community in Canada in the design of the concept, and their ability to be involved, to be considered as semi-finalist. Additionally, declarations must be made confirming that the concept is eligible for the Challenge in that the approach is: specific to a community that is at an elevated risk to develop T2D; specific to early intervention, addresses the modifiable risk factors most relevant to the community before community members require entry into the medical system; and not be solely professionalizing, building capacity, communications, promotions, scaling up/replicating existing activities, or commercial research and development.

### Application Form - Section 4: Survey (optional)

The purpose of this survey is to gather your insights as an applicant to help improve the design of future Challenges so that they can more effectively stimulate innovation. The survey is **confidential**. The data collected in the survey will be aggregated to help understand what works in a challenge, and what could be improved in future challenge design. No individual answers will be published. **Your answers to this survey will not be used in the assessment process and will not affect your chances of success in this challenge or any other federal funding application.**

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*This marks the end of the section by section descriptions of the Application Form for the Type 2 Diabetes Prevention Challenge. Other relevant information on the challenge is included in the following sections of this Application Guide.*

## 4.4 Concept Review and Selection Process

The Public Health Agency of Canada and Impact Canada will convene a panel of Judges that is composed of individuals who are subject matter experts in Canada who have a high degree of knowledge in the Challenge assessment criteria areas. These could include representatives from the private sector, stakeholder groups, government, diabetes and chronic disease experts. You can find descriptions of Judges in other Challenges on the [Impact Canada website](#), which will give you a sense of the credibility and caliber of those asked to assess and recommend concepts/approaches.

Challenge Judges will review and assess eligible applications, convene as a group to discuss, rate and provide recommendations to PHAC on the semi-finalists, finalists, and grand prize winners. All PHAC decisions and selections will be final and not subject to appeal.

PHAC will ensure that any real or perceived conflict of interest for Judges or others involved in the assessment process is disclosed and mitigated, and will execute non-disclosure agreements for Judges who are external reviewers.

Please note that even if a submitted concept meets all eligibility and assessment criteria, the submission of an application poses no obligation on the part of PHAC officials to provide funding for the proposed project. PHAC retains discretion to determine whether an application will ultimately receive funding.

## 5. If you are selected

### 5.1 Prize Distribution

PHAC will issue prize payments, by signing a grant agreement, to a winning eligible applicant as recommended by Challenge Judges and determined by PHAC. All terms of payment for the prize will be set out in the grant agreement.

PHAC can only make Prize payments to an eligible applicant which will require they are a Canadian legal entity (such as a corporation or a not-for-profit organization) capable of entering into binding agreements in Canada as indicated in Section 2 (Eligibility Details). PHAC will require at a minimum from the eligible applicant the same information and consent submitted by as part of the Stage 1 Application. Such information and consent must be provided upon request and to PHAC satisfaction.

### 5.2 Funding Agreements

In order to receive the prize amount at each Stage, each successful semi-finalist, finalist, and grand prize winner will be required to enter into a grant or contribution agreement with PHAC.

Prior to entering into the funding agreement, all selected applicants will undergo a due diligence process to confirm that they meet all requirements to receive Type 2 Diabetes Prevention Challenge grant/contribution funding. This may include the review of documentary proof of establishing that the Applicant is a Canadian legal entity capable of entering into legally binding agreements. The grant/contribution agreement will be signed by the Duly Authorized Representative of the organization.

### 5.3 M-30 Act (for Quebec)

The Province of Quebec's M-30 legislation can only apply to Quebec-based applicants. It is the [Act Respecting the Ministère du Conseil exécutif](#) (R.S.Q., c. M-30).

M-30 applies to various types of Quebec organizations; for example, **organizations located in Quebec and receiving more than half of their financing from the Government of Quebec may be subject to the Act.**

All Quebec-based organizations who are successful in the challenge and eligible to receive a prize will have to address this matter and demonstrate their compliance with the Act during the project assessment process, and prior to entering into a grant agreement.

## 6. General Terms and Conditions

Applicants to the Challenge agree to the following when submitting their application:

- Applicants agree to comply with all applicable laws
- Applicants warrant that all information given in and with the challenge Application Form for the concept is, to the best of their knowledge, complete, true and accurate
- PHAC has the discretion to cancel this challenge or any part thereof at any time
- PHAC will not reimburse an applicant for costs incurred in the preparation and/or submission of an application in response to this Challenge

### 6.1 Unpaid Debts to the Government of Canada

A recipient of PHAC funds must declare any amounts owing to the Government of Canada. Any amounts due to the recipient under PHAC programs may be set off against any such amounts owing to the Government of Canada under any agreement or any legislation with the Government of Canada.

### 6.2 Conflicts of Interest

Current or former public servants or public office holders are required to avoid conflict of interest situations while employed by the federal government and for a period of time following their service. The applicant acknowledges that any individuals who are subject to the provisions of the Conflict of Interest Act, the Values and Ethics Code for the Public Sector, the Conflict of Interest Code for Members of the House of Commons, any applicable federal values and ethics code or any applicable federal policy on conflict of interest and post-employment shall not derive any direct benefit resulting from this application unless the provision or receipt of such benefit is permitted in such legislation, policy or codes.

### 6.3 Release, Liability and Compensation

Applicants agree to hold harmless and discharge PHAC, Judges, other federal departments or agencies from any and all liability for claims, losses, damages or expenses arising from its project and/or participation in the Challenge, as well as personal injury or death, loss or damage to property, or allegedly caused by the applicant, its shareholders, members, directors, officers, employees, contractors or volunteers, as applicable, when carrying out its project or during the course of its participation in the Challenge.

Applicants agree that PHAC may, at any time and at its sole discretion, reject any application that fails to comply with the Applicant Guide, attempts to register for the Challenge in any manner or by any means other than those described in the Applicant Guide, attempts to disrupt the Challenge or circumvent the content of the Applicant Guide.

## 7. Privacy

### 7.1 Use and/or Disclosure

The personal and/or business information in, accompanying and/or submitted in support of this application is being collected under the authority of the Public Health Agency of Canada Act and, by applying to the Challenge, Applicants agree that such information, may be used by PHAC, or disclosed to third parties including other Government Departments and Judges, to:

- assess and review the eligibility of the Applicant and the concept under the applicable Challenge;
- verify the accuracy of the information provided in or with the application form and additional documents;
- assess the efficiency of the challenge model in furthering departmental priorities; and
- assess how well the initiative contributed to Challenge objectives.

The Applicant consents that the information may also be used for the purposes of: contacting you should additional information be required; validating your credentials; signing a grant agreement; facilitating payment of the grant in the event your application is successful; announcements for selected winners; program administration; and evaluation, reporting, and statistical analysis.

Personal information will be treated and disclosed in accordance with the Privacy Act. You have the right to access your personal information held by PHAC and to request changes to correct personal information by contacting PHAC [Access to Information and Privacy Coordinator](#).

Business information will be disclosed only in accordance with the provisions of the Access to Information Act. Information on the Privacy Act and the Access to Information Act is available at the following website: <http://laws.justice.gc.ca>.

### 7.2 Copyright Permission

PHAC may disclose, reproduce and distribute any part of or the whole of the documentation provided in or with the application form, within PHAC and to its authorized third parties, including other government departments, for purposes consistent with the receipt, assessment and subsequent treatment of the application.

### 7.3 Intellectual Property

Intellectual property created by a recipient will remain the property of the applicant.

Where it is to the advantage of Canadians, and not detrimental to the goals of the recipients, PHAC may negotiate the shared use of intellectual property developed by recipients or through a third party. The rights to use this material may include further use of data for research purposes and/or publishing the intellectual property online, in printed documents and in publications.

## 8. Official Languages

English and French are the official languages of Canada. The Government of Canada is committed to supporting the vitality and development of the English and French language minorities in Canada and encouraging full recognition of the use of English and French in Canadian society. Applicants can apply and require that they be contacted and served in the official language of their choice.

## 9. Contact Us

Please contact us at: [DT2P@phac-aspc.gc.ca](mailto:DT2P@phac-aspc.gc.ca) with any questions or clarifications about the Type 2 Diabetes Prevention Challenge and we will get back to you within three business days.

Updates will be provided on the [challenge website](#), where applicants stay up to date with the latest Challenge news.

Applicants are encouraged to follow us on social media for the latest developments.

### PHAC

Twitter: <https://twitter.com/GovCanHealth> (@GovCanHealth/@GouvCanSante)

LinkedIn: <https://www.linkedin.com/company/public-health-agency-of-canada/>

Instagram: <https://www.instagram.com/healthycdns/>

### Impact Canada

Twitter: [https://twitter.com/impact\\_innoven](https://twitter.com/impact_innoven) (@impact\_innovEN)

LinkedIn: <https://www.linkedin.com/company/equipe-impact-canada-team/mycompany/>

Youtube: <https://www.youtube.com/channel/UC4MzmxSuuBj6XLckOpBvdBQ>

**Note to applicants:** Impact Canada research has shown that challenges can shine a spotlight on an important issue or priority, significantly increasing social media traffic and conversations about the issue. By using your own preferred social media channels and talking about your challenge concepts, you can help amplify the conversation, spur collaboration, contribute to changing the conversation around stigma and add ideas that help build our toolkit of options to help prevent T2D in Canada. If you'd like, you can use **#DT2PreventionChallenge** or **#DéfiPréventionDT2** in your posts.

## 10. Annex A: Definitions

### 10.1 Definition of Collaborators and Challenge Administrators

**The Public Health Agency of Canada:** plays a key federal leadership role in promoting healthy behaviours and efforts to prevent chronic diseases and injuries; protecting Canadians by preparing for and responding to public health events and emergencies; contributing to the prevention, control and

reduction of the spread of infectious diseases. PHAC is the host department for the Type 2 Diabetes Prevention Challenge.

**Privy Council Office (PCO):** Supports the Canadian Prime Minister and Cabinet. Led by the Clerk of the Privy Council, the department helps the Canadian government in implementing its vision, goals and decisions in a timely manner.

**Impact Canada:** Housed within the Privy Council Office, Impact Canada is a Government of Canada-wide effort to help accelerate the adoption of innovative funding approaches to deliver meaningful results to Canadians. Challenge Prizes, Pay-for-Success projects and Behavioral Science are its key business lines. Impact Canada is supporting PHAC in challenge design, delivery and assessment.

## 10.2 Challenge and Public Health Definitions

**Community:** For this Challenge, a community is a group of individuals united by sharing certain beliefs, culture, goals, activities, or geography. Community members are connected to each other and work towards common interests.

**Determinants of Health:** Determinants of health are the broad range of personal, social, economic and environmental factors that determine individual and population health. The main determinants of health include but are not limited to education and literacy, physical environments, healthy behaviours, access to health services, gender, culture, or race / racism.

**Health equity:** Refers to an absence of unjust, systemic, and avoidable inequalities in health status or the distribution of health resources among sub-populations defined socially, economically or geographically.

**Health inequalities:** Refers to differences in health status experienced by different groups in society. Frequently, health inequalities are the consequence of unequal access to key societal factors that influence health such as income, education, employment and social supports, referred to as the social determinants of health.

**Innovation:** The application of ideas and methods that are novel and useful; it is not limited to technology.

**Priority populations:** Groups in Canada that face health inequalities and are at greater risk of developing chronic disease.

**Self-Efficacy:** Self-efficacy is a person's belief and capability in their ability to take action to achieve a goal or objective

**Type 2 Diabetes:** A diagnosis of impaired blood sugar regulation and usage, which can lead to circulatory, nervous and immune complications resulting from chronically elevated blood sugars.