

Producer Mental Wellbeing Initiative

Applicant Guide - Stage 1: Concept Design



Government
of Canada

Gouvernement
du Canada

Canada

Table of Contents

1.0	About the Initiative	3
1.1	Initiative Objectives and Principles	3
1.2	Initiative Statement	3
2.0	Applying to the Initiative	4
2.1	Eligible Applicants	4
2.2	Eligible Solutions	4
3.0	Initiative Structure	4
3.1	Stages	4
3.2	Prize Amounts	5
4.0	Assessment and Selection Process	6
4.1	Assessment Criteria	6
4.2	Selection Process	9
5.0	How to Apply	9
6.0	If you are Selected	11
7.0	General Terms and Conditions	11
8.0	Contact Us	13
ANNEX A: Definitions		13
ANNEX B: How to Complete the Stage 1 Application Form		15

Purpose of this Guide

This guide will:

- Help you determine if you may be eligible for funding under the Producer Mental Wellbeing Initiative.
- Provide you with directions and explanations to assist you in completing the Stage 1 application form for the Agriculture and Agri-Food Canada (AAFC) Producer Mental Wellbeing Initiative, herein referred to as “the Initiative”.
- Once selected, semi-finalists from Stage 1 will receive further instructions for Stage 2 of the Initiative.

1.0 About the Initiative

Mental health challenges are an increasing concern within the agriculture industry. The high prevalence of mental health challenges faced by agricultural producers can include elevated feelings of stress, depression, anxiety, and burnout. These feelings can also be exacerbated when dealing with other stressors such as climate change, long working hours, financial instability, and lack of resources.

Improving mental wellbeing and support for producers is essential to improve both their quality of life and for ensuring the long-term viability of Canadian agriculture.

1.1 Initiative Objectives and Principles

The objectives of the Initiative are to:

- create a variety of support systems;
- promote peer-led initiatives;
- provide tailored mental health resources;
- address stressors that impact mental health; and
- reduce stigma.

Solutions must focus on **prevention and early intervention**, and adhere to at least one of the principles below:

- **Raising Awareness and Communication:** Develop innovative campaigns that promote awareness or educational programs about mental health through tools that focus on prevention and the identification of mental health challenges early, and which promote coping mechanisms.
 - **Reduce Stigma:** Develop solutions that normalize conversations about mental health, reduce stigma, and encourage farmers to seek help.
 - **Improve Access to Tailored Mental Health Support:** Create solutions that provide personalized mental health support to farmers and/or their families, addressing barriers including access, location, and timing.
 - **Community Resilience and Mental Health Promotion:** Develop solutions that focus on creating and maintaining supportive farming community environments, and addressing social determinants of mental health, especially for those facing systemic challenges (i.e. racism, socioeconomic barriers, isolation).
 - **Provide Long-Term Support:** Design and deliver mental health solutions that integrate wellness, farming practices, and other aspects of farm management (i.e. succession planning, family support), to enable better support for producers from generation to generation.
- For more details on definitions used throughout this Guide, please refer to Annex A (page 13).

1.2 Initiative Statement

AAFC is seeking **collaborative solutions** that employ novel strategies to **promote mental wellbeing and/or address stressors** contributing to mental health challenges among producers in Canada.

The Initiative is designed and delivered by AAFC in partnership with the Privy Council Office's Impact Canada.

2.0 Applying to the Initiative

2.1 Eligible Applicants

Eligible applicants for this Initiative include:

- Businesses or other for-profit organizations incorporated in Canada;
- Not-for-profit organizations registered in Canada;
- Producers, producer organizations and associations within Canada;
- Indigenous (First Nations, Métis, Inuit) individuals, organizations or groups of individuals located in Canada;
- Individuals or groups of individuals based in Canada; and,
- Collaborations between one or more of the above categories of applicants.

Note: Eligible applicants must be legal entities capable of entering into legally binding agreements.

2.2 Eligible Solutions

In order to be considered for selection, solutions must be aimed at leveraging innovation to achieve specific outcomes to promote mental wellbeing and/or address stressors contributing to mental health challenges among producers in Canada as described in the above-mentioned Initiative Statement.

Potential innovation areas include, but are not limited to the following:

- **Digital Solutions for Mental Health Support:**
Solutions could include apps, platforms, or virtual tools that provide accessible, ongoing mental health supports
- **On-Farm Support & Peer Networks:**
Solutions could include programs that facilitate mental health supports in farm communities
- **Culturally Relevant Training & Resources:**
Solutions could include culturally tailored mental health resources for equity deserving groups
- **Family & Succession Planning Programs:**
Solutions could include programs that support family and succession planning with an integrated mental health component
- **Education & Awareness Campaigns:**
Solutions could include initiatives that educated farmers on mental health risks and resources, focusing on prevention and reducing the stigma

3.0 Initiative Structure

3.1 Stages

The Initiative follows a stage-gated approach to support a cohort of innovators. At each stage, different financial and non-financial incentives will be available to successful participants. At every stage, solutions will be reviewed against the assessment criteria, and selected winners will be invited to move to the following stage.

Stage 1: Concept Design:

In this stage, you are required to complete an online application describing how your solution aims to promote mental wellbeing and/or address stressors contributing to mental health challenges among producers in Canada. You will need to describe how your solution aligns with the Initiative objectives, why you chose a particular group/community of producers and the mental wellbeing outcomes it aims to achieve. A cohort of up to 20 semi-finalists will be selected to receive up to \$50,000 each and move on to Stage 2 of the Initiative.

Note: This guide will help you complete an application at Stage 1. Once selected, successful participants from Stage 1 will receive further instructions for Stage 2. The following information is provided to give you an idea of what would be required of you for Stages 2 and 3 of the Initiative.

Stage 2: Proof of Concept

In this stage, you are required to develop a proof of concept for promoting mental wellbeing and/or addressing factors contributing to mental health challenges relevant to your selected group/community of producers and by creating a fully implementable plan. You will need to engage with producers and develop partnerships that will be used to expand the resources required to respond to their wellbeing. You will also need to develop a plan to measure and evaluate how effective your solution is in achieving outcomes for the selected group/community of producers that are related to the Initiative Principles. A cohort of up to 10 finalists will be selected to receive up to \$100,000 each and move on to Stage 3 of the Initiative.

Stage 3: Implementation

In this stage, you are required to evaluate your prototype based on impact, user feedback and the potential for wider application. You will need to generate evidence that your solution promotes mental wellbeing and/or address stressors contributing to mental health challenges among your group/community of producers. At the end of this stage, finalists are expected to show how their solution can also be adapted to other groups or communities of producers within Canada. Two winners will be selected to receive \$500,000 each.

3.2 Prize Amounts

Up to \$3 million in total will be awarded to semi-finalists, finalists and winners of the Initiative alongside a host of non-financial supports such as advice, training and networking opportunities.

Stage	Stage duration	Numer of winners	Prize amount
Stage 1: Concept Design	3 months	Up to 20 semi-finalists	\$50K per semi-finalist
Stage 2: Proof of Concept	11 months	Up to 10 finalists	\$100K per finalist
Stage 3: Implementation	13 months	Up to 2 winners	\$500K per winner

* The number of winners and prize amounts may vary depending on the applications received.

4.0 Assessment and Selection Process

4.1 Assessment Criteria

Below are the assessment criteria for the Initiative. These criteria will be assessed at every stage, with a different focus and weighting at each stage.

I. Innovation

Describe how your concept helps improve mental wellbeing and/or address stressors contributing to mental health challenges among producers in Canada, in ways that existing approaches do not.

The concept must introduce a novel deployment method or apply a previously successful approach in a new way, rather than replicate existing initiatives.

Stage 1	Stage 2	Stage 3
Degree to which the proposed approach/concept is novel compared to current practices or applies a previously successful approach in a new way.	Evidence supporting that the concept can create improvements over existing ways to promote mental wellbeing and/or address stressors contributing to mental health challenges among producers in Canada.	Evidence showing that the approach delivers improvements over existing methods in promoting mental wellbeing and/or addressing key stressors among Canadian producers.

II. Applicability to Canadian Producers

Describe how your concept is applicable to Canadian producers and has the potential for broader adoption across Canada. Explain why producers would be open to participate in partnerships for the Initiative.

Stage 1	Stage 2	Stage 3
Rationale for choosing a particular community/group of Canadian producers and how the concept aligns to their needs. Reasons why the community/group of producers is well-positioned to adopt the solution and contribute to generating meaningful evidence. Potential for the concept to be expanded and adapted for additional producer communities in Canada.	Collection of new/unknown information about the producer community's mental wellbeing (i.e. barriers to prevention). Method for uncovering and responding to new information that has potential to be applied to other producer communities in Canada.	Evidence supporting how the solution developed during this Initiative can be used/adapted in other producer communities in Canada.

III. Concept Design

Describe your plan to develop your concept to ensure it can be implemented and focused on prevention and early intervention. Be specific about what will be created or leveraged to implement your concept successfully. This is an opportunity to provide a detailed and comprehensive summary of how your concept will operate.

Stage 1	Stage 2	Stage 3
Description of how the concept will function and the activities, projects, and ideas it will use.	Clear implementation plan and logic model detailing how the concept will function in practice. Demonstrated capacity and skills within the producer partnerships to support and sustain this concept. Operational and strategic risks highlighted, and mitigation strategies articulated.	Plan for ongoing operation or adaptation of activities and projects after Initiative completion (i.e. additional partnerships or collaborations, new funding/revenue streams).

IV. Partnership Development and Producer Engagement

Describe how your concept builds on existing strengths and utilizes assets and resources from community partners to better meet the needs of producers.

Describe how your concept is designed and adapted based on producer input, ensuring inclusivity and representation of their diversity. Demonstrate how producers have influenced and will continue to inform the design and outcomes.

Highlight how the concept respects and incorporates producers' resources, traditions, and beliefs of producers will be respected and leveraged in the concept.

Stage 1	Stage 2	Stage 3
Strategy to leverage and enhance existing producers' strengths in the concept via partnerships and engagement. A description of existing and required partners, current relationships, what they do, and their expected contribution to outcomes. Evidence on how producers shaped the concept design, if applicable. Plan to engage community members in continued design and implementation of solution.	Implementation plan that includes the producers' existing and/or traditional strengths and resources along with other networks. Structured plan for continuous quality improvement, incorporating producer feedback to refine the solution and align outcomes based on producers' goals/priorities.	Defined partnership development process to create additional partnerships and contributions, creating value for many producers across Canada. Clear method for ensuring ongoing engagement for producers and adapting this method to producers across Canada.

V. Impact Measurement

Explain proposed approach to measure the outcomes sought for producers and how the measures will be meaningful to them. Outcomes will relate to promoting producer mental wellbeing and/or addressing stressors contributing to mental health challenges among producers in Canada.

Note: Non-financial supports, in addition to prize money, may be available to assist participants in developing their measures.

Stage 1	Stage 2	Stage 3
Potential outcome measures are realistic. Measures are relevant to Canadian producers and tailored to the most meaningful aspects of producer mental wellbeing.	Establishes a baseline and an implementable way to measure (post- implementation) to understand the impact for producers.	Plan for ongoing measurement and ways to help ensure reporting methods are not overly burdensome or costly for producers. Demonstration of change/impact for producers from baseline data.

VI. Solution Adoption Potential

Outline route to implementation/adoption path for producers, with consideration to how the solution will be scaled.

Stage 1	Stage 2	Stage 3
Describe how the concept clearly demonstrates route to implementation/adoption for producers, with consideration to how the solution will be scaled. Outline any barriers to adoption and measures to overcome these barriers.	Describe how the concept has advanced to adoption.	Plan in place that demonstrates a post-Initiative route to implementation, adoption and scale of the prototype.

4.2 Selection Process

AAFC will convene an independent and voluntary jury composed of subject matter experts, including representatives of the private sector, stakeholder groups, and academia, to assist in the assessment of applications.

AAFC will take the necessary measures to avoid conflict of interest for the jury and others involved in the assessment process and will execute non-disclosure agreements to protect applicants' information.

The jury will review applications and provide recommendations to AAFC to determine the semi-finalists, finalists and winners. Additional expertise from AAFC officials and/or other government departments may be sought in the review process, based on application content.

Further to the jury's recommendations, AAFC will select and announce the semi-finalists, finalists and winners, as applicable to each stage of the Initiative.

The final determination of applicants who will receive funding rests with the Minister of Agriculture and Agri-Food (or their delegate).

All of AAFC's decisions and selections will be final and not subject to appeal.

Please note that even if a solution meets all eligibility and assessment criteria, the submission of an application creates no obligation on the part of the Minister of Agriculture and Agri-Food to provide funding for the proposed project.

5.0 How to Apply

Stage 1 Application

These application instructions apply to Stage 1 of the Initiative.

Only applications submitted through the Impact Canada website via the Initiative application portal will be accepted. **Applications must be submitted no later than June 3, 2025 at 2:00 pm Eastern Time.**

Additional information on the Initiative including timelines, prizes, and Frequently Asked Questions (FAQs), are available on the Initiative website.

A complete Stage 1 application package consists of:

- Initiative application form:
 - » Applicant details;
 - » Proposed solution details;
 - » Declaration;
 - » Survey (optional);
- Letters of support from partners (optional);
- Confirmation of legal entity and/or not-for-profit status (if applicable).

► **Incomplete applications will not be assessed or further considered.**

Initiative Application Form

You must fill in the application form available online on the Impact Canada website. Solution details must be concise, but comprehensive (including only links to websites in a response will risk elimination especially if these are too general in scope and do not address a specific question or issue). **The form consists of the following sections:**

Section 1: Applicant Details

This section of the form requests basic information on your organization or individual(s) applying to compete in this Initiative and to receive funding if successful, as well as partner organizations supporting the development of the proposed solution.

Section 2: Proposed Solution Details

In this section, you must provide details on your proposed solution and answer questions that relate to the assessment criteria. Note that this is the main section that will be used by the jury in the assessment process. Make sure to include in this section all relevant information for the jury's consideration.

Attachments (optional)

The following attachments are optional at this stage of the application and should be provided only if available:

- Letters of support from partners If your organization is partnering or collaborating with others in the development of the proposed solution, you should provide information about the partner organization in Section 1 of the application form. You may also provide letters of support from partners that include details on their role.
- Confirmation of legal entity and/or not-for-profit status (if applicable) This can be a copy of the status certificate, incorporation documents, patent letters, or articles of incorporation (if applicable). Note that the lead (principal) applicant is required to establish a Canadian legal entity capable of entering into legally-binding agreements to receive contribution funding. This requirement can be completed after submission of the application, but prior to receiving any funding.

Section 3: Declaration

You must review and accept the terms and conditions for the Initiative, agree to the due diligence process as described below, and review and accept the Consent for Use and Disclosure requirements.

Section 4: Survey (optional)

This section collects information on your experience with this Initiative, information about your organization, as well as demographic information. Note that any data collected will be used strictly for administrative purposes to help us understand if, and how, this type of program is an effective tool, and to improve upon the design in the future. The data collected in this survey will be aggregated and 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 Initiative or in any other federal funding application.

For detailed step-by-step instructions on how to answer each question in the application form, please refer to Annex B (page 15).

6.0 If you are Selected

Stages

Following recommendations from the jury, approximately 20 applicants will be selected in Stage 1 to be semi-finalists in the Initiative. Semi-finalists will receive a prize amount in the form of contribution funding and will be invited to proceed to Stage 2 of the Initiative. Semi-finalists should be committed to meeting the requirements of Stage 2, which includes developing a proof of concept and/or piloting the concept.

Contribution Agreement

In order to receive the prize amount at each stage, each successful semi-finalist, finalist, and winner will be required to enter into a contribution agreement with AAFC.

Prior to entering into the contribution agreement, all selected participants will undergo a due diligence process to confirm that they meet all requirements to receive Initiative contribution funding and that they have the capacity to undertake the work outlined in their concept application. The due diligence process may include, when applicable, the review of the following documents:

- Documentary proof establishing that the lead applicant constitutes a Canadian legal entity capable of entering into legally-binding agreements and may receive Producer Mental Wellbeing Initiative contribution funding;
- Financial information, such as financial statements;
- For Quebec-based participants, documentation confirming compliance with the Province of Quebec's M-30 legislation prior to entering into an agreement with AAFC.

M-30 Act (Quebec organizations only)

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

More information on the Act is available online or by contacting the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation (MAPAQ) at dpci@mapaq.gouv.qc.ca.

All Quebec-based organizations will have to address this matter and demonstrate their compliance with the Act during the project assessment process, and prior to entering into a contribution agreement.

7.0 General Terms and Conditions

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

- Applicants agree to comply with all applicable laws;
- Applicants must be able to demonstrate ownership of, or permission to use any intellectual property (IP) used in the Initiative and provide necessary permission to AAFC for the purpose of administering this Initiative;
- Applicants warrant that all information given in and with the Initiative application form for this solution is, to the best of their knowledge, complete, true and accurate;
- AAFC has the discretion to cancel this Initiative or any part thereof at any time.

Unpaid Debts to the Government of Canada

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

Lobbying Activities

The applicant must ensure that any person lobbying on behalf of the applicant is registered and in compliance with the *Lobbying Act*. More information on the obligations in the *Lobbying Act* can be found on the website of the Commissioner of Lobbying of Canada.

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.

Privacy

Use and/or Disclosure

Personal information provided in this Application Form and in documents submitted in support of this application is collected under the authority of the *Department of Agriculture and Agri-Food Act* and the *Canadian Gender Budgeting Act*. The personal information may be used by AAFC and disclosed to other federal government entities or third parties:

- to process the application, validate credentials, verify the accuracy of the information provided in this Application Form and in any additional documents submitted, and facilitate payment of the contribution in the event the application is successful;
- to notify your organization of other federal or provincial programs (including AAFC) from which your organization might benefit;
- to evaluate the scope, direction and effectiveness of agricultural programming and research in Canada; and/or
- for program administration and evaluation, reporting, and statistical analysis, including for gender-based analysis plus purposes.

Failure to provide sufficient information may render the application invalid or may result in processing delays.

Personal information will be handled in accordance with the *Privacy Act*. Individuals have the right to the protection and correction of, and access to, their personal information. For personal information under the control of AAFC, these rights may be exercised by contacting the AAFC Access to Information and Privacy Director at aafc.atip-airp.aac@agr.gc.ca. Individuals also have the right to file a complaint with the Office of the Privacy Commissioner of Canada concerning AAFC's handling of their personal information.

Details of the collection, use, disclosure, and retention of personal information are described in the Personal Information Bank, Grants and Contribution Programming AAFC PPU 222.

Intellectual property

Intellectual property created by an applicant will remain the property of the applicant.

Where it is to the advantage of Canadians, and not detrimental to the goals of the recipients, AAFC 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.

8.0 Contact Us

For more information on the Producer Mental Wellbeing Initiative, please contact us by:

E-mail: aafc.PMWI-IBMP.aac@agr.gc.ca

Telephone: 1-877-246-4682

TDD/TTY: 613-773-2600

ANNEX A: Definitions

Definition of Initiative Administrators and Collaborators

Agriculture and Agri-Food Canada (AAFC): A federal department responsible for creating the conditions for the long-term profitability, sustainability and adaptability of the Canadian agricultural sector. AAFC supports the sector through initiatives that promote innovation and competitiveness, and that proactively manage risk.

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, is a Government of Canada-wide effort to help accelerate the adoption of innovative funding approaches to deliver meaningful results to Canadians. Outcomes-based financing, including Challenge Prizes, and other Pay-for-Success approaches, and Behavioral Science are its key business lines.

Definition of Terms

Applicant guide: Rules of the Initiative, including all terms and conditions contained in this present document and any new document published for Stage 2 and Stage 3 of the Initiative. Applicant Guide applies to all Applicants and Eligible Recipients.

Challenge prize: Challenges are an open innovation approach designed to crowd-in innovative solutions from a wide variety of actors and sources to expand the Government's problem-solving abilities and achieve stronger social, environmental, and economic outcomes for citizens. Challenges differ from other traditional government funding programs as they are designed as an "outcomes-based" approach where innovators are awarded based on the results achieved during the Challenge. They provide incentives (both financial and non-financial) to encourage a broad range of innovators to tackle problems where solutions are not apparent, or current responses are not achieving the desired results.

Equity deserving groups: Communities that identify barriers to equal access, opportunities, and resources due to disadvantage or discrimination, such as Indigenous peoples, racialized persons, people with disabilities, women, and 2SLGBTQI+.

Mental health: Categorized as a state of mental wellbeing that enables a person to cope with the stresses of life, realize their abilities, learn well and work well, and contribute to their community¹.

Novel approaches: The concept must be new for producers in how, where or with whom it is deployed, or a new application of an approach that has been successfully deployed elsewhere.

Producer: A producer in the Canadian agriculture sector is an individual or partnership engaged in the production, cultivation, harvesting, or raising of agricultural goods for sale. This includes farmers, ranchers, and others involved in crop production, livestock, dairy, poultry, or other agricultural activities. For the purposes of this Initiative, a producer includes both landowners actively farming their land and tenant farmers who rent land for agricultural production. These producers can operate on various scales, from small family farms to large commercial enterprises, and their work involves growing, harvesting, or processing agricultural products for market distribution.

1 World Health Organization (2022). Mental Health. Retrieved from: <https://www.who.int/news-room/fact-sheets/detail/mental-health-strengthening-our-response>

Wellbeing: A positive state experienced by individuals and societies which is determined by social, economic and environmental conditions. Wellbeing encompasses quality of life and the ability of people and societies to contribute to the world with a sense of meaning and purpose².

ANNEX B: How to Complete the Stage 1 Application Form

Detailed Application Instructions for Section 2 of the Application Form

Section 2 of the Application Form is the main section that will be used by the jury in the assessment process. Below are detailed instructions to help you submit a high-quality application.

2.1 Addressing Producer Wellbeing

2.1.1 What challenge or need does your solution aim to address? Describe the specific situation or gap you are working to improve or resolve.

In your response, clearly define the challenge or need your solution is designed to address. Provide context on the situation or gap, and the rationale and thinking behind your solution. Describe the impact your solution could have to address this challenge or need.

2.1.2 Confirm your primary solution type.

Select the category that best fits your solution. Should your solution fall into multiple categories, select the primary one.

- **Digital Solutions for mental health support:** Solutions could include apps, platforms, or virtual tools that provide accessible, ongoing mental health supports
- **On-farm support and peer networks:** Solutions could include programs that facilitate mental health supports in farm communities
- **Culturally relevant training and resources:** Solutions could include culturally tailored mental health resources for equity deserving groups
- **Family and succession planning programs:** Solutions could include programs that support family and succession planning with an integrated mental health component
- **Education and awareness campaigns:** Solutions could include initiatives that educate farmers on mental health risks and resources, focusing on prevention and reducing the stigma
- **Other:** If your solution does not fit in any of the above categories, please specify another broadly defined solution type

2.1.3 Confirm the applicable Initiative Principle(s) your solution will address. Select all that apply. Note that your solution must adhere to at least one of the principles below.

- **Raising Awareness and Communication:** Develop innovative campaigns that promote awareness or educational programs about mental health through tools that focus on prevention and the identification of mental health issues early, and which promote coping mechanisms.
- **Reduce Stigma:** Develop solutions that normalize conversations about mental health, reduce stigma, and encourage farmers to seek help.
- **Improve Access to Tailored Mental Health Support:** Create solutions that provide personalized mental health support to farmers and/or their families, addressing barriers including access, location, and timing.
- **Community Resilience and Mental Health Promotion:** Develop solutions that focus on creating and maintaining supportive farming community environments, and addressing social determinants of mental health, especially for those facing systemic challenges (i.e. racism, socioeconomic barriers, isolation).
- **Provide Long-Term Support:** Design and deliver mental health solutions that integrate wellness, farming practices, and other aspects of farm management (i.e. succession planning, family support). To enable better support for producers from generation to generation.

2.1.4 How will your concept help address the selected Initiative Principle(s).

Explain how your solution will help address the Initiative Principle(s) selected. Be specific on how your concept and your approach aligns and supports the Initiative Principle(s) selected, and how you plan to achieve the goals outlined in the selected principle(s) above.

2.1.5 Why you/your organization? Tell us about yourself and/or your organization, your background, what brought you to work on the proposed novel strategy and how you and/or your organization will advance this solution e.g. include information about your skills, expertise and/or partners.

This is an opportunity to talk about the path that brought you to apply to this Initiative. In your narrative, include details of your skills, expertise and/or partners, to demonstrate your capacity in designing, developing and implementing your solution. You can include some of the barriers that you had or will overcome, and demonstrate how your concept will promote mental wellbeing and/or address stressors contributing to mental health challenges among producers in Canada.

2.2 Solution Description

2.2.1 Describe how your solution will work to promote mental wellbeing and/or address stressors contributing to mental health challenges among producers in Canada, and the resources required to ensure your solution can achieve the outcomes you have described. Focus on how your solution works and the expected impact it will have on a particular group of producers in Canada.

This is your elevator pitch to convince the jury why your solution should be selected. Describe your concept design and how it responds to the Initiative Statement: "To seek collaborative solutions that employ novel strategies to promote mental wellbeing and/or address stressors contributing to mental health among producers in Canada". Describe how your solution promotes mental wellbeing by explaining its key features and/or focus on the specific stressors your solution will address, such as isolation, financial stress, or work-life balance. Outline the approach or tools your solution will use to achieve the desired outcomes. Identify the target group of producers your solution is aimed at and why they are particularly impacted by mental health challenges. Describe the positive changes you anticipate your solution will bring to the targeted group of producers. This could include improved mental health, reduced stress, or better access to support. This is an opportunity to make your case.

2.2.2 How do you plan to develop your solution to ensure it can be implemented and focused on prevention and early intervention?

Provide a clear, detailed explanation of your approach and the steps involved in developing your solution. This might include details on the design, pilot testing, feedback collection, and adjustments to ensure effectiveness. Describe how your concept will be designed to prioritize the prevention of mental health challenges before they escalate, and how it will identify and address these challenges at an early stage. Be specific about what is necessary to ensure the successful implementation of your solution.

2.3 Applicability to Canadian Producers

2.3.1 What group of Canadian producers is your solution going to help? Why did you select this group of producers? How is your solution applicable to this group of producers? Consider how the group of producers you've selected will help generate evidence to scale your solution to other producer groups within Canada.

Identify the target group of producers your solution is aimed at and why they are particularly impacted by mental health challenges. Consider factors like their unique circumstances, demographics, or current unmet needs. Provide details on how your solution will address the needs of this group and how it's relevant to their specific context. Describe how the results or evidence generated from this group could help expand the solution to other producer groups across Canada.

2.3.2 How could your solution potentially be applied to other producer communities in Canada?

Explain how your solution, originally targeted at one group of producers, could be adapted or expanded to meet the needs of other producer communities in Canada. If applicable, identify any modifications or considerations that would be needed to make the solution relevant to different producer groups.

2.4 Innovation

2.4.1 What is innovative or novel about your proposed solution and how is it different from solutions that currently exist?

In your narrative, highlight what makes your solution new, unique, or different compared to existing solutions. Explain how your solution improves upon, differs from, or addresses a gap in current approaches to promote mental wellbeing and/or address stressors contributing to mental health challenges among producers.

2.5 Partnership Development and Producer Engagement

2.5.1 How does your solution build on the existing strengths of the producer community that you are aiming to help? Include and describe how the resources, traditions, and beliefs of producers will be respected and leveraged in the concept.

Describe how your solution builds and leverages on the existing strengths and values of the producer community, such as their traditions, skills, or networks. Demonstrate how you plan to incorporate their beliefs and practices into your concept design and implementation.

2.5.2 How could your concept use assets and resources from other partners to better meet the needs of producers?

Identify partnerships or collaborations (within and outside the agricultural sector) that could contribute valuable resources or expertise to your concept design and implementation. Explain how collaborating or partnering with these entities will enhance your solution's ability to address producers' needs.

2.5.3 How do you plan to engage community members in continued design and implementation of your solution?

Describe how you plan to keep producers involved in the ongoing design, development, and implementation of your solution. Explain the mechanisms or tools that will be used to gather feedback, such as surveys, advisory panels, or pilot programs, to ensure continuous improvement.

2.6 Impact Measurement

2.6.1 Describe the outcomes you are aiming to achieve and how are related to promoting mental wellbeing and/or addressing stressors contributing to mental health challenges among producers in Canada.

Elaborate on the specific outcomes your solution is designed to achieve, explaining how they will directly impact the mental wellbeing of producers. Ensure the measures are realistic and relevant to Canadian producers.

2.6.2 How do the intended outcomes of this solution meaningfully impact the selected community of producers?

Explain how the expected outcomes will promote mental wellbeing and/or address stressors contributing to mental health challenges of the targeted group of producers, with a focus on tangible benefits. Ensure the impact is tailored to the needs of the targeted group of producers.

2.6.3 How do you intend to measure the effectiveness of your solution in achieving the outcomes sought for producers? What data will be leveraged?

Describe how you will track and assess the effectiveness of your solution (e.g., surveys, interviews, health outcomes, stress levels). Identify ways to evaluate the success of your solution.

2.7 Solution Adoption and Scalability

2.7.1 Describe how your solution can be adopted by producers, and how (if applicable) it could be scaled to other communities, regions or groups of producers.

Explain how producers will be encouraged or supported to adopt your solution. Include in your narrative any outreach, training, or incentives. Explain how your solution can expand to other communities or regions within Canada and how the concept could be adapted for broader use.

2.7.2 What types of challenges to adoption do you anticipate and how do you plan to facilitate adoption by producers?

Identify any barriers to implementation or adoption of your solution (e.g., stigma, resource limitations, accessibility issues) and explain how you will mitigate these challenges.

2.8 Supports needed

What are some existing skills and/or knowledge gaps that your concept is facing? What areas of support would contribute to your success?

The Initiative follows a stage-gated approach to support a cohort of innovators. At each stage, different financial and non-financial incentives will be made available to successful participants. Non-financial incentives can include advice, training and networking opportunities. The Initiative team would like to know how we can support you in this Initiative.

We would be interested to know what are some existing skills and knowledge gaps that you are facing in developing and implementing your solution, and the areas of support which would contribute to your success in this Initiative.

2.9 Additional information

Please provide any additional information about yourself or your concept that you would like us to know.

Provide additional information about yourself, your organization or your solution that hasn't already been captured in the previous questions.

Attachments (Optional)

The following attachments are optional at this stage of the Initiative and should be provided only if available:

- Letters of support from partners You may provide letters of support from partners listed in section 1.8 of the Application Form.
- Confirmation of legal entity and/or not-for-profit status (if applicable) You are encouraged to provide confirmation of legal entity and/or not-for-profit status. This can be a copy of the status certificate, incorporation documents, patent letters, or articles of incorporation. Note that the lead (principal) applicant is required to establish a Canadian legal entity capable of entering into legally binding agreements to receive grant funding. This requirement can be completed after submitting the application, but must be in place prior to receiving any funding.