

North Shore
Community Association
'Bringing Communities Together'



ANNUAL
REPORT

2015 – 2016

BOARD OF DIRECTORS AND STAFF

A Word from the Chair



Good morning and welcome NSCA members to our sixteenth Annual General Meeting! A warm welcome to a special guest, The Right Reverend Bruce Myers, recently ordained as Co-adjutor Bishop of the Anglican Diocese of Quebec. Thank you all for having taken the time to travel here to Sept-Îles from Fermont, Baie-Comeau, Port-Cartier and Quebec City. Very nice to see you on a Saturday morning in early September.

Since we last gathered in Baie-Comeau a year ago, new initiatives and projects have been undertaken. We now have video-conferencing equipment in our four communities, allowing us another means of communication within our province, and access to varied and interesting conferences and workshops. The Board has also begun work on our five-year strategic plan as we move forward with our mission of building a strong, informed community. It's been an extremely busy year, and our Executive Director Jody Lessard will bring you up to date in her report coming up in a few minutes.

I'd like to thank my Board for their support, time and effort this past year: Vice-Chair Billy Larivière; Secretary Cathy Larivière; Treasurer Maxime Côté; Directors Mary-Ellen Beaulieu and Edith O'Brien; Youth Director Mallory Stonehill Chouinard and our Executive Director Jody. Congratulations again to our Youth Director Mallory who welcomed Sophie-Ann into the world on June 1st. As well, thank you to our Liaison Agent Jackie Bizeau, our Youth Animator Shelby Shattler, and our Seniors Animator Danielle Duguay, all of whom work in our new office in Sept-Îles; and our Community Health Supervisor Patricia Howell in the Baie-Comeau office. A big thank you to Stephen Kohner, also BCHS principal, who puts together our newsletter, and to all who contribute articles and photos. And lastly, but very importantly, thanks to all the volunteers who help out in our community events and initiatives. We couldn't do it without you!

So, LET'S STAY CONNECTED. Let's keep working together to remain visible and vibrant, proud of our roots and here to stay! The North Shore is a beautiful place to live and we have many reasons to thrive.

Debbie Laurie
Chair

BOARD OF DIRECTORS AND STAFF

North Shore Community Association

Board of Directors and Staff 2014 - 2015

Board of Directors

Debbie Laurie	Chair
William Larivière	Vice-Chair
Maxime Côté	Treasurer
Cathy Larivière	Secretary
Edith O'Brien	Director
Mary Ellen Beaulieu	Director
Mallory Stonehill	Youth Director

Staff

Jody Lessard	Executive Director
Patricia Howell	Supervisor – Community Health Services
Jackie Bizeau	Community Liaison Agent
Shelby Shattler	Youth Animator
Danielle Duguay	Seniors Animator
Mary Choy	Communications
Carolyn Thibault	Summer Student



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Community Cohesion

COMMUNITY EVENTS

Through partnerships, the North Shore Community Association (NSCA) had the opportunity to host and contribute to events that foster a sense of belonging within our communities of the North Shore. We have supported local community groups and schools in providing social activities to the English-speaking community (ESC). We continue to work collaboratively to support school-based community hub events through poster and flyer disseminations and uploads on our community calendar or social-media postings. Pertinent information was distributed via mass emails and newsletters.



- In partnership with Fermont School: Youth Activity – Ski Day Outing (+20 participants);
- In partnership with the Baie-Comeau High School Home & School Association: Annual Bean Supper (+110 participants);
- St. Patrick's Day celebration (56 participants);
- Family Fun Day (46 participants);
- Seniors Community BBQ (47 participants);
- Community Luncheon and book launch (67 participants).



For a second year, the NSCA helped sponsor the Family Literacy Night held at Flemming Elementary in Sept-Îles. The evening was hosted by four senior elementary students and organized by the PAELE coordinator. The more than 50 people in attendance, including students, parents and grandparents, enjoyed themselves!

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Community Involvement Awards

Each year, the NSCA presents a community involvement award that recognizes an individual who make a difference in the community, and validates volunteerism.

The 2015 Community Involvement award was presented at the AGM to Stephen Kohner, from Baie-Comeau, who has been a very active member of the community in school, church, youth, and cultural initiatives.



VOLUNTEER ENGAGEMENT

We continued to develop and maintain lists of volunteers for community events in all four communities. Seniors continue to make up a majority of volunteers in our database, mostly for social and intergenerational activities. In the Sept-Îles region, we developed a volunteer list of youth who participate in our monthly Toddler Time sessions; we also have a few regular adult volunteers for these sessions.



Six volunteers (nominated by the NSCA) have received recognition awards at annual events recognizing volunteers who have contributed to the community. We continue to promote volunteerism in our communities, and have seen an overall increase of 15% in volunteer participation from last year. Our volunteers are a rich asset and greatly appreciated. Their valuable contributions to our community initiatives help us provide quality programming and hold successful events.

COMMUNITY OUTREACH AND PARTNERSHIP DEVELOPMENT

In March, we visited our most northern communities, Schefferville and Kawawachikamach. We met with community members and partners, welcoming the chance to learn more about each community and the different partnerships developed in each community, and to give them a chance to learn about the NSCA and our programs and resources. The trip was an excellent opportunity for the Association to increase its visibility, to develop possible new partnerships, to network, and to share information. The consultation's findings and possible collaborations are recorded in a report.

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Community Information

NEWSLETTER

Our community newsletter, “Let’s Get Connected,” published four times a year, continues to provide an update of current events in areas of interest to members, focusing on community, culture, youth, seniors, education, and health and social services. The newsletter served as the basis for bringing together the ESC, and allows the NSCA to get the pulse of community happenings, while raising awareness among our partners and stakeholders.

35 mailings to community partners & stakeholders.

With 300+ mailings per publication, we continue to maintain our community correspondence in all four communities, gaining more newsletter content.

WEBSITE & SOCIAL MEDIA

The NSCA website is a hub of information for our members and partners and is a means of increasing the visibility of the English-speaking communities of the North Shore. Our online community calendar is updated weekly, with over 30 community postings per month on local and regional events. Five new additions were made to the Publication section: the Toddler Time informational pamphlet, the Make an Impact – Youth Director pamphlet, the S.A.Q Focus Group Findings report, and a Health App (HSS lexicon and passport resource).

SOCIAL MEDIA

Facebook group online membership: 418 members--a 13 % increase from last year.

In addition, a bilingual section was created on our website for the resources and tools of our McGill retention project.

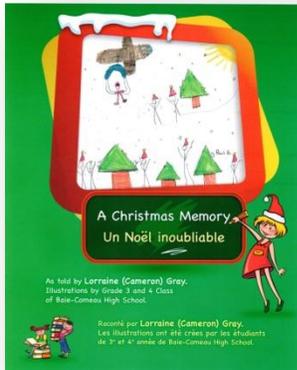
Information requests from community partners and members indicated that more members are accessing our site for community postings and information. Over the course of the year, the organization also received requests for information on community services from outside of the region.



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Arts, Culture and Heritage

We hosted an English-language cultural community event as part of our 15th anniversary celebrations. The launch of our bilingual book *A Christmas Memory / Un Noël inoubliable* was part of the official celebration activities. Eight students from Baie-Comeau High School read excerpts from the book in both official languages and participated in an official signing. A copy was presented to the Office of the Commissioner of Official Languages.



This children's book, which tells an amazing true story from the 1940s, reveals the creativity and artistic expression of our youngsters through drawings and illustrations by BCHS students, who worked under the guidance of their teachers.

Thanks to members of our community partner Camp littéraire de Baie-Comeau for editing the French text. The publication of this book was made possible by the Department of Canadian Heritage, NSCA, Baie-Comeau High School, and the Baie-Comeau Community Learning Center (CLC).



For another year, the NSCA was pleased to be a sponsor of two film festivals, the Cinoche International Film Festival in Baie-Comeau, and Ciné-7 in Sept-Îles, both held from January 21 to January 31, 2016. Three English films were sponsored by the Association at Cinoche, and four during Ciné-7. In continuing to increase access to arts and culture in English, we are seeking possibilities and developing contacts to sponsor English films during the festival in Port-Cartier.

25% increase in exhibit visits and showings since last year.

The "In Search of Yesterday" exhibit was displayed at the Church of St. Andrew & St. George during six weeks over the summer, and for 13 days during Baie-Comeau's cruise ship visits (from June to October), garnering more than 275 visits received during cruise-ship season alone. Bilingual promotional items were created to increase the visibility of the exhibit in the community at large. As well, BCHS hosted the exhibit during their alumni reunion (+120 visitors).

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Seniors

WELLNESS ACTIVITIES

A full day of wellness activities was offered once a month to seniors in Sept-Îles, in addition to weekly bowling every Friday, and low-key chair exercises for flexibility and balance on Tuesdays. Wellness days have been improved, with new services from the CLSC starting in November 2015, including on-site vaccination clinics, blood pressure clinics, information sessions on healthy eating habits with a nutritionist, etc.



Seniors in Baie-Comeau also enjoyed wellness activities, including potluck lunches, breakfast get-togethers, indoor bowling, low-key exercises, videoconferences on health topics, and intergenerational activities.

CAREGIVERS PROJECT

An interactive videoconference workshop was held in March 2016 on the topic of “Caring for Caregivers: Communicating with our Loved Ones.” Jennifer Robert, former director of Nursing and Quality at the Jeffery Hale-St-Brigid’s Hospital in Quebec City, led the session, which received many positive comments. The workshop was held in Baie-Comeau, Sept-Îles, and two communities of the Lower North Shore.



In addition, this past year the NSCA distributed English copies of the “Caregiver Newsletter Côte-Nord,” which is supplied by APPUI Côte-Nord.

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NATIONAL SENIORS DAY

Members of the Sept-Îles community participated for the second time in National Seniors Day celebrations on October 1, with 22 of our members in attendance. Organized by the seniors of Uashat mak Mani-Utenam and the Table de concertation des aînés of the MRC de Sept-Rivières, the celebration dinner drew over 250 francophone, anglophone and Innu seniors. A recognition ceremony of seniors 80 years and over also took place.



The Association is a member of the local table for seniors and was an active partner in organizing and promoting the event; this year we have seen increased participation from the anglophone community at the celebration.

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SENIOR FOCUS GROUP

In partnership with Seniors Action Quebec (SAQ) for their “Building Capacity – From Evidence to Action Project,” the NSCA held a focus group meeting with ESC seniors in Sept-Îles. The purpose of the gathering was to help identify issues affecting the senior population in the region and to identify that demographic’s priorities.

North Shore Focus Group

TOP 3 PRIORITIES

1. Access to organized social support and assistance for seniors.
2. Access to health and social services in English.
3. Accessible living arrangements.

Joanne Pocock, researcher for Seniors Action Quebec, developed a profile of the English-speaking seniors of Sept-Îles—a resource for the NSCA that provides up-to-date knowledge gathered from several relevant data sets. Highlights from the profile regarding English-speaking seniors in the territory were presented to the community members, as were priorities that had emerged from the provincial survey and from the NSCA assessment and portrait of Sept-Îles.

The discussion exercise identified three major priorities. The published report included information

on participant demographics, community profile highlights, focus group participant comments, and priorities.

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Education & Youth

CAREER DAYS



MINI CAREER DAY AT FLEMMING ELEMENTARY... Held on May 12, 2015, this first Career Day at the school was organized by the NSCA. The career day involved 56 students, and 12 career professionals: a chiropractor, nurse's aide, nurse's orderly, firefighter, singer, helicopter pilot, and mechanical engineer. The event was very successful thanks to the generosity of community members who took the time to share their experience and knowledge with our youth.

QUEEN ELIZABETH HIGH SCHOOL... A second Career Day was held on March 18, 2016. A total of 85 students from Sept-Îles and Port Cartier, including adult education students, learned about potential career paths. Seventeen different career professionals spoke with students: a biologist, naval reserve officer, forestry engineer, nutritionist, airline supervisor, pilot, firefighter, psychiatrist, and correction officer, among others. Several brought props and equipment, which provided students with a more realistic understanding of the labour and skills required in a particular line of work.



These Career Salons were made possible through a grant from the McGill Retention Program.



Education & Youth

ELEMENTARY & PRESCHOOL ACTIVITIES



QUÉBEC EN FORME and FLEMMING ELEMENTARY...In collaboration with Sept-Îles en forme, we translated a questionnaire on bicycle safety and printed promotional safety awareness flyers; questionnaires were distributed to students, who completed them with their parents. All the student participants were entered in a draw, the winner of which rode home on a new bicycle.



TODDLER TIME... This new program targets parents of preschoolers ages two to five years. Each session includes storytelling, songs, and crafts, as well as other activities designed to stimulate young minds. The NSCA has been offering these interactive workshop sessions monthly since November 2014. This activity is growing in popularity: the increasing attendance and positive feedback from parents shows that

this program is an important part of their children's development and well-being. The average attendance is 12 to 15 toddlers per session. The local school, Flemming Elementary, continues to offer the venue for our workshops. We are grateful for this collaborative partnership.



Fermont School now has its very own Book Muncher ("Croque-livres") thanks to the NSCA. This "Take a book, leave a book" program allows students to have free access to shared English-language books. Students assembled, painted and named their Book Muncher *Fermie*.



Health and Social Services

NETWORKING AND PARTNERSHIP INITIATIVE (NPI)

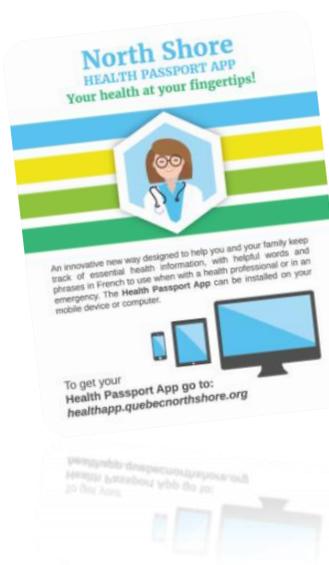
Through funding from Health Canada and the Community Health and Social Services Network (CHSSN), the Networking and Partnership Initiative (NPI) continues to help increase access to health and social services in English for the communities on the North Shore. Through meetings of the Regional Health Advisory and the Sept-Îles Subcommittee tables, an action plan was reviewed and strategies were adjusted to fit the needs of the ESC of the North Shore.

Over this past year we have worked with partners on various tables at which the NSCA represents the English-speaking community. Working together through cooperation and partnership, we continue to improve and maintain access to health and social services for the ESC.

COMMUNITY HEALTH AND SOCIAL SERVICES NETWORK (CHSSN) FOCUS GROUPS... Working in partnership with the CHSSN, we hosted two focus-group meetings, one in Baie-Comeau, with Port-Cartier participating via videoconference, and the second in Sept-Îles. The purpose of these focus groups was to gather information concerning the use of health and social services in the Côte-Nord region. Participants were invited to complete a brief



questionnaire, followed by informal sharing of experiences on obtaining services in English at different health facilities. The information gathered is now a part of the *Baseline Data Report 2015-2016, English Language Health and Social Services Access in Québec* prepared by the CHSSN.



HEALTH PASSPORT... This passport-sized booklet was created to help members keep track of essential health information, with helpful words and phrases in French to use with health professionals or in an emergency. It was distributed to our seniors in Baie-Comeau, Sept-Îles, and Port-Cartier. The Health Passport App can be installed on mobile devices and computers.

LIST OF ALTERNATIVES TO THE EMERGENCY ROOM... Originally in French, this document was translated into English and reproduced as a fridge magnet. We collaborated with the CISSS de la Côte-Nord in the production of this new tool, which was distributed to the English-speaking community in Sept-Îles.

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Health and Social Services

COMMUNITY HEALTH EDUCATION PROGRAM (CHEP)

Interactive English videoconferences were once again offered to our communities as a way of ensuring that the English-speaking community has access to services and information on a variety of health promotion topics, and knowledge of local resources. Information on a variety of health topics was delivered by qualified health professionals. Because we were limited in the number of sessions we could offer to our communities, we made use of our DVD library of former CHEP sessions to offer community members sessions they had not previously attended. Five different sessions were held this year in Baie-Comeau and Sept-Îles, as well as two DVD sessions.



A total of 57 participants have benefited from these educational videoconferences. Participants are also encouraged to complete event evaluations so that we can identify possible topics of interests for future sessions. Pamphlets and documentation are

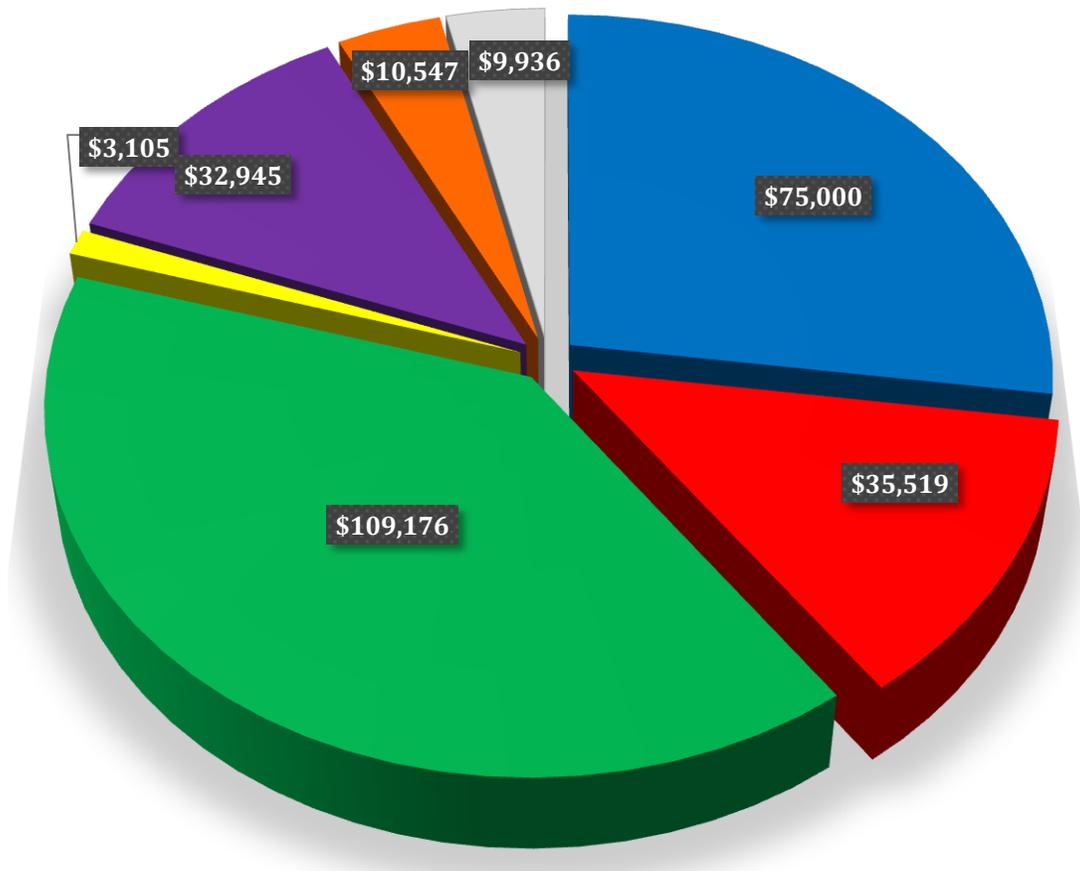
distributed to participants at each session.

We continue to add copies of past sessions to our DVD library; these are presented during our local health promotion activities.

We now have videoconferencing equipment in Fermont, making it possible for this community to participate in CHEP and other videoconferences.



NSCA Funding 2015 – 2016



\$276,228

- Canadian Heritage (Program Funding)
- Other projects
- CHSSN - Health Canada Projects
- Services Canada
- McGill
- HRSDC - New Horizons
- Other Revenues

THE NSCA GRATEFULLY ACKNOWLEDGES THE
CONTINUED SUPPORT OF ITS PARTNERS

Department of Canadian Heritage

Health Canada

Quebec Community Groups Network (QCGN)

Community Health and Social Services Network (CHSSN)

McGill University

Human Resources and Skills Development of Canada (HRSDC)

Service Canada

Eastern Shores School Board (ESSB)

Baie-Comeau Community Learning Centre (CLC)

Church of St. Andrew and St. George (Baie-Comeau)

All Saints' Church, (Sept-Îles)

Centre intégré de santé et de services sociaux de la Côte-Nord (CISSS)

CLSC Naskapi

Appui Côte- Nord

Carrefour jeunesse-emploi

Ville de Sept-Îles

Ville de Baie-Comeau

Société historique de la Côte-Nord

English Language Arts Network (ELAN)

Quebec Anglophone Heritage Network (QAHN)

YES Montreal

Seniors Action Quebec (S.A.Q)

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The North Shore Community Association is a non-profit regional organization dedicated to serving, representing, and instilling pride in the English-speaking community of Quebec's North Shore. Our aim is to empower residents and to strengthen the community across the region by working to make information and resources available, by facilitating community initiatives, by encouraging and improving communication, by promoting access to services, by developing partnerships, and by increasing the visibility of the English-speaking community.

Together, we are building a vital, informed and strong community.

