

2014-  
2015

# North Shore Community Association

## Annual Report

A brief summary of activities and accomplishments during the programming year

NSCA - Bringing Communities Together



# NORTH SHORE COMMUNITY ASSOCIATION

## A Word from the Chair



Good morning and welcome to this very special fifteenth anniversary Annual General Meeting! A warm welcome to the special visitors who have joined us from near and far. I'd like to introduce them to you. An equally warm welcome to our members who have travelled from as far away as Fermont, Sept-Iles, and Port-Cartier and to our Baie-Comeau members. Very nice to see you all here on a Saturday morning in late September.

Anniversaries of any kind always put me in a reflective mood, and when thinking back to the early days of the NSCA back in 2000, I realized that the first president, Janice Wigmore, was once a student of mine at Riverview School in Port-Cartier. Now, fifteen years later, I sit before you as Chairperson, retired three years from teaching, and she is a teacher out in Fort McMurray, Alberta. Where have all those years gone? Thank you Janice. I am indeed proud of you!

It is hard to look back on fifteen years and try to appreciate the scope of all that we have accomplished. I think we have a lot to be proud of, and I know there is much that we can still do. Here are some of the things that stand out in my memory as noteworthy...there are many more but I tried to limit myself to five.

I'll start with the NORTH SHORE MEMOIRS of which there are now two published collections of short stories told by members of our four English-speaking communities. These stories give us a real feel for what life was like in the early years and show how the hardships and triumphs helped shape us into the thriving communities we are today.

Secondly, I was impressed and still am with the results of an amazing collaborative intergenerational project between students of Baie-Comeau High School and the seniors of this community. The beautiful IN SEARCH OF YESTERDAY banners were created just in time for the 75<sup>th</sup> Anniversary of this town and have been seen by visitors from around the globe when cruise ships come into the port.

Thirdly, a wonderful WELLNESS PROGRAM FOR SENIORS, held every Wednesday afternoon, is enjoying enormous success in Sept-Iles. There is enthusiastic participation no matter what the nature of the theme, and there always seems to be something for everyone. There were even exercise classes offered every Tuesday and bowling on Friday afternoons. These folks know have to stay active and healthy!

# NORTH SHORE COMMUNITY ASSOCIATION

I am also very happy to report that the NSCA has been able to install VIDEOCONFERENCING equipment in both Sept-Iles and Port-Cartier, enabling both communities to link up not only with each other but with the rest of the English-speaking communities in the province and participate in informative sessions in the health field, for example.

Finally, and most recently, a TODDLER TIME PROGRAM, a free activity in English for 2 to 5 year-olds, was started in Sept-Iles. It is held on Saturday and offers crafts, stories, and healthy snacks.

I learned recently that our Seniors Animator in Sept-Iles, Gail Court, has decided to retire. I would like to take this opportunity to thank her for the countless hours she devoted, way above what she was actually paid for. Gail worked tirelessly with boundless energy for five years to make her community a better place.

Last January we wished our NPI Coordinator Marilyn Durepos a very Happy Retirement after five years on our team. Thank you, Marilyn, for your dedication to our association which helped it flourish in countless ways. Hope you are enjoying retirement as much as I am...maybe you can let me in on a little secret: why does there seem to be less time?

I'd like to thank my Board for their support, time and effort this past year: Vice-Chair Billy; former Secretary Mary-Ann and present Secretary Cathy; Treasurer Maxime; Directors Mary-Ellen, Wanita, and Edith; Youth Directors Mallory and Matthew; Executive Director Jody. As well, thank you to our Liaison Agent Jackie Bizeau and our Youth Animator Shelby Charette, both in Sept-Iles. I would like to welcome our new Community Health Supervisor Patricia Howell to the team and thank her for accepting the challenge. A huge thank you to Stephen Kohner 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! I still believe, that, as was the theme of the 2014 QCGN AGM, VITAL ENGLISH-SPEAKING COMMUNITIES MAKE A STRONGER QUEBEC. Thanks.

*Debbie Laurie*  
*Chairperson*

# NORTH SHORE COMMUNITY ASSOCIATION

## NSCA Board of Directors and Staff 2014-2015

### Board of Directors

Debbie Laurie	Chairperson
William Larivière	Vice-Chair
Maxime Côté	Treasurer
Mary Ann Bourassa	Secretary
Cathy Larivière	Director
Edith O'Brien	Director
Mary Ellen Beaulieu	Director
Wanita Guanish	Director
Matthew Durepos	Youth Director
Mallory Stonehill	Youth Director



**Absent from picture: Wanita Guanish & Mallory Stonehill**

### Staff

Jody Lessard	Executive Director
Marilyn Durepos	Health & Social Services Coordinator (NPI)
Jackie Bizeau	Liaison Agent
Patricia Howell	Project Animator
Gail Court-Lavallee	Seniors Animator
Shelby Shattler	Youth Animator
Lisa Lavallee	PAELE Coordinator
Anthony Vaickus	Summer Student

# ANNUAL REPORT 2014-2015

The year 2014-2015 is now behind us, a year with lots of new developments and changes. This programming year has allowed us to continue our partnerships and program initiatives with stakeholders, and secure funding for programs and projects supporting the objectives as outlined in our strategic plan.

The Association continued to work on community initiatives and increased NSCA's visibility within the Francophone community, including English-speaking regional & provincial partners. Through partnership initiatives we continue to increase the visibility of English-speaking community. Our participation on local tables and committees has permitted the Association to become more aware of regional programs and projects, but first and foremost the awareness of the needs of the English speaking population is recognized by our community partners.



In April of 2014, we partnered with Eastern Shores School Board (ESSB) to implement the PAÉLÉ (Programme d'aide à l'éveil à la lecture et à l'écriture) program. A coordinator was hired to set up to mobilize partners and create an action plan, and develop new partnerships that would respond to identified needs that were within the action plan. We represented and promoted the English-speaking community of the North Shore through emerging partnerships and explored new collaborations in the sectors of tourism, heritage, seniors, and youth. Information on school based or community events, youth projects\programs which was posted through community newsletter, community calendar. The dissemination of events to community members has increased access to timely, local and relevant information for the English-speaking community.

Over the past year the Board participated in a general organizational assessment with COCo; operational priorities were reviewed and strategic directions identified, in the next fiscal year the board and staff will focus on developing a preliminary work plan for the next strategic plan.

2015 marks our 15th year of existence and the Association will continue to build and strengthen beneficial partnerships and develop strategies that will promote and increase access of services and resources for our communities. In working towards increasing the visibility of the community, together we are building vital and strong English-speaking communities of the North Shore.

Once again it was a very busy year and we invite you to review the 2014-2015 highlights on the following pages which outlines the many initiatives, sector developments and activities that marked this past year. Thank you to our members, the staff, volunteers, partners and funders. With your continued involvement and support we look forward to another rewarding year.

*Jody Lessard*  
*Executive Director*

## Community Cohesion

### COMMUNITY EVENTS

NSCA sponsored and hosted 6 community cohesion events in each area of the North Shore. In many of the community-cohesion related activities, the Association collaborated with their community partners to deliver the events, including one long time annual community gathering (Bean Supper) organized by the Home & School Association. The NSCA has gained more visibility by participation in community events. Increasing visibility has helped us recruit more memberships, and increased our

volunteer base by 11%.

Sept-Iles: Seniors Community BBQ (39 participants), St. Patrick's Day celebration (50+ participants), Fall community luncheon at AGM (42 participants)

Port-Cartier: Winter Carnival Day (37 participants), in partnership with Riverview School

Fermont: Spring Meet & Greet (70+ participants) in partnership with Fermont School

Baie-Comeau: Annual Bean Supper (130+ participants); Murder Mystery Potluck (24 participants)

In partnership with the Home & School Association (Sept-Iles) we hosted a Family Literacy Night for youth and family members. A total of 108 participants attended. A variety of literacy and cultural activities took place throughout the evening, and literacy promotional items were distributed to our youth.

Support is continually given to promote school-based, church held events or other community initiatives; posters/community flyers are created and disseminated through our email listing and social media network. Events and meeting dates are also posted on our online community calendar.

### COMMUNITY INVOLVEMENT

The 2014 "*Marc Deslauriers Community Involvement Award*" was given to William Larivière during the Annual General Meeting in Sept-Îles. The recipient was nominated for his outstanding dedication at Fermont School, as well as his many hours of volunteering in the community of Fermont



# ANNUAL REPORT 2014-2015

## Community Cohesion COMMUNITY INVOLVEMENT

NSCA Board of directors and staff continue to promote the importance of volunteerism in each respective community. Our database of occasional volunteers is maintained and updated on a regular basis; majority of the volunteers are seniors who participate in various community based activities, including intergenerational events.

Four members from the English-speaking community received recognition during the Ville de Sept-Iles *Soirée de reconnaissance des bénévoles* in June 2014; names of community members were submitted by the NSCA.

Volunteers are rich assets and greatly appreciated, they give their time freely to make our communities a better place to live!

## INTERGENERATIONAL ACTIVITIES

In collaboration with our local schools, we have delivered a variety of intergenerational activities and developed an on-going list of occasional volunteers of seniors for school based intergenerational events. Some of the activities included, literacy/reading sessions, picture/writing exercise, presentation of an herb growing project, Halloween costume judging, a latch hook activity, community kitchen, a school mural project - stories behind historic pictures told by seniors, Christmas Carols, crafts, Earth Day, etc.

Acting as a community partner to support intergenerational events has encouraged participation in mentoring activities, identified volunteer support, and increased senior involvement in community or school based activities.





# ANNUAL REPORT 2014-2015

## Seniors

### WELLNESS ACTIVITIES

Wellness activities are offered to our seniors in the communities of Sept-Îles and Baie-Comeau. These activities are designed to meet the needs of the English 50+ population. The program aims to promote healthy lifestyles through a variety of program activities such as health promotion kiosks, health informational sessions with professionals, distribution of English documentation and service programs related to senior issues, physical and cognitive exercises, intergenerational and cultural activities.



Attendance to our regular Wednesday wellness activity has seen an increase of 16% from the previous year

In the Sept-Îles community we have regular attendance of 24+ participants at our wellness events. Since January 2015, there have been low-key chair exercises for seniors - one hour strength training sessions focusing on improving flexibility and balance. These activities fulfil some of the recognized needs of the community and help reduce the risk of social isolation that frequently affects our linguistic minorities.

It is evident that delivering English wellness activities/programs to the rapidly increasing English-speaking senior population has improved their access to programs that are presently only available in French.





# ANNUAL REPORT 2014-2015

## Seniors

### NATIONAL SENIORS DAY

Held on October 1st, 2014, this was an occasion for Canadians to appreciate and celebrate seniors. To pay tribute to their seniors, the town of Sept-Îles and the Table de Concertation des Aînés de la MRC Sept-Rivières organized several activities. Social groups and seniors from the Francophone, Anglophone and Innu communities were present. As an active member on the Table de Concertation des Aînés, we participated in the organization and promoted the event within



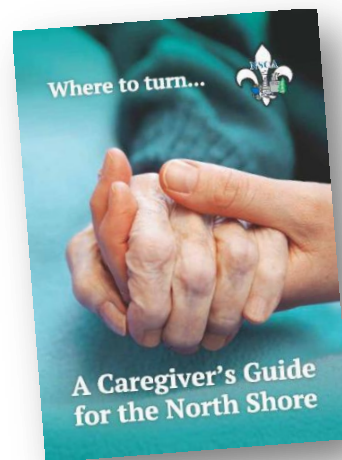
the community; many members from our Anglophone community participated in the full day event and received awards of recognition.



### CAREGIVERS PROJECT

Funding was received from APPUI Cote-Nord for our project “Supporting English-speaking caregivers on the Cote-Nord”. Within the scope of this project, a toolkit was produced containing our guide “Where to turn... A Caregiver’s Guide for the North Shore”. The kit was distributed amongst our senior community, to senior clubs on the Lower North Shore and to health and social services providers within the region.

In addition, an interactive videoconference workshop “Caring for Caregivers...My Role and Seeking Assistance” was held on March 11<sup>th</sup>. The workshop was held in the communities of Baie-Comeau, Sept-Îles, Port-Cartier and three communities of the Lower North Shore.

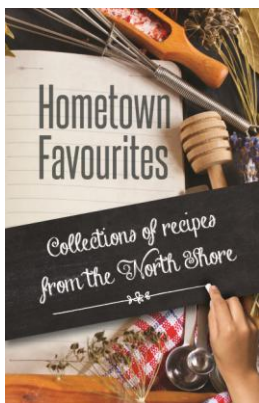


# ANNUAL REPORT 2014-2015

## Arts, Culture and Heritage

Arts, heritage and culture have a tremendous effect on community identity and visibility, and as a being one of the priority sectors outlined in our strategic plan, the Association continues ensuring services and programs are offered, and working on new developments.

During the 27th International Film Festival – Cinoche, the NSCA sponsored 3 of the 5 English films. This was our 5th year as a sponsor during Cinoche in Baie-Comeau. A new partnership was created with Film Festival 7-Îles to sponsor films during their festival, which was held from January 15-25th. A total of 6 English films were shown during the festival. The English-speaking communities of Sept-Îles and Port Cartier really appreciated seeing movies in English, we hope to continue our partnerships to offer more films during this well-known event.



In February, we published our first ever cookbook “Hometown Favourites” - a collection of traditional recipes reflecting the various cultures and traditions within our communities, including anecdotes photo memories that captured the bygone years. Many of the recipes find their origin in towns such as Port-Cartier, Seven Islands, Baie-Comeau as well as the Lower North Shore. The creation of this cookbook has built pride and cultural identity, and is keeping traditions alive. We are grateful to our contributors who generously allowed us to reproduce them.

English films are played once a week in the communities of Baie-Comeau, Sept-Îles and Fermont at their local theatres!

In partnership with the Baie Comeau High School Community Learning Centre (CLC), we organized a theatrical presentation performed by a local theater group Espace K



Théâtre for community members and youth of Baie-Comeau High School. Performed in English "La Crie des mémoires" was a town crier style theatrical production where we got to meet the many memorable characters from Baie-Comeau's history. Over 50+ participants attended this presentation.

# ANNUAL REPORT 2014-2015

## Arts, Culture and Heritage

The 'In Search of Yesterday' cultural exhibit continues to be part of the tourist attraction during guided tours at the Church of St. Andrew & St. George in Baie-Comeau. The exhibit was displayed during 6 weeks over the summer months and 10 days during the town's cruise ship visits in the fall. This year had a definite increase in site visits for the exhibit - 204 visitors. We have created 2 additional heritage poster boards to be included with the exhibit, and bilingual promotional items were created and distributed to give more visibility of the exhibit amongst the community at large.



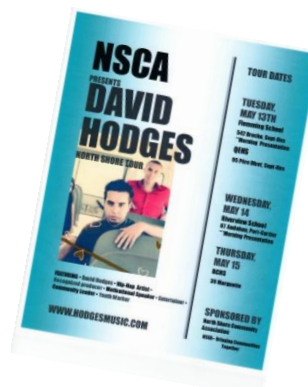
Into its sixth year of existence, our book club meets on a monthly basis; gatherings are held from September to June

We have maintained our membership with the Regional Historical Society and our latest publications are listed in their annual magazine 'La Revue d'histoire de la Cote Nord'. North Shore Memoirs II was listed under the section for English publication in their June 2014 edition.

NSCA continued to support cultural events within our local schools. In May 2014, our youth had the opportunity to meet David Hodges - artist & youth community leader from Montreal. A hip-hop musical performance and an interactive workshop session was held in 4 schools: Sept-Îles (220 participants), Port-Cartier (15 participants), Baie-Comeau (30 participants). The David Hodges Tour captured the attention of students with his entertaining style through motivational stories and songs!



In partnership with the Baie Comeau High School Community Learning Centre (CLC), an extra workshop was given within their music program and youth had the opportunity to create and perform their own musical piece.



# ANNUAL REPORT 2014-2015

## Health and Social Services

### NETWORKING AND PARTNERSHIP INITIATIVE (NPI)

Continuation and coordination of the NPI program has increased awareness of the needs of the community among stakeholders, has built a greater collaboration among partners, and has developed projects and activities. Over this past year we have worked towards strategic directives and initiatives to obtain the objectives set by the network action plan. We continued to strengthen partnerships with the Health and Social Service Agency, CSSSs, and CLSCs on improving access for services to the English-speaking population of the region, and continued increasing awareness among members of the English-speaking population of the services offered by the community organizations.

The NSCA is one of the 20 community health networks across Quebec that is part of the Networking & Partnership Initiative (NPI) program.

Surveys were conducted within our communities on out of region specialized health services to gain better knowledge of the needs, a report of results will be presented for the Fall of 2015.

In June 2014 we developed a needs assessment report of compiled data from surveys conducted amongst parents of youth aged 0-5. In responding to the results we have worked towards delivering programs targeting the 0-5 age group.

### ACTIVE ON TABLES, AND SUPPORTING PARTNERS

The NSCA has maintained seats on decision making tables such as the Regional ACCESS committee, the local Table des Aînés MRC Sept-Rivières, Projet Clinique of CSSS de Sept-Îles, Jeunesse en santé, 'AlimentAction' (Québec en forme), and Health and Social Services Priorities Committee. In addition to these, we have made contact with and obtained seats on:

TROC, Table Régional des Organismes Communautaires

Table Action Pauvreté Sept-Îles;

Centre d'action bénévole  
of Sept-Îles

Eki-Lib Santé Côte-Nord



# ANNUAL REPORT 2014-2015

## Health and Social Services

### COMMUNITY PARTNERS' INITIATIVES

**SALON DES AÎNÉS...** The NSCA assisted at the First Annual FADOQ Salon des Aînés held in Sept-Îles on May 20th, 2014. We were among over 40 kiosks from organizations offering services directly or indirectly for seniors and had over 101 people visit our kiosk. The Salon coincided with the 22nd edition of the Regional FADOQ Games and included our English FADOQ group from Sept-Îles. The NSCA was pleased to participate in this event by translating documentation into English and offering on-site translation for English-speaking participants.



**NUIT SANS ABRIS...** As a partner on the youth table in Baie-Comeau, Jeunesse en Santé, the NSCA participated in this local initiative which consisted of a walk during the evening with community members and partners. It is a way of being supportive towards the homeless.

### COMMUNITY HEALTH EDUCATION PROGRAM (CHEP)

To ensure the English-speaking community has services and information on a variety of health promotion topics and knowledge of local resources, we continued to offer the CHEP program to our communities. A series of interactive English videoconferences on a variety of health topics were delivered by qualified health professionals. Community members received well-informed health knowledge, what to do to get access to services, and where to go. A total of 7 different sessions were held this year in Baie-Comeau, Sept-Îles and Port-Cartier.

A total of 146 participants have benefited from these educational videoconferences during the 2014-2015 programming year

We continue to add copies of past sessions to our DVD library. These DVDs are used for follow up sessions or are presented during our local health promotion activities during our wellness activities.



# ANNUAL REPORT 2014-2015

## Education & Youth

### PROMOTION OF HEALTH/WEELL-BEING WITH YOUTH

**TODDLER TIME...** Since November 2014 we have been offering interactive workshop sessions for the preschool children from two to five years of age. The sessions were offered on a monthly basis. Each session is approximately 2 hours in length, consisting of stories, circle games, finger plays, songs, and rhymes to help stimulate their learning. The average attendance is 12-15 preschool youth with their parents. The increasing attendance and positive feedback from parents has shown us that this program is an important part of their child's development and well being. In addition, Toddler Time is an enjoyable social activity for the parent and the child. The local school, Flemming Elementary, offered the venue to hold our workshops. This is a great collaborative partnership.



Again this year, we helped sponsor healthy active initiatives at our schools

**DEFI MOI JE CROQUE...**the equivalent of the 5/30 Health Challenge, Flemming Elementary has been carrying out this health promotion program on a regular basis.

**OUTDOOR PHYSICAL ACTIVITIES...**Riverview School has fun doing outdoor physical activities during Winter Carnival.



**SELF-ESTEEM, ANTI-BULLYING...**Four of our North Shore schools had workshops by David Hodges on self-esteem and anti-bullying through motivational hip hop, stories and songs workshops. QEHS, Flemming Elementary, Riverview School and BCHS students participated in these workshops. In addition, an anti-bullying campaign, Pink T-shirt Day, was held at Fermont School with 20 youth.



# ANNUAL REPORT 2014-2015

## Education & Youth

### MCGILL RETENTION PROJECT

Early in 2015, the NSCA received confirmation of a 4 year project from McGill University. Our project *Investing in Tomorrow...The Next Generation, New Opportunities* - career and education exploration workshops and informational resources promoting career opportunities in health and social services sector - will continue until March 2018.

During the months of February and March we held meetings with educational partners to discuss career day activities with health professionals, and input on strategies and recommendations. Questionnaires were created for students to help determine career professional workshop visits. An organized visit to the CEGEP Sept-Îles during Salon d'Emploi was held. Six students participated and visited 6 Health Social Services Kiosks.



In class workshop presentations were held with local health and social services professionals; a retired social worker and a nurse from local hospital had assisted the sessions; 16 high school youth participated in both sessions.

In March, sixteen high school students visited local Vocational School to learn more about vocational programs offered; 3 vocational programs in the health and social service sector were displayed.

### SUPPORT PROGRAMS FOR LITERACY

CROQUE LIVRES...An early literacy program for youth – Croque Livres or the Book Muncher – was implemented by the NSCA in March 2015. Three grade levels at Flemming Elementary were involved in a contest for the naming of the muncher and local media were invited for the official launching at which the community participated.





## THE NSCA GREATFULLY ACKNOWLEDGES THE CONTINUED SUPPORT OF ITS PARTNERS

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 la santé et des services sociaux de la Côte-Nord(CISSS)  
Appui Côte Nord  
Carrefour jeunesse-emploi  
Ville de Baie-Comeau  
Ville de Sept-Îles  
Société historique de la Côte-Nord  
Quebec Anglophone Heritage Network (QAHN)  
YES Montreal



## 2000 - 2015