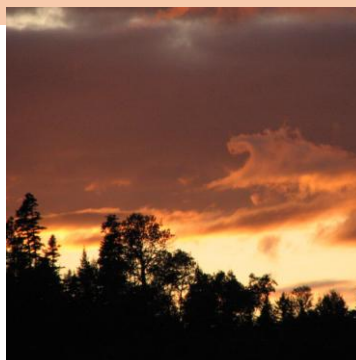


# NORTH SHORE COMMUNITY ASSOCIATION

## 2018 – 2019 ANNUAL REPORT



Serving  
the English-speaking community  
of the North Shore  
since 2000...

*Baie-Comeau (Head Office)*  
39 avenue Marquette, G4Z 1K4  
418 296-1545

*Sept-Îles (MRC Branch Office)*  
598 blvd. Laure, local 106, G4R 1X7  
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[www.quebecnorthshore.org](http://www.quebecnorthshore.org)

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## WORD FROM THE CHAIR

Thank you for joining us at the North Shore Community Association's nineteenth Annual General Meeting. How gratifying to have seen the NSCA in operation for almost two decades, and to celebrate the organization's successes and accomplishments, and the research and development of new programs offered to our English-speaking communities.



With funding from the Secrétariat aux relations avec les Québécois d'expression anglaise and Health Canada, the NSCA has opened a new office in Sept-Îles to serve the MRC Sept-Rivières territory. This expansion has allowed us to offer extended hours of operation and to deliver more programs and services in the Sept-Îles and Port-Cartier region.

A community development plan is under way thanks to consultation sessions held with community members. This plan will enable the NSCA to better support the English-speaking population and to create potential sectors of development within the community. The consultations specifically focused on youth employability, and on social and economic development.

Over the years, the NSCA has celebrated many successes and formed new partnerships across the North Shore. Without the support of our community members and partners, we could not have grown as we have.

We celebrate you, our community members and partners—thank you for helping us rise and grow to where we are today. I wish the NSCA, and each and every one of our members, supporters, and partners, a banner year leading up to our twentieth anniversary!

Have a great AGM, and a great year.

A handwritten signature in blue ink that reads "Cathy Larivière". The signature is fluid and cursive.

Cathy Larivière, Chair  
North Shore Community Association

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## BOARD OF DIRECTORS AND STAFF

### 2018–2019

Cathy Larivière	Chair
William Larivière	Vice-Chair
Marilyn Miller	Secretary
Maxime Côté	Treasurer
Edith O'Brien	Director
Mary Ellen Beaulieu	Director
Marie Anne Bizeau	Director
Sharon Shecanapish-Tardif	Director
Pascal Dessureault	Youth Director



The 2018 – 2019 NSCA board of directors (absent: Maxime Côté, Sharon Shecanapish-Tardif)

### STAFF

Jody Lessard	Executive Director
Eveline Audy	Executive Assistant
Patricia Howell	Supervisor, Community Health Services
Shelby Shattler	Coordinator
Julie Harvey	Community Liaison Agent
Tammy Mansbridge	Seniors Outreach
Mallory Stonehill	Coordinator

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## COMMUNITY INVOLVEMENT AND VOLUNTEERS

### **2018 MARC DESLAURIERS COMMUNITY INVOLVEMENT AWARD ...**

This year's award was presented to Walter Bisson of Baie-Comeau for being a dedicated and long-serving member of the community. As an active member of the English-language community, Mr. Bisson has devoted his time to numerous NSCA activities, including the 50+ wellness sessions, as well as participating in intergenerational activities. Most recently, he was a volunteer in the Getting to Programs and Services for Seniors (GPS) pilot project, taking on a leading volunteer position in Baie-Comeau. Thank you for your many years of community involvement!



Marc Deslauriers Community Involvement Award recipient Walter Bisson.

## COMMUNITY DEVELOPMENT AND PARTNERSHIPS



Public health education in action during a CISSS workshop.

### **CENTRE INTÉGRÉ DE SANTÉ ET DE SERVICES SOCIAUX DE LA CÔTE-NORD (CISSS) HEALTH PROMOTION WORKSHOP ...**

Sept-Îles 50+ members welcomed a variety of workshops offered by the CISSS throughout the year. A total of seven workshops on various public-health topics were delivered by professionals. During the sessions, English information was provided to the participants and professionals were available for questions.

### **CENTRE D'ACTION BÉNÉVOLE (CAB) LE VIRAGE ...**

The local volunteer action centre opened a new centre in Sept-Îles. A partnership initiative was developed

to make documentation available in English for seniors, including a translation of the guidelines for Medical Transport and Accompaniment, and the Meals on Wheels program and monthly menu.

**COMMUNITY HEALTH AND SOCIAL SERVICES NETWORK (CHSSN) ...** The CHSSN partnered with the NSCA to conduct a Community Health and Social Survey with a

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consultant from Quanglo Communications & Consulting. Through the survey, conducted in March 2019, 45 participants were asked about their perceptions and experiences of English speakers with regard to access to health and social services. The results from the survey results will be eventually be used to help inform policy and programming.

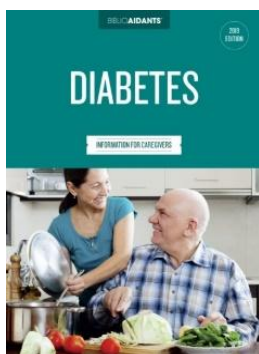
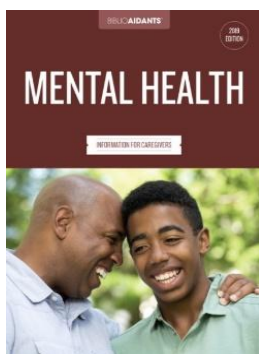
**DROITS ET RECOURS EN SANTÉ MENTALE (DRSM) ...** In collaboration with the NSCA, and in line with Mental Health Awareness month, DRSM offered workshops on stigma to students at Queen Elizabeth High School and students at Flemming Elementary School in Sept-Îles. Students received leaflets from regional partners working in mental health.



Destigmatizing mental illness with the DRSM during Mental Health Awareness month.

**CENTRE D'ACTION BÉNÉVOLE (CAB) PORT-CARTIER ...** The Port-Cartier volunteer centre opened its doors to the NSCA, offering a space to hold community gatherings. During the year, we held several social activities, such as games nights, at which English-speaking community members of all ages came together to socialize, play games, and teach others who were eager to learn.

**BIBLIO-AIDANTS HEALTH DISPLAY RESOURCE ...** In connection with community partners, "Biblio-Aidants," and public libraries, we implemented a new health display as a caregiver resource. The Biblio-Aidants program is an information service for caregivers coordinated by the Quebec Public Library Association. More than 580 libraries across the province participate in this initiative. Biblio-Aidants is an initiative of the Charlemagne, Assomption, and Repentigny libraries.



Caregiver information booklets are available at NSCA offices.

Fifteen thematic booklets inform caregivers about various illnesses and issues they may face, and provide relevant information on programs, services, and resources. Topics include bereavement, cancer, caregivers, diabetes, heart disease and stroke, mental health, multiple sclerosis, palliative care, Parkinson's disease, physical disability, pulmonary disease, seniors and aging, autism, and intellectual ability. The booklets are available in the Baie-Comeau and Sept-Îles offices of the NSCA.

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**ÉDUCALOI CONFERENCES** ... Éducaloi is a non-profit organization that aims to make the law and legal rights and responsibilities of Quebecers easy to understand.



Empowering citizens through legal information during an Éducaloi workshop.

A project through Éducaloi helped the NSCA deliver workshops and provide the English-speaking community of the North Shore with information and resources on legal matters in English. This year, three workshops were presented: "Protecting Your Money from Financial Fraud and Abuse," "Tax Information Session," and "Bullying and Violence."

Various Éducaloi news articles were shared in our community newsletter and on the NSCA social-media page to inform youth, family, and seniors about legal information and the services Éducaloi provides.

## PARTNERSHIP INITIATIVES

**REGIONAL DEVELOPMENT INITIATIVE FOR EASTERN QUEBEC** ... Community members and NSCA staff from Baie-Comeau (by videoconference) and in Sept-Îles met with William Floch, the secretary for Relations with English-speaking Quebecers, and Christopher Skeete, Parliamentary Assistant to the Premier for Relations with English-speaking Quebecers, on March 24 in Sept-Îles. Mr. Floch and Mr. Skeete announced a rural development network for English-speaking communities in Eastern Quebec to address the



Meeting with provincial officials in charge of the English-speaking population dossier for better collaboration.

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particular needs of the Côte-Nord, Bas-Saint-Laurent, and Gaspésie-Îles-de-la-Madeleine regions. The project was put forward by the Committee for Anglophone Social Action (CASA) in partnership with the Coasters Association, the NSCA, Heritage Lower Saint Lawrence, and the Council for Anglophone Magdalen Islanders (CAMI). Funding will be available over two years to launch a project to set up a network to help partner organizations take advantage of programs available to English-speaking citizens, breaking down barriers geographically and addressing linguistic isolation.

This project will make it possible to target and support regional issues in the area of socio-economic development and to make more effective use of existing resources. The approach will be based on collaboration, resource-sharing, and strategic development by regional organizations, and will play an important role in supporting collaborative regional socio-economic development.

**AIRE OUVERTE** ... Managed by the CISSS, Aire ouverte is a new project that targets young people between 12 and 25 years old. The CISSS is making it easier for young adults to access health services without having to go through the Maison des jeunes, which allows for more confidential consultations. Professionals from the public and community health sectors will more accessible and their services more visible within the youth demographic. Young adults will be able to have their needs met without going through the wait and paperwork at a regular CISSS, and will be able to obtain immediate health services.



**ROCK YOUR POSITIVE VIBES** ... The Community Health and Social Services (CHSSN), the NSCA, and Flemming Community Learning Centre joined forces to shed light on mental well-being in schools. A special project was designed around the theme "Rock Your Positive Vibes" to raise awareness about depression and anxiety in school. Queen Elizabeth High School participated by making fake rocks from a soft stress ball material and painted or decorating them in ways that were meaningful to the students. The rocks represented a smile someone may need, or a kind word or thought we might remember or which any of us might represent for someone else. A valuable lesson was learned: a positive action can go a long way and affect many people, just as a negative action can have broad harmful repercussions.

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## ARTS, CULTURE, AND HERITAGE

The NSCA continued to support and promote community arts and cultural events. These events, such as holiday socials and potlucks, book fairs, book club gatherings, guided tours, and local arts and culture centre presentations, were promoted through our newsletter, website, and Facebook page. The year was jam-packed, with a few notable highlights.

**COASTERS CARNIVAL ...** The NSCA collaborated with the Festival du film de Sept-Îles to host an English-speaking community cultural event on February 2, 2019. The carnival

was a pre-launch to the Ciné-7 film presentation, “Les Coasters.” The day was filled with activities, and culminated in an evening filled with song, dance, and local talent, with over 100 participants joining in the fun.



Celebrating English-speaking coastal culture during the Sept-Îles film festival.

**IN SEARCH OF YESTERDAY EXHIBIT ...** Our heritage exhibit was on display for eight weeks during the summer of 2018 at St. Andrew and St. George's Anglican Church, as well as during the fall 2018 cruise ship visit season. The exhibit featured the recollections of community members, historical features on the region's beginnings, archival photos, and more.

**NORTH SHORE FILM FESTIVALS ...** For another year, the NSCA was pleased to be a sponsor of English films during Cinoche – Festival du film international de Baie-Comeau and Ciné-7 in Sept-Îles. Six English films were shown during Cinoche, and eight during Ciné-7. Promotional flyers of the presentations were created and distributed to the communities of Baie-Comeau, Port Cartier, and Sept-Îles.

**BOOK CLUBS ...** Our book club continues to meet monthly to discuss a current book, and to choose new topics, authors, and writing styles for the next reading period. This initiative continues to attract community members from both the French and English language communities. The NSCA has book clubs operating in Baie-Comeau and Port-Cartier.

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## HEALTH AND SOCIAL SERVICES

The NSCA's work to improve access and services in the health and social services sector is one of the cornerstones of its community development work. Regionally and provincially, the organization's leadership and collaborative work has led to significant policy implementations, to pivotal networking and partnership work, and ultimately to better and more accessible health services in English and for the English-speaking community.

**CISSS CÔTE-NORD REGIONAL ACCESS PROGRAM** ... The access program is being re-established and will provide access to services in English. The board of directors of the CISSS de la Côte-Nord has appointed seven people to sit on the Regional Committee for the Program of Access to Health Services and Social Services in the English language. The Committee's mandate includes evaluating the program for access to health and social services in English, and giving its opinion to the CISSS Côte-Nord. The NSCA has been an active partner in re-establishing the access committee and will be part of this decision-making table. Collaborative work was completed throughout the year with the CISSS resource person for the English dossier.



**STAIRCASE TO SENIORS SERVICES** ... The 2018–2019 L'APPUI Caregivers Project, carried out with funding from L'APPUI Côte-Nord, was held on February 11, 2019. Jennifer Hobbs Robert, former director of nursing and quality at the Jeffery Hale – Saint Brigid's Hospital in Quebec City, was our presenter. The session was very well received.

In addition to this educational videoconference, an information folder was produced containing health-related resource information: "Home Care Services," "Senior's Day Centre," "Respite Care," "Specialized Geriatric Consultations (Day Hospitals)," "Convalescence," "UTRF-Functional Intense Rehabilitation Transition Unit," "Assisted Living – Intermediary Resources and Long Term Care," and "Palliative Care."

The workshop was held in the communities of Baie-Comeau, Sept-Îles, and Port-Cartier (who joined through videoconference), with a total of thirteen participants. The conference was an initiative of the NSCA in collaboration with the CHSSN and funded by L'APPUI Côte-Nord.

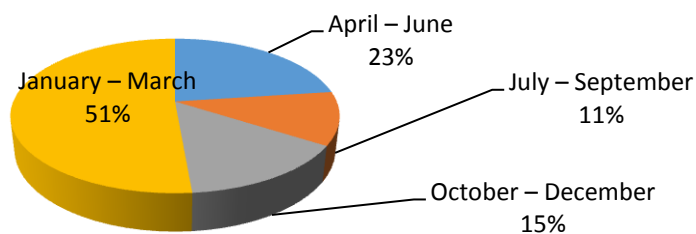
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**CAREGIVER WEBINARS AND TELECONFERENCES** ... The monthly offering of webinars and teleconferences for all caregivers, professionals, and interested participants continues to be delivered by qualified health professionals. Some of the topics covered this year included breast cancer, mental health, caregiving, Alzheimer's, and elder abuse.

**COMMUNITY HEALTH AND EDUCATION PROGRAM (CHEP)** ... Interactive English videoconferences were offered to our communities to continue ensuring the English-speaking community has access to services and information on a variety of health promotion topics and relevant knowledge of local resources. Information on different health topics was delivered by qualified health professionals. A total of eight different sessions were held this year in Baie-Comeau, Sept-Îles, and Port-Cartier, including three DVD sessions:

- Better Bone Health-Osteoporosis—An Update (Baie-Comeau)
- Eating Well: Sugar and Salt—What's New? (Sept-Îles)
- Why Can't I Sleep?
- Women's Heart Health (Sept-Îles and Baie-Comeau)
- Better Bowel Health—An Update
- DVD presentation: Moving Forward with Arthritis (Sept-Îles)
- DVD presentation: Maintaining Our Self-Esteem Throughout the Aging Process—A Mission Impossible (Sept-Îles)
- DVD presentation: Nutrition: Let's Talk About Protein (Baie-Comeau)

## CHEP 2018–2019: 144 PARTICIPANTS



Pamphlets and documentation were distributed to participants at each session. Participants completed evaluations to identify possible topics of interest for future sessions.

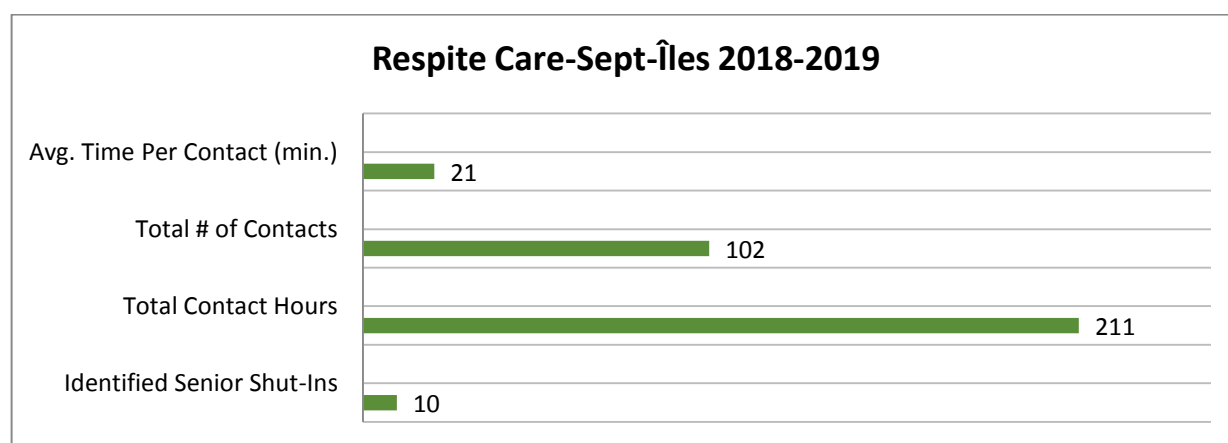
The NSCA health DVD library continues to grow, as we add copies of past sessions that were presented during our local health promotion activities.

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## SENIORS

**REGIONAL ALLIANCE CONFERENCE** ... The NSCA was represented at the second regional meeting of the Alliance held on October 25 and 26, 2018, in Baie-Comeau. The NSCA received silver and gold stickers for our plaque, as indicators of our progression on committed initiatives to improving the living conditions of seniors and of our progress regarding the actions already accomplished for healthy and active aging among the North Shore population. NSCA executive director Jody Lessard proudly accepted the plaque. The Alliance consists of 45 organizations committed to improving the living conditions of seniors. To this end, more than 80 initiatives, actions, or intentions were placed on the agenda for the next three years.

**RESPIRE SERVICES IN SEPT-ÎLES COMMUNITY** ... Over the course of the past year, the NSCA continued to identify vulnerable and isolated English-speaking seniors in the Sept-Îles community who show some signs of dementia, and the caregivers of these seniors who require a break from the continuous care they provide their loved ones. An English-language Respite Care Service was initiated, through which an NSCA employee provides respite care and company as well as cognitive stimulation to the vulnerable and isolated senior. With the rising senior population in the North Shore area, we anticipate the Respite Care Service will continue to meet a growing need in the community.



**SENIORS' WELLNESS ACTIVITIES** ... We solicited information from our seniors this past year regarding wellness activities. They responded and we listened: the seniors stated the wellness programs have enhanced their lives by enabling them to socialize more, to meet new seniors, and to interact with youth through intergenerational activities. The most popular activities included social games, themed potlucks, workshops, and

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videoconferences with health professionals. New adult-oriented games were purchased.

Seniors in the Baie-Comeau and Sept-Îles areas were busy with their activities. Our wellness get-togethers include Baie-Comeau's seniors' end-of-year activity, Shamrocks Galore for Saint Patrick's Day, and Valentine's Day in Sept-Îles.



Celebrating Saint Patrick's Day in good company.

Baie-Comeau seniors got together for a breakfast social, Christmas-cake making, collective soup-making, and a collective kitchen beef stew day, while Sept-Îles seniors had activities such as collective kitchen hot soup, social afternoons, a Halloween social, a games day, a collective kitchen meal, an intergenerational games day, a Hawaiian-themed potluck social, and a Saint Patrick's Day luncheon.

The NSCA is known for its work helping members access health services and bringing seniors together. To this end, an Internet café station was installed at the Sept-Îles NSCA office for both seniors and youth to use.

Wellness activities are offered to our seniors in the Baie-Comeau and Sept-Îles communities. These activities keep our seniors active and encourage socializing. In addition, weekly bowling every Friday and low-key exercises for flexibility and balance on Tuesdays are offered to seniors in Sept-Îles. Sept-Îles seniors receive monthly calendars of upcoming activities so they can participate in the activities.

**CISSS SEPT-ÎLES** ... The CISSS Sept-Îles presented health-related workshops to seniors on several topics, including featuring a kinesiologist demonstrating tai chi and "Stand-Up" program activities, as well as mental health workshops.

Wellness activities were increased with the offer of new services from the CISSS de la



Young—and silly!—at heart at the 50+ activities in Baie-Comeau.

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Côte-Nord. A session on dental care and hygiene captured the attention of 25 participants. Information pamphlets by the CISSS and the NSCA were distributed at this activity.

**ASSOCIATION DES PARENTS ET AMIS DU MALADE ÉMOTIONNEL (APAME)** ... The APAME support association for the parents and friends of emotionally ill individuals presented a workshop on mental health to the 50+ members on May 30, 2018 in Sept-Îles. Participants learned about the different types of depression and various treatments available. One topic in particular was discussed: many people suffer from seasonal



affective disorder (SAD) and participants were able to relate to this common phenomenon. Twenty-six participants took part in interactive discussions and were invited to share personal experiences during this dynamic workshop.

**SENIORS CHECK-IN SERVICE** ... This service to counter social isolation is successfully operating in its second year. To date, the NSCA provides assistance to 10 seniors by providing transportation to medical appointments and wellness activities, playing games, and providing companionship and conversation, offering non-medical assistance, and even assisting in getting groceries. Our seniors have stated that this is a much-needed and valued community service. Seniors are telephoned and visited on a regular basis to ensure their needs are met and to stay in touch with the community.

**CELEBRATING GRATITUDE** ... Seniors got together on May 9, 2019 at the reception hall of St. Andrew and St. George's Anglican Church to mark Mental Health Week, which

this year ran from May 7 to 13, 2019. Everyone participated in mental wellness activities that focused on the meaning of mental health, gratitude, and how these elements increase our level of well-being and reduce stress.



A grateful get-together in Baie-Comeau.

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## INTERGENERATIONAL ACTIVITIES

Intergenerational activities have allowed the NSCA to establish a list of occasional senior volunteers for school-based intergenerational events. Acting as a community partner to support intergenerational events has encouraged senior participation in mentoring activities, identified volunteer support, and increased senior involvement in community or school activities.

**FAMILY FUN DAY** ... Held on June 8, 2018 at the Maison des organismes communautaires de Sept-Îles (MOCSI) gymnasium, this collaborative activity was held jointly by the NSCA, l'Envol – Maison de la famille, and English-speaking daycare centres. Families of preschoolers in Sept-Îles were invited through public and private daycares, CPEs, and preschool elementary programs. There were 47 participants: 31 toddlers, eight parents, and eight grand-parents. Everyone was treated to barbecued hot dogs, colourful cupcakes, and a cotton candy cake. In addition, toddlers took home a gift to remind them of the fun they had.

**HALLOWEEN PARADE JUDGING, BAIE-COMEAU AND SEPT-ÎLES** ... Halloween was a *spooktacular* event as ghosts, goblins, and zombies invaded Baie-Comeau High School and the Sept-Îles office on October 31, 2018. Four of our NSCA 50 + community members were on hand to select the winning costume in the best-costume parade, and to judge carefully carved pumpkins. While our judges made their choices, schoolchildren visited different activity stations. Drinks and cookies were served at the end of the activity to the pre-kindergarten kids, who were taking part in their first ever Halloween activity at Baie-Comeau High School.

**QUEEN ELIZABETH HIGH SCHOOL** ... Students enjoyed a social activity with the 50+ seniors in Sept-Îles on December 5, 2018. Forty-nine seniors and students socialized and played interactive games during this Christmas event. Students prepared a luncheon and presented handmade gifts to the seniors.



Bridging the generation gap—competitively!

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## YOUTH AND EDUCATION

**CAREER WORKSHOP FOR STUDENTS** ... In another successful annual event, students from Queen Elizabeth High School, Riverview School, and the Northern Lights Adult Education centre came out to learn more about careers on March 21, 2019. Twelve local professionals explained their professions to students. Students found out more about career paths from navy and army reservists, firefighters, paramedics, RCMP officers, biologists, forest technicians, social workers, and special educators. Information and resources on different health and legal careers were made available, sponsored by Éducaloi and McGill University. The NSCA wishes to say a special thank you to our North Shore schools for their support and partnership in helping us organize another great Career Day.



Inspiring students: what do you want to be when you grow up?

**MCGILL BURSARY PROGRAM** ... The NSCA awarded a bursary to a student from the Sept-Îles community. This recipient, for the 2018–2019 academic year, is studying in the Bachelor of Nursing – Integrated program at McGill University. The McGill Bursary Program provides a financial incentive (a bursary allocation) to bilingual students from selected Quebec regions with appropriate English and French language skills who are pursuing full-time studies in health and social services in a government-recognized educational institution within their region. Students who are awarded bursaries must commit to staying in a selected Quebec region following the successful completion of their studies to work for a minimum of one year in a public health and social services institution or related organization.



**Youth Employment Services (YES)** ... In collaboration with YES, the NSCA hosted entrepreneurship workshops with high school youth and reached out to CEGEP students from the English sector at the Cégep de Sept-Îles.

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## EARLY CHILDHOOD INITIATIVES

**TODDLER TIME** ... This popular program was offered again in Sept-Îles for parents of children aged between two and five years of age. Children continue to benefit from activities such as storytelling, songs, and crafts, as well as other activities designed to stimulate their young minds. These interactive monthly workshops have been growing since the program's implementation in November 2014. The increasing attendance and positive feedback shows that this program is an important part of the development and well-being of the community's children.



Encouraging budding artists during a Toddler Time session.

**STORY TIME** ... Since its inception in 2017, Story Time in Port-Cartier has continued to grow. This year, 10 sessions were held, with an increase in participants at each session.



"Today a reader, tomorrow a leader!"

The monthly reading event for children aged up to seven years and their parents helps families discover new books. Participants also create crafts together and are treated to healthy snacks. The local library Bibliothèque le Manuscrit de Port-Cartier provides the venue for Story Time. Children and parents of any language background may participate in this free activity.

**TRAVELLING LITERACY BAGS** ... Launched in February 2017, these bags continue to be successful in Baie-Comeau, Sept-Îles, and Port Cartier. Parents of young children borrow bags for up to two weeks. Each bag contains books parents can read to their children on themes such as tooth-brushing, bedtime, family, sharing, happiness, and safety. The reading material is selected by age group (zero to two, and two to five), and the literacy book bags also include activity sheets, documentation for parents, and pamphlets on community services. In Port-Cartier, where the Bibliothèque le Manuscrit de Port-Cartier partners with the NSCA and loans the bags out to parents in the community, community use has increased, and three new book bags have been added.

**BOOK MUNCHERS** ... Book-sharing boxes for children to 12 years were installed in three communities. The NSCA monitors the rotation and refill of books with partners (Flemming Elementary, Bibliothèque le Manuscrit, and the Centre d'amitié des autochtones).