

NORTH SHORE COMMUNITY ASSOCIATION

2019 – 2020 ANNUAL REPORT



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

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WORD FROM THE CHAIR

It's the North Shore Community Association's twentieth anniversary! Thank you for joining us today as we celebrate 20 years of service. Yes, we've faced many challenges and changes this past year due to many different factors, but the NSCA remained resilient and successful.



The NSCA, like most organizations around the world, had to conduct business in a new way when the COVID-19 global pandemic took hold in March 2020. Despite these challenges, we continued to expand and to serve the English-speaking communities of the North Shore. With increased funding for wellness and employment, we were able to develop new programs and exciting activities for our seniors. New programs also meant that the NSCA needed additional program staff to help deliver early childhood initiatives, expanded seniors' social activities, youth employability initiatives, and even podcasts.

As a founding member of the NSCA, I especially wanted to take this opportunity to shine a light on all the achievements and experiences of ALL our brilliant volunteers and employees!! I have met and worked with many over the past two decades. You do, and have done, an outstanding job. The NSCA has come a long way since its beginnings. Thanks to all for your kindness and hard work!

The only way to become smarter, better, happier, livelier, and wiser, is to help others—just as you have. Thank you!

I wish you all a happy, Covid-19-free fall. Stay safe!

A handwritten signature in blue ink that reads "Cathy Larivière". The signature is fluid and cursive, with the first name "Cathy" and last name "Larivière" clearly distinguishable.

Cathy Larivière, Chair
North Shore Community Association

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BOARD OF DIRECTORS

2019 – 2020

Cathy Larivière
William Larivière
Marilyn Miller
Donald Goodfellow
Edith O'Brien
Mary Ellen Beaulieu
Marie Anne Bizeau
Jackie Bizeau
Pascal Dessureault
Ryan Miller

Chair
Vice-chair
Secretary
Treasurer
Director
Director
Director
Director
Youth Director
Youth Director



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Julie Harvey

Jane Shattler

Mallory Stonehill

Executive Director

Executive Assistant

Administrative Assistant

Coordinator

Community Development Agent

Coordinator & Communications

Project Coordinator

Community Liaison Agent

Seniors Outreach

Coordinator



COMMUNITY INVOLVEMENT AND VOLUNTEERS

THE MARC DESLAURIERS COMMUNITY INVOLVEMENT AWARD ... is given to an individual who has made an outstanding contribution to the community and a significant contribution to the vitality of the English-speaking community of the North Shore. Recipients provide strong and active leadership and commitment as active volunteers.

The 2019 award recognized the dedicated, well-deserving Gail Court-Lavallee of Sept-Îles. Gail has been an active volunteer community member of the NSCA for more than ten years. Gail's dedication to the seniors' and community events over the years has contributed enormously to the enhancement of life and social activities in the Sept-Îles community. Gail has been instrumental in organizing the Friday afternoon bowling events, which are always well attended. And let's not forget her enthusiasm and community spirit, which continues to attract and sustain the Anglophone seniors. Thank you Gail; we continue to appreciate all your efforts on behalf of the NSCA.



Marc Deslauriers Community Involvement Award recipient Gail Court-Lavallee.

THE NORTH SHORE COMMUNITY ASSOCIATION STUDENT COMMUNITY INVOLVEMENT BURSARY 2019 ... was awarded to Sara Higgins, who graduated from Queen Elizabeth High School (QEHS) and pursued her studies at the Cégep de Sept-Îles. This award recognizes the contributions of students who make a difference in their community. Congratulations Sara and best wishes in your future endeavours!

COMMUNITY DEVELOPMENT AND PARTNERSHIPS

CENTRE INTÉGRÉ DE SANTÉ ET DE SERVICES SOCIAUX DE LA CÔTE-NORD (CISSS) HEALTH PROMOTION WORKSHOPS ... continued to maintain a partnership with the NSCA to provide workshops on health-related topics. Some excellent public health information workshops provided this year touched on topics including tobacco control, speech/audiologists, vaccinations, physical kinesiology, nutritional smoothie-making, and blood sugar. The 50+ community members were provided with information in English, and professionals made themselves available to answer any questions participants had. The NSCA also continues to disseminate and promote relevant CISSS information to the North Shore communities to keep them informed.



CENTRE D'ACTION BÉNÉVOLE (CAB) LE VIRAGE ... the NSCA continues its partnership with the CAB in Sept-Îles to provide seniors with documentation in English. This past year the NSCA acted as a liaison and provided English translations of the monthly menu for the CAB's Meals on Wheels program. The Sept-Îles Community Liaison Agent was available to assist with registering seniors for this program. Menus of the month are provided to clients who can then order hot nutritious lunches at a reasonable cost.

COMMUNITY HEALTH AND SOCIAL SERVICES NETWORK (CHSSN) ... Following the CHSSN Community Health and Social Survey, conducted in March 2019, the NSCA collated results and developed new programs for our seniors while addressing health and social services access issues facing the English-speaking community. In collaboration with the CHSSN, the NSCA continues to connect communities and community members by offering support, training, and resources through interactive videoconferences on a variety of health topics. The information sessions are delivered by qualified health professions.

CENTRE D'ACTION BÉNÉVOLE (CAB) PORT-CARTIER ... The Port-Cartier Volunteer Centre generated a lot of activity as community members gathered to participate in themed games nights and other social activities. Rousing rounds of Jeopardy were especially a must to attend. After the Covid-19 pandemic forced everyone into confinement, the NSCA held these events virtually over Zoom. Even online, the activities were successful as many community members logged in for some fun.

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THE DROITS ET RECOURS EN SANTÉ MENTALE (DRSM) ... in Sept-Îles, in partnership with



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

the NSCA and the Community Learning Centre (CLC) development agent, provided STIGMA mental health awareness workshops to the students at Flemming School and Queen Elizabeth High School in Sept-Îles. These workshops were very well attended, with an average of 25 students per session. Students attending were provided with resource leaflets from regional partners.

CHURCH OF ST. ANDREW & ST. GEORGE ... The NSCA continues its partnership with the church of St. Andrew and St. George in Baie-Comeau as a key venue for various programming initiatives.

This year, our senior wellness activities and community gatherings were held in the church hall. The venue provided a great location with the facilities necessary to carry out many of the wellness events. During summer and fall 2019, the NSCA displayed the "In Search of Yesterday" exhibit as part of the attractions offered for the guided tours at the Church of St. Andrew and St. George.

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



The NSCA continues to promote various legal news articles generated by Éducaloi on our social media and in our community newsletter. We also created a database of lawyers and notaries from two MRCs, identifying those who offer services in English. In addition, we created a booklet listing various legal careers, and distributed the publication to youth and schools.

COMMUNITY DEVELOPMENT AND PARTNERSHIPS

With a focus on regional development, the NSCA development agent researched and provided a list of websites outlining the many activities and events occurring in different municipalities on the North Shore over the summer months. Pairing up with the Regional Tourism Office and Tourism Côte-Nord, the development agent was able to provide up-to-date information and insight into events and attractions from Tadoussac to Blanc-Sablon.

Still with regard to regional development and communication, the NSCA's development agent and programs and communications coordinator joined forces and embarked upon a new technological path to bring weekly community news to Baie-Comeau, Fermont, Port-Cartier, and the MRC -Sept-Rivieres using podcasts. The first podcast episode launched October 4, 2019. These digital audio or video files can be accessed through a free subscription, on Facebook, or through the Spreaker Page (www.spreaker.com/user/11606364). Check it out!

COASTERS ASSOCIATION ... is another long-standing regional collaboration and partnership. The Coasters Association and the NSCA teamed up to form the Regional Anglophone Network (RAN) to regionally identify, share, and create a knowledge base and resources for early childhood services, youth, seniors, and health and social services.

THE REGIONAL ANGLOPHONE NETWORK (RAN) ... was established this year. As a founding partner, the NSCA joined with the main focus of representing the interests of the whole North Shore by sharing information, knowledge development, and best practices, assisting in developing partnerships with relevant regional organizations and structures, and working to secure core funding for programs.

CENTRE DE JUSTICE DE PROXIMITÉ DE LA CÔTE-NORD ... is a new regional partnership which provides legal educational information workshops to the English-speaking communities of the North Shore. They provide legal information, support, and guidance, and enable access to justice resources. In December 2019, a workshop on legal wills was held, with 31 participants; we look forward to proposed future workshops. The NSCA has also obtained a listing of the CJP's English documentation and workshops that can be delivered in English.

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AIRE OUVERTE – NORTH SHORE ... is a partnership success story! This CISSS-managed program is geared to 12- to 25-year-olds who requiring psycho-social support services. Youth of this age demographic are provided with easier access to off-hours health services and to a group of professionals from the public and community health sectors .



THE TABLE DE CONCERTATION DES ÂÎNÉS – MRC SEPT-RIVIÈRES ... organized a National Seniors Day Event in October 2019, attended by a total of 20 community members. This event highlighted the incalculable value of seniors in our society and the importance of involving seniors in projects and in decisions on issues that concern seniors. The NSCA is a member of this mobilization table, and attends monthly meetings.



NSCA event for National Seniors' Day 2019.

THE REGIONAL ALLIANCE CONFERENCE ... was held in Baie-Comeau on October 25, 2019, with the NSCA receiving silver and gold stickers for our existing plaque—indicators of our progress in our committed initiatives with regard to improving the living conditions of North Shore seniors. More than 80 initiatives, actions or intentions were included on the agenda for the following three years! This regional event was organized by the Regional Table de concertation des aînés de la Côte-Nord, on which the NSCA sits as an administrator.

ARTS, CULTURE, AND HERITAGE

The NSCA continues 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 presentations, are promoted through our newsletter, website, and Facebook page.

This year, the NSCA had a very welcome visit from the Right Honourable Brian Mulroney and his wife, who attended the annual Bean Supper at Baie-Comeau High School on May 3, 2019. The former prime minister spoke to a 150-person audience about the formative years he spent in Baie-Comeau. He discussed the importance of family, of the need for parents to instill strong values in their children, and of how is important to remember our heritage. He went on to stress the importance of a strong and vibrant community, and how it can have a profound impact on one's life—past, present and future.



NSCA Executive Director Jody Lessard meets with the Right Honourable Brian Mulroney.



Community members and volunteers welcome the Right Honourable Brian Mulroney at the annual Bean Supper.

THE “IN SEARCH OF YESTERDAY” ... heritage exhibit is a display of 12 bilingual panels commemorating the heritage and culture of the English-speaking community that was on display again during summer and fall 2019 at the Church of St. Andrew and St. George in Baie-Comeau. The exhibit featured the recollections of community members, historical features on the region's beginnings, archival photos, and more.

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THE COMMUNITY CHRISTMAS TEA ... was held on December 8, 2019 in Sept-Îles, with over 100 participants attending the festive event. The NSCA and volunteer community members organized the event with the help of Secondary V students from Queen Elizabeth High School. Craft and baked-goods tables were available for purchase. The money raised went back into the community, the preparation and delivery of Christmas baskets for those in need.



Goodies at the annual Christmas Tea.



Feeling festive at the annual Christmas Tea.

CAPTURING COMMUNITY, ILLUSTRATING IDENTITY WORKSHOP AND COLLABORATIVE CREATION ... was a project focused on articulating specific facets of community pride through a camera lens by using creative imagination and artistic expression to create an emblematic representation of the communities of the North Shore.

The NSCA invited all amateur photographers living on the North Shore to join the NSCA photo contest to have their photos represented in a community photo mural.

Local photographers Kathleen Moleski and François Trahan animated the workshops and provided support throughout the project.



Local photographer François Trahan demonstrates a technique during the community photo project.

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KNITTING, CRAFTS, PAINTING, AND ART SESSIONS ... were part of a series of arts and craft activities offered in Baie-Comeau, Port-Cartier, and Sept-Îles over the course of the year. From charcoal drawing to painting workshops with local artists in the three communities, members enjoyed these fun and informative sessions.

The NSCA also hosted knitting and craft activities among the 50+ membership. In these workshop, some participating community members learned knitting techniques and began knitting projects, while others enhanced their crafting skills.



Creativity has no age: the Seniors' Art Workshop.



Painting night in Port-Cartier.

BOOK CLUBS ... are the NSCA's monthly literary and social offerings, which allow participating community members 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.

HEALTH AND SOCIAL SERVICES

CISSS CÔTE-NORD REGIONAL ACCESS PROGRAM ... is a key aspect of health and social services representation in English. The board of directors of the CISSS de la Côte-Nord has appointed seven people to the Regional Committee for the program of access to health and social services in the English language, on June 12, 2019, to serve a three-year term. Among the seven members appointed were Jody Lessard and Mary Ellen Beaulieu. The mandate of the committee includes evaluating the program for access to health and social services in English and to provide recommendations to the CISSS Côte-Nord.

COMMUNITY HEALTH AND EDUCATION PROGRAM (CHEP) ... provided a range of health information in English. The NSCA, in partnership with the CHSSN, continued to offer access to services and information on health-related topics via interactive videoconferences and Zoom. Five health education sessions were delivered, presented by qualified health professionals, and covered the following topics:

- Better Bowel Health: An Update (17 participants, Baie-Comeau and Sept-Îles)
- Flu and Other Vaccines: What You Need to Know (15 participants, Baie-Comeau and Sept-Îles)
- Organ and Tissue Donation in Québec (five participants, Baie-Comeau)
- Diabetes: What's New (25, participants, Baie-Comeau and Sept-Îles)
- Women's Heart Health: An Update (24 participants, Baie-Comeau and Sept-Îles)

SENIORS

RESPITE SERVICES ... successfully continue to be offered in the MRC Sept Rivières area. An English-language Respite Care service provides respite care, cognitive stimulation, and company to seniors and/or their caregivers who require relief from continuous care. This service is made possible with ongoing funding from APPUI Cote Nord.

SENIORS' WELLNESS ACTIVITIES ... helped ensure that 50+ community members in both Baie-Comeau and Sept-Îles kept busy with new, varied, and interesting activities this year. Last year, the seniors had stated they enjoyed the existing activities such as games nights, bowling, social get-togethers, and low-key exercise classes, but that they would like to see different activities to enable them to socialize more, meet new seniors, and interact with youth through additional intergenerational activities. With supplementary funding, the NSCA pushed forward with new programs, including enhanced arts and craft activities, varied CHEP sessions on health-related topics, tax information sessions, collective kitchens, legal information workshops, and opportunities to share knowledge and expertise with youth.

Seniors participated in intergenerational activities, and some delicious meals made in the collective kitchens. Making soups, muffins and more, these events were a hit! Judging costumes at Halloween, jigging to songs on St. Patrick's Day, and making hearts on Valentine's Day provided the 50+ community members opportunities to interact with youth, and allowed them to share some nuggets of wisdom while doing it—a win-win for everyone involved.

Let's not forget the annual Christmas cake-making in Baie-Comeau with some pretty secret ingredients, while keeping it traditional! Not to be outdone, Sept-Îles celebrated St. Patrick's Day with authentic Irish stew, music, and dancing. Many of these potlucks throughout the year kept the social-isolation blues at bay.

As a way of giving back to our 50+ community members in Sept-Îles, senior provided baked goods and knitted items that were shared at a community Christmas tea held on December 8, 2019.

To keep everyone informed of upcoming activities and events, the NSCA posts on the NSCA website and Facebook page.

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A tax information session with Service Canada.



Feeling the love at the Seniors' Wellness Centre, February 2020.



Baking fruitcake in Baie-Comeau.

THE CISSS CÔTE-NORD ... continues its partnership with the NSCA and animated workshops throughout the year on sleep disorders, vaccination clinics, tobacco control, speech and language development, nutritional smoothies, and mental health. These events were both informative and social, and were well attended by the 50+ community members.

THE SENIORS CHECK-IN SERVICE ... is into its third year of operations thanks to ongoing funding from the CHSSN. NSCA staff continue to provide services to seniors in the MRC Sept-Rivières. Companionship, conversation, resources, assistance in obtaining services, and transportation to NSCA social activities are but a few of the activities that help break up social isolation.

INTERGENERATIONAL ACTIVITIES

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



Fostering intergenerational collaboration is among the NSCA's priorities for building vibrant communities.



Intergenerational cooking at Queen Elizabeth High School.



Literacy Night is an intergenerational affair at Flemming Elementary.

YOUTH AND EDUCATION

CAREER FAIR FOR STUDENTS ... North Shore students attended the annual Career Fair in Sept-Îles on March 12, 2020 at the Queen Elizabeth High School. Twenty-two career professionals set up displays and information kiosks in the gymnasium. Over 100 students from five different schools participated, asking many questions regarding different career paths.

Students explored career paths from navy and army reservist, firefighter, paramedic, RCMP officer, biologist, forest technician, and social worker to special educator. Information and resources on different health and legal careers were notably made available.

After an extensive question-and-answer period, the NSCA treated the professionals, students, and school staff to a pizza lunch.



Career Day 2020.

The NSCA Career Fair is in part a strategy of the McGill Retention Project and the Secrétariat de la Jeunesse employability project.

THROUGH THE MCGILL BURSARY PROGRAM ... the NSCA awarded two bursaries to students from the MRC Sept-Rivières. The recipients for the 2019–2020 academic year, are studying for a Bachelor of Social Work at the Université du Québec à Chicoutimi and a Bachelor of Science in Kinesiology at the University of Prince Edward Island respectively.

The McGill Bursary Program provides a financial incentive (a bursary allocation) to bilingual students from selected Québec 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.

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Students who are awarded bursaries must commit to staying in a selected Québec 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 EMPLOYABILITY PROGRAMMING ... is an initiative made possible through funding from the Secrétariat à la Jeunesse. The NSCA has been working on advancing employability for English-speaking youth aged 15 to 35 from the North Shore region, as well as supporting the programs offered by the Carrefour jeunesse emploi Duplessis and Manicouagan.

Our objective is to implement an employability plan to help youth in preparing and seeking employment as well as linking them to various education and career paths. A survey conducted earlier this year resulted in 65 youth responding, which helped service providers, academic institutions, and employers adapt their services and offerings to better meet the employment needs of English-speaking youth.

The NSCA also recently launched a new multi-pronged program, Regional Individual Employment and Services and Support (RIESS), which addresses the challenges faced by the English-speaking communities of the North Shore.



EARLY CHILDHOOD INITIATIVES

THROUGH THE BRIGHT BEGINNINGS PROGRAM ... the NSCA researched and compiled information and activities to enhance early childhood literacy. Early childhood literacy supports academic success and social adaptation and encourages families to be a part of their child's educational process. This year, three new components were added to our existing programs—school readiness kits, baby book bags, and access to speech/language specialists.



school readiness kit
trousse de préparation à l'école

Each printed cloth bag contains

- Kindergarten, Here I Come! storybook
- Naitre et Grandir Welcome to Kindergarten edition
- Feeding Children Ages 1 to 5 factsheet
- Screen Free Challenge resources
- Kindergarten interactive book
- family activity booklet
- vaccination schedule
- toothbrushing calendar
- textured balls
- white board

Chaque sac réutilisable contient

- album Kindergarten, Here I Come!
- édition spéciale « La préparation à l'école » de Naitre et Grandir
- fiche sur l'alimentation des enfants
- ressources Défi sans écran
- livre interactif Kindergarten
- cahier d'activités familial
- horaire de vaccination
- calendrier d'hygiène dentaire
- balles à textures variées
- tableau blanc

Contact the NSCA today to receive a School Readiness Kit for your child!
Contactez-nous pour recevoir une trousse préparatoire pour la rentrée à l'école pour votre enfant!

www.quebecnorthshore.org (418) 296-1545 

  North Shore Community Association

SCHOOL READINESS KITS ... include activities to prepare children for school and suggest ways to stimulate preschool-aged children and equip them to develop skills in numeracy, language and literacy, concentration, motor skills, autonomy, and social and emotional integration.

The kits, which also contain resources and information for parents, are available free through the NSCA office.

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BABY BOOK BAGS... contain books suited for babies (colourful board picture books) to develop early reading skills and provide parents with resources.

Studies have shown that reading to babies contributes to the development of their growing brains and provides a good start toward lifelong reading. Reading helps develop language and speech patterns, improves a child's vocabulary, and teaches infants how stories are put together.

In addition, there was an supplementary special workshop developed and delivered, on Baby Sign Language. The three-part workshop was provided by NSCA staff who are certified in baby sign language. Baby sign language can be used with babies and toddlers, but also with children with special needs or language deficiencies, and is an excellent way to facilitate communication.



SPEECH/LANGUAGE DEVELOPMENT VIDEOCONFERENCES WORKSHOPS ... were offered on five occasions to the communities of Baie-Comeau, Sept-Îles and Port-Cartier. The workshops were animated by qualified, specialized, trained professionals in the area of language and speech development who provided answers to questions on literacy language development and bilingual education.

Discussions also explored best strategies for joint reading, what to look for when picking a book and tips to help support homework and school progress within a bilingual context. A total of 49 participants in the five sessions offered.

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TODDLER TIME ... stayed on track for another year filled with activities for children aged two to five years. Monthly Toddler Time activities range from storytelling, songs, games, and crafts to stimulate young minds and encourage overall development, child literacy skills, socialization, and self-confidence in young children, while games help develop a motor and sensory skills.

Nine monthly themed activities this year included Welcome Back from Summer/Hello Friends, Father's Day Special, Let's Celebrate Mom, Making Special Easter Eggs, Welcome Back Friends, Halloween, Sleep, Christmas Time, Valentine's Day, and St. Patrick's Day. The sessions remain popular and well attended.



A budding artist at Toddler Time.



Peek-a-boo! Look out for Toddler Time.

TRAVELLING LITERACY BAGS ... are a much-appreciated resource to help parents, families, and educators. Early childhood literacy matters, and to encourage and foster a love of reading, the NSCA creates travelling backpacks containing thematic books, games, activities, and informational pamphlets for parents. Topics range from tooth-brushing, bedtime routines, sharing, healthy eating, exercise, vocabulary, and math enhancement. The books encourage children to engage in literacy learning at home with their families. The book bags, which are developed for children from birth to five years, are circulated on two-week loans, and are available in Baie-Comeau, Sept-Îles, and Port-Cartier.

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STORY TIME ... was offered again this year, with sessions held in partnership with the Bibliothèque le Manuscrit in Port-Cartier.

The monthly family reading program for children from birth to eight years are led by a facilitator/reader who reads books together with parents and children and create crafts to support literacy skills and help make children more self-assured.

The Story Time gatherings are great fun for everyone, allowing young families to exchange during workshops with themes such as welcoming back friends after summer break, Halloween, space exploration, Christmas, and family literacy.

As well, in January 2020, the NSCA created a new partnership with the Bibliothèque Louis-Ange-Santerre in Sept-Îles and Baie-Comeau High School (BCHS), and held three events—free activities made available to everyone regardless of language background.



Look what we made! Story Time in Port-Cartier.



Listening intently during Story Time in Baie-Comeau.

IN CONCLUSION....

The NSCA had many successes despite the challenges presented throughout the year. We remain dedicated to serving, representing, and instilling pride in the English-speaking communities of Québec's North Shore, and to providing resources, facilitating community initiatives, supporting access to services, developing partnerships, and increasing our visibility within our communities. Together, we remain a strong and informed community.