

# NORTH SHORE COMMUNITY ASSOCIATION

## ANNUAL REPORT

A brief summary of activities and  
accomplishments

2017-2018

*Head office: 39 Marquette Ave., suite 314, Baie-Comeau, QC, G4Z 2G9  
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## Word from the Chair



It gives me great pleasure to welcome everyone to the NSCA's 18th Annual General Meeting, celebrating not only our 2017-2018 accomplishments, but also 18 years worth of achievements.

It is very important for us to have these opportunities to connect with our communities; after all, that's what it's all about for us: successful community inclusion and collaboration in building vital English-speaking communities.

I want to start by thanking you for joining us today; your support and presence is an indication of the steps we've made in the right direction, and of the possibilities to come as we continue on this path!

Also a word of thanks to the Board of Directors for their continued efforts over the past year, the NSCA staff for their timeless service and dedication to our community programs and initiatives, and our many volunteers that have helped out in community events.

This AGM is about the success we have as a community association, keeping our communities connected!



*Bringing Communities Together*

## North Shore Community Association

### Board of Directors and Staff

#### Board of Directors

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



(Lto R): William Larivière, Edith O'Brien, Mary Ellen Beaulieu, Pascal Dessureault, Cathy Larivière, Marie Anne Bizeau, Maxime Côté and Marilyn Miller.  
Missing from picture: Sharon Shecanapish-Tardif

#### Staff

Jody Lessard	Executive Director
Patricia Howell	Supervisor- Community Health Services
Julie Harvey	Community Liaison Agent
Mallory Stonehill	Community Liaison Agent
Shelby Shattler	Youth Coordinator
Danielle Duguay	Seniors Animator
Tammy Mansbridge	Assistant Animator



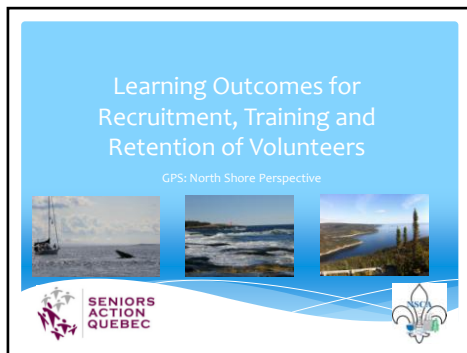
(Lto R): Jody Lessard, Tammy Mansbridge, Julie Harvey, Danielle Duguay, Patricia Howell, Mallory Stonehill and Shelby Shattler

## Community Involvement and Volunteers

The support from our communities along the North Shore are vital for our programs and services to succeed and be implanted in the first instance. Seniors continue to make up our largest volunteer resource and have given their valuable time to many of our social and intergenerational activities as well as senior-specific services.

### Getting to Services and Programs for Seniors (GPS)

The NSCA was selected as one of 4 winning community associations out of the entire province of Quebec, to pilot the *Getting to Programs and Services for Seniors (GPS)* by Seniors Action Quebec. The Project kicked off in September 2016, with seniors receiving training in early 2017 and visits commencing shortly afterwards. The Project has officially drawn to a close



culminating in a one-day symposium held in Montreal on April 9, 2018. The 4 community organizations each presented their own findings and experiences of the Project noting the unique geographical limitations to implementing a new service.

Many seniors suffer from isolation in all walks of life. Losing a loved-one, becoming ill, and losing autonomy are all too common challenges for seniors in Quebec. For

English-speaking seniors, language can prove to be an additional challenge. The GPS project was created with the aim to connect isolated English-speaking seniors with an English-speaking senior volunteer. We want to reduce senior isolation and deliver vital community information in English. A local information package including health and legal information has been issued to each volunteer and is to serve as a useful guide about available services in the local area.

### Newcomers Resource: Welcome to the North Shore

In March 2018, saw the introduction of a Newcomers Resource produced by the NSCA for the English-speaking community across the North Shore including new migrants from outside the region, province and even elsewhere in Cote-Nord.

Our newcomers' resource is a welcome kit that contains newly developed content in English about different services in the region in education, health and social services, employment income, government programs, and taxation, as well as questions specific to seniors and to youth. A community directory, a seniors' resource guide, health tools, and many new and

existing pamphlets about NSCA services available across the region will help newcomers to the North Shore feel at home, and make their home here.

A new section was created on the NSCA website to make these documents and resources more readily available for consultation and download. The newcomers welcome package will help overcome the language barrier many face and help them integrate more smoothly into the community. This comprehensive, user-friendly and easy to understand list of resources will ensure a friendly welcome in a familiar language and a warm introduction to what our region has to offer.

### Outstanding Community Involvement Award



(L to R): Cathy Larivière, Mary-Ellen Beaulieu, Jody Lessard and Debbie Laurie

The year began with a special recognition of community member Mary-Ellen Beaulieu who was awarded the Marc Deslauriers Outstanding Community Involvement Award. Mary-Ellen has been an active member of the NSCA supporting and championing our programs and services across the region for many years.

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

### Ville de Sept-Iles Volunteer Recognition Evening



Recipients: Alice Joncas, Marie-Anne Bizeau, Rosemary McKinnon, absent from photo Dora Boland

On June 2nd, the City of Sept-Îles held their 2017 *Soirée de reconnaissance des bénévoles*. This annual activity allowed us once again to nominate volunteers who have contributed to our organization, and most importantly who are dedicated to our community. This year, the NSCA nominated 4 active female volunteers from the community.

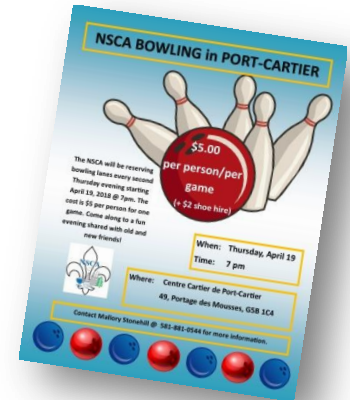
## Community Development and Partnerships

### Port-Cartier Development

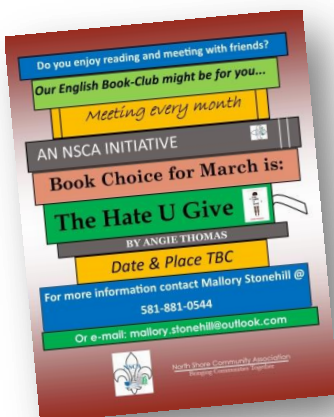
The NSCA has introduced new programs to the community of Port-Cartier in order to address the lack of services for English-speaking community and foster a better sense of belonging and well-being to the area. The new initiatives cover all age groups and provide a wide variety of opportunities to take part whatever your interest.

### Games & Bowling Night

A 'Games Night' was set up at the Centre D'action Bénévole Port-Cartier for one Saturday evening each month inviting community members of all ages to meet and play games. Light refreshments are served and participants are invited to share games they enjoy with other people. In addition, a bowling night was created every second week on Thursday evenings marking the opening of the new bowling alley in Port-Cartier. The NSCA had reserved two lanes for the use of the English-speaking community in the hopes to create a lasting social activity. This activity was open to all community members.



### Book-Club



A Book Club has started up in the fall of 2017, and members of the Book Club met at the end of each month to discuss the books chosen as well as to decide upon a new book. Access to good reading material in English has been a concern amongst the English-speaking community and by grouping together to purchase or borrow texts encourages wider reading of English language material. A similar initiative has already been active in Baie-Comeau for a few years and is well received by the community welcoming members from both English and French language communities.

Into its ninth year of existence, Baie-Comeau book club meets on a monthly basis; gatherings are held from September to June



## Partnership Initiatives

### Patient Navigator



The NSCA collaborated with 6 community-based organizations in the creation of this position in March 2018 in order to support English-speaking patients from the Eastern regions of Quebec who have to travel to Quebec City for medical services. Research undertaken from 2015- 2017 revealed it is a particularly difficult experience for English speakers, not sufficiently bilingual to communicate effectively when it comes to medical vocabulary and when under stress. The patient navigator will assist with logistics, facilitate service provision and among other services, will provide emotional support.

### Literacy Night @ Flemming Elementary



The NSCA in partnership with Flemming Elementary School, Sept-Îles held two literacy events for children aged 2 -12 years and their families.; one in June 2017 and the second in February 2018. Miss Story, a regular participant at our Port-Cartier story-time events, had recently travelled to Australia and kindly agreed to share her travel experiences and share some fun Aussie stories!

Interactive literacy games were also played as well as door prizes to be won on the night.



## Arts, Culture and Heritage

### North Shore Film Festivals



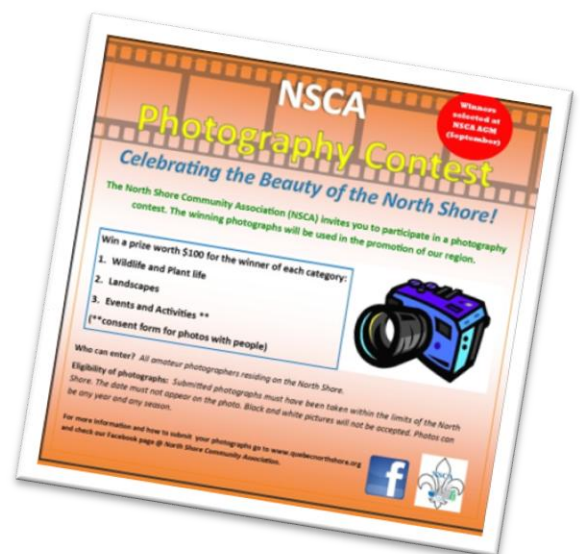
NSCA was a proud sponsor for movies playing in the English-language for the 30<sup>th</sup> Cinoche Film Festival in Baie-Comeau as well as the 28<sup>th</sup> Festival du Film de Sept- Îles (18 January – 28 January 2018). In Baie-Comeau: Maud, Pop Aye and God's Own Country were sponsored, while in Sept- Îles: Borg vs. McEnroe, The Florida Project and Lucky were also sponsored. The Café Graffiti in Port-Cartier played Wonder Wheel in English as part of the Festival du Film de Sept- Îles.



**English films** are played once a week in the communities of Baie-Comeau, Sept-Îles and Fermont at their local theatres. NSCA continues to inform community members of the weekly listings!

### NSCA Photography Competition

The NSCA called for all budding photographers to capture the best of the North Shore over the 2017 period. Photographers were asked to enter their best pictures of the North Shore in 3 different categories for a chance to win a prize and for their photo to be used in the promotion of the region by the NSCA. We had 3 different categories for possible entries: 1. Wildlife and Plant Life 2. Landscapes 3. Events and Activities. With an impressive number of entries, it was left to attendees at our Annual General Meeting to select the winners using a ballot box.





## St. Patrick's Day Celebrations



Irish celebrations were in full swing on Friday, March 16 for community members of Port-Cartier and Sept-Îles. A delicious mechoui supper (pork, beef, soup, salads and desserts) as well as a DJ entertained the 44-strong crowd who came to enjoy the fun festivities of St. Patrick's Day. There were door prizes sponsored from local businesses in Sept-Îles. Participants also enjoyed topical games such as "Steal the Shamrock", "Search for the Lucky Coins", and ½ and ½ tickets. Hosted in the gymnasium in the MOCSI building, the room was beautifully decorated by QEHS students and assisted by their teacher Ms. Ross, who made St.

Patrick's Day posters especially for the occasion. Guests dressed in green and enjoyed singing and dancing along to traditional Irish music as well as country favourites!



## Health And Social Services

### Interregional Project Collaboration

The *Travel4Health Website* and information guide was created to provide useful information to English speakers from the Eastern region of Quebec when they travel out of the region for health services. The North Shore Community Association (NSCA) was one of the three associations which supplied information to the organizers of the Website so that its members can prepare for their medical appointments. We continue to advertise the services of this much requested initiative for anyone travelling outside the region for medical assistance.



### Caregivers Project

With funding made possible from L'Appui Côte-Nord, the North Shore Community Association (NSCA) offered a special Caregivers' videoconference to the North Shore communities of Baie-Comeau, Port-Cartier and Sept-Îles, and to the communities of St. Paul's River and Chevery on the Lower North Shore, on Monday, March 26th. Thirty-two participants were in attendance for the interactive videoconference on "Diabetes and Blood Pressure: Getting Down to Basics".



Jennifer Hobbs-Robert, former Director of Nursing and Quality at the Jeffrey Hale St. Brigid's hospital in Quebec City was our presenter for the 2 hour session. During the session the participants were informed of different aspects of blood pressure such as the different levels, how it is diagnosed and the do's and don'ts for taking your blood pressure the right way. The link between both conditions and treatments of each one were explained in an easy to understand manner so that seniors and caregivers could leave with a better understanding of each issue.

Participants had the opportunity to ask questions and receive immediate answers for their concerns.

## Caregiver Webinars and Teleconferences



The NSCA was pleased to provide a new monthly service for all caregivers, professionals and interested persons an opportunity to watch and/or listen to a new presentation delivered by video or telephone on important health topics by health professionals.

These webinars were delivered in order to provide an informative starting point on important health topics in English. We routinely used the webinars provided by The Caregiver Network through their online platform Huddol which include informative video-presentations on mental health issues, cancer, Alzheimer's disease and dementia as well as legal and financial information relating to health care.

## Community Health and Education Program

We continued to offer interactive English videoconferences to our communities as a means 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 different health topics were delivered by qualified health professionals. We used our DVD library of former CHEP sessions that community members had not attended.

A total of 5 different video-conference sessions were held this year in Baie-Comeau, Sept-Îles and Port-Cartier and 3 DVD sessions:

- Sugar & Salt (Baie-Comeau);
- Parkinson's Disease (Baie-Comeau);
- Osteoporosis & Bone Health (Sept-Îles);
- The Changing Role of the Pharmacist (Sept-Îles);
- Oral Hygiene & Dental Care (Baie-Comeau);
- DVD presentation: Stress, Anxiety and Panic Attacks (Baie-Comeau);
- DVD presentation: Nutrition – How to get on the Right Track (Port-Cartier)
- DVD presentation: What is Cancer? (Baie-Comeau);

A total of 64 participants have benefitted from these educational videoconferences; participants are encouraged to complete the evaluations so that we can identify possible topics of interest for future sessions. Pamphlets and documentation are acquired and distributed to participants at each session.

## Seniors

### 50+ Wellness Activities

Across the North Shore, the NSCA provided wellness activities for the 50+ English-speaking community. Our Wellness Activities are designed to foster socialising, companionship as well as help seniors pay attention to their physical health and wellbeing.

A total of **29 Wellness Day** program offered in 2 communities; a total of **576 participants** have benefited from these wellness activities during the 2017-2018

### Seniors' Wellness Activities Evaluation

In the community of Sept-Îles we hosted regular weekly activities for the 50+ group including a low-impact exercise class, meal preparations and demonstrations, weekly bowling league, brain and memory games, video-conferencing sessions with health professionals and workshops by CLSC health professionals to name but a few. We sought to gain feedback from the seniors who attended our wellness activities so that we could hear from the seniors themselves about the services and initiatives we provide as well as any changes they felt were necessary. The seniors overwhelmingly agreed that the services provided are a success and the most popular activities provided included the social games, workshops and videoconferences with health professionals. The seniors also noted that the program has had a positive effect on their lives with the socialization aspect of many of our activities considered to be the most important. Moving forward, seniors were happy to note that they would like to see more intergenerational activities as well as perhaps some new opportunities to do different crafts. Gaining feedback from our service users is incredibly important to us, and we look forward to welcoming new ideas and implementing new services when possible.

### Seniors' Day

Held on October 1, 2017, this was an occasion for Canadians to appreciate and celebrate seniors. Organized by the Table de Concertation des Aînés de la MRC Sept-Rivières and the seniors of



Uashat mak Mani-Utenam, the celebration took the form of a dinner at the Salle Naneu of Uashat. Seniors from Anglophone, Francophone and Innu communities were present with 10 English-speaking seniors in attendance. A welcoming punch was served and special entertainment from the Innu community delighted participants with a traditional dance.

## Senior Check-in Service

Since fall 2017, the NSCA begun a pilot project to provide a senior check-in service to the Sept-Îles community. NSCA Assistant Animator has been meeting with seniors to offer companionship, non-medical assistance and updates on community events and activities. A database has been compiled and with the help of staff in Baie-Comeau, we have been able to log and track our meetings to ensure that seniors receive the assistance they need. Currently, we have 13 seniors who are telephoned and visited on a regular basis. Each visit can last anywhere between 1 and 4 hours depending on the assistance any of our seniors require. Examples of assistance include: transportation to medical appointments, visits to seniors in hospital, playing a game and tea and conversation. We have received great feedback from our seniors who are on our check-in list and it is clear that this is a much-needed community service. We hope to continue this much valued and used service for as long as our community desires it.

## Educaloi Conferences

Éducaloi is an independent, non-profit organization explaining the law to Quebecers in simple language. Their mission is to inform Quebecers about their legal rights and responsibilities in language that makes the law easy to understand. Over the past year, Educaloi have delivered videoconferences to our region on a variety of topics relevant to identified issues within our communities. March 21, 2018 -Thirteen of our community members in Baie-Comeau and nine in Sept-Îles attended a special videoconference presentation on seniors' housing issues. Among the issues covered were the difference between public and private long-term care facilities and the possible costs involved, housing programs, government programs and where to turn if you have complaints. A PowerPoint of the conference was distributed along with the Éducaloi documentation: Useful Legal Resources, Housing Issues for Seniors. An information booklet "Know your Rights, take your Place" produced jointly by Éducaloi and the Fondation du Barreau du Québec was given out.





## Intergenerational Activities

The NSCA have collaborated with local English-language schools for a variety of activities bringing together different age groups and community members.

### 'Toddler on the Shelf' : A Special Toddler-Time Christmas Activity

December 15<sup>th</sup> saw a festive Toddler Time in Sept- Îles with a group of 14 toddlers eager to meet Santa and Mrs. Clause. Despite December being their busiest month, Santa and Mrs. Clause made time to stop by to read a special Christmas story, aided by two special elves, and spread Christmas cheer to Sept- Îles. All toddlers came dressed in their PJs for a cozy morning of songs, crafts and milk and cookies! A special craft edition of 'Elf on the Shelf' was made and the children were able to take their crafts home along with a special Christmas gift from Santa.



### Halloween Fun

Intergenerational Halloween activity - Our Baie-Comeau community members dressed for the occasion to participate in the Baie-Comeau High School Halloween Activity. Our members were present to choose the winners of the pumpkin contest (no easy task because they were all works of art!), judge the different costume parades and serve snacks to the pre-schoolers.



## Valentine's Day 2018



February 14, 2018, Fourteen grade three school children from Flemming Elementary arrived after Sept-Îles community members had shared a delicious potluck lunch. Accompanied by their teachers Ms. Buffitt and Ms. Habot, the students generously offered a song and dance routine which was most entertaining to all

twenty-eight participants. Various fun games were played by seniors and students alike such as 'pin the lips' while blindfolded and the 'left right game'. Both seniors and students shared laughter and a delightful outing.



**Intergenerational contact contributes to the health and well being of participants and the community as a whole**



## Youth And Education

### Expansion to Travelling Literacy Book-bags (TLBB)



Reading on a regular basis is a great way for babies and children to develop intellectual, language, motor and sensory skills as well as enhancing the special bond between parent and child. Incorporating reading from a young age, especially before entering the education system is a proven way to enhance the learning capabilities of the child throughout their primary and secondary education.

This exciting literacy project was launched in February 2017 in the communities of Baie-Comeau and Sept-Îles where parents of young children could borrow bags containing books to read to their children. In the Spring of 2017, these Literacy Bags were available for parents in our Port-Cartier community. A new partnership was established with Bibliothèque le Manuscrit de Port-Cartier for housing the bags and loaning them out to parents in the community, a gesture for which we are very grateful.

These books are based on themes such as tooth brushing, bedtime, family, sharing and were selected according to age groups 0-2 and 2-5 years with. NEW this year, we have offered two new themes: happiness and safety for both age groups. As usual, each Literacy Bag contains a plastic bag of activity sheets, non-toxic crayons, documentation for parents and pamphlets on community services that parents and children can keep free of charge.



### McGill Training Bursary

The McGill Bursary Program provides financial support to bilingual students who pursue post-secondary studies in the health sector. The program aims towards encouraging youth who are studying in and out of our region to complete their degree and return back to the North Shore, where there is a high demand for health professionals with both English and French language skills.

For the 2017-2018 academic year, the NSCA awarded a bursary to a student from the Sept-Îles community, who is studying Bachelor of Nursing at McGill University.



## Career Workshops for Students



Queen Elizabeth High school (QEHS) in Sept-Îles was the venue for a career day workshop for secondary students across the North Shore. Accompanied by their teachers, students from Baie-Comeau, Port-Cartier and Sept-Îles visited different career kiosks along with QEHS students. A social worker, RCMP officer, and a respiratory therapist were among some of the professionals available to talk about their careers and answer any questions from the students. A total of 19 career professionals were available for the 105 students who participated in this important event on

November 15, 2017. We are happy to have held this event and are grateful for this wonderful collaboration with our educational partners.



## YES Montreal

YES Montreal is a community based English-language service provider with the goal to help Quebecers find employment or develop skills for employability. They offer monthly webinars and training sessions in English to support budding entrepreneurs, creative artistic students and any person interested in developing new skills for employment. Over the school year, in partnership with NSCA, YES Montreal made several visits to the English-language schools to deliver workshops looking at developing key skills for employability outside school. They target 16-35 year olds to develop job skills and provide job seeking services.





## Youth And Education Continued...

### Toddler Time



Toddler Time is an important activity for the NSCA and has been running in the community of Sept-Îles for a number of years. Every month a new themed activity, free of charge, is organized for children aged between 0 and 5 years. We continue to welcome new members and have noticed a positive increase in fathers attending with their children as well as mothers. Over the last year, we have paid close attention to including activities and games which develop different skill sets for children, including literacy, motor skills and increasing physical activity. Healthy snacks are always provided.

### Story-Time



We began introducing Story-Time activities in June 2017 to Port-Cartier, for children aged 0-5 years to have the opportunity to hear stories read aloud in English and make a craft to take home. English-language reading material is often difficult to access and reading at a young age is a confirmed benefit to lasting educational success. Now every month, at the Bibliothèque le Manuscrit de Port-Cartier, there is a themed story-time event with new stories read each month and the chance to make a themed craft as well as enjoy a healthy snack. Our very own Miss Story (Debbie Laurie) often makes a special appearance to bring to life the stories on offer. Our activity is free of charge and open to both children and parents of either English-language or French-language background.



## Family Social in Sept-Îles

*An Outdoor Fun-Day* was the theme of this special Toddler Time session on June 9, 2017 in which toddlers attended with their caregivers, parents or grandparents making for a fun community event!

With music contributing to the ambiance, kids and parents had loads of fun while playing with the blow-up modules, playing the parachute game or having their faces painted. Two students from Queen Elizabeth High School generously donated their time and talent for the face painting activity.



The Fire Department arrived to show excited toddlers their shiny red fire truck. And what a thrill it was when toddlers pulled the sirens, tried on the hats, played games with the firemen and had their pictures taken! A barbecue hot dog lunch was offered in collaboration with l'Envol-Maison de la Famille. As a parting gift, toddlers received free take-home gift bags compliments of the PAELE program.



## Book Muncher

A new Book Muncher has been installed at the Centre d'Amitié Autochtone de Sept-Îles. Book Munchers are installed all across Quebec and are free book sharing boxes for children aged 0-12 years. He was given the name 'Imun' by the children which means 'Words' in Innu. Children participated in a workshop where they decorated the Book Muncher with their painted hands and names.



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.



[www.quebecnorthshore.org](http://www.quebecnorthshore.org)