

# North Shore Community Association

BRINGING  
COMMUNITIES  
TOGETHER



## ANNUAL REPORT

2013 -2014

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North Shore Community Association (NSCA)  
Annual General Meeting  
Saturday, September 6th, 2014 – 11:00 a.m.  
Flemming Elementary  
542, rue Brochu, Sept-Îles, QC

## Agenda

1. Welcome
2. Approval of Agenda.
3. Approval of Minutes of the 13<sup>th</sup> Annual General Meeting, September 21<sup>st</sup>, 2013.
4. A word from the Chair.
5. Approval of Financial Report.
6. Appointment of an auditor.
7. Presentation of Annual Report by the Executive Director.
8. Appointment of Elections Chairperson and Secretary.
9. Elections.
10. Varia:
  - a)
  - b)
  - c)
11. Adjournment.

**12:00 P.M. - Marc Deslauriers Community Involvement Award Presentation**

**12:20 P.M. - Community Luncheon**

*The North Shore Community Association is a non-profit regional organization dedicated to serving, representing, and instilling pride within the English-speaking community of Quebec's North Shore.*

*Our aim is to empower its 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 partnership and by increasing the visibility of the English-speaking community. Together, we are building a vital, informed and strong community.*

# MINUTES OF 13<sup>TH</sup> ANNUAL GENERAL MEETING

## NORTH SHORE COMMUNITY ASSOCIATION 13<sup>th</sup> ANNUAL GENERAL MEETING Port Cartier, Saturday September 21<sup>st</sup>, 2013

### **Board members in attendance:**

Billy Larivière – Fermont  
Cathy Larivière – Fermont  
Debbie Laurie – Port Cartier  
Maxime Côté – Baie-Comeau

David Butland – Baie-Comeau  
Matthew Durepos – Baie-Comeau  
Mary Ellen Beaulieu – Baie-Comeau

### **Attending Members:**

Jody Lessard  
Matthew Durepos  
Mary Ellen Beaulieu  
Marilyn Durepos  
Mary E. Cormier  
Christina Bobbitt  
Joe Bobbitt  
Roy Nadeau  
Louise Nadeau  
Allan Beaulieu  
Debbie Laurie  
Horst Ehrlenholtz  
Rudy Penzes

Theresa Lavallee  
Wilson Rowsell  
Cecily Rowsell  
Judy King  
Edith O'Brien  
Medric O'Brien  
Keith Eldridge  
Jackie Bizeau  
Wanita Gaunish  
Carol Larivière  
Hortense Fequet  
David Butland  
Mary Ann Bourassa

Marilyn Miller  
Rose Mary Mckinnon  
Shaunna Goudie  
Maxime Cote  
Arthur Young  
Jessie Young  
William Larivière  
Cathy Larivière  
Gail Lavallee  
Barbara Maurice  
Linda Stubbert  
Clayton Stubbert  
Stephen Kohner

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### AGENDA

1. Welcome – Call to order
2. Approval of the Agenda
3. Approval of the minutes from September 22<sup>nd</sup>, 2012 meeting
4. Approval of the Audited Financial Report
5. Appointment of an Auditor
6. Presentation of the Annual Report
7. Appointment of Elections Chairperson and Secretary
8. Elections
9. Varia
10. Adjournment

### **WELCOME**

Welcoming words from the NSCA Chair, Debbie Laurie.  
Meeting declared opened at 11:09 am.

# MINUTES OF 13<sup>TH</sup> ANNUAL GENERAL MEETING

## **APPROVAL OF THE AGENDA**

Linda Stubbert of Sept-Iles proposed approval, seconded by Stephen Kohner of Baie-Comeau. All in favour.

## **APPROVAL OF THE MINUTES FROM September 22<sup>nd</sup>, 2012 AGM**

Amendments and corrections noted.

Debbie Laurie of Port Cartier proposed approval, seconded by Alice Joncas of Sept-Iles. All in favour.

## **FINANCIAL REPORT (annex – auditor’s report)**

Proposed approval of financial report by Jackie Bizeau (SI), seconded by Louise Nadeau (SI). All in favour.

## **APPOINTMENT OF AUDITOR**

### **Motion 03-09-13**

Allan Beaulieu of Baie-Comeau proposes that the NSCA employ the chartered accountant Mallette for the 2012-2013 fiscal years, seconded by Mary Cormier of Baie-Comeau.

## **ANNUAL REPORT (annexed documents)**

- Jody Lessard summarized the annual report for the 2012-2013 fiscal year

## **APPOINTMENT OF ELECTIONS CHAIRPERSON & SECRETARY**

Debbie Laurie opens with nominations of elections chairperson and secretary.

Jody Lessard nominates Mary-Ellen Beaulieu for elections chair, seconded by Maxime Cote. Mary-Ellen accepts.

Mary-Ellen Beaulieu nominates Jody Lessard for elections secretary, seconded by David Butland. Jody Lessard accepts.

## **ELECTIONS**

Directors:

See attached elections report (annex)

Chairperson:

Jackie Bizeau nominates Debbie Laurie, seconded by Allan Beaulieu. Debbie Laurie accepts.

### **Motion 04-09-13**

Motion to accept election results en bloc

Moved by Marilyn Durepos, seconded by Stephen Kohner

## **Varia**

It was suggested that the NSCA have a list of acronyms at the next AGM.

## **ADJOURNMENT**

David Butland proposed adjournment at 12:04 p.m.

*Recording Secretary,  
Cathy Larivière*

### A Word from the Chair

Good morning! Welcome to this year's AGM and welcome to Sept-Îles! Thanks for taking time to join us on this September Saturday morning. Where did the summer go? It sure was a beautiful one weather wise, and I hope it was equally beautiful whether you travelled or stayed home. I sure enjoyed my trip down the 138 all the way to Kegaska, visiting all the villages along the way and spending a few days in Natashquan. The North Shore has much to offer, more than I knew!

Students young and older have returned to schools and centers and routines have set in. I think we have a lot to look forward to at the NSCA as well. Our Executive Director, Jody Lessard, will fill you in on the many interesting projects we were involved in this past year and what we are continuing to work on as a new one begins.

We were fortunate to hire a former Baie-Comeau High School student, Anthony Vaickus, under the Services Canada Summer Student program, and I hear he put his graphic design talents to good use. Thank you for your excellent work, Anthony, and good luck with your studies at Laval University.

We said goodbye to the Seniors Animator from Baie-Comeau, Michelle Petit, who worked tirelessly for three years with much energy and creativity to make the community and school a better place. Thank you, Michelle, and may you and your family find much happiness in your new community. They don't know how blessed they are!

The 50+ Club Sept-Îles became a member of the Fédération de l'ÂGE d'Or du Québec (FADOQ) this past year. I'd like to thank the members of the first elected administrative board: President Medrick O'Brien, Vice-President Lorraine Bobbitt, Secretary Linda Stubbert, and Treasurer Christina Bobbitt for their fine work.

Thanks to all who contribute articles and photos for our newsletter and to Stephen Kohner for the layout. I always enjoy reading my copy!!

We have a new Liberal majority government in our province, but many challenges still lie ahead. The NSCA remains committed to those of you who have chosen to make the North Shore your home. I hope the seniors remain active and involved in all their various endeavours. You keep us motivated with your enthusiasm.

Finally, I'd like to thank our Vice-Chair Billy; Secretary Mary-Ann; Treasurer Maxime; Directors Mary-Ellen, Cathy, Wanita, and David; Youth Directors Matthew and Robin; Executive Director

## A WORD FROM THE CHAIR

Jody; Jackie Bizeau, our Health Liaison Agent; Gail Court-Lavallee, our Seniors Animator for Sept-Îles; and Marilyn Durepos, NPI Coordinator. I am fortunate to work with you all on a very efficient team. For personal reasons, two have left the Board. I wish David Butland and Robin Fequet much luck in their future projects. I feel more confident as I begin my third year as Chair as I have a LITTLE more time to give now that I am retired.

Jody and I again attended the QCGN's AGM in June in Montreal where we received many compliments about our association. In fact, our poster explaining who we are, what we do, and showcasing many of our activities, was voted the favourite by our peers.

So, LET'S STAY CONNECTED, working together to remain visible, vibrant, and viable. The QCGN's theme VITAL ENGLISH-SPEAKING COMMUNITIES MAKE A STRONGER QUEBEC is certainly one we can work to ensure is true! Thank you again for your support!

*Debbie Laurie*

## List of acronyms and titles

PCH – Patrimoine canadien - Canadian Heritage

CHSSN – Community Health Social Services Network

NPI – Network Partnership Initiative

CHEP – Community Health Education Program

HPP – Health Promotion Project



# BOARD OF DIRECTORS AND STAFF

## NSCA Board of Directors and Staff 2013-2014

### Board of Directors

Debbie Laurie	Chairperson
William Larivière	Vice-Chair
Maxime Côté	Treasurer
Mary Ann Bourassa	Secretary
Cathy Larivière	Director
David Butland	Director
Mary Ellen Beaulieu	Director
Wanita Guanish	Director
Matthew Durepos	Youth Director
Robin Fequet	Youth Director



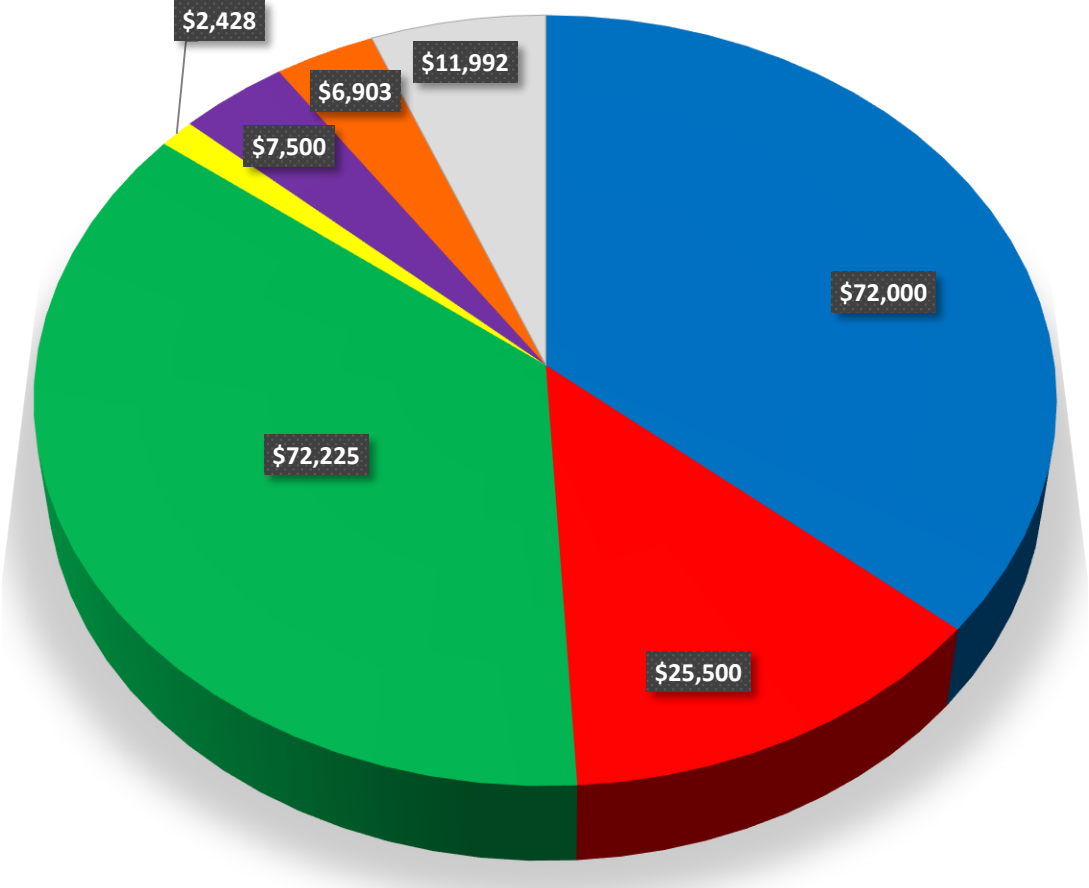
**Absent from picture: Robin Fequet**

### Staff

Jody Lessard	Executive Director
Marilyn Durepos	Health & Social Services Coordinator (NPI)
Jackie Bizeau	Liaison Agent (Sept-Îles Office)
Michelle Petit	Seniors Animator (Baie-Comeau)
Gail Court-Lavallee	Seniors Animator (Sept-Îles)

# NSCA FUNDING 2013 - 2014

## NSCA Funding 2013-2014



**\$198,548**

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

# EXECUTIVE DIRECTOR'S REPORT

## Community Information

### NEWSLETTER

Published on a quarterly basis, the NSCA community newsletter “Let’s Get Connected” continues to provide the North Shore’s English-speaking community to timely, local and relevant English-language information. With ongoing support and feedback from the community on newsletter content, our community newsletter includes information focussing on community events, community partnership initiatives, education and youth, health & social services, heritage and cultural events, and local-regional-provincial news. During the year, the newsletters were distributed to 32 community partners; which included 5 stakeholders and 27 regional and sectorial partners.

A total of 298 mailings are on our distribution list. We have maintained our community contacts in all four communities and gaining more newsletter content.

Readership and NSCA membership has increased by 5%. We also continue to increase regional representation through community correspondents for each publication. The option of virtual newsletters is available.

### WEBSITE AND SOCIAL MEDIA

On average we post from 20-30 community postings per month to our online community calendar.

Continuing to increase our community visibility, our website serves as an information hub for current news and information that is beneficial to users. Through community postings, document uploads, and monthly community events we have available updated and pooled new information. The monthly community calendar was updated with local and regional community events; including a new addition of a ‘Health and Social Services Initiative’ section which explains the Networking and Partnership Initiative and has the logos

and links to many of our network partners. There were also 3 other new additions to Publication section: Annual Report, and online brochures of the Sept-Îles Wellness Program, Health and Social Services Initiative.

The Association has seen a definite increase through online membership submissions and information requests from website postings. We have maintained our Facebook page and have posted community events and other pertinent information for community viewing. This social media tools is an efficient means of reaching a different targeted population.

Our Facebook group continues to increase its online membership, now up 262 members, a 30% increase from last year.

# EXECUTIVE DIRECTOR'S REPORT

## Community Cohesion

### COMMUNITY EVENTS

Hosted and sponsored 4 social gatherings of the English-speaking community, in collaboration with community partners, the NSCA has increased their visibility through participation increasing our visibility has recruited more memberships, and has developed new initiatives.

Fermont: Spring Meet & Greet (90 participants), this was in partnership with Fermont School.

Port-Cartier: Community BBQ (41 participants).



*'Saint Patrick's Day party, 50+ Sept-Iles*

Sept-Îles: Seniors community BBQ (48 participants) & Saint Patrick's Day event (54 participants); both events in collaboration with the 50+ Club. Private sponsorships were explored for the 5<sup>th</sup> Annual Saint Patrick's Day event; a total of 6 private-sector sponsorships from the Sept-Îles region were obtained. Donations were used for raffles and door prizes.

Participants enjoy these events and look forward to having the chance to come together. It gives them a sense of 'community' and the desire to be an active member.

Baie-Comeau: Community Annual Bean Supper (125 participants).

Community luncheon held in Port-Cartier following the Annual General Meeting (Sept. 21), (39 participants).

Support given to promote church held events in the communities and we have continued to promote and help support other community initiatives, pot lucks, flea markets, book fairs, garage sales, health and informational video-conferencing sessions, etc.

The Association acted as community partner to support school-based community events. Continual support was given for local school/community events, posters were distributed via our communication tools (emails, website and social media postings). We also promoted and organized 8 intergenerational activities between local schools in Baie-Comeau and Sept-Îles.

In the Sept-Iles community, we sponsored an informational/educational session for young adults – a 'Couponing 101' workshop was held in November and 8 people attended. The workshop material was prepared in collaboration with a local community organization (APAME).



*'Couponing 101' Sept-Îles*

# EXECUTIVE DIRECTOR'S REPORT

## Community Cohesion

### CAPACITY DEVELOPMENT & PARTNERSHIPS

The NSCA focused on sectors with the greatest need and/or where there was a significant opportunity to build capacity within existing programs and resources. Over the fiscal year period, we have developed new initiatives, and encouraged new partnership developments within local and regional francophone majority community and continued to increase our visibility within the ESC.

Participation at community events and on local decision-making tables has helped the ESC increase access and knowledge of community resources.

We have maintained our partnership with existing partners for ongoing community initiatives and emerging project developments; especially within the health and youth sectors. Participated in 3 regional network meetings for ESSB Community Learning Centres.

Strengthened partnership developments with Ville de Baie-Comeau for tourism project activities. Scheduling of the cultural exhibit '**In Search of Yesterday**' showings during tourism season for 2014.

In collaboration with Eastern Shores School Board (ESSB), we worked on the development of an early childhood literacy project for Eastern Sector Youth (0-5) sector.

We developed community contacts in northern communities (Schefferville and Kawawachikamach), a total of 5 community contacts were established. Postings of events and other pertinent information was sent to the local Naskapi Radio and also distributed on their social media (Facebook). A meeting held with Director of CLSC Naskapi to discuss needs and realities of our northern community and assistance of promoting the Association and recruitment of membership.

Partnership development with Regional FADOQ office in support of translation of documents in English for the English 50+ Clubs within the region (09) and organizational support for Regional Games for Seniors 2014.

Meetings held regional network for the Seniors Federation (FADOQ) in disseminating information and acting as a liaison to the English speaking seniors within the North Shore and Lower North Shore of Regional seniors games scheduled for May 2014 in Sept-Îles; including organizational tasks in registration process.

Total membership: 480.  
Increase of membership of 13% overall from previous year; majority of membership increase was within Eastern sector and including community partners.

# EXECUTIVE DIRECTOR'S REPORT

## Community Cohesion

### COMMUNITY INVOLVEMENT AWARDS

Each year NSCA presents a community involvement award which recognizes individuals who are making a difference in their community and validates the actions of volunteerism.

The 2013 “*Marc Deslauriers Community Involvement Award*” was presented at the Annual General Meeting. It was presented to the Sept-Îles 50+ group in recognition of their ongoing involvement in community events and activities such as intergenerational events with the local schools and participation in organizing and hosting social events.



**2013 Marc Deslaurier Community Award  
Sept-Îles 50+ group**

### VOLUNTEER ENGAGEMENT

Thanks to all volunteers whose contribution of time, energy and skills contribute to making our communities more vibrant and vital!

Maintained list of volunteers for community events in all 4 communities and have made updates to the listing. A higher percentage of our volunteers are mainly seniors and also have participated in many intergenerational events within the communities of Sept-Iles and Baie Comeau. A total of 7 intergenerational events were held in collaboration with our local schools.

In recognizing the work of our volunteers, the NSCA submitted the names of 4 active members from the 50+members to be honoured during the annual event *Soirée de reconnaissance des bénévoles* for the Sept-Îles community.

In addition to attending meetings of the NSCA our directors help, seek and promote volunteers in their respective communities.

Two of our Board members have taken leadership roles in sectors of Health, Education, and Advocacy (regional and provincial level.)



**Baie-Comeau volunteers giving guided tours of Anglican Church during cruise ship visits.**



# EXECUTIVE DIRECTOR'S REPORT

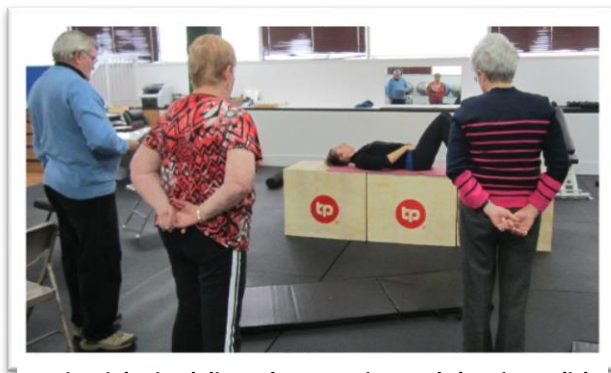
## Seniors

### WELLNESS ACTIVITIES

The NSCA continued to work closely with the 50+ members and focusing on their needs and finding ways to improve their access to services, whether it be through the video-conference information sessions, pamphlets and documentation in English, organizing wellness activities or giving publicity on services available to them.



**50+ group Sept-Îles**



**A Kinesiologist delivered an exercise workshop in English to Baie-Comeau seniors.**

Senior representation was maintained at the Association's Health & Social Services Regional Table and Sept-Îles Sub-committee (NPI Network).

The NSCA was fortunate over the past year to have a project which enabled them to offer various wellness activities in Sept-Îles - developing and delivering healthy lifestyle programs to the 50+ members. During the months of May 2013 to March 2014 (excluding 2 summer months) weekly events were held.

One wellness full day event was organized each month (duration of 5-6 hours each). Activities organized were in relation to health oriented activities, activities to break social isolation, physical exercise, video conference on health topics, intergenerational events, etc.



**Parachute activity with the 50+ Sept-Îles**



**Weekly bowling team Sept-Îles**

The average attendance was from 22-25 participants on the Wednesday weekly events. Monthly calendars of activities were created and distributed to senior listing; activities were published in the NSCA's quarterly newsletters as well as on their community calendar (website).

# EXECUTIVE DIRECTOR'S REPORT

## Seniors

### SENIORS AWARE PROGRAM

The Senior Aware program is a tool to sensitize seniors, professionals and the general public to the abuse and fraud to which seniors may be subjected. Through information sessions, police officers, professionals and senior volunteers provide a complete portrait of the kinds of abuse and fraud that affect seniors in particular, as well as advice to help prevent them.

Last fiscal year the 50+ members in Sept-Îles had 3 of the 5 modules of this program. This year, on March 26<sup>th</sup>, 2014 with 26 participants the remaining 2 modules were presented – ‘Door-to-door salesmen’ and ‘Internet Fraud’, as well as a recap of the ‘Ageism’ module from last time.



*Seniors Aware session being given to the Sept-Îles 50+ group*



### HERO IN 30

‘Hero in 30’ is a program for teaching cardiopulmonary resuscitation. A partnership between the *Ministère de la santé et des services sociaux*, the Heart and Stroke Foundation and the *Corporation d’urgences-santé* resulted in this simplified version of the traditional courses teaching CPR techniques that help save lives.

On February 26<sup>th</sup>, 2014 the NSCA organized a ‘Hero in 30’ Program for the 50+ members in Sept-Îles.

Twenty-six participants were instructed in these invaluable life-saving techniques.



*Hero in 30 participants from Sept-Îles*



# EXECUTIVE DIRECTOR'S REPORT

## Seniors

### WILLS AND ESTATES

On February 26<sup>th</sup>, 2014, in conjunction with the Baie-Comeau Community Learning Centre the NSCA helped promote a videoconference workshop on 'Wills and Estates'. In collaboration with Éducaloi two notaries discussed the different kind of wills and their advantages and disadvantages. They also touched on the role of the liquidator as well as what a 'Power of Attorney' is and what a 'Mandate in Anticipation of Incapacity' is.



### INTERGENERATIONAL ACTIVITIES

Promoted and organized 8 intergenerational activities between local schools in Baie-Comeau and Sept-Îles.



*50+ Pancake Breakfast Baie-Comeau, October 2013*



*50+ Sept-Îles Skip-Bo with QEHS*



*50+ Sept-Îles Nutritional Cooking workshop with Northern Lights Adult Ed*



*50+ Christmas Carol Singing, Sept-Îles December 2013*

# EXECUTIVE DIRECTOR'S REPORT

## Education & Youth

NSCA is actively involved in numerous initiatives that focused on creating and delivering opportunities and/or activities for our youth of the North Shore.

We continued to act as a community partner to support school-based health and well-being events/activities:

- NSCA helped promote a healthy nutritional activity "Défi moi j'croque" March 31<sup>st</sup>, 2014. 166 students participated from Flemming School.
- Organized an intergenerational activity on poetry with Adult Ed students and seniors on April 22nd.
- Our Liaison Agent for the Eastern sector continued to circulate health information and/or workshop sessions that focused on promoting the healthy school initiatives to our educational institutions of Sept-Iles.



Based upon the needs of having more access for early childhood resources, during the month of November and December meetings were held with 2 of our North Shore school board commissioners on discussions to create and implement an early literacy program in Eastern Sector. We investigated the possibility of setting up a PAÉLÉ (Programme d'aide à l'éveil à la lecture et à l'écriture) program on the North Shore. A proposal was submitted to MELS. In collaboration with Eastern Shores School Board, the project was initiated in January 2014 and a job posting was created for a coordinator to commence the beginning of April of 2014.

NSCA also continued to be involved in an entrepreneurship project with Carrefour jeunesse-emploi de Manicouagan. An educational project to develop a sense of entrepreneurship by establishing their business cooperative in order to create jobs in their locality. These young 12-16 year olds offered many services to the community (painting, babysitting, lawn mowing, etc.) For a fourth consecutive year, the NSCA continues to a community partner and member of the local table - Coopérative Jeunesse de Services (CJS).

Again for another year we delivered a 6-week English Day Camp program. A youth was hired through Services Canada for 6 weeks. This initiative was in partnership with the Church of St. Andrew & St. George (Baie-Comeau).



# EXECUTIVE DIRECTOR'S REPORT

## Education & Youth

In partnership with Youth Employment Services (YES) Montreal, we delivered 2 entrepreneurship informational workshops for secondary youth (BCHS & QEHS) total of 25 youth participated.



YES Montreal visits QEHS



YES Montreal visits BCHS

Under the McGill Retention project we worked on activities related to the planning of the 2014-2018 Retention Program and held meetings with teachers (QEHS & Flemming) in putting together an activity plan for career presentations and future Kiosks workshops. Created questionnaires for student feedback in seeking interest of Health and Social Service career workshops.

In the December 2013, we launched a call for applications for a Winter 2014 Bursary Program with McGill University. Press releases were disseminated within our communities and forwarded to our local schools.

Once again, in partnership with the Baie Comeau Community Learning Centre, we helped to promote awareness of the 5/30 Challenge (March 1<sup>st</sup>, to April 11<sup>th</sup>). The students of BCHS participated in the challenge and won prizes at the end.



*“Every year Quebecers are invited to eat better, be more active, and take care of themselves—three winning lifestyle habits that promote better physical and mental health!*

*Participants aim at reaching 3 goals for 6 weeks:*

- **The 5 Goal:** Eating at least 5 servings of fruit and vegetables a day
- **The 30 Goal:** Getting active at least 30 minutes a day
- **The Wellness Goal:** Thinking about one’s strengths for increased wellness in life”.

# EXECUTIVE DIRECTOR'S REPORT

## Health and Social Services



### NETWORKING AND PARTNERSHIP INITIATIVE (NPI)

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

### VISIBILITY ON NETWORKING TABLES

The NSCA is privileged to have key people sitting on key tables, locally, regionally, and provincially.

- Table de Concertation des aînés de la MRC de Sept-Rivières;
- Projet Clinique Volet 'famille-enfance-jeunesse' CSSS de Sept-Îles;
- Regional Access Committee
- Health and Social Services Priorities Committee

We also had members of the English community sitting at other tables, such as:

- CSSS de Sept-Îles, Board of Directors;
- Agence de Santé et des Services Sociaux de la Côte-Nord, Board of Directors;
- Jeunesse en santé, member;
- 'AlimentAction' (Québec en forme), member.

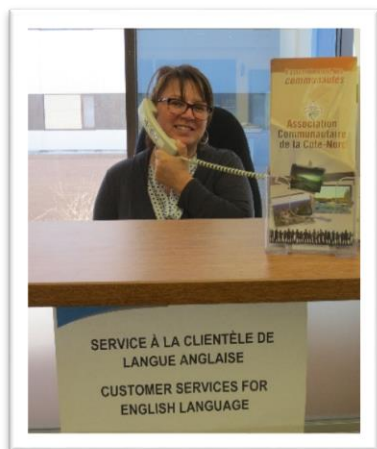




# EXECUTIVE DIRECTOR'S REPORT

## Health and Social Services

### CUSTOMER SERVICES AT CSSS DE SEPT-ÎLES



**Sharon Tardif,**  
*Agent for English Customer Services*

Thanks to the 'Adaptation Project' from the CHSSN back in March 2011, an Agent for English Customer Services was hired at the CSSS de Sept-Îles. Since the project ended March 31, 2013, the CSSS de Sept-Îles, in collaboration with the CSSS de la Basse-Côte-Nord have been maintaining the service. The NSCA has been offering support to the service by keeping in contact with the agent, providing documentation in English, as well as keeping the English-speaking community informed of the service.

### COMMUNITY HEALTH EDUCATION PROGRAM (CHEP)

Through Health Canada, McGill University, Montreal Children's Hospital and the Community Health and Social Services Network (CHSSN), the CHEP program offers interactive English videoconferences on a variety of health topics to remote areas across Quebec.



**CHEP session**

In the 2013-2014 fiscal year, 81 participants have benefited from these informative videoconferences and evaluations indicate they are greatly appreciated by all who attend.

During these sessions, qualified professionals give presentations and the participants can ask questions to the professionals. A total of 5 different sessions were held this year in Baie-Comeau and Sept-Îles. The NSCA is pleased to announce that videoconferencing equipment has been installed in Riverview School and starting in the fall we will be able to offer CHEP sessions to the English-speaking population of Port-Cartier.

# EXECUTIVE DIRECTOR'S REPORT

## Arts, Culture and Heritage

NSCA recognizes the importance of preserving the history of our region; to document and celebrate our culture and heritage and ensure it remains accessible for future generations.

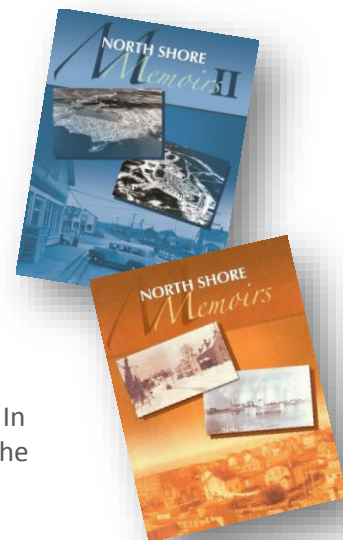
In September 2013, we held the official launch and book signing event for North Shore Memoirs II edition. There were 20 seniors who participated in launching event.

In December NSCA publications (books) North Shore Memoirs I & II were promoted during a segment on local cable company La Vitrine – COGECO Sept-Îles. In addition, the Executive Director was interviewed on another segment focusing on the English speaking community of Sept-Îles.

NSCA publication 'A Christmas Memory' was mentioned in the annual magazine for the Regional Historical Society 'La Revue d'histoire de la Cote Nord'; North Shore Memoirs II was also promoted in their annual history magazine.

A press release was created for the publication of the North Shore Memoirs II and distributed within the region of Cote Nord. Articles were submitted to local French newspapers (Plein Jour, Nord Est, Le Manic, Le Nord Côtier).

Other articles highlighting local publication were also found in the 'Anglican Gazette'.



For the 4th year we sponsored films in the Cinoche - International Film Festival of Baie-Comeau. Two English films were presented by the NSCA.

We have maintained regular contact with theatre manager by receiving weekly emails on upcoming film listings for Baie-Comeau and Sept-Îles Cine Centres. Face-to face meetings were held with manager of Sept-Îles Cine Centre. Local theatre is pleased with the high attendance (20-40) per film; attendance numbers varies on film type.

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

The Search of Yesterday cultural exhibit was displayed at Church of St. Andrew & St. George during 8 weeks over summer months. Seven exhibit showings during Ville de Baie Comeau cruise ships visits. Overall 30% increase in number of scheduled showings from previous year.

A total of 60 new releases in English were played on the North Shore during this fiscal year.

# EXECUTIVE DIRECTOR'S REPORT

## Arts, Culture and Heritage

In partnership with Quebec Anglophone Heritage Network (QAHN) a news release was created and published on QAHN's site about Baie Comeau's 75<sup>th</sup> anniversary project, "In Search of Yesterday". NSCA's online exhibit's is also linked on QAHN website.

In November, NSCA participated in a Regional Summit for Culture and Communications which was organized by the CRÉ Cote-Nord in Sept-Îles. The objective was to present and consult on their strategic plan 2014-2018 in the sectors of Arts, Culture and Communication. During this regional event a lot of

networking was done with other groups and it had certainly increased the visibility of ESC. We took the occasion to present of NSCA publications (books & exhibit) to other regional partners.

Early into 2014, meetings were held with the Director of Arts, Culture, & Tourism for Ville de Baie-Comeau to discuss possible venues and times of the year to expose our cultural exhibit and promote our publications. Met with Director of Alice Lane Library (Baie-Comeau) to promote ESC publications (North Shore Memoirs I & II and 'A Christmas Memory'). Copies of the book are available at the public library.

Meetings were also held with the Executive Director for Baie-Comeau Cruises (Croisières Baie-Comeau) for fall cruise ship visits.



*Guided tours at St. Andrew & St. George Church and the 'In Search of Yesterday' panels Baie-Comeau*



*Official Launch of Memoirs II AGM 2013, Port-Cartier*

## ACKNOWLEDGEMENTS

### 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)

Agence de la santé et des services sociaux de la Côte-Nord

Centre de santé et de services sociaux de Sept-Îles (CSSS)

Carrefour jeunesse-emploi

YES Montreal

Ville de Baie-Comeau

Société historique de la Côte-Nord

English Language Arts Network (ELAN)

Quebec Anglophone Heritage Network (QAHN)

*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.*