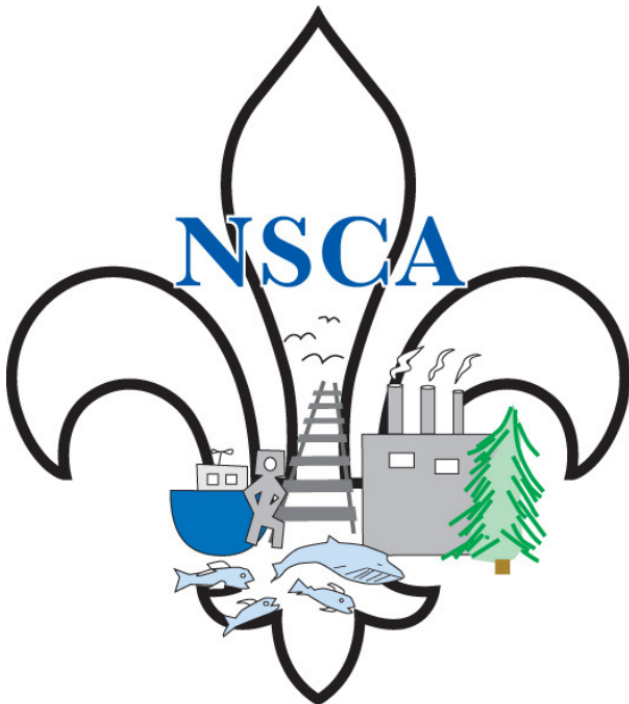




2021-2022

ANNUAL REPORT



**Head Office
337 Blvd. LaSalle, Local #202
Baie-Comeau, QC G4Z 2Z1**

**Sept-Îles Satellite Office
598 Blvd. Laure, Local #106
Sept-Îles, QC G4R 1X7**

ANNUAL REPORT 2021-2022

TABLE OF CONTENTS

A Word from The Chair

Board of Directors and Staff

About the North Shore Community Association

- Mission and Objectives
- Community Impact

Community Involvement and Volunteers

Community Development and Partnerships

Arts, Culture, and Heritage

Health and Social Services

Senior Health and Wellness

Youth and Education

Early Childhood Initiatives

Funding Sources

ANNUAL REPORT 2021-2022

A WORD FROM THE CHAIR

What trying times we are living through! The totally unexpected virus brought its share of challenges in programming activities, preparing our new Strategic Plan and seeing to our partnerships. The NSCA staff has shown unwavering community leadership helping everyone adapt and cope with this new reality.

Virtual activities were rapidly put in place to keep the community united. In addition, regular check-in phone calls, visits and deliveries of crafts or books were set up, thanks to the adaptability and professionalism of our staff. The Board members followed the staff's lead and adjusted to meeting regularly virtually to try and help in any way they could.

Ms. Katia Grubisic assisted with the complex task of the Association's Strategic Plan which covers 2023-2028. Consultations took place virtually and individual interviews were held with community members, staff, and board members. This strategic plan provides a snapshot of the English-speaking community of Quebec's North Shore region. It lays out strategic priorities around consolidation, communication, recruitment, and investment for the next five years to support seniors and community cohesion through education, communications, and staffing. Special thanks to Ms. Grubisic and to all of you who helped with this crucial undertaking.

We have been very successful in maintaining our partnerships and building new ones throughout the year. These partnerships enable us to expand the delivery of services to community members from early childhood to seniors.

Together, we are maintaining our vital, informed, and strong community. The NSCA staff has risen to the challenges and worked hard to help community members adjust to these difficult times and they have done so with vigor, thank you and congratulations!

Mary Ellen Beaulieu, Chair

ANNUAL REPORT 2021-2022

2021 - 2022

BOARD OF DIRECTORS AND STAFF

Mary Ellen Beaulieu	Chair
Edith O'Brien	Vice-Chair
Marilyn Miller	Secretary
Donald Goodfellow	Treasurer
Walter Bisson	Director
Marcella Beaudoin	Director
Marie Anne Bizeau	Director
Jackie Bizeau	Director
Ryan Miller	Youth Director

STAFF

Jody Lessard	Executive Director
Eveline Audy	Executive Assistant
Louise Mazerolle	Administrative Assistant
Maxime Côté	Regional Development Agent
Annie Lafrenière	Program and Communications Coordinator
Hélène Bélanger	Project Coordinator
Charlene Lavallee	Office Supervisor/Senior Wellness Coordinator
Emilie Lacquement	Community Development Agent
Louise Mansbridge	Senior Outreach
Chantal Gilbert	Coordinator

*Thank you to Brielle Boudrias who was with the team for a portion of the year.

ANNUAL REPORT 2021-2022

ABOUT THE NORTH SHORE COMMUNITY ASSOCIATION

Founded in 2000, the North Shore Community Association serves and represents a vibrant English-speaking minority population across the extensive and remote North Shore region, providing a wide range of resources.



Community Impact - is measured by participation in activities, events, information sessions attended, and in time staff spent assisting those who cannot attend in person. The impact in the community is seen by breaking down social isolation, new information and friends being acquired, enhanced physical activity, new skills learned, and jumping into a new technology environment (e.g. iPads for seniors, Instagram, ZOOM).

ANNUAL REPORT 2021-2022

COMMUNITY INVOLVEMENT AND VOLUNTEERS

MARC DESLAURIERS COMMUNITY INVOLVEMENT AWARD

The NSCA recognized a recipient from the Baie-Comeau region for their contribution to the vitality of the English-speaking community of the North Shore through their volunteer service in the various seniors' wellness activities, check-in calls for our community members in Baie-Comeau, and time given to many varied community members and events. This award is allocated every year to a community member who goes above and beyond in contributing to their community. Announcement of the award recipient was published in the fall edition of the NSCA Community newsletter, "*Let's Get Connected*".

NORTH SHORE COMMUNITY ASSOCIATION STUDENT COMMUNITY INVOLVEMENT BURSARY

This year's recipient, a graduate from the Baie-Comeau High School, was awarded the Student Community Involvement Bursary. A notable bursary which recognizes the contributions of students who make a difference in their community. This graduate will move on to pursue their studies at the Champlain St. Lawrence College in Quebec City. Best of luck in your future endeavors!

COMMUNITY VOLUNTEERS

National Volunteer Week was recognized during April 18 – 24, 2021. Volunteer Canada chose this year's theme as, "The Value of One, The Power of Many", and we found it was appropriately worded. It captures the essence of what a volunteer is. The NSCA recognized 25 volunteers in the North Shore Region (9-Baie-Comeau/15-Sept-Îles/ 1-Port-Cartier) and presented them with Certificates of Appreciation as well as a gift card to show our appreciation of their time and services provided throughout the year.

We would like to acknowledge the community volunteers and students of Queen Elizabeth High School for their efforts at the Annual Christmas Tea. Job well done; you are all appreciated. We have seen a slight rise of 4% in volunteers this year, with seniors remaining the majority of our database.

COMMUNITY DEVELOPMENT AND PARTNERSHIPS

COMMUNITY REPRESENTATION AND VISIBILITY

The NSCA maintains its participation on 10 prioritized tables to provide representation and awareness while addressing the health and social service needs of the English-speaking communities. Additionally, maintaining representation on 7 decision-making structures promotes a collective and comprehensive action to improve the quality of life and living conditions of the English-speaking population.

Three new partnerships were developed with the Ville de Baie-Comeau-Alice Lane Library, the Ville de Sept-Îles and A La Source-Sept-Îles while re-establishing the Aire-Ouverte partnership which had been dormant for some time due to COVID-19. Ten existing partnerships have been upheld throughout this year with continued collaboration on various initiatives.

Committees and Meetings

10 - Prioritized Tables

Partnerships and representation were maintained at the provincial, regional and local levels with 7 Regional Committees, 7 local committees and conservation of a Board seat with the provincial Regional Development Network (RDN).

7 - Decision-Making Structures

Visibility on decision-making structures so public partners gain a greater understanding of the needs and priorities of the English-speaking community and are more engaged in partnership activities and in adapting their services into English. 21 meetings held.

10 - Partnerships

10 maintained partnerships with 2 new partnerships added. Increased representation of the English-speaking community through emerging partnerships, tables and initiatives.

Networking / Consultations

Provincial consultations were held with the Secretariat for English-speaking Quebecers, QUESCREN, ESDC, Dialogue McGill, CHSSN, PERT, PCH-OLMC. Additionally, contact continues with CLC Development Agents (Baie-Comeau and Sept-Îles), educational institutions and continual support for youth initiatives.

ANNUAL REPORT 2021-2022

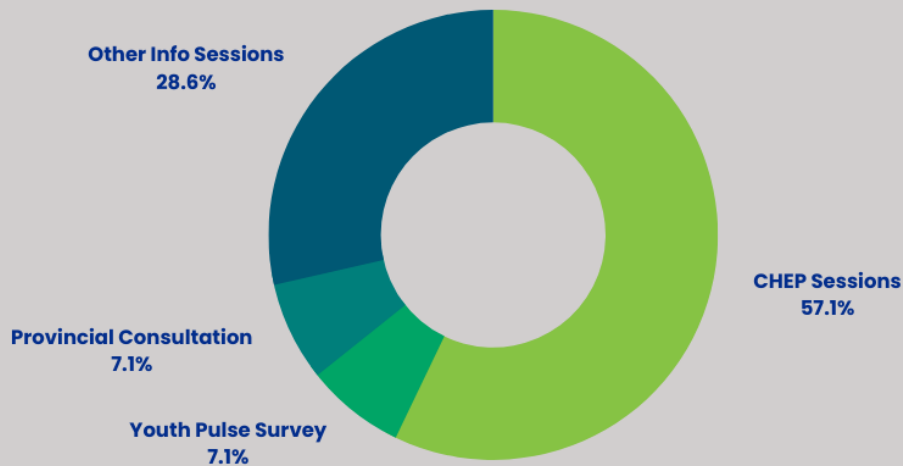
Using podcasts, Facebook posts and hosting information sessions, the NSCA progresses in raising awareness of legal issues through community partners, Éducaloi and Centre de Justice de Proximité de la Côte-Nord (CJPCN).



NSCA's on-line membership is at 932; an increase of 20% from last year, with members accessing more of our social media.

COMMUNITY HEALTH AND SOCIAL SERVICES NETWORK (CHSSN)

CHSSN - Community Health and Social Services Network Collaboration, Activities and Consultation



CHEP Sessions: The Expanding Role of Your Community Pharmacist; Tick and Lyme Disease, Vision/Eye Care, Medical Emergencies in Seniors, Dementia, Fall Prevention, De-cluttering, Downsizing. Chronic Disorganization and Hoarding; Social Isolation and Loneliness to Belonging and Well-Being.

Other information Sessions with Other Community Organizations: Advanced Medical Directives and Living Wills; Civil Liability, Diabetes and End of Life

Youth Pulse Survey: launched to gain insights into challenges Quebec youth are facing and to assist in improving access to mental health services in Quebec.

ANNUAL REPORT 2021-2022

EMPLOYABILITY COLLABORATION AND PARTNERSHIPS

POPCO (Port-Cartier), Centre Émersion (Baie-Comeau), and Action Emploi (Sept-Îles), with the support of the NSCA, are able to offer employability services to the English population within their respective communities. These organizations assist to create resumés, cover letters, interview practices, aptitude workshops, and help in the job search process. If translation of documents is required, the NSCA is available to provide this service and can facilitate the communication between the organization and the client, if required.

A bilingual Labour Market Study report was produced on the English-speaking community for the Cote-Nord region.

AIRE OUVERTE AND LE ROND POINT

With NSCA's re-establishment of a partnership with Aire Ouverte, and in alliance with Le Rond Point, an organized bilingual workshop on, "Understanding Gender Identities and Sexual Orientations", was held for youth in October 2022 with 9 participants attending.

ARTS, CULTURE, AND HERITAGE

The NSCA accords its support in the promotion of cultural and community events on the North Shore. Many areas of interest covered includes community wellness socials, training and research, career fairs, book clubs, and arts and cultural events. Publicity and promotion of the events are advertised through the NSCA quarterly newsletters, website, podcasts, and Facebook page. We have seen a 20% (932) increase in on-line memberships from the previous year increasing visibility to our English-speaking communities.

Monthly Book Clubs meet to discuss current best-sellers; weekly craft and socials are held in 2 communities; 2 walking clubs continue to meet, and 11 cultural activities were offered within 3 communities this year.

In partnership with the Ville de Sept-Îles and Louis-Ange-Santerre Library, an English cultural story-telling event took place in September 2021 hosting the "***Voyage dans le temps-English memoirs of the North Shore-Human Books***".

ANNUAL REPORT 2021-2022

Over the course of 4 days (October 18-22, 2021) a number of **Celtic Music** concerts and workshops for youth and cultural showing were held in Sept-Iles, Port-Cartier and Baie-Comeau communities.

The **Stitch N' Yarn** group in Sept-Îles gather weekly to knit or crochet scarves, mittens, beanie hats, socks and much more, which are then donated back to the vulnerable people in their community. This year they made an embroidered quilt which was raffled off to help raise funds which were funneled back into the community.



Worth A Thousand Words

Reconnecting with the past to create a living history of the past through the art of story-telling captured through heritage-type audio visual heritage capsules'.

**Three communities:
Baie-Comeau, Port-Cartier, Sept-Îles**

**Port-Cartier
Riverview School
"Fabric of the community"**



**Baie-Comeau Community
Association (BCAA)
Socio-recreational town
1939-1969**



**Life on the Railway
Sept-Îles**



FIRST RAIL of a short line for unloading equipment at Seven Islands is tackled down to 500 men each task of distributing \$8,000,000 worth of equipment along the first 40 miles of the line for spring track-laying.
Editorial Director Special, South American & Co. Ltd.

**Social Teas -
Baie-Comeau & Sept-Îles**



This project will ensure we preserve our past. The heritage capsules will be produced and used in tourism, socio-cultural, historical venues and displays

ANNUAL REPORT 2021-2022

HEALTH AND SOCIAL SERVICES

CENTRE INTÉGRÉ DE SANTÉ ET DE SERVICES SOCIAUX (CISSS)

The North Shore Community Association continues its engagement with CISSS Cote-Nord on a number of initiatives.

The NSCA provides support towards the promotion and implementation of a regional pilot program, “**Allô Program**” (Assistance Linguistic Liaison Orientation), to improve the orientation of users in a health institution and easily identify bilingual personnel. We continue to remain committed to disseminating and promoting relevant CISSS information to keep North Shore communities informed.

This past year, 3 working committee meetings were held and the CISSS launched a survey to assess the benefits of having a **Regional Interpretation Agent** to measure the level of satisfaction for interpretation services. The NSCA assisted in the promotion of this service. We queried communities for their awareness of this service or, if they had not, provided a link to describe this role and its functions.

Regional Access Committee - Nine (9) meetings were held to identify possible initiatives to increase and have easier access for users of health and social services and to present recommendations based on community needs for the revision of the Regional Access Program.

2021-2022 Regional Action Plan for Health and Social Services has been created and accepted by the Regional Advisory Table members (7 community partners).

Support was provided for the implementation of communication plan actions - Survey on Interpretation services under the Adaptation program; research for new initiatives which will improve the orientation of users in a health care institution.

The NSCA distributed English documentation produced by the CISSS Cote Nord with promotion on social media platforms.

Three new **Community Resource Guides** for the MRC’s of Minganie, Haute-Côte-Nord and Caniapiscau were created and completed while the existing MRC Manicouagan guide was updated. These guides offer an awareness of health and social services community organizations available and further provide a database of knowledge of organizations who can provide their services with a certain level of English.

ANNUAL REPORT 2021-2022

SENIOR HEALTH AND WELLNESS

Senior Wellness Centers became a focus for us this year as more than one-quarter of all English-speaking Quebecers are age 55 or older. These centers offer a variety of activities, services, and educational programming to promote physical and psychological health and prevent health problems among seniors whose housing needs are already addressed. The Government of Quebec recognized these needs, especially in the English-speaking population, and committed \$2.7 million in financial assistance over a three-year period to the Community Health and Social Services Network (CHSSN) to implement a program to reduce social isolation for vulnerable English-speaking seniors.

Intergenerational Activities:

Five (5) intergenerational activities in 2 communities, in collaboration with local schools, were held this year. Some of these activities were:

Baie-Comeau High School

Our senior wellness community members took part in a pumpkin and costume judging contest with the students on October 29, 2021. Additionally, the building and decorating of birdhouses was another event seniors and children enjoyed doing together in the Spring.

Flemming School

Flemming School students created Easter cards and delivered them to seniors in Sept-Îles.

Our seniors got together for social afternoons filled with laughter, information, and companionship. These weekly get-togethers are enjoyed where various activities are explored, new friends are made, or a new skill is learned. The importance of these get-togethers cannot be understated as it helps break up the social isolation many seniors experience, builds cognitive, physical, emotional and community bonds and keeps everyone informed on important health topics.

OUR 50+ WELLNESS ACTIVITIES

Ensuring a healthy and happy life for our senior community members in Baie-Comeau, Sept-Îles and Port-Cartier.

Cultural Activities

- Visit to local museum-Shaptuan-Sept-Îles
- Sketching workshops with local artists
- English-movies
- Story-Telling Workshops
- Celtic Music Concert and Workshops
- Annual Christmas Tea in Sept-Îles
- Sketching and Drawing Workshops
- Visual Art Workshops

Physical Activities

- Walking Clubs in Baie-Comeau and Sept-Îles
- Bowling

Social and Learning Activities

- Creative crafts
- BINGO
- Collective Kitchens
- Cognitive and Social Games Afternoon
- Stitch N' Yarn Group
- Social Teas
- Celebrating special observance days
- Monthly Book Club in Baie-Comeau and Sept-Îles
- Monthly CHEP Sessions - Health and Wellness Information Sessions
- Legal Information Workshops
- Annual Christmas Cake Making
- Book Clubs

Senior Health and Wellness Activities 2021-2022

8 - CHEP Sessions

- The Expanding Role of Your Community Pharmacist - 8 participants
- Tick and Lyme Disease - 17 participants
- Vision and Eye Care-21 participants
- Medical Emergencies in Seniors -7 participants
- Understanding and Navigating the Journey of Dementia - 11 participants
- Fall Prevention - 21 participants
- Decluttering and Downsizing/Chronic Disorganization and Hoarding - 20 participants
- From Social Isolation to Wellness and Belonging - 1 participant

4 -Partner Organizations

Information Sessions

- Advance Medical Directives and Living Wills - 14 participants
- Civil Liability - 21 participants
- Diabetes Type I and II - 8 participants
- End of Life-Love is in the Details - 18 participants

Special Events/Outings

- International Women's Day - SI-19 / BC-21 participants
- St. Patrick's Day - SI-41 / BC-18 participants
- Remembrance Day
- Annual Christmas Tea - 65 participants
- Christmas Themed Luncheon - SI-33 participants
- Annual Christmas Cake Making - 17 participants
- Franquelin Forestry Village
- National Seniors Day - SI-25 /BC-22 participants

Activities

- Walking group in Baie Comeau and Sept-Îles
- Social Games Afternoon
- Stitch N'Yan Weekly Group
- Sketching and Drawing Workshops
- Visual Art Workshop
- Intergenerational Activities

ANNUAL REPORT 2021-2022

Respite Care - identifies vulnerable and isolated English-speaking seniors, as well as identifying caregivers to these seniors, who require a break from the continuous care they provide. In addition to one-on-one social visits, staff provide cognitive stimulation, emotional support and provide health and social services information to our respite care clientele.

Respite and Shut-In 2021-2022



14 Shut-In Clients

196.5 Shut-In hours provided / 99 visits
2 hours, on average spent with client

12 Respite Care Clients

623.5 Respite Care hours provided / 295 visits
3 hours, on average spent with client

www.quebecnorthshore.org

YOUTH AND EDUCATION

MCGILL RETENTION PROGRAM

This year, congratulations are extended to two recipients who were selected for the McGill Bursary Program and will pursue their studies in the following programs:

- Social Work Degree, Université du Québec à Chicoutimi;
- Criminology, Université de Montréal

The McGill Bursary Program encourages youth studying in an identified program within the Health and Social Services sector, to complete their degree and return to their region to work. There continues to be a high demand for health professionals in the North Shore, who are bilingual in both French and English.

Additionally, in a continued partnership with the Carrefour Jeunesse Emploi (Duplessis and Manicouagan) and CLC, NSCA held a virtual **Career Day** for youth. Five schools participated with approximately 140 students attending.

Pre-recorded *Career Capsules* for youth employability were promoted through NSCA's Facebook page and podcasts to inform youth about various career paths available in the North Shore.

MENTAL HEALTH INITIATIVES 2021-2022

Youth & Mental Health Well-Being Assessment Survey (gaps, needs and priorities)

- 3 schools surveyed
- 60 participants
- 9 identified topics

CHSSN - Youth Pulse Survey

- Promoted on NSCA social media platform to gain insights to improve access to mental health services in Quebec

Mental Health Resources Directory Resource Tool

Identified organizations who are able to offer their services in English

- Wallet-size mental health resources list
- Fridge magnet

5 - Mental Health Workshop Sessions Offered

- Depression
- Dependencies
- Body Image & Self Esteem
- Anxiety
- Gender Identity and Sexual Orientation

Family Mental Health Tool Kit

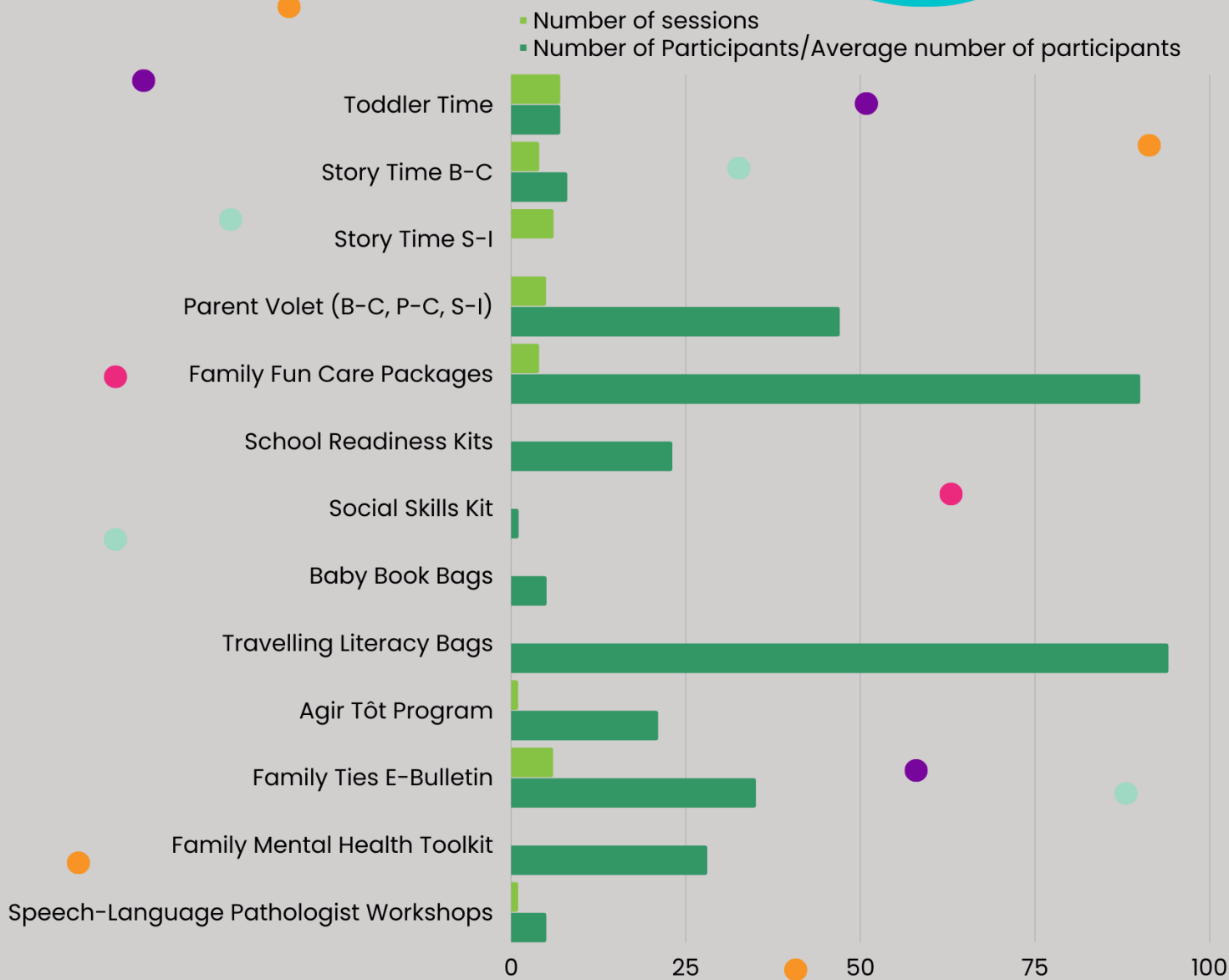
- Coping strategies to get through life.
- Topics cover attachment, play, healthy eating and nutrition, links and videos for resources

Community Visibility

- Maintain participation on prioritized tables and representation on decision-making structures
- 10 maintained partnerships
- Created 1 new partnerships; re-established 1 existing partnership
- Raise an awareness on mental health issues and work collaboratively to address these issues.

Our goal is to maintain contact within communities, schools, organizations, peer groups, and families in a manner that's productive and constructive, to foster positive relationships and resiliency skills. Addressing mental health issues is a first step towards obtaining this goal.

Early Childhood Initiatives



www.quebecnorthshore.org

ANNUAL REPORT 2021-2022

The NSCA gratefully acknowledges the financial support of:

**Secrétariat aux relations
avec les Québécois
d'expression anglaise**

Québec 

CHSSN



McGill



éducaloi

INFORMATION EMPOWERS

Appui
proches aidants



Health
Canada

Santé
Canada

Canada 

**Secrétariat
à la jeunesse**

Québec 

RDN

Regional Development Network
Réseau de Développement Régional