



ANNUAL REPORT

- 2022 / 2023 -

Bringing
Communities
Together

Rassemblons nos
communautés

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About the NSCA

The North Shore Community Association, founded in 2000, remains invested in serving and representing the vibrant English-speaking minority population across the extensive and remote North Shore region, providing a wide-range of resources. We continue to respond and adapt to the identified needs of the community and achieve our goals, run our programs and services from funds received from several government and community organizations.

We reflect upon the accomplishments, challenges and milestones achieved by the North Shore Community Association this past year, and will present an overview of our program outcomes, community engagement, and future goals.

Mission

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

The organization's 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.

Objectives

- Develop and maintain a knowledge base about the English-speaking community of the North Shore.
- Increase access and knowledge of services and resources for the English-speaking community within the region.
- Increase cohesion and participation in the English-speaking community.
- Support and showcase the English-speaking community and its heritage and culture.
- Strengthen communication and visibility within the community.

A Word From The Chair

Good day and welcome to you all,

Thank you for joining us as we look back on the impressive work accomplished from April 2022 to March 2023. Community networking and collaborative partnerships both locally and provincially have been thriving and they are invaluable to our success. Throughout the year, the organization has shown strength, efficiency, and the capacity to grow and adapt to our evolving demands.

Community services offered are numerous and cater to all ages. We have increased activities for our 50+ Wellness Program to include yoga classes, painting, walking club, Thai chi and intergenerational activities with our schools. New resources have been developed and offered for youth mental health and well-being, as well as implementing activities for the Early Childhood Parent Volet program with 3 of our elementary schools. In addition, there are the ongoing Toddler time and Story Time programs. We also have a close collaboration with our schools for numerous joint activities.

The organization held well-attended cultural events this winter. The Heritage Capsules, containing a wealth of information for generations to come, were launched and screenings were held in Baie Comeau and Sept Iles for Guy Rodger's documentary film "What we choose to Remember".

All of these successes would not have been possible without the dedication, strong work ethic and the creative, innovative thinking of our staff and the unwavering support of you, our members.

On behalf of the Board, I would like to thank you all !

Mary Ellen



Board of Directors

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
Aby-Gaelle Jerome	Youth Director

2022-23

Staff

Jody Lessard	Executive Director
Eveline Audy	Executive Assistant
Annie Lafreniere	Program and Communications Coordinator
Cynthia Dempsey	Administrative Assistant
Charlene Lavallee	Office Supervisor/Senior Wellness Coordinator
Louise Mansbridge	Senior Outreach
Amber Dalby	Community Coordinator
Alicia Buffitt	Projects Coordinator

Thank you to Christophe James who worked with the team for a portion of the year.

What's new in 2022-2023



Every organization looks to rebrand themselves to remain modern, up-to-date and reflect growth. This was no different for the NSCA. This year we hired a marketing firm to create a new logo and refresh the NSCA website. The results were very much noticed with a crisp, vibrant logo representing our communities on the North Shore. Our website will be easier to navigate making it more user friendly. The responses received from community members were very positive. Check it out at: www.quebecnorthshore.org.

This year the CHSSN produced a Baseline Data Report 2022-2023 based on the 2021 Census of Canada. A section is dedicated for Region 09 - The North Shore. It was surprising to note that the total population in this region is 87,420, with 5,300 being English-speaking (6.1%). We have now seen a slight increase of the English-speaking population since 2016. Moving forward, knowledge of this information assists the NSCA in developing programs and services for our English-speaking population..



We, at the NSCA, are proud to continue assisting the English-speaking communities in this region.

Community Impact

How do we know, as an organization, that we are meeting our objectives? Well, we measure the impact within the community by measuring participation in activities, events, information sessions attended, and in time staff spent assisting those who cannot attend in-person events. The impact in the community is seen by breaking down social isolation, acquisition of new information and friends, enhanced physical activity, and new skills (technology and others) learned, etc.

Our measurable, recurring events within the communities

- Weekly Wellness sessions for seniors
- Early Childhood Initiatives
- Youth and Educational workshops & information sessions
- Community cohesive events
- Cultural activities
- Heritage and tourism initiatives
- Mental Health and Well-Being

Community Development and Partnerships

Creating projects in collaboration with community partners, such as workshops, program delivery or pilot project, helps build a network and creates opportunities to share information, identify issues, challenges and solutions such as service improvements.

Employability Strategy

7

Employability partners within 2 MRC Regions

18

meetings held

4

collaborations on employability support services



One such collaboration with our health partner, the CISSS Cote Nord, we promoted and disseminated information on CISSS's pilot initiatives: Pictogram-Directional Signage at Sept-Iles Hospital; Allô Program-Assistance Linguistic Liaison Orientation; and English-language customer agent.



The NSCA acts as a liaison between the English-speaking population and CAB Le Mirage by supporting and promoting the program Meals on Wheels.

We have translated **12** monthly menus and post these menus on the NSCA Facebook

In partnership with Eastern Shores School Board (ESSB), we were able to deliver a Parent Volet program with Pre-K students and parents; 3 schools have partnered for the program.

Partnered with Y4Y to help organize an intergenerational activity for their “Project Impact” with QEHS students



Maintained partnership with Ville de Port Cartier, Ville de Sept-Iles, and Ville de Baie Comeau for early childhood activities at local libraries for English childhood literacy programs.

New partnerships developed with Hommes Sept-Iles to organize a bilingual event for Dads and tots.



With the NSCA participating on provincial, regional, local advisory and decision-making tables, we represent the needs and challenges of the English-speaking community and raise awareness of the English-speaking population's needs relevant to the North Shore region.

9 Regional Committees

12 Local Committees

2 Provincial Committees

Additionally, the NSCA was invited to participate in **3** new committees:

1. Sante Mentale
2. CISSS - “Ma Famille, Ma Communaute”
3. RAP Cote Nord

3

Arts, Culture and Heritage

The NSCA continues to support and promote community arts, cultural events, and heritage projects. Events, such as holiday socials, book club gatherings, community gatherings, and local arts and culture presentations, were promoted through our newsletter, website, and Facebook page.

Throughout the year, a variety of events were offered, here are a few notable highlights.

Book Club in two communities (Baie-Comeau & Port Cartier).

Christmas Tea event in Sept-Iles (**89 participants**)

St. Patrick's Social was held in 2 communities (**56 participants**)

Creation of **11** heritage capsules for the "1000 Words" cultural project

Screening for film "What We Choose to Remember" presentation in **2** communities: Baie-Comeau (**30 participants**), Sept-Iles (**37 participants**)

Eight (**8**) English films were sponsored during the Film Festivals for Winter of 2023

4 craft workshops for seniors held in Baie Comeau

Weekly Stitch n' Yarn activity for seniors and older adults in Sept-Iles

2 Storytelling activities highlighting local history and events with seniors & youth

Community Involvement award recipient from Sept Iles community.

Health and social services

Having a formal Health and Social Services Networking Partnership Initiative committee consisting of members from community organizations, the health and social services sector and the English-speaking community work together through cooperation and partnership to improve and maintain access to health and social services. By being informed, the NSCA keeps abreast of new and developing initiatives in this area which aids in providing an awareness and access to these types of services for the English-speaking population.

7 Identified community partners for delivery of services.

Establishment of weekly walking groups in Baie-Comeau and Sept-Îles providing physical exercise, and mental health wellness by exploring new surroundings.

9 Health and well-being topics were delivered to our seniors during our monthly CHEP sessions.

2 Information sessions were provided by the CAAP on RPA's (private residences).

8 Intergenerational activities with students and seniors in Baie-Comeau and Sept-Îles.

Promotion and recognition of **World Elder Abuse** on June 15

Through the Outreach component of the NPI (Network Partnership Initiative) our aim is to reach vulnerable and isolated English-speakers, and support them in accessing health and social services in English. We continue to identify these individuals, as well as their caregivers, and provide respite care through our programming financed through the APPUI program.

In 2022-2023,

Total Respite Care **800.5**

Families

Presentation of workshops for families, in collaboration with the CISSS Côte-Nord, on the topic of a child's social and emotional learning.

Senior Wellness

The senior wellness program aims to maintain and improve the health and well-being of English-speaking seniors, increase access to knowledge of community services, promote health and wellness, and reduce social isolation.

We continue our collaboration with local schools to develop, promote, and deliver intergenerational community activities.

8 activities were held with 4 of our Regional schools

The NSCA has 2 Wellness Centers in operation; Baie-Comeau & Sept-Îles



52 Activities

46 Volunteers

879 Participants

Youth and education

McGill Bursary Program

Continued NPI support is ongoing for the McGill Bursary Program, which has a focus on retaining graduating students remaining in the North Shore region after completing their studies in the health and social services sector meeting the needs of English-speaking Quebecers and reducing barriers to health and social services.

The bursary is intended to provide a financial incentive to bilingual students from selected Quebec regions with appropriate English and French language skills pursuing full-time studies in the area of health and social services in a government recognized educational institution within their region.



Annual Career Fair 2022- Sept-Îles.

Approximately **141** students from the English-speaking High schools of the North Shore.

17 Career kiosks were installed during the event.

18 Health and social services careers promoted on NSCA social media platforms.

Other initiatives...

With our Regional Schools

- Baie Comeau High School
- Riverview School
- Fermont School
- Queen Elizabeth High School
- Flemming Elementary
- Northern Lights Adult Education Center

Creation and distribution of

150

"Monthly Family Planner"

Partnership

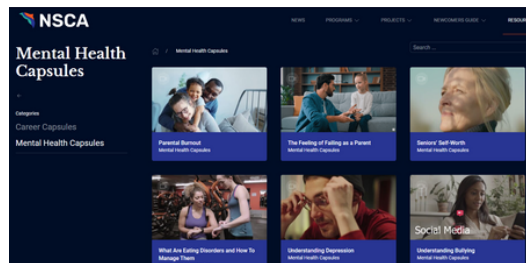
Meetings Community Learning Development Agents in Sept-Îles and Baie-Comeau to discuss and implement intergenerational events and mental health activities.

Mental Health and Wellbeing

The COVID-19 pandemic certainly took its toll on the population, especially more so, on our youth. Surveys completed by the CHSSN indicated that youth experienced a great deal of anxiety and stress during this time and some are still experiencing residual symptoms. It quickly became apparent that raising awareness of mental health issues was important for our youth.

To meet these identified needs, the NSCA contracted with Le Clinique Le Marais in Sept-Îles to create mental health capsules, on a variety of mental health issues, for youth, seniors, and families, raising an awareness about mental health.

16
Capsules available
through NSCA's
YouTube site



To vision our capsuls visit
<https://www.youtube.com/@northshorecommunityassocia3906/playlists>

In continued collaboration with the CISSS de la Côte-Nord and local community organizations, the NSCA organized a community resource salon where students had the opportunity to learn about services available to them. In addition to the morning event, a motivational speaker shared her life story on the importance of mental health and building resilience and perseverance.

Positive Mental Health Day on March 13, 2023.



≈ **90** youth participated from QEHS and Northern Lights Education Center

Other events, related to mental health and well being included:

Mental Health Workshops with Clinique Le Marais held at QEHS and Flemming School

“All-In Sept-Îles” Raising awareness for suicide prevention

Creation of a ‘Safe Space’ at QEHS

Vision Board Activity

Workshops and sessions for seniors

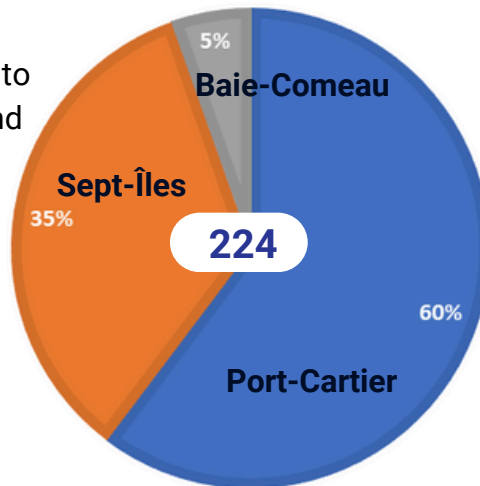
Creation of mental health and well-being Instagram posts with affirmations relative to youth.

Bell Let’s Talk event

Early Childhood Initiatives

Story Time

The aim of this activity is to provide, both parent(s) and child(ren), a time to encourage reading new books, create crafts and enjoy healthy snacks in a social atmosphere.



11 Sessions

114 Participants

Toddler Time

The aim of this activity is to aid children in developing social, cognitive and gross motor skills.

Baby talk

New initiative in 2022, the goal is for parents to share information, offer resolutions and break their isolation.

3 Sessions

With an average of 7 participants per session

In collaboration with the

235 activity bags distributed

11 in person activities

Parent Volet

These activities help parents, teachers and students come together to add resources to their inventory of learning materials.

The NSCA gratefully acknowledges the financial support of:

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

Québec 

Canada 



Health
Canada

Santé
Canada

CHSSN

RDN
Regional Development Network
Réseau de Développement Régional

 McGill

Appui
proches aidants

*Secrétariat
à la jeunesse*

Québec 

 **educaloi**
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