



# Annual Report

BRINGING  
COMMUNITIES  
TOGETHER

Rassemblons nos communautés

2023 - 2024



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# About the NSCA

The North Shore Community Association, founded in 2000, is dedicated to serving and representing the vibrant English-speaking minority population across the extensive and remote North Shore region. By providing a wide range of resources, we continuously respond and adapt to the community's identified needs. Our programs and services are funded by various government and community organizations.

This report reflects on the accomplishments, challenges, and milestones achieved by the North Shore Community Association over the past year. It presents an overview of our program outcomes, community engagement, and future goals.



## Mission

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.

## Our 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.

# Board of Directors

**Edith O'Brien**  
Vice-Chair

**Donald Goodfellow**  
Treasurer

**Marilyn Miller**  
Secretary

**Mary-Ellen Beaulieu**  
Director

**Marcella Beaudoin**  
Director

**Jackie Bizeau**  
Director

**Marie-Anne Bizeau**  
Director

**Heather Boyle**  
Director

**Aby Gaelle Jerome**  
Youth Director

# Our Staff

**Jody Lessard**  
Executive Director

**Eveline Audy**  
Operations/Administrative  
Assistant

**Laury Boulianne**  
Community Development  
& Outreach Manager

**Charlene Lavallee**  
Coordinator-Senior  
Wellness

**Natalie Greene**  
Programs Coordinator

**Annie Lafrenière**  
Programs and  
Communications Coordinator

**Amber Dalby**  
Community Coordinator

**Alicia Buffitt**  
Project Coordinator

**Aitalina Stepanova**  
Research & Programs Agent

**Louise Mansbridge**  
Seniors Outreach

**Hannah Letemplier**  
Community Outreach Agent

**Stefanie Collee**  
Community Outreach Agent

# Partnerships, Representation, and Networking Committees

## REGIONAL & LOCAL DEVELOPMENT

- Ville de Baie-Comeau
- Ville de Port-Cartier
- Ville de Sept-Îles
- Regional Anglophone Network (RAN)
- Table Régionale de concertation des aînés de la Côte-Nord
- Social Development Table-MRC Sept-Rivières
- Social Development Table-MRC Manicouagan
- Regional Social Development Table Santé Qualité Vie

## PAN - REGIONAL

- Community Health and Social Services Network (CHSSN)
- Regional Development Network (RDN)
- Provincial Employment Roundtable (PERT)
- Youth Employment Services (YES)
- Seniors Action Quebec (SAQ)

## HEALTHCARE AND SOCIAL SERVICES

- Centre intégré de santé et des services sociaux de la Côte-Nord (CISSS) Regional Access Committee
- Table organisme communautaire Manicouagan (TOC)
- Aire Ouverte (Sept-Îles & Baie-Comeau)
- Ma famille ma communauté
- Table Régionale Maltraitance envers les personnes aînées
- Table de concertation en santé mentale et dépendance et itinérance ( HCN/MANIC & Sept-Rivières)

## EDUCATION AND YOUTH

- Community Learning Centre (CLC) Baie-Comeau High School & Queen Elizabeth High School
- Eastern Shores School Board (ESSB)
- Éclaire Côte-Nord
- Réussite – Accomplissement – Persévérance (RAP) Côte-Nord
- Éducaloi
- Table de concertation des jeunes Sept-Îles

## COMMUNITY SUPPORT INITIATIVES

- Gaspésie Literacy Council (GLC)
- Centre d'assistance et d'accompagnement aux plaintes Côte-Nord (CAAP)
- Nuit Sans Abris
- Hommes Sept-Îles
- CAB Le Virage
- Table de concertation des aînés MRC Sept-Rivières

## CULTURAL

- Alice Lane Public Library
- Le Manuscript Public Library
- Louis-Ange Santerre Public Library
- Church of St. Andrew & St. George
- Manicouagan interculturel

# Community development & Partnership

## Collaboration with Quebec Connect



Supported podcast content creation, resulting in **20** episodes produced and shared on NSCA social media.

## Support for Social Economy Campaign



Assisted Pôle d'économie sociale Côte-Nord with translations for their Social Economy Month campaign.

## Tourism Collaboration



Partnered with Croisière Baie-Comeau and Ville de Baie Comeau to train 18 English-speaking tour guides.



Supported recruitment efforts for English-speaking guides and participated in a local tourism season launch event.

## Social Economy Initiatives



Participated in a presentation on Social Economy 101, sharing resources among staff.



Collaborated with SEENet and Pôle d'économie sociale Côte-Nord for community event planning and knowledge acquisition.

## Digital Literacy



Collaborative project with Gaspésie Literacy Council (GLC); 11 workshops held, 76 participants



TechTuesday - Dropin services 28 information sessions,  
Offering technical support

## Promotional initiatives



Promotion of the "French for the Workplace" initiative to community members.



Promotion of information kits with Alpha Lira, Place aux Jeunes Sept-Rivières, Municipalité de Port-Cartier, Centre Émersion.

## Newcomers Support



Created an English 'Newcomer's Guide' for the Sept. Rivières MRC.



Participated in 2 newcomer events in Port Cartier and Baie-Comeau.

# Arts, Culture and Heritage



*Annual Christmas  
Community Tea (Sept-Îles)*

**85 participants** (staff and community members) celebrating the festive season



*Weekly Stitch N' Yarn  
Group*

Creativity flourished over **32 sessions** with a whopping **292 participants!**



*Drawing, Sketching,  
Painting, Knitting & Craft  
Activities*

**4 sessions** with **47 participants**, exploring their artistic side



*NSCA at the Film Festival*

Sponsored **5 English films** during the Winter 2024 Film Festival, bringing cinematic experiences to the community



*St. Patrick's Day Socials*

Annual celebrations in two communities with **71 participants**



*Guided Heritage Tours*

Assisted and support given for heritage tours at Church St. Andrew & St. George **6 guided tours**



*Family Literacy Day  
(Port Cartier)*

A day dedicated to reading and learning, with **35 participants** joining the activity



*"1000 Words" Heritage  
Capsules Launch*

Launch of 11 heritage capsules with community members and partners - **56 participants & 7 community partners.**

## And also:

- Community Involvement award, and volunteer appreciation events
- Organized **2 Book Clubs** with monthly meetings from September to June, fostering a love of reading in two communities.



# Health and Social Services

## Health and Social Services Overview



Promotion of the **ALLO** program and **Customer Service Agent Interpretation Services** at Sept-Îles Hospital, as well as using pictogram navigation services. Working committee for Access Program informational brochure.



Promotion of **Patient Navigator Services** in Quebec City & access to a family doctor (GAP) program through the NSCA newsletter, podcast and Facebook social media platforms.



### KNOWLEDGE PRODUCTS

Developed infographics and socio-demographic data of the Cote Nord.



### PARTNERSHIPS

5 new collaborative partnerships established



### REPRESENTATION

16 committees/tables, 65 meetings attended



### CHSSN WEBINAR-CROP SURVEY

1 survey on access to health and social services in English received



### STAFF DEVELOPMENT

10 learning opportunities attended through workshops, conferences and online trainings.



### INFORMATION WORKSHOPS

5 information workshops for community members with a total of 55 participants

# Senior Programming

This year, our Senior Programming was packed with diverse activities focused on promoting health, wellness, and community engagement among seniors.

From exercise sessions and digital literacy workshops to intergenerational events and mental health support, we made sure to address the holistic needs of our senior community, ensuring they stay active, informed, and connected.



<b>SHARP Program</b>	6 sessions on health and wellness, 27 participants
<b>Stress Management Session</b>	Facilitated by CISSS Cote Nord, 13 participants
<b>Exercise &amp; Wellness</b>	9 sessions with a kinesiologist by Sport Conscience, 45 participants
<b>Community cohesion</b>	Community luncheon with members from Baie-Comeau & Sept-Îles, 38 participants
<b>Workshops on Eating Disorders</b>	Organized by Eki-Lib, 31 participants
<b>Wellness Program</b>	Sept-Îles: 28 sessions, 647 participants Baie-Comeau: 32 sessions, 433 participants
<b>Digital Literacy</b>	2 workshops on iPad and Tablet, Training, 26 participants
<b>National Seniors Day</b>	Recognition and promotion for 41 participants
<b>Community Events</b>	6 events with 188 participants, 54 participants in 3 intergenerational activities
<b>Respite Care</b>	812.25 hours provided over 413 visits
<b>Walking Groups</b>	Baie-Comeau: 12 sessions, 49 participants Sept-Îles: 29 sessions, 224 participants

# Youth and Education

## Annual Career Fair (Sept-1les):

- 5 schools participated, 25 career and entrepreneurial kiosks
- 120 students from English-speaking schools engaged

## Intergenerational activities:

- 3 intergenerational activities held with 2 schools, 54 participants

## Young Adult Activities:

- 7 activities in Sept-1les, 62 participants

## Wear It Purple Day:

- Day event to raise awareness and support to the 2SLGBTQIA+ community, 125 participants

## Community Network Bursary Program:

- Development of 1 promotional pamphlet
- Continued partnership with CISSS for in-demand health and social services careers

## Health and Social Services Careers:

- Promoted through NSCA's social media platforms
- HSS Career resource tool distributed to 5 educational institutions

## SAFE Space Initiative:

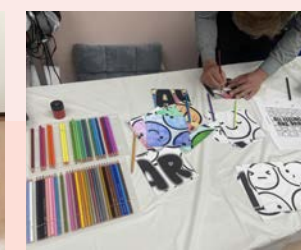
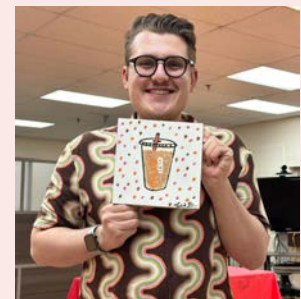
- Launched at BCHS / Sept-1les Queen Elizabeth High School

## Eating Disorders Awareness:

- 10 participants at Eki-Lib kiosk presenting services to parents and families

## Aire Ouverte Information Kiosks:

- 2 kiosks focused on suicide prevention and awareness
- 28 participants from two local high schools



# Early Childhood Initiatives

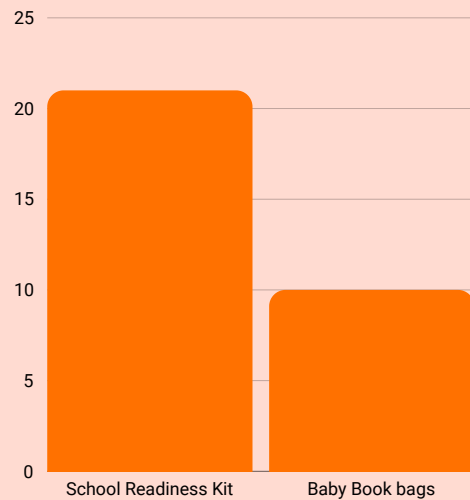
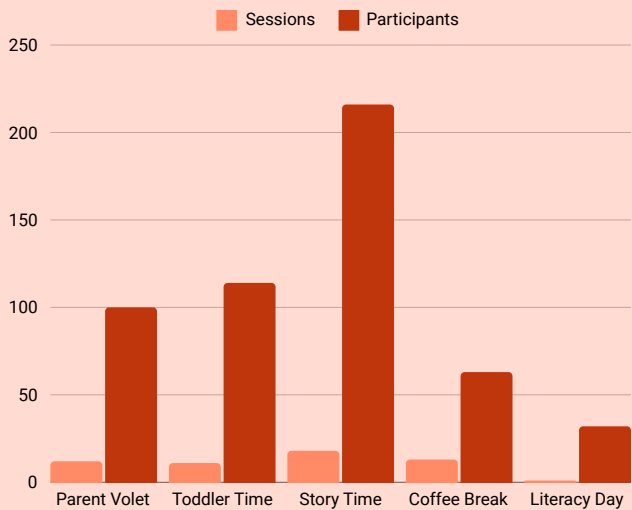
We continued supporting Early Childhood programs with schools, hosting **3 Hommes Sept-Îles activities** and forming a partnership with **Centre d'Amitié Autochtone Sept-Îles** for Story Time sessions.

Collaborations with Autisme Côte Nord led to the **translation of 4 documents** for better service accessibility. We developed Family Ties e-bulletins, an Early Childhood survey, and distributed a 'Family Planner' to local schools.

Staff participated in key training sessions on Autism Spectrum Disorder, mental health, and free play. We also engaged **10 participants** at an Eki-Lib kiosk on eating disorders, produced **3 early childhood podcasts**, and facilitated Coastal Roots Online sessions for parents and caregivers.



**58 sessions**  
**596 participations**



# Mental Health & Well-Being

This year, NSCA advanced mental health support by regularly updating social media, publishing articles, and producing podcasts that featured community organizations.

We created a high school resource guide, "*My Life in High School: Tips and Tricks for Survival*," offering mental health advice.

Additionally, we developed youth mental health infographics, shared them with partners, translated key documents for accessibility, and collaborated with Hommes Sept-Îles to help English-speaking men on the North Shore improve communication and conflict resolution skills.

## Resources and Knowledge Base

Ongoing dialogue with partners and sharing the needs and challenges of the English-speaking population through raising awareness

- 10 committees/tables
- mental health infographics presented to partners

Resource tool for families:  
2 publications of listed available services for families within 2 MRC regions



**96 POSTS**

On Facebook and Instagram about mental health & well-being awareness



**3 PODCASTS**

On mental health, featuring local organizations



**1 RESOURCE GUIDE**

For high school students on mental health and school survival



**16 WELL-BEING SESSIONS**

yoga for seniors and physical sessions held with kinesiologist



**2 DOCUMENTS**

Translated for local mental health organizations



**8 REFERRALS PROVIDED**

English interventions and health resources shared

# Employability

This year, we focused on enhancing employability for the English-speaking community of the North Shore.

We updated the **2022 Labour Market Study** with the latest data from the 2021 census and conducted a survey to better understand the employment needs of this community.

In collaboration with the Provincial Employment Roundtable (PERT), we completed a **Regional Employability Needs Assessment**, ensuring our strategies are data-driven.

- ✓ 4 bilingual employability infographics produced and shared amongst employability partners



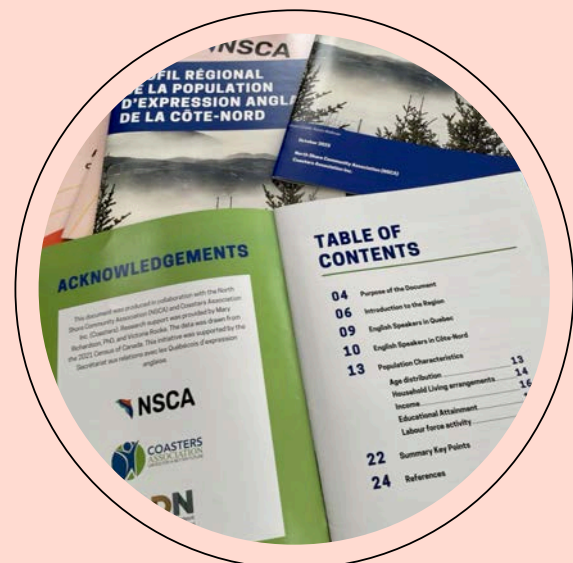
Participated at PERT provincial conference "UP23" and was one of the panelist for conference session "Beyond Numbers: Employment of English Speakers in Quebec"

# Regional Collaborations

Our partnership with the **Coasters Association** from the Lower North Shore facilitated the creation of a Regional Portrait, which was crucial in outlining priorities for the community.

We developed and distributed a **Regional Profile of the English-speaking Population of the Côte-Nord**

- ✓ presented to staff and community partners
- ✓ shared with 7 partners
- ✓ shared with 4 stakeholders



# Acknowledgments

As we conclude this report, we are proud of the strides NSCA has made in supporting the English-speaking community of the North Shore. Through our diverse programs and initiatives, we have strengthened connections, provided essential resources, and fostered a sense of belonging. The achievements outlined in this report are a testament to the hard work and dedication of our team, volunteers, and partners.

None of this would have been possible without the generous support of our financial partners.

The NSCA gratefully acknowledges the financial support of:

Secrétariat aux relations  
avec les Québécois  
d'expression anglaise

Québec 

Canada 

CHSSN

Appui  
proches aidants

RDN  
Regional Development Network  
Réseau de Développement Régional

 McGill

 educaloi

Secrétariat  
à la jeunesse

Québec 

 Fondation Lucie  
et André Chagnon



Health  
Canada

Santé  
Canada



# North Shore Community Association

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