



Executive Director’s - Follow-up Report

The following information outlines the highlights (summary) of the activities of the Coasters Association Inc. from April, 2016 to March, 2017, as a follow-up to the annual report of April, 2015 to March, 2016.

Contents.....	1
Operational Structure.....	3
Networking & Partnership Initiative - NPI.....	4
Health Promotion & Prevention – HPP.....	6
Youth Programs.....	8
Economic Development	10
Communications.....	12
In-office Activities.....	12
Conclusion.....	12

Operational Structure

Board of Directors/Committees

- All activities (meetings, documents) as scheduled were carried out with the Executive, Board and Staff
- Held four meetings of the board with presentations by partners (i.e.: Hollande Center – affiliate organization, Local Table for Seniors & L’Alliance – senior initiatives, Mayor of the Municipality of Gros Mecatina – public health consultations for cancer rates, Commission Scolaire su Littoral - education, Junior Tourism Consultant – ad-hoc tourism steering committee and tourism forum.
- A management team was established in April, 2016, comprised of the permanent full-time staff (Cornella, James, Kimberly & Shannon) and the President, Anthony Dumas, and a meeting was held.
- Information session on Social Economy initiatives for the board held by the Director of Programs, and a workshop on the Stabilization Plan and Human Resources Plan by the Executive Director and the Consultant, Hugh Maynard.
- As a result of these workshops and steps to implement the Action Plan of the Succession Plan, a Stabilization Plan and a Human Resource Plan were produced for the organization.
- The establishment of a new committee (Constitutional Committee), comprised of Johanne Beaudoin, Claire Labadie, Tony Roberts, Cornella Maurice and Hugh Maynard, and the first meeting will be held in April, 2017.

Staff

- Three regular staff meetings, workshops/sessions held on the Contribution Agreement of Canadian Heritage, Stabilization Plan and Human Resources Plan, and on Social Finance initiatives.
- Employed 65 employees across the Lower North Shore in 2016/2017, including seasonal workers, and managed over 1.4 million dollars.

Partnerships

- Through partnerships, the board of directors maintained nine (9) locations/sites across the Lower North Shore.
- Partnership continued with the YMCA to use their charitable status, as well as with CARS to submit projects on a National scope, and with the Fondation Uni-Aide and Dr. Camille Marcoux Foundation. The provincial foundation of the QCHSSN continued their support.
- Participated in all meetings of the local/regional groups and the provincial groups, as well as all government (provincial and federal) departments.
- Continued to participate in the activities and events of the QCGN.
- Sustained partnership with CEDEC, and continue to work in collaboration on potential projects for the future development of the Lower North Shore economy.

- Maintained partnership with the CHSSN and established a partnership with Hollande.
- Continued a solid partnership with Quanglo Communications.
- A model partnership with the Community Learning Centers/CSL and the CISSSCN.
- Exceptional partnerships with ten CCTT's (Biopterre, Merinov, Oleotek, Innofibre, Centre Forest Boreale, ITEGA, Centre de geomatique du quebec, CIRADD, Trantech and Cedfob)
- Maintained partnerships with Université du Québec à Trois-Rivières, McGill University and established a new partnership with Memorial University and York University.

Networking & Partnership Initiative - NPI

Lower North Shore Coalition for Health

- Lower North Shore Coalition for Health (LNSCH) held four (4) regular meetings & two (2) special setting meeting to oversee and organize various initiatives (i.e.: BCNeF, Senior Day centers, Avenir d'enfant, McGill, KIDS camp, Health Promotion & Prevention program, Telehealth - CHEP).
- Sub-committee of LNSCH, Exchange Network, held monthly meetings (7) regarding updates and sharing of various initiatives.
- Director of Programs at the Coasters Association office sitting at a Provincial table to work with Health Canada on the parameters of the next five (5) years of Health Canada funding.

McGill Project

- Three (3) bursaries of \$10,000.00 through the McGill Scholarship program for a total of \$30,000.00: *Amber Smith - Nursing, Kelly Fequet - Social work, Trisha Joncas - Pharmacy*).

Foundations

- Supported the ongoing updating and implementation of the Uni-Aide Foundation's 5 Year Strategic Fundraising and Communications Plan.
- Maintained networking and organizational relationships with key stakeholders.
- Provided the Foundation with ongoing operational, administrative, marketing, communications, graphic design, branding, website development and technical support.
- Supported the implementation of the Lower North Shore Health Fund through thirty-one (31) requests for assistance in 2016-2017 totaling \$8,090.07 which, contributed to a total of \$61, 941.89 and 145 request being distributed to community members who were dealing with illness since the implementation of the Lower North Shore Health Fund in 2012.

- Supported the implementation of the Lower North Shore Social Program Fund through two (2) requests for assistance in 2016-2017 totaling \$20,000.00, which, contributed to a total of \$34,058.95 and five (5) requests being distributed to social programming initiatives for youth, seniors, and those with a loss of autonomy since the implementation of the Lower North Shore Social Program Fund in 2015.
- Assisted in raising approximately \$30,651.07 – through to March 20th, 2017 through various fundraising initiatives and events aimed at supporting social programming, cancer patients and persons with serious illnesses on the Lower North Shore.
- Provided operational, sales, administrative, marketing, graphic design, website development and technical support to the Docteur Camille-Marcoux Foundation with the implementation of their 2nd Annual Charitable Lottery; raising approximately \$28,633.70 through the sale of 1,430 tickets to further their mission “*to support the development of human resources on the Lower North Shore*”.
- Maintained the partnership formed with Docteur Camille-Marcoux Foundation, Uni-Aide Foundation, McGill University and CHSSN to aid in maintaining the positions of the Social Economy Development Agent, Social Economy Coordinator and Social Economy Animator.

Training and Development

- Continued partnership with YES Montreal to provide business coaching to develop Social Economy initiatives on the Lower North Shore.
- Carried out staff training on collective impact, poverty, management webs, etc...
- TAMARACK training “Collective Impact & Evaluation”, in partnership with the CLC’s.
- Participated in the Interregional/Liaison project, sponsored by CASA, to create an action plan in regards to patients travelling of the territory to obtain services (i.e.: where, how many, for what, etc...)
- Attend two (2) Networking and Partnership Initiative (NPI) retreats with the CHSSN.

Health Initiatives

- Established an Advisory Committee to the CISSSCN Board of Directors, and held two (2) meetings.
- Johanne Beaudoin appointed to board of directors of CISSSCN to represent Anglophone population in the Cote Nord region
- Supported the member of the Board of Directors of the Centre intégré de santé et services sociaux (CISSS), by providing concerns forwarded by the Lower North Shore population.

Health Prevention & Promotion – HPP

Senior Day Center

- Eight (8) Day Centers established on the Lower North Shore; Kegaska, La Tabatiere, Tête à la Baleine, St. Augustine, St. Paul's River, Harrington Harbour, and Blanc Sablon in partnership with Commission Scolaire du Littoral, St. Peter's Parish - St. Paul's River, Dr. Hodd Pavillion in Harrington Harbour, Residence aux Beaux Sejour in Lourdes de Blanc Sablon, & La Romaine with the Municipality of Golfe St.Laurent
- Eight (8) Day Center animators hired
- Following discussions with partners, it was decided to create one advisory committee for all the Day Centers (to be established)
- Partnership with Groupe Accessibility, St. Augustine, however, activities are on hold, due to lack of Animation
- Music and Art program in place, and music sessions held with youth, seniors and community
- 408 day center activities (games, bingos, socialization, puzzles, etc...) took place
- 116 adapted exercise classes held
- 95 classes held, including inter-generational activities (crafts, cooking, etc...)
- 426 home visits with seniors and those with a loss autonomy
- Supported the club in Chevery with eight weeks of activities and the meals on wheels' program (one animator hired)

Health Promotion

- Partnership with CHSSN to deliver CHEP Video Conferences on Arthritis, & DVD sessions held on Diabetes and the Sugar Factor,
- Shared information on AMI Quebec, & Caregivers network programing with communities.
- In collaboration with CISSSCN health promotional information is being disbursed through the Local Clinics, CISSSCN also offered VieActive training and held information sessions on Ageism (Formation Sensitivity towards Ageing persons) and senior abuse.
- Partnered with Sûreté du Québec to provide information on Senior Abuse to seniors in six (6) communities
- Partnered with the MRC to hold information sessions with seniors (train the trainer) on fire safety in all communities (14), it was shared with housebound seniors, by seniors, during National Fire Safety Week.
- Health Information shared through Newsletter (Health Matters).
- Face book page developed, to share information with population
- DVD's and Movies on the different aspect of caregiving was purchased and shared with Day centers and Seniors clubs.

Community Kitchens

- Community Kitchens implemented on the Lower North Shore
- 120 community kitchens activities held

- Cooking sessions held with disabled children and youth

Book on Wheels

- Program implemented through the six (6) senior day centers along the Lower North Shore.
- 108 “Books on Wheels” days held, program aids in breaking the isolation of seniors and those with a loss of autonomy through social participation and the inclusion of seniors

Alzheimer’s Society

- Established partnership with Alzheimer’s Society to deliver services to the LNS, in all communities
- Thirteen (13) Animators offer respite services
- 668 respite visits with seniors (supporting caregivers of seniors) which amounts to 1582 hours in respite care
- Partnered with CISSSCN to ensure the program is meeting the needs of caregivers
- Developed Poster, pamphlet and referral forms for respite program, to be shared with CISSSCN
- All material developed translated to both languages (English and French)

L’APPUI

- Established partnership with L’APPUI to raise awareness on family care-giving.
- Activities held in nine communities (i.e.: Kegaska, La Romaine, Harrington, Chevery, Tête a la Baleine, La Tabatiere, St. Augustine, St. Paul’s River and Blanc Sablon). The event took many forms, there were movies, or DVDs such as Home Care, Alive Inside and still Alice”, just to name a few, discussions were held and experiences shared, followed by luncheons or dinners. These events go a long way in promoting the importance of family caregiving, one hundred and eighty-eight (188) people participated in the events.

Adapted Transport

- File is being addressed at the MRC level, however some services have started in the Municipality of Blanc Sablon.
- Committee was formed, comprised of MRC and CISSSCN to advance the file.

Local Table for Seniors

- Provided Administrative support to the Local Table for Seniors.
- Assisted with project development and carry out of said projects (Volunteer, Media, Community Consultations and Resource People).
- Partnered and provided support to Seniors groups across the LNS to carry out various activities.

Municipalité amie des aînés (MADA)

- Participation on a MADA committee to finalize the Age Friendly Policy for the MRC.
- Supported MADA with branding and graphic design for their organization's logo development

L' Alliance

- Partnered with L'Alliance to improve life conditions for seniors along the Lower North Shore, produced an action plan and up to date report of what was accomplished.
- Johanne Beaudoin is the representative for the Coasters Association and Local Table for Seniors, and she presented a plaque at the last board meeting for our participation to the L'Alliance organization.

Residence aux Beaux Sejour (CISSSCN)

- Signed an agreement with the CISSSBCN to manage the Residence aux Beaux Sejour in Lourdes de Blanc Sablon for 2½ years, providing service to ten (10) seniors and those with loss of autonomy, and hired a Manager, five (5) part-time workers and a replacement worker, as well as a part-time Maintenance person.
- An Advisory Committee, Working Group, Employee Committee and a Family Residence Committee were established, and a countless number of meetings held.
- All the necessary administrative documents were produced for the facility, and the necessary training to support the employees to adequately carry out their duties was provided. On-going training will be provided
- Offered day center activities at the home and to vulnerable seniors in the community (Books on wheels, community kitchens, craft days, adapted exercise program and outings in the community)

Youth Programs

Basse Côte Nord en Forme

- Six (6) Animators hired (Harrington, Chevery, La Tabatiere, St. Augustine, St. Paul's River and Blanc Sablon) to carry out BCNeF activities that promote healthy eating and healthy, active lifestyles.
- Partnerships developed with Commission Scolaire du Littoral - Schools, Local Arenas & Youth Centres for infrastructures.
- All six (6) Animators assist with healthy snack or breakfast activities within schools (6).
- Local Action Groups (LAGS) established to support the operations of the BCNeF program in their respective community.
- Monthly Animator meetings held and regular follow-up to support BCNeF Animators on the Lower North Shore.
- Promotion of healthy nutrition, physical activity and community events/activities promoting healthy, active lifestyles via social media (i.e. BCNeF Facebook page).

Show ME the Way (Avenir D'enfant)

- Eight (8) Animators hired (Kegaska, Harrington, Chevery, Tete-a-la-Baleine, Gros Mecatina, St. Augustine, Bonne Esperance, Blanc Sablon) to carry out activities that encourage the development of youth 0-5 years.
- Actions implemented to continue the ec0-systemic approach process.
- Partnerships developed with Commission Scolaire du Littoral for infrastructures.
- Bi-monthly Animator meetings held and regular follow up to support Show ME the Way Animators across the Lower North Shore.
- Working Group established (CISSS, Coasters, CSL, MRC, CPE Mer & Mousse) to ensure activities identified in action plan are carried out.
- Reaching in... Reaching out (RIRO) training completed with Show Me the Way Animators (5), BCNeF Animators (3) and partners (Sports & Leisure, CISSS, MRC). RIRO training focused on building resilience in adults and youth 0-8 years old.

KIDS Summer Camp

- The theme for the 2016 camp season was “*KIDS Summer Camp – 10th Anniversary*”, with various weekly themes.
- Three (3) summer camps were in operation (La Tabatiere, St. Paul’s River, Lourdes de Blanc Sablon).
- Sixty (60) youth were enrolled into the KIDS Summer Camps for the 2017 season.
- Partnerships formed with Young Canada Works, Service Canada, CSL, Mgr Scheffer and St. Paul’s school, CLC of St. Paul’s River, CISSSCN, CLD, Social Economy fund, Quebec 4H, QeF/Basse Cote Nord en Forme, local businesses, arena in La Tabatiere.
- Advisory Committee maintained of partnering organizations to plan and prepare for the camps.
- Community KIDS camp committees established to oversee the operations of the camp.
- Eleven (11) student counselors hired for the 2016 camp season.
- Special funding envelope provided by PARSIS and Embrace Little Hearts Fund to hire three (3) shadows for the KIDS camp in Blanc Sablon, accommodating three (3) disabled youth.

Youth Employability

- Two (2) students hired during the summer to support health and social service and bio-development files.
- Project received from Service Canada, “Empowering Coastal Youth” in partnership with CSL, CEDEC, MRC, Emploi Quebec, Caisse Populaire Desjardins de Blanc Sablon, and businesses.
- Eight (8) youth hired deriving from Chevery, La Tabatiere, St. Augustine, St. Paul’s River, and Lourdes de Blanc Sablon taking part in the twenty (20) week project, carrying

out three (3) weeks of Group Based Employability Skills training and seventeen (17) week Work Experience.

- The eight (8) Youth Participants carrying out their work experience with the following businesses/organizations: four (4) youth partnered with the LNS Research Center, one youth with the Municipality of St. Augustine, one youth with LNS Bioproducts Solidarity Cooperative (with funds from the Municipality of Bonne Esperance), one youth placed at TC Business Solutions/Coastal Printing, and one youth interning at the Residence aux Beaux Sejours.

Economic Development

Lower North Shore Bio-products Cooperative

- Board of Directors – six (6) elected officers maintained for the Lower North Shore Bio-Products Cooperative- *James Buckle- Coasters Association representative*
- Funding secured by LNS Bio-products Cooperative to put in place Wildberry factory in Municipality of Bonne Esperance
- Training provided to fifteen (15) people of St. Paul's & Old Fort, on wildberry food processing, given by CSL
- Five (5) people hired to work in factory in Bonne Esperance
- Provided operational, administrative, marketing and graphic design support for cooperative related events, including various meetings and the Lower North Shore Scientific Summit.
- Assisted with technical, research and marketing support for the branding and packaging development of the Parallèle / 51TM food product line.

Lower North Shore Research Facility

- Proposal under development to put in place a Research Chair to aid in development of bio-products on the Lower North Shore with the University of Quebec-Three Rivers.
- Three (3) year commitment of financial and technical support received from American Pharmaceutical Company Arclay to support development of a Research Chair on the Lower North Shore with the Lower North Shore Bio-products Cooperative and the University of Quebec-Three Rivers.
- Three (3) science students (Karla Roberts, Jessica Poole, and Kristin Mader) from the Lower North Shore recruited to complete their master program in Environmental Science
- 1st year of land and sea research completed on crowberries and algae.
- Meetings held on possible projects regarding the Feasibility Study by the Company Collineo, lead by the CLD, in partnership with the Coasters, MRC, I&S Seafood, Harrington Harbour Seafood Co-op, Shore Grow and Co-op Bioproducts Solidarity.
- Project accepted by Industry Canada to complete business plan for a Business incubation acceleration center.
- Partnership formed with Memorial University to have four (4) students submit to

complete a masters degree in management with business and science faculty (degree program to start in September-students still pending final acceptance).

- Participated in a bio-marine conference in Oslo, Norway, funded by the provincial government, to launch the Quebec Maritime Strategy.
- Carried out a LNS Scientific Tour and Summit.

Tourism

- Maintained the Ad-hoc Tourism Steering Committee, comprised of LNS and Côte-Nord partners, as well as government representatives – Emploi Quebec and SADC.
- Hired a consultant and a junior consultant to support the action plan of the ad-hoc table and implement the marketing plan, through a project of Emploi Quebec.
- Continued work towards implementing and developing tourism through the Action Plan 2017, QLNS Marketing Plan and 2017 Tourism Communication Plan, through collaboration with partners and local people.
- Obtained a project from Canada Economic Development to carry out a tourism forum, and support the marketing plan of the ad-hoc table.
- Work towards the organization of a Lower North Shore Tourism Forum, this upcoming September.
- Continued partnership with Voyages CoSte – travel agency, and a member of the board of directors.
- Continued partnerships with ATR regarding the new strategic plan of ATR, and the Tourism 2025 plan of CEDEC
- Long-standing partnership with QLF on all their initiatives, and maintained partnership with Destination Labrador.

Natural Resource Development

- Hired a bio-development agent to promote natural resource development and liaison with community members and CCTT's through Eco-Canada Funding.
- Hired four (4) development and community agents to assist in project writing, development and community engagement along the Lower North Shore through "Youth at Work" funding (two (2) in St. Augustine, one (1) in Gros Mecatina, one (1) in Chevery)
- Continued partnership with the Lower North Shore Bioproducts Solidarity Cooperative, to support upcoming bio-business ventures
- Continued partnership with the MRC du Gulf St-Laurent, to support upcoming bio-business ventures.
- Project development surrounding the birch sap harvesting project on St. Augustine River
 - Permit for harvestable land submitted: February 14th 2017;
 - Funding application to Plan Nord submitted: February 9th 2017.
- Project development of composting facilities in Bonne Espérance and Cote-Nord-du-Golfe-du-Saint-Laurent
 - Business plan research and development;
 - Public consultation with Bonne Espérance and Cote-Nord-du-Golfe-du-Saint-Laurent: January 16th 2017, eight (8) people in attendance.
 - Funding application to Plan Nord submitted: February 9th 2017

- Project development on algae aquaculture on Lower North Shore coastline
 - Public consultation with Bonne Esperance and Gros Mecatina: January 12th 2017, thirteen (13) people in attendance.

Communications

- Continued to publish the Forecaster/Health Matters, and provided articles to the local newsletters.
- Promoted and published the organization through PSA's, interviews, press releases, etc... on the local radio, CBC radio, Radio Canada, Cable TV.
- Continued to place information on the web page & facebook. The new web address is <http://coastersassociation.com>.

In-office Activities

- Carried out all the office duties as stated in the annual report and more

Conclusion

Should any one request additional documentation or further information regarding any of the above-mentioned summary of activities, please feel free to contact the office (*refer to staff listing*) at your convenience and we would be pleased to accommodate you. **THANK YOU.**

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Executive Director

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