

President's Message

I would like to take this opportunity to thank everyone for their contribution to the Coasters Association in 2015-2016.

It was with great pleasure that I accepted the candidacy of President of the Coasters Association for another two years (2016-2018). The mandate given to me will be a challenge, but I intend to face it with the upmost dedication. The dossiers at the Coasters over the last year, while very exciting, demand a great deal of time and effort on the part of many people – dedicated volunteers.

It will only be with ALL of us working in partnership that we will be able to achieve a successful result from the plans laid out for this year 2016-2017.

Thank you ALL again for your on-going support and we look forward to continue working with you and for you..... On behalf of the Board of Directors and Staff of the Coasters Association, I would like to wish you a wonderful fall! Happy Thanksgiving!

Anthony Dumas, President

Coasters Association Board of Directors 2016-2018

Anthony Dumas, President
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Betty Alice Strickland, Secretary
Tony Roberts, Treasurer
Greta Gallibois, Executive Member
Randy Jones, Executive Member
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Tiffanie Conway, Physically and Intellectually Challenged
Johanne Beaudoin, Senior Representative
Dale Keats, Employment Representative
Lucy de Mendonça, Education Representative

GRAND OPENING

Lower North Shore Bioprocessing and Research Facility

March 18th, 2016, marked a very important, and strategic milestone for the Lower North Shore and the Bioproducts Solidarity Cooperative. The official grand opening of the **Lower North Shore Bioprocessing and Research Facility** in St. Paul's River, Québec on March 18th, represented a significant achievement in the economic and social development of the Lower North Shore. As a result of more than a decade of investments in research and business development, that was directly managed and **supported** by the Coasters Association, the communities of the Lower North Shore are now benefitting from the creation of more jobs, new and exciting career and educational opportunities, as well as the chance for all individuals to receive their fair share of proceeds from the sustainable development of our local biomass resources.

The grand opening received local, regional and national media coverage and was attended by a large number of community members and partners from government, industry, education and finance, all of whom came together to reflect and celebrate their collective journey of developing and diversifying the economy of the Lower North Shore. The prospects and benefits available to residents of the Lower North Shore are now brighter than they have been since the collapse of the fishing industry almost 2 decades ago. It is without a doubt that the future of the Lower North Shore is a positive one; one that allows more people to live and work in their communities, one that encourages our young people to stay or return home for both employment and educational opportunities, and, one that sees world class scientific research and development being conducted on our land by our people.

A lot of work has been done to date in biomass resource development, as a way to help build self-sufficient and vibrant communities on the

Lower North Shore, but the journey is not over. The next chapter in the development of our region promises to be as exciting and the benefits equally rewarding to all those who share our vision for the future. **The Lower North Shore Bioproducts Solidarity Cooperative, the Lower North Shore Bioprocessing and Research Facility, and the Coasters Association** are committed to innovation, job creation and the sustainable exploitation of our resources for the benefit of our citizens. We encourage anyone interested in learning more about our activities, or how they can become a member to contact the Lower North Shore Bioproducts Solidarity Cooperative at 418-379-2626 or by email at Inswildberry@gmail.com, and/or the Coasters Association at 418-379-2006 or by email at coasters@globetrotter.net.



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2016 Annual General Meeting

The AGM was very successful, 56 people were present, it was held in the Municipality of Bonne Esperance with video-conferencing to Montreal, Quebec City and Chevery. The participants expressed how pleased they were to hear of so many accomplishments, success stories and partners committed to the growth of the region in all aspects of development. The President, Anthony Dumas, opened the meeting and a welcome by the mayor of the Municipality of Bonne Esperance, Lionel Roberts, messages were read from friends (Denis Murray, David Birbaum & Charles Taker and the Deputy for Manicougan – Marlene Gill). The business meeting was held reporting on the annual activities, auditor's report and approval of the 2016-2018 board of directors. We were fortunate to be addressed by a keynote speaker, Stephan E. Doyon, from Arclay Natural Technologies, USA, regarding their partnership in the development of the Bioproducts Coop and the LNS Research Facility. A workshop was held on the current structure of the Health, Education, Justice and



Economics by our partners (CISSS, CHSSN, LTS, CSL, SQ, MRC & CLD), as well as a workshop on the LNS social economy, updates provided by our partners (Coop Bioproducts, Coop Coste, ATR, Uni-Aide Foundation & Camille Marcoux Foundation). *Powerpoints are available of the presentations.* A showcase of exhibitions were also set-up by partners, thanks to the support of CEDEC.

The special guest speaker was a youth (Keala Goudie) from the LNS that gave an impressive speech of what brought her back home and how important it is for everyone to support the youth of the LNS in completing their education and obtaining employment on the coast – she stated that she was very impressed with the Research Facility. Wrap-up by the Master of Ceremonies, Hugh Maynard and other closing activities, which included an acknowledgement to three people, who were 25 years with the organization – Lenora Keats, Tony Roberts and Lois Jones, as well as recognition given to Kimberly Buffitt for all her hard work and devotion to the organization and development of the LNS communities. Minutes will be produced of the AGM and

distributed, as well as copies available at the office. A huge thank you to everyone that participated in the March, 2016 AGM – your support means a great deal to us and the people of the LNS.

Major Accomplishments 2015/2016

- 2016/2018 board of directors (*see listing*)
- Minister of Health approved the setting-up a LNS Advisory Committee to the CISSS board of Directors (*Johanne Beaudoin selected to the CISSSCN board*)
- Basse Cote en Forme, Avenir d'enfant and R2 programs – funds secured
- K.I.D.S. camps in operation
- Three interns hired through the YMCA
- McGill bursary supported three students furthering their education
- Six youth participated in a Youth Skills Link program
- Two year funding program approved for the senior day centers by Ministere de Famille et des Aines
- Ah-hoc tourism steering committee (LNS, Cote Nord & gov't officials)
- LNS tourism action plan, marketing plan, consultations with all the LNS tourism entrepreneurs and stakeholders
- LNS Research Facility framework document & opening of Research Facility
- A Masters Educational Program in collaboration with the Université du Québec à Trois-Rivières with three (3) masters research students (science/environment) currently enrolled
- Partnership with Arclay Natural Technologies and 5 CCTT's (Biopterre, Innofibre, Oleotek, Centre Forest Boreal, Merinov)
- New partnerships with other CCTT's (CEDFAB, etc.)
- Coastal tour and Scientific Bio-mass Summit
- Opening of Coop Bioproducts, and a manager and four (4) employees hired
- LNS Health Fund and the LNS Social Program Fund created to provide



assistance and support to individuals and communities, and a multi-year fundraising and marketing plan for Uni-Aide foundation



Priorities 2016/2017

- Operational documents: Human resources development plan & Stabilization framework for the organization
- LNS Advisory Committee to the CISSSCN board of directors, comprised of seven people
- Partnerships confirmed for the continuation of the Basse Cote Nord en Forme, Avenir d'enfant and R2 programs
- K.I.D.S. summer camp in operation
- Interns hired through the McGill, and interns through the YMCA
- McGill bursaries to support three students studying in the field of health
- Eight youth hired on a Youth Skills Link program
- Senior Day Center funds secured
- Tourism forum achieved
- Coaching for entrepreneurs, organizations and Tourism Officer, & feasibility study (fast maritime link & chartered flights)
- LNS Research Facility - expand the Masters Educational Program to include other educational institutions and more students from other disciplines such as business, management and marketing, and social science
- Strategic Plan for LNS research facility
- LNS Research Facility - Business Incubation Center, under development, for research and business development to help the economy
- Uni-Aide Foundation lottery to support the health fund and social program fund
- Wildberry product packaging, Foodline parallel 51, and marketing materials in development
- Harvesting one ton of algae for testing
- Support and partner with the native community regarding a regional project to implement high speed internet on the LNS.

Community Consultations & Summit

2016 is a transition period for the CLD de la Basse-Côte-Nord as our operating structure will be incorporated into the MRC du Golfe-du-Saint-Laurent as of January 2017. However, one of our priorities will continue to be economic diversification.

As the biofood development agent, I had the great opportunity of joining the Lower North Shore Solidarity Bioproducts Cooperative with other partners on a coast wide tour in June promoting the opportunities for a bio economy across the territory.

The Coasters Association, the SADC Côte-Nord, Arclay Technologies, Merinov, the Commission scolaire du Littoral, the Députée de Manicouagan, Marilène Gill, and the Université du Québec de Trois-Rivières were

among the partners who participated.

The main objective of the event was to collect information to transform traditional ecological knowledge into economic development opportunities. The Lower North Shore is rich in natural resources and we would like to work together to develop these resources in a sustainable way.

Opportunities are being explored in various sectors of this industry such as algae, wildberries, agriculture, fish waste and non-timber forest products (i.e.: plants, mushrooms, etc.). The food, pharmaceutical, cosmetic and industrial markets are all options that can be explored through these resources.

Through research and studies, over 300 plants

and resources have been identified to date in our region. The Lower North Shore has so much potential for business creation in the various sectors and the career opportunities are endless. Harvesters, Researchers, Producers, Marketing and Sales, Spa and esthetics, Administration, Distribution, Agriculture development and Environmental management are all opportunities present and will arise with the continued development of the Coop and new business opportunities on the territory.

Nearly 150 participants partook in the community consultations which concluded with a Scientific Summit in St-Paul's River. Through this tour, we learned that each community of the Lower North Shore have their own specialities and we can build a great bio economy by working together. In the following months, we hope to explore these ideas and transform them into great viable projects to further develop the Coast.

We have already seen promising results in the development of the bio industry in regards to job creation, education and training opportunities but most importantly resources harvested by us and fully transformed by us!

One of my favorite quotes: « Protecting our resources, is protecting our way of life! »

Ashley Morency,
Bio-food development agent,
CLD de la Basse-Côte-Nord



Internship

My name is Kelly Fequet and this summer I was lucky enough to have been chosen to work with the Coaters Association and the Uni-Aide Foundation as a health intern. I am studying at the University of Ottawa to get my bachelors degree in social science with a specialization in social work. With the help of this internship, I have had the opportunity to attend some hospital meetings and work alongside social workers at the CISSSBCN where I hope to be able to return and work once I am finished my degree. Networking is a big aid in any field and this internship has shown me a long list of people who are ready and able to help me if I ever find myself needing advice.

I have also been given the task of finding different information and activities that focus on helping people who suffer from mental illnesses on the Lower North Shore. This internship has in a way given me a small glimpse into some of the things I will be doing once I begin my job as a social worker. I was able to gain valuable understanding of the health prevention and planning fields and get a better grasp on how things are done behind the scenes. I have been able to use some of the skills I have learned in school along with gaining some new skills throughout the summer. While I was very well guided in a list of tasks to do during the summer, I was also allowed a certain autonomy that made it so I was able to learn

how to get things done on my own. Teamwork, communication, leadership and problem-solving are just a small list of skills that I was able to develop over the summer and they are a great list of characteristics that will be very useful for any future job. I also gained confidence in my career choice and my ability to face the work force after I graduate in only a year and a half!

I am very thankful for this opportunity that I had to work for the Coasters Association this summer and am very happy with all of the positive things that it has brought. I am more confident in my choice of career and am very excited to finish the last part of my degree to be able to begin working in the field of social work!

Fondation Uni-Aide

The Uni-Aide Foundation's Lower North Shore Health Fund provides support to people in financial need for transportation, medication and living allowances due to illness. Since its inception in 2012, through to May of 2016, the Uni-Aide Foundation, under the direction of its board of directors, provided \$53,851.82 in assistance through 114 requests for help.

The Uni-Aide Foundation would like to acknowledge the support of our volunteers as well as the contributions of individual donors, businesses and our corporate partner organizations, such as, the Coasters Association Inc., Uniprix Clinique Danielle Driscoll, Caisse Populaire Desjardins and Commission Scolaire du Littoral, who, through their commitment to their community, make the Lower North Shore Health Fund possible.

The Lower North Shore Health Fund is a direct reflection of the love, empathy, and kindness of spirit, exhibited by so many citizens and organizations of the Coast,

citizens and organizations who continue to come to the aid of those in need in their community. We are proud to be a partner in providing this important community service. Although we are not able to take away all the pain and suffering experienced by those dealing with illness, we have heard, through heart felt testimonials from beneficiaries of the Health Fund, that our support, enabled them to focus on getting better, provided opportunities for some very special memories to be created that would not have otherwise been possible, and, contributed to an enhanced quality of life for those dealing with illness.

The Uni-Aide Foundation, on behalf of all those who have been helped through the Lower North Shore Health Fund, would like to say thank you. Thank you to all those who gave of their time and resources to help others. For more information on Uni-Aide Foundation activities, please visit us on the web at www.uniaidefoundation.com, like us on facebook or give us a call at 418-379-2006.



KIDS Summer Camp 2016

The mission of KIDS Summer Camp is to nurture and develop a safe and healthy environment in which youth can improve their health and obtain skills that will assist them in their future lives, through physical activities, mental development, artistic growth, environment awareness and community/family participation.

This summer marks the 10th season for the KIDS Summer camp initiative, therefore the theme was reflected in the camp program; "KIDS Summer Camp 10th Anniversary". The themes outlined for the weeks were as follows:

- Welcome! Fun & Games!
- Out and about on the Lower North Shore!
- We are all superheroes and princesses!
- The Wild World of Sports!
- Try Something New!
- Animal Planet Week!
- The Last Hurrah! Art and Music Week!

This year, the KIDS Summer camp has registered 60 children in Lourdes de Blanc Sablon, 7 registered in St. Paul's River and 6 registered in La Tabatiere. For a total of 73 children. Additionally, 6 camp counselors and 3 shadows were hired in Lourdes, 1 counselor for St. Paul's and 1 counselor for La Tabatiere. St. Augustine implemented their "bring back play" camp again this year, which

was supported by the Coasters as well.

The Coasters Association would like to take this opportunity to thank those instrumental in the success of the 2016 KIDS Summer Camp. Much gratitude is extended to those who financially supported the 2016 camp; Young Canada Works, Service Canada, Commission Scolaire du Littoral, MNA and CLD. Additional thanks to the CLD and the Embrace Little Hearts Committee in Lourdes for their financial support in making it possible to hire 3 shadow counselors for the camp in Lourdes de Blanc Sablon. Thank you to Quebec 4-H for their continued support and expertise. As well, a special thanks to BCN enForme for their guidance and supervision; the Animators are an important part of the KIDS Summer Camp and their value is immense.

A special thanks to Mgr. Scheffer School, St. Paul's School, and Mécatina School for the

use of their facilities as the camp locations in Lourdes de Blanc Sablon, St. Paul's and La Tabatiere. Thank you also goes to the KIDS Summer Camp Community Committees in Blanc Sablon, St. Paul's River, and La Tabatiere. Heartfelt appreciation also goes out to Joanne Jones and Fay Collier, as volunteers, you went above and beyond your duties and for that we are extremely grateful. Finally, an enormous thank you to ALL our partners for their guidance and advice, it is much appreciated. A KIDS Summer camp report will be drafted and completed at the end of the camp season, which will contain all pertinent information regarding events, activities, comments and suggestions. Should anyone wish to receive a copy of the report, please feel free to contact the office at any time.

Thank you,
Shannon A. Keats
2016 KIDS Camp



Basse Côte Nord en Forme (BCNeF)

BEST PRACTICES

Throughout the year, BCNeF has worked in cooperation with community organizations and interested residents to provide opportunities and support for youth aged 0 to 17 years and their families to adopt active lifestyles and healthy eating habits which they will carry with them throughout their lives.

We are very proud of the work that the BCNeF Animators are carrying out in the communities across the Lower North Shore and the priority is to sustain and further encourage healthy, active lifestyle and provide opportunities for our youth.

Some of the best practice examples that BCNeF have implemented are:

Food & Fitness: BCNeF Animator in the Municipality of Bonne Esperance has implemented a program that incorporates making a healthy snack and participating in physical activities. The 5-10 year olds come up with a healthy snack that they want to make, discuss why it is important to eat well and then play a fun game that gets them moving.

Healthy options @ canteen: BCNeF Animator in the Municipality of Blanc Sablon has worked with the school and the Nutritionist to create a booklet of healthy recipes that will be used to ensure that healthy food choices are available at the canteen during all school sporting events. Also, it was decided that healthy options will be available at community events where the school canteen is utilized.

Cooking skill development: BCNeF Animator in the Municipality of Gros Mécatina worked with the schools to implement an afterschool activity which helped high school students develop cooking skills and to make healthy meals, which were sold to fund raise for various events. Elementary students were also introduced to healthy snacks that they could make and how healthy eating helps them perform better.

Revamping snack program: BCNeF Animator in the Municipality of St. Augustine worked with parents and school staff to take another look at the school snack program. Now, the schools is offering healthier options and making healthy food choices available for all students.

After school programing: BCNeF Animators in the Municipality of Golfe St. Laurent (Harrington & Chevery) have worked with youth, parents & community partners to create after school activities that

focus on fun & physical activity. Activities are varied and very much corresponds to the uniqueness of the Lower North Shore.

Shelley Fequet
BCNeF Development Agent
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Coasters Community and School Life Awards 2016

Once again this year, the Coasters Association awarded a graduating student from each of the five (5) high schools along the Lower North Shore with a one-hundred dollar (\$100) scholarship. Each selected student was considered due to their active volunteerism in both his/her school and community. This year the winning candidates are :

Vicky Waye – Netagamiou School, Chevery

Josh Boland – Mécatina School, La Tabatiere

Kaelee Lavalley McKinnon – St. Augustine School, St. Augustine

Hailey Spingle Thomas – St. Paul's School, St. Paul's River

Joanie Beaudoin – Mgr. Scheffer School, Lourdes de Blanc Sablon

The Coasters would like to express sincerest congratulations to the student recipients on their accomplishments thus far, and much success in their future endeavours

Residence aux Beaux Sejours

With the assistance and continuous support of the Coaster's Association, alot of wonderful things have been happening at Residence aux Beaux Sejours. Through our past fundraiser, we were able to purchase activity supplies, books, games and even some beautiful new shelves to spruce up our common room area. It has been a long and cold winter, but we were able to get some activities on the go inside. The resident's were very involved in our cooking day (Thursdays). Each resident is given the opportunity to pick their favorite meal for these days. Not all, but some of the residents participate in this activity, either cutting or peeling vegetables or assist with

other prepping. We have done various crafts to celebrate holidays. In the Spring, we were able to take the residents out for some outings. We had lunch in Lanse aux Loup at Fast Freddie's, we went for an outing to the interpretation centre in Middle Bay, as well as a visit to the Museum in St. Paul's River.

Over the course of these last few months we have put together a resident's committee. This committee has four residents, we meet once a month and come up with activities for the following month. This committee has been so beneficial to our resident's as they feel like that they have a voice. We have lots of positives going on, and we hope with the continuous support from our communities there will be more exciting things to come. Wanda Lee Keats, Manager

McGill Bursary Program - 2016

McGill University, in partnership with the Coasters Association and its Networking Table, the Lower North Shore Coalition for Health, once again offered bursaries to students studying in Health and Social Service Programs in the spring of 2016.

The purpose of the McGill Bursary Program is to address the need for bilingual professionals in health and social services, in selected Quebec regions, by encouraging students to pursue studies in the health and social service field and return to their region to work and serve their communities.

The bursary amounts are fixed based on the student's level of study:

- University – up to \$10,000 per year for students registered for full-time studies during winter 2016-2017 academic year.
- Cégep or College - up to \$5,000 per year for students registered for full-time studies during winter 2016-2017 academic year.
- Vocational programs - up to \$5,000 per year for students registered for full-time studies during the winter 2016-2017 academic year.

Eight (8) applications were received and three (3) applicants were selected by a Selection Committee comprised of members from the Coasters Association, CISSS Cote Nord, Commission Scolaire du Littoral and Dr. Camille Marcoux Foundation and submitted to McGill University. McGill University will be making their decision in September 2016.

Seniors

Seniors and those with a loss of autonomy are a top priority for CISSSCN and in partnership with the Coasters Association and the Lower North Shore Coalition for Health; (LNSCH) a strategy was developed to establish Day Centers on the Lower North Shore. The involvement and encouragement of community and public resources are instrumental in recognizing the needs of this target community. The Day Centers goal is to help seniors keep their independence and quality of life with therapeutic, preventative and fun activities designed just for them. The following is a brief overview of programs carried out by the Coasters Association.

Senior Day Centers

Currently, there are six (6) Day Centers in place for seniors and those with a loss of autonomy; Harrington Harbour, Tête à la Baleine, La Tabatiere, St. Augustine, St. Paul's River and Blanc Sablon. Each community with a Day Center has a Community Advisory Committee, comprised of senior volunteers and other community members to guide the management of the Day Centers; this ensures community involvement and a sense of commitment to the maintenance of the service. At the present time, partnerships has been established with Commission Scolaire, municipalities and a local resident to house the Day Centers. St. Augustine is the only Day Center currently that serves seniors and persons with a disability.

Home visits are offered to seniors who are unable to participate in the Day Center activities (especially during the winter months). It has proven to be a much needed service and seniors enjoy having the Animators visit them on a regular basis; however, they are always encouraged to participate in Day Center Activities.



Youth and St. Paul's school provided an afternoon of beautiful music to the residents of Beaux Sejours (January 2016)

Health Promotion & Prevention

The purpose of the health promotion programming at the day centers is to increase access to health and social services, help break isolation, promote active ageing and maintain independence, as well as provide

support for caregivers. This has been very successful and information is being disbursed through the Day Centers to the local population, via posters, workshops, luncheons. A "Panier des services" in regards to health promotion programs offered to seniors in the communities through the health center. In order to celebrate local caregivers, events were held in most communities in November and December of 2015, however, Blanc Sablon held their event in January 2016. A series of DVDs on caregiving were purchased and each community watched one of the series during the event. The events were funded by L'Appui and we wish to express our thanks to them for the opportunity to raise awareness of family caregiving.



Blanc Sablon caregiver event....

Telehealth - CHEP

The Community Health Education Program (CHEP) is a distance support program that offers English-language health and social services information to remote and rural Quebec communities, mainly via videoconference. The video conferences are streamed from the Montreal Children's Hospital and communities hook up through the local Community Learning Centers (CLCs).

In January, 2016 a video conference was held at the CLC in St. Paul's River on memory disorders and dementia. Each year a variety of topics are made available, such as, diabetes, heart health, bullying, Alzheimer's, etc.... Coming in the fall of 2016 a list of possible video conferences will be made available, if interested in any of the topic, one is to call the CLC in your community or the Coasters Association.

Respite Services (caregivers)

Respite care provides caregivers a temporary rest from caregiving, while the person with Alzheimer's, dementia or who are housebound, receives care in a safe environment, at home or at the Day Center. Respite care is offered through the Seniors Day Centers in the Municipality of Blanc Sablon, Bonne Esperance, St. Augustine, Gros Mecatina, and in the communities of Harrington and Tête a la Baleine.

In the last several months (January to June), 424 visits were made with housebound seniors, if you have a love one who suffers from Alzheimer's or dementia, please feel free to call and we will make every effort to support you.

Books on Wheels

This program is meant to break the isolation of seniors and those with a loss of autonomy through social participation and the inclusion of seniors. A total of \$ 16, 500 worth of books were purchased and disbursed to the Senior Day Centers (Blanc Sablon, St. Paul's, St. Augustine, La Tabatiere, Tête a la Baleine and Harrington). There are a variety of books, many of which are large print, if you wish to borrow books, you can contact the Day Center animator in your community or visit the Day and Center.

Community Animation

The community animators support all the programs in their respective communities and are doing a great job! The Coasters Association is pleased to have animators in the following communities; Vanessa Osborne, Harrington Harbour; Jennifer Wellman, La Tabatiere; Susie Green, Tête à la Baleine; June Gallibois St. Augustine; Leona Griffin St. Paul's River; Antoinette Keats, Blanc Sablon.

For more information on any of the initiatives, please feel free to contact;

Priscilla Fequet Griffin, Program Manager
Health Prevention and Promotion/Seniors
Initiatives, Coasters Association Inc
Tel: (418) 379-2006 ext: 228
email: pfgcoasters@gmail.com

Remember: *You are never too old to set another goal or to dream a new dream.*

Les Brown

Did you know that when... *A man ninety years old was asked to what he attributed his longevity. I reckon, he said, with a twinkle in his eye, it because most nights I went to bed and slept when I should have sat up and worried.*

Dorothea Kent



VOYAGES COSTE, A TOURISM ENTERPRISE THAT STANDS OUT MORE AND MORE

Six years old! For six years and just as many tourist seasons, our *cooperative for a sustainable tourism environment* has continued to improve by bringing visitors, through our travel packages, to the communities of the Lower-North-Shore, Minganie and Anticosti Island. CoSte now has the wind in its sails!

Summer 2010 – Summer 2016:

After timid beginnings in August 2010, Voyages CoSte is now considered a credible business in the tourism industry of the North Shore. Join us as support members (individual, corporative, municipal), as user members (Bed & Breakfasts, Inn, restaurants, excursionists, tourism businesses offering activities and equipment to visitors, museums, etc); while the people who make up the team are worker members (which is the case of the author of this text). This is how a solidarity cooperative operates. It is a collective lever belonging to the Coast.

In fact, CoSte keeps the economy running on our territory. Through its mission, promoting sustainable tourism on the coast of the 50th & 51st parallels, our cooperative (a business belonging to its members) sees, year after year, an increase in sales. The clientele as well! Something never been seen with a continuous growth of 70% in its last 3 years.

And, in 2016, with CoSte acquiring a maritime shuttle to Anticosti, with more than 100 passengers transported so far in the season; it clearly proves that the Lower-North-Shore project for this type of rapid maritime shuttle (regular service several times/week) is extremely promising.

And since we are discussing the unique Quebec coastline, with its picturesque communities, the fact that the Bella

Desgagnés was at full capacity in August (CoSte is a reservation agency for this ship and its members provide the excursions in the ports of call of the Lower-North-Shore), proves that the demand is there and that a travel agency such as Voyages CoSte, dedicated to this territory, filled a need. Furthermore, this year, the passengers of this ship reserved their excursions via CoSte up to the end of September for each of the ports of call. This service is relevant, to say the least.

Actions, facts, tangible results:

CoSte is present and active in all markets. In addition to being represented during the international tourism salons, the cooperative benefits from representation services aboard the *Bella Desgagnés*, charged with selling the various excursions, offered by its members, in our villages. In 2016, four journalism tours have been made via the services of Voyages CoSte. As these lines are written, 6 articles have already been published about the region and “the CoSte experience”. It was recently announced that financial support from the government will continue in order to allow the cooperative agency to attain its challenge of profitability within the next two years.

Therefore, we all need to put our shoulders to the wheel, so that in 2018 we see CoSte succeed in reaching their objectives!

The way to prove your support to CoSte, and to benefit from the services offered by the agency, is to become a member of the cooperative. You need only to apply and, once accepted, take the required number of members' shares (according to the membership category) determined by the agency. Since being founded in 2009, the one and only objective remains the same: develop a market for the coast; multiply our grouped efforts to satisfy the national and international

clientele, our seasons have also been extended into autumn and winter (CoSte has developed snowmobile tour packages for the winter season).

A fine team is working hard and continues pushing in the right direction. CoSte welcomes people from both extremities of the territory, arriving via the 138 or the 510, by plane or by boat. The numerous testimonials, from satisfied customers, of CoSte delivering high quality travel packages ensure the relevancy of the business. We work to preserve the integrity, the authenticity of our coastal region and its thousands of islands. We are therefore encouraging a promising industry.



Some news about the tourism industry

New tools has been made in the last months to move forward into the action plan made by the Tourism Ad hoc Table for the Lower-North-Shore and with the community.

The video offering a training about the North-Shore is now available in english to allow the population of the Lower-North-Shore and of Newfoundland and Labrador to develop their knowledge about the tourism attractions in our region. Of course, the video will improve through the years with adding new images for

example.

The Chicoutai Scenic Route tourism map is now available on the Web!

Good news! The Welcoming Center in Blanc-Sablon has been really busy in June. The number of visitors has doubled compared to last year. So all these tourist heard about the North-Shore. We hope that it will keep this way all summer long. We will be informed of it by looking at the statistics at the end of the

season. We also want to say that this Welcoming Center won two awards in 2013 and 2015 :

Initiative of the year (summer 2013) : to have coming back in the official network of the Welcoming Center of the North-Shore;

Office of the year (summer 2015) : for the quality of the service offer to visitors.

Congratulations!

Health & Social Service Networking & Partnership Initiative (HSSNPI)

The Lower North Shore Coalition for Health, the Director of Programs and support staff at the Coasters Association have been very busy throughout 2015-2016. In the last year the partners have worked on an Ecosystemic approach triennial plan for improving the health and wellbeing of residents 18-50 years of age. The Ecosystemic plan for 18-50 builds off the triennial plan for 0-17 years olds developed in 2014-2015.

Throughout the next three (3) years, the Lower North Shore Coalition for Health will be working with the communities and population of 18-50 years olds to improve three primary indicator areas:

- Levels of income
- Education rates
- Social support systems

Thus going to the root of the health issues and improving the health of the communities in the areas of:

- Chronic Illness
- Mental health
- Substance abuse issues

In order to accomplish this plan, the partners and communities have developed the following vision, priorities, and strategies.

Our Vision:

The Lower North Shore: Citizens are proud to live, work and visit, because we are an accessible, sustainable and equitable region.

Our Region's Priorities:

To achieve our vision for the Lower North Shore Region, we are focusing on four strategic priorities:

- The health and well-being of our citizens
- Education
- Employment
- Transportation

Our Success Strategy:

We will be successful by investing in:

Collaboration

- We will collaborate across our communities and our organizations.
- We will represent ourselves as a cohesive region – the Lower North Shore.
- We will work to align our municipal or regional plans with this plan.

Citizens

- We will build on the pride and compassion of our citizens.
- We will build their ownership and

commitment to the Lower North Shore.

- We will build on their desire to live and work on the Lower North Shore.

Capacity

- We will build our own capacity by working together.
- We will become better political advocates for the Lower North Shore.
- We will use the five pillars of social development in our plan.
- We will focus on communicating about our efforts and successes.

Inclusiveness

- We will reach out across our communities to make sure they feel a part of the plan including our Innu and Romaine communities.

To implement this plan will require all citizens to work together with local partners, institutions and government. As we know that the population base in the vulnerable communities has continued to diminish, we have many challenges ahead of us; but the people of the Lower North Shore are very resilient people and together we can build a stronger healthier Lower North Shore.

Kimberly Buffitt
Director of Programs

Internship

Watching a project grow, flourish and develop into something bigger and stronger is always a pleasure, but to be a part of that journey and development is truly rewarding. Over the summer of 2016, I was given the opportunity to work with the Lower North Shore Bioproducts Solidarity Cooperative, as a Communications Intern and can say that it has been a truly enriching experience.

My name is Melanie Robertson and I am a Communications/Public Relations student at the University of Ottawa. I am going into my 4th year of university, with plans to graduate this upcoming December. Being from a small town on the Lower North Shore myself, I have witnessed first hand the decline of our region and its desperate need for the creation of jobs and opportunity. This is one of the many reasons that the work being done by the Bioproducts Cooperative is not only fascinating, but also inspiring, as it strives to create a sustainable economy for the Lower North Shore. I am extremely grateful to have been given the chance to be a part of something which has the potential to be something so great.

As with any start-up organization, there are many bumps along the road, especially under the conditions and isolation we face here on the Coast. However, throughout my

internship, this has led to an even stronger learning experience. Over the summer, I have had the chance to work on many different matters, including marketing, event coordination, administration, tourism, sales, communications and much more. My time here has allowed me to gain first hand and relevant experience to my field of study, as well as be a part of something so special. I am very thankful to the LNS Bioproducts Coop and the Coasters Association for granting me this opportunity, and I hope to be able to return home in the near future and continue to work towards the success of this endeavour!

Community partnerships lead to new tourism opportunities

The Lower North Shore receives 3000 visitors each year thanks to our beautiful landscape, rich culture, and marketing efforts of regional tourism associations.

For several years, organizations and businesses along the North Shore have been working together on a regional steering committee to develop new tourism opportunities to attract the 10,000 visitors that visit Labrador each year.

One new initiative is the creation of La Route Panoramique Chicoutai scenic Road, which features spectacular scenery and natural beauty, from flora to wildlife, along the 75km drive from Old Fort to Blanc Sablon on Highway 138.

Local tourism businesses along this route are working together to support this initiative and promote each other. The Tourism Committee of Blanc Sablon (promoters for the project) and CEDEC have produced a new marketing tool for the region thanks to financial support from the Pact Rural program (MRC du Golfe St. Laurent) and the Caisse Populaire de Blanc Sablon.

“La Route Panoramique Chicoutai Scenic Road” guide map will be distributed across the North Shore through the Regional Tourism Associations as well as other regions through networking and partnerships.

Details of the Route Chicoutai attractions and other information can be found on the Facebook page, Tourism Basse Cote Nord.

