



COASTERS
ASSOCIATION
UNITED FOR A BETTER FUTURE

SEPTEMBER 2020 NEWSLETTER

Welcome to the September edition of our newsletter to the population of the Lower North Shore and beyond.

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.01 INTERNSHIPS

The Coasters Association recognizes the key role that youth employment plays in the revitalization and sustainability of the Lower North Shore. Through the development of a youth employment strategy titled H.O.M.E. (Hiring, Opportunities, Mentality, Entrepreneurship), the Coasters Association aims to increase employment opportunities for youth. The H.O.M.E. working group, comprised of representatives from the Coasters Association, Centres intégrés de santé et de services sociaux (CISSS), CEDEC, Centre de services scolaire du Littoral (CSSL), and the MRC du Golfe-du- Saint-Laurent. As of June 2020, the Coasters Association has employed five youth through internship roles funded in part by BioTalent Canada, based on their respective skills and knowledge.



Don't miss our next newsletter coming December 2020

Kristopher Fequet



I am the Engineering and Research & Development Manager at the Coasters Association. I work on science, engineering and research projects to promote economic development on the Lower North Shore. These projects include wildberry production transformation extraction using green chemistry and engineering principles, biomolecule extraction from sea cucumbers and Algae to be used in cosmetics, biomaterials, and eventually pharmaceuticals and birch water preservation and applications. I also help with the Business Incubation and Acceleration Center at the NRC where I provide R & D and economic analysis support. Also, I am doing a Masters Program at UQTR which is a part of the Department of Chemical Engineering where Dr.Simon Barnabe is my supervisor. My program is the Science and Engineering of Lignocellulosic Materials where my research focuses on process experimentation and optimization of biomolecule extraction from sea cucumbers using green engineering principles. Finally, I am enlisted at the Ordre des Ingenieurs du Quebec as a Candidate to the Engineering profession and working to obtain my full professional engineering license to practice engineering in Quebec.

Joshua McKinnon



I am the Film Maker for the Coasters Association and am currently finishing my FilmProduction Program. My role involves collecting footage of the coast and it's natural resources. I've also been working on scripts for testimonial and tutorial style short films. I also support the School Science Integration Project through the development of science experiment videos that will be distributed to schools across the coast.

Honlee Hobbs-Etheridge



I am the Marketing and Communications Intern at the Coasters. My field is constantly evolving and changing with the times; therefore, I have been doing marketing research for the Coasters Association's NRC and its projects. I have also participated in a social media summit to learn the powers of online marketing and how to use them properly. I also create content for the Facebook pages. In the coming weeks, I will assist in the creation of the Youth Engagement Toolkit.

Michael Martin



I am the Bio-Development Business Agent for the Coasters Association and have been conducting Market Research on the 4 major industries on the LNS (Agriculture, Bio-Diversity, Aquaculture & Fisheries, and Tourism). Market Research is being done for the purpose of creating Marketing Plans for the Coasters Association. I will also be contacting businesses to discuss the Business Incubator Accelerator Center, and assist in the creation of the Youth Engagement Toolkit.

Christian Rowsell



I am the Research Support Officer for the Coasters Association and a 3rd year aerospace engineering student returning to Concordia University in the fall. I help with engineering, running scientific experiments, as well as conducting community surveys to develop a profile of each community on the Lower North Shore. I spend a lot of time brainstorming new ideas, as well as researching new companies to purchase equipment from. The scientific experiments I help run vary, but in general are around the berry products being made at the COOP. I have enjoyed my time at the Coasters, I like the feeling of responsibility that I am given.

.02 CANADA SUMMER JOBS

Through Canada Summer Jobs, the Coasters Association was able to hire two summer students in the role of Family Activity Animators for 8 weeks: Ashley Buckle from Old Fort and Blaire Marcoux from La Tabatiere. This role focused on researching and developing digital media content to engage families during social distancing. Two theme days were developed for the Wellness Center Facebook page to engage while social distancing: Move It Mondays to encourage communities to keep active and Family Fridays to encourage families to try fun new activities together. These summer students also developed an activity log to be used in future programming, such as Kids Summer Camps and our Early Childhood programs. With the current pandemic changing how communities typically interact, the Family Activities Animator role was a key factor in addressing the need to engage people through alternative methods.



The Coasters Association and the University of Ottawa created a summer partnership through BioTalent Canada and uOttawa's COOP program to allow four



students to research natural resources on the Lower



North Shore. The research is being led by Dr. Andrew Sowinski, an Assistant Professor with the Department of Chemical and Biological Engineering at uOttawa. The four interns are: Jasmine Silver, Biotechnology; Andrew Parks, Chemical Engineering; Claire Murley, Environmental Science; Nilesh Arulchelvam, Biochemistry. Andrew and Nilesh are studying fish waste and applications/processes that are economically viable to the Lower North Shore. They are trying to maximize the utilization of different fish species, using fish waste to create additional processes that create high-valued products such as fish oil, collagen and chitosan to sell in external markets. Claire and Jamine are looking at different wild berries native to the Lower North Shore and all of its constituents including parts such as the leaves. They are also looking at trying to extract biomolecules such as proteins, sugars and other antioxidants to be used primarily for cosmetics. They are using green chemistry processes which look to eliminate the use of harmful chemicals, minimize energy consumption and cost. Claire is also studying the environmental sustainability of the wild berry application processes to work towards a sustainable future.



.03 UNIVERSITY OF OTTAWA PARTNERSHIP

.04 Place Aux Jeunes

The Coasters Association is pleased to have secured the 80th Place aux Jeunes in Quebec. We recognize that the sustainability of the Lower North Shore requires a strong focus on youth employability, retention and engagement in the communities. The H.O.M.E. Initiative, a Youth Employment Strategy aimed at ages 15-30, has been developed to address not only youth

employability but also the revitalization of the LNS, with an overall goal of attracting and retaining youth. Latesha Fequet, the Place aux Jeunes Migration Agent, starting September 8, will certainly be a strong asset to the Coasters Association team and will be responsible for coordinating activities aimed at the migration, establishment and retention of young professionals ages 18-35. This includes organizing, planning and leading exploratory stays, working with local employers to help them find a qualified workforce, and working with the H.O.M.E. cross sectoral working committee to develop and deploy initiatives that link to the Place aux Jeunes mandate. This will also aid in the Coasters Association having stronger links with the Secretariat Jeunesse for Quebec.



.05 FACEMASKS PROJECT



Faced with the Covid-19 pandemic, our partners came together for weekly discussions on how we can

work collectively to address the issue of food security and provide support in protecting the seniors, as well as those most vulnerable in the region. An idea was formed to have masks made for the community members on the Lower North Shore. It was then proposed that the Coasters Association submit a project to the MRC. The Local Table for Seniors agreed to provide the 10% required to submit the project. Once we received approval, the material, cotton and elastic, were purchased, and volunteers were recruited to make the masks. We wish to send a shout out to our partners; the MRC, the Local Table for Seniors, the CISSSCN, Commission Scolaire du Littoral, Domestic Aide Cooperative, and CPE Mer-Mousse. A special thank-you to the day Center Animators for creating a list of community members, and Melody Strickland for finding volunteers to make and deliver the masks in the western sector of the Lower North Shore. Finally, we wish to extend a huge THANK-YOU to all the volunteers across the Lower North Shore (*too many to name*) for their amazing work in the communities of Blanc-Sablon, Lourdes-du-Blanc-Sablon, Brador, Middle Bay, St. Paul's River, Old Fort Bay, St. Augustine, La Tabatiere, Harrington, Chevery, Tete a la Baleine and La Romaine.



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The Early Childhood Development team here at the Coasters Association would like to take a moment to reflect on the incredible 11 years of support from Avenir d'enfants and their support for the Show Me The Way program. Avenir d'enfants was a collective project between the Government of Quebec and the Lucie and Andre' Chagnon Foundation that helped fund local, regional and national early childhood partners such as the Coasters Association. Through this funding, we have been privileged to employ part time Early Childhood Animators and deliver programming in various communities of the Lower North Shore focusing on children aged 0-5 years. Many of our community members will remember this programming as Show Me The Way, an ecosystemic approach to delivering early childhood programming and support. Our Animators were able to apply this approach and help improve social and emotional development of LNS children through workshops, play, and parent involvement. Funding from Avenir d'enfants also helped us complete several initiatives including the Screen Free Challenge and Father's Day Challenge earlier this year. On behalf of the Early Childhood Development team, we would like to thank the Province of Quebec, Lucie and Andre' Chagnon Foundation, and Avenir d'enfants for their support and guidance over the last 11 years and we look forward to future opportunities to continue with this unique partnership and "Show Me The Way" programming.

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JOIN US



Discussion Topics

- Social and economic initiatives
- Northern Research Center & its role in development
- Your feedback

COASTAL SUMMIT Fall 2020

Virtual Meetings with all LNS Communities



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