

FOLLOW UP REPORT

**APRIL TO
MARCH**

2020-2021





Executive Director’s - Follow-up Report

The following information outlines the highlights (summary) of the activities of the Coasters Association Inc. from April 2020 to March 2021, as a follow-up to the annual report of April 2019 to March 2020.

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Operational Structure

Board of Directors/Committees

- All activities (meetings, documents) as scheduled were carried out with the Executive, Board and Staff.
- Held three meetings of the board with presentations by partners (i.e.: QCGN, Place aux Jeunes – Nursing Career Fair by Coasters and CISSSCN, and Coasters program: Bright Beginnings and Triple P). The President provided an update of the Provincial Health Committee at each board meeting.
- Topics of discussion at the board meetings were: Contribution agreement – CH, Signing authority, Annual reporting, In-office Committees, Regional organizations, Communications Implementation Plan, Agreement/Project charter template - Northern Research Center, Financial Policy Manual, COVID-19 initiatives, update on all projects - too many to name, possible new funding, training sessions, press releases, partnerships/contracts, and the list goes on. The meetings were very productive.
- The Executive Committee held meetings to discuss administrative topics, opening of office – working from home, employee title change, update of Restructuring Plan, Role of LNSCH versus Coasters Association, Approval of candidates (Interns and Summer students), Approval of replacement employee positions (Office Secretary, Youth Engagement Coordinator, NPI Satellite Office Coordinator, Director of Youth and Development), Regional Development Network of English Quebec, and Approval of Orientation Manual.
- The LNSCH, a division of the Coasters held a countless number of meetings, due to COVID-19, and the topics of discussion were: CISSS updates, Public Security, Food security, Economic needs, Needs of the vulnerable population. As a result, three (3) working groups were formed (Food security, Social programs, Economic development).
- A lot of work went into the organization and preparations for the nine coastal summits, a two-day Leadership Summit and a two-day Partnership Summit.
- Participated in consultation of the Anglophone Secretariat, and had the opportunity to present our projects and planned activities for the next three to five years.
- A meeting was held with Memorial University to advance partnership with Labrador Development Corporation in April. The President of Memorial University visited the Coasters Association office in August 2020 to discuss the Coasters Association Northern Research Center division and discuss future partnerships. Meetings held regularly with Memorial University to discuss joint initiatives and continued partnership.
- Will participate in the CHSSN Adaptation Event to be held on February 24th, 2021.
- Planning session held with CHSSN to develop workplan for 2021-2022.
- Sessions with the CISSS to discuss administrative duties for the LNSCH.
- Through the Saines Habitude des Vie Regional Working Group continued to support Municipalities with favorable environments consideration when developing their communities in order to improve quality of life as well as create and maintain environments that are favorable to health and active lifestyle of the population.

- The President, Eileen Schofield, was approved to the Provincial Health Committee and participated in all the meetings.
- Presented the Contribution Agreement of Canadian Heritage to the board of directors at the June 2020 board of directors meeting and was approved. The annual report 2019-2020 of the Executive Director was presented and accepted for approval by the membership at the 2021 AGM. The audit – financial statement was presented to the board of directors at the January 2021 board meeting and accepted for approval by the membership at the 2021 AGM.
- The board of directors of the LNS Housing Corporation will meet in March 2021 to restructure the organization – what steps will be taken and when finalized soon.
- The Strategic Restructuring of the organization has begun through information sessions with the President, Executive Director, Staff, as well as two (2) surveys developed and forwarded to the staff for feedback, with the support of the Consultant, Hugh Maynard. Our goal is to have it finalized, with feedback from the board, and approved by the board of directors in May 2021.
- Meeting held in April with Avenir D'enfants to discuss food security due to COVID 19 and the reorganization of all nine (9) Show Me the Way animators' tasks due to no in person animation taking place, and they provided support.
- Meeting held with MRC to discuss food security (food bank) and the economic needs of fishermen and seasonal workers. Blanc Sablon Food Banks had increase in support and capacity (funds) to serve all communities during COVID-19 from the MRC and CHSSN, and meeting held with MRC to discuss challenges with implementing meals on wheels due to COVID-19.
- Attended meeting with MRC Golfe Saint Laurent and Ministry of Environment and Innovation in June to discuss the program put in place by the Quebec Provincial government called the "Re-Launch of the Quebec Economy" to give economic priorities of the Lower North Shore that will be added to Cote Nord economic priorities and submitted to the provincial government.
- Participated in the ESDC Dialogue Day in January 2021 – virtual information session on OLMC – Official Languages Minority Communities.
- Participated in the Canadian Heritage Dialogue mid-term review of the action plan in February 2021.
- Worked with CASA, CAMI, North Shore Association, Heritage Lower St. Lawrence in the implementation of the RDIEQ project for regional socio-economic development funded by the Anglophone Secretariat. The final report is under development.
- Held meetings with the Regional Development Network and became a member of the newly formed organization to obtain their support in all our developments on the LNS.
- Continued support to the LNS Housing Corporation – a meeting to restructure the organization is planned for March 2021.
- Housing assessment finalized for Municipality of Bonne Esperance to determine amount of housing required and viable rent structures, funded by the Steel River Group.
- The board and staff continued support to the Uni-Aide Foundation, Camille Marcoux Foundation, Delta Waterfowl Foundation, and the Lions Club.

- A Youth Forum will be held in March 2021, funded by Canadian Heritage.

Staff

- Regular staff meetings and work sessions, workshops held on the Contribution Agreement of Canadian Heritage, Restructuring Plan, Communication Implementation Plan, Training Manuals, New employee positions, and Future development of the organization.
- An Orientation Manual for the Directors and Managers was created and approved by the Executive Committee. This manual is a part of the Restructuring process. The structure and processes identified for onboarding new employees; it will assist the new employees to integrate better into the organization.
- Job descriptions updated and produced for new employees, schedule of activities, work plans, meeting charts, committee representation, contact listing, and outcomes achieved.
- A time management workshop developed and carried out (June 30th). Available for implementation with businesses. It will increase the knowledge and understanding of the importance of proper time management in the workplace.
- Five (5) workshops developed and organized with thirty-seven (37) staff on the use of G-suite training. Also, all Early Childhood Development and Senior Day Center animators trained in g suite operations. And, workshop carried out with staff on implementation of social media template held in April, 2020.
- Work session held with Maxine Skeet consultant with Pure Bliss Coaching, in May 2020 to discuss implementation of Strengthfinder workshop with staff (18).
- Training manual for replacement positions completed. Two (2) employees taking the French Second Language course and twelve (12) taking the Excel course with the CSSL and Service Quebec
- Development of a data base of all non-profits, committees and SME's on the Lower North Shore, and developed project charter template and contract template for small medium enterprises and non-profits accessing services from the BIAC.
- Employed 49 employees across the Lower North Shore in 2020/2021, including seasonal workers, and managed over 1.6 million dollars, due to COVID-19 there were seasonal workers that were unable to be employed.

Staff Success Stories

- | | | |
|---|-------------------------------|-------------------|
| • Commission Scolaire du Littoral (CSL) : | Basse Côte Nord enforme | 7 Animators |
| • CSL/CLC : | Master Student | 1 employee |
| • CISSSCN: | Résidence Beaux aux Séjours | 6 employees |
| • Domestic Aide Coop : | Respite staff | 5 employees |
| • MRC: | Tourism Agent, Master Student | 2 employees |
| • Pakuashipi: | Intern (administration) | 1 employee |
| • Municipalité de Blanc Sablon: | KIDS Summer Camp | _5 students |
| • Steel River Group | | 1 employee |
| • Construction Company | | <u>1 employee</u> |
| | | Total: 29 |

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, 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, their AGM and consultations held virtually, as well as their Community Conversations event.
- 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 MRC and the five (5) municipalities, as well as office space for employees with two municipalities - Municipality of Golfe St. Laurent and Municipality of St. Augustine..
- Maintained partnership with the CHSSN and established a partnership with the Hollande Center to support the reorganization of the Coasters Association.
- Continued a solid partnership with Quanglo Communications.
- An ideal model partnership with the CSL/Community Learning Centers/Schools and the CISSSCN.
- Worked in partnership with the Bio-products Solidarity Coop, Coop Voyages CoSte, and the ADT – Tourism Development Association of the MBE.
- Continued to support the First Nations Education Council, and other partners (CSL, MRC, CISSSCN, etc..) to implement high-speed internet on the LNS, and we are now receiving broadband internet services on the LNS.
- On-going partnership with L’Alliance to improve living condition of seniors (Actions, Initiative’s and Intentions), and received a plaque of appreciation.
- Meetings held with Educaloi and as a result a project was approved to inform English-speaking citizens about the law and to offer referrals to legal services; make Éducaloi’s resources better known, and offer workshops to various audiences: seniors, parents, youth, etc. Training session held in September 2020 on “Finding and Providing Reliable Legal Information”
- Three (3) meetings held with the SADC to discuss COVID-19 relief measures in place for fishermen. A number of meetings held with DFO and MAPAQ, to put measures in place to support the economic development of the LNS.
- Continued partnership with Groupe Accessibility to provide activities to their members.
- Partnership with International Bio Marine Network to develop marine bio economy, and partner with U Arctic to improve research and development in the region.

- Established new partnership with Bio-talent Canada and uOttawa to hire interns to support the Northern Research Center and BIAC – Business Incubation and Acceleration Center and conducted an interview with Bio-talent to be placed in their March report.
- Continued partnership with University of Quebec in Trois-Rivieres (UQTR) and CCTT Innofibre on the research and development of raw material extraction procedures and identification of the key chemical compounds. New Masters program underway with UQTR. In the field of Science Engineering in Lignocellulosic Materials in the department of Chemical Engineering.
- Participated in all the Service Canada meetings, and in a 4 ½ day Connexus Conference in January & February 2020.
- The office of the Commissioner of Official Languages gave us the opportunity to voice our concern on Bill 101 and to review all our initiatives and plans for the future. Asked if the youth could present to them in the near future on the Northern Research Center and on the model of bringing youth back to the region – this request did us proud!.

Networking & Partnership Initiative

Lower North Shore Coalition for Health

- Lower North Shore Coalition for Health (LNSCH) held two (2) regular meetings to oversee and organize various initiatives (i.e, Senior Day centers, Avenir d'enfant, McGill, KIDS camp, Health Promotion & Prevention program, Telehealth - CHEP) and six (6) special sittings to discuss COVID-19 impacts on the LNS.
- LNSCH merged with the CISSS partnership committee. The membership expanded to include Domestic Aid Cooperative, Youth Centers, LNS Housing Corporations and a new resource (Services Quebec).
- Director of Operations and Innovation 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.

NPI Activities & Events

- Meeting held with CISSSCN on April 9th to develop special meeting agenda for COVID-19 meetings with LNSCH.
- Special setting of the LNSCH for COVID-19 emergency planning called on March 17th, April 6th, 22nd, May 20th, June 18th and July 2nd.
- Meeting held with Executive team of the Coasters Association held on April 8th to discuss reorganization of programs due to COVID 19, staff duties and set-up of software so staff can work remotely from home.
- Meeting NPI staff team held on April 8th to discuss tasks that need to be completed due to COVID 19 and restructuring and reorganization of tasks and programs due to new regulations put in place.

- Special committees established of LNSCH members staff to answer pressing needs around food security and seniors.
- Attending meeting with Anglophone Secretariat on April 1st, 2020 on challenges with Crisis (COVID 19).
- Attended QCGN town hall conference call on April 1st, 2020.
- Weekly planning meeting held for community forum that was held by zoom during the month of November-December due to COVID 19.
- Partnership agreement established between existing Food Bank program carried out by catholic church in Lourdes De Blanc Sablon to expand services across the Lower North Shore territory in conjunction with Coasters Association Inc
- Completed interview for the evaluation of the Patient Navigator program and supported the CHSSN in the completion of local interviews of patients that used Patient navigator service in Quebec City and reviewed the finalized report.
- Supported five individuals in processing of complaints in regard to extra regional services.
- Food security Committee established, and meetings held on April 17th, 24th, 28th, and May 8th, 2021.
- Established Food Bank services throughout territory (i.e., organized accounts at all grocery stores in thirteen communities, publicity, and referral system in collaboration with local churches and social worker team at the CISSSCN
- Monthly HPP campaign carried out through three (3) daily posts per day on prioritized content areas.
- Meeting held on April 8th with Avenir D'enfants to discuss available for food security due to COVID 19 and the reorganization of all nine (9) Show Me the Way animators' tasks due to no in person animation taking place.
- Meeting with SRQEA held on April 29th to discuss information pertaining to COVID-19.
- Supported MRC in drafting a youth policy document for Bonne Esperance that was shared with other municipalities across the territory as a best practice document.
- Participated in all meetings as required with municipalities and MRC pertaining to the implementation of the Senior policy.
- Completed Gender Based Analysis (GBA) evaluation surveys for Senior Wellness Centers, Early Childhood Development Programs, HPP events and Youth programs- surveys submitted to the CHSSN for review and discussions before going to partners.
- Evaluation completed by consultant Tule on Early childhood development programs (i.e., pre- and post-survey) - infographic is currently under edits
- Evaluation plan developed with all GBA Surveys awaiting feedback from CHSSN and partners before implementation.
- GBA evaluation plan review meeting held with CHSSN on April 22nd.
- Evaluation underway with approved assessment tools (i.e., attendance sheets and early childhood development programs pre- and post-survey).

- Conference call held with CHSSN, CAMI and Coasters Association to discuss emergency measures being put in place due to COVID-19.
- Agreement with the CISSSCN to continue with a service agreement for the next two years to fund the senior day centers- \$28,996.00 per year accepted.
- Project confirmed with Educaloï to share information on legal services available to the English-speaking population, through publicity, workshops and information sessions- \$6400.00 per year accepted.
- Nutrition North evaluation meeting held on April 2nd, 2020.
- CHSSN Values based Leadership Webinar (April 23rd)
- CLC-NPI sharing session (April 28th)
- Participated in Partner check in meetings (April 17th, 24th, May 1st, 8th, 22nd)
- Participated in a “Learning from Mentors” Webinar (May 11th)
- Participated in session on the Impact of the COVID-19 Pandemic on Family Well-Being in Canada (May 15th)
- Participated in Emergency Community Support Fund Webinar (May 21st)
- Participated in webinar on the “Stages to Partnership Development” (May 28th)
- Information session on the “Assessment of safe 4-wheeled mobility aid” (May 28th)
- Living the Future, Today training session (May 28th)
- Supported CISSSCN in distribution of information regarding meals on wheels protocols in place due to COVID.
- Supported the Seniors Club in Chevery and Seniors Club in Bonne Esperance in obtaining funding to re-start their meals on wheels programs with volunteers in the community and the Canadian Rangers.
- Supported the MRC in organizing the deployment of Canadian Rangers to deliver meals on wheels, groceries, mail pick-up, medication pick-up and banking services to vulnerable seniors throughout the territory.
- Food security meetings held on April 17th, 24th, 28th, May 26th and June 9th.
- Created system for deploying groceries, diapers, etc... from Food bank Program with local grocery stores in each community that would respect the confidentiality of the recipient.
- Shared the following health material on social media- IBS Health (April), Healthy Teeth (April), Brain Tumor Awareness (May), Elderly abuse (June), Breaking the silence on Elder abuse awareness (July), Anger management (July), Self-Care Day (July), What is the Complaints Commission (July), Traveling off the Lower North Shore for Medical reasons (July), Bathtub safety (July), Eating Advice Adults and People over the Age of 50 (July), Chair Exercises (August), Gastroparesis Awareness Month (August), Protecting Seniors from Exploitation Abuse (August), The Story of The Rainbow...Working together (August), Young Adults with Arthritis and Mental Health (August), Two week exercise challenge (September), Prostate Cancer Awareness (September), National Arthritis Month (September), World Suicide Prevention Day (September), Elder Mistreatment and Neglect

(September)

- Participated in Zoom CHEP sessions (June & September)
- Special funds for COVID relief accepted at CHSSN for \$40,000.00.
- Funding applied for and accepted for Wellness Center implementation for \$50,000.00 from the CHSSN.
- Two (2) applications approved by the MRC - Senior Day Centers (\$21,100 and \$27,245)
- Facilitated the Coastal Summit Series with all the communities, municipal leaders, and partners, etc., on the Lower North Shore.
- Participated in multiple NPI Information Sharing Sessions

McGill Project

- Three (3) bursaries through the McGill Scholarship program for a total of \$15,000.00: Lakin Marcoux - Diagnostic Imaging, Delaney Collier - Physiotherapy Technology and Anna Anderson - Special Care Counselling.

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 forty-one (41) requests for assistance (up until January 12, 2020) totaling \$4,547.01 that contributed to a total of \$83,343.89 and 206 requests being distributed to community members who were dealing with illness since the implementation of the Lower North Shore Health Fund in 2012.
- Fundraising initiatives and events unable to take place due to COVID-19.

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 time management.
- Staff participated in French Second Language and Excel training with the CSSL
- Attended two (2) Networking and Partnership Initiative (NPI) virtual retreats with the CHSSN.
- Attended webinar given by TAMARACK called "Leading through Crisis Introductory" held on April 6th

Health Initiatives

- Maintained an Advisory Committee to the CISSSCN Board of Directors
- 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.
- Meeting held with the Users Committee on June 9th
- Participated in two (2) committee meetings for the Program of Access to Health and Social Services in the English Language of the CISSS de la Cote-Nord. Two (2) sub-committees were developed from this initiative, with the following mandates:
 - Development of a satisfaction survey for the Interpretation Services: four (4) meetings held to date.
 - Orientation services for anglophone users at CISSS Cote-Nord facilities: two (2) meetings held to date.

Mental Health

- Developed material for Mental Health tools (3) (Posters, Notepad, handouts)
- 2000 mental health note pads were produced and delivered to households
- Developed monthly health promotional material to be shared via facebook (world spine day, world sight day, support health minds, breast cancer, mental illness, suicide prevention, cancer, arthritis, mistreatment of seniors, healthy exercises, health eating, fall prevention, etc...)

Health Prevention & Promotion – HPP

Senior Day Center

- A project was submitted to the MRC for the Day Centers and it was accepted. The animators were rehired on April 20th, 2020. An agreement was signed for two years under the Regional Social Programs Fund, however, the part of the funding under the Structural Fund will have to be applied for again next year since one can only apply for it one year at a time., the other source of funding will have to be applied for again next year (2021-2022).
- Ten (10) Day Centers on the
- Lower North Shore; Kegaska, La Romaine, La Tabatiere, Tête à la Baleine, St. Augustine, St. Paul's River, Old Fort Bay, Chevery, Harrington Harbour, and Blanc Sablon, in partnership with Commission Scolaire du Littoral, and the Municipality of Golfe St. Laurent, however, due to Covid-19, the centers were closed, and a phone pal program was implemented in a few communities.
- Maintained the employment of the Day Center animators.
- Partnership with the MRC to keep the doors of the senior day centers open.
- A two-year (2020-2022) project was accepted with Ministère des Famille under the Age-Friendly Québec (QADA) program, entitled "Senior Abuse is everybody business."
- Completed hiring of new wellness animator in the community of Kegaska
- Establishing better communication lines between Animators in all communities.

- Reviewed with CISSS and project director the communities without animation services and whether or not they are required.
- Implemented Phone Pal Program
- Community Development and the Collective Planning (June 18th)
- Getting the Most from Your Healthcare Appointment" (June 24)
- Health and Wellness during-COVID19/post-COVID19 (July 16th)
- Senior check-in and on Challenges and Best Practices (October 21)
- Agreement with Municipality du Golfe Saint Laurent to have animator cook for senior in La Romaine.
- Project submitted and accepted to the MRC to make mask for seniors/residents, partnered with Local Table for Seniors
- 46 ladies sew masks across the Lower North Shore
- 24 volunteers (Day Center Animators, Community volunteers, and the Canadian Ranger) delivered the mask to community members.

Meetings and Training Sessions

- CHSSN Values based Leadership Webinar (April 23rd), CLC-NPI sharing session (April 28th), Iceland Ocean Cluster meeting (April 9th), Partner check in meetings (April 17th, 24th, May 1st, 8th, 22nd), participated in a "Learning from Mentors" Webinar (May 11th), participated in session on Wellness Center Growth-wheel (May 13th), participated in session on the Impact of the COVID-19 Pandemic on Family Well-Being in Canada (May 15th), participated in Emergency Community Support Fund Webinar (May 21st), participated in webinar on the "Stages to Partnership Development" (May 28th), information session on the "Assessment of safe 4-wheeled mobility aid" (May 28th) and "Living the Future Today" training session (May 28th)
- Participated in team meetings- (April 3rd, 6th 8th, 15th 27th, 30th, May 4th, 11th, 14th, 19th, 26th)
- Participated in G-Suite training (April 21st, 28th, May 5th, 12th)
- Purchased twenty (20) training codes with Living Works, several employees took suicide prevention training (on-line).

Home Visits

- Home visits were limited due to the pandemic.
Senior Day Center animators trained in g-suite operations.

Health Promotion

- Due to Covid-19, CHEP was put on hold until June 2020. The first Zoom CHEP session was held on June 17th, 2020, "Coping with Arthritis during Social Isolation". Two communities on the Lower North Shore participated. (4 on coast participants)
- CHEP session will be held on September 23rd on "Taking Care of Your Mental Health & Emotional Resilience During the Pandemic", three people registered from Bonne Esperance
- CHEP Session held "Health Eating during the pandemic (October 23rd) 138 provincial participants (4 on coast participants)
- On November 18, 2020, a CHEP session Moving Well During the COVID-19 Pandemic was held, four (4) participants.

- Session on The Price We Pay for Safety--Managing Risk and Uncertainty in Life Webinar held on January 27th, 2021, four (4) communities participated.
- Shared information on AMI Quebec and Caregivers network programming with communities.
- Partnered with Cummings Center to attend HPP sessions.
- On-going monthly promotional information shared through the Day Centers, the meals-on-wheels program and social media.
- WEAAD Webinar 2020: Elder Abuse & COVID-19: Risk & Protective (June 10th)
- Obtained and reviewed mental health awareness documents from the CISSS.
- Participated in mental health first aid training (5)
- Started process of developing safety plan for seniors across the LNS with aid from the CISSS.

Adapted Transport

- File is being addressed at the MRC level.

Support to Partnering Organization

- Supported the Local Table for seniors in administrative tasks (Meetings (Agendas, minutes -June 1st, September 14th & 25th, October 20th, November 16th,2020), project development, etc...)
- Partnered and provided support to senior groups across the LNS to carry out various activities. (project development, assist with reporting, etc...)

Groupe Accessibility

- Partnership with Groupe Accessibility to provide on-going activities to their members.

Educaloi

- Project with Educaloi for 2020-2021 - The goal of the Project is to inform English-speaking citizens about the law and to offer referrals to legal services; make Éducaloi's resources better known, and offer workshops to various audiences: seniors, parents, youth, etc.
- Workshop on "Finding and Providing Reliable Legal Information" (September 17th) 14 participants
- Legal aspects of online shopping (November 20th) -2 participants
- Mental Health First Aid (November 25th) -5 participants
- Educaloi's Lunch and Law: Work in the time of COVID-19 (December 11th)-1 participant

Youth Programs

Show ME the Way (Avenir D'enfant)

- One (1) Animator (Bonne Esperance) carry out activities that encourage the development of youth 0-5 years.
- Actions implemented to continue the eco-systemic approach process.
- Partnerships maintained with Commission Scolaire du Littoral for infrastructures.
- Animator meetings held and regular follow up to support Show ME the Way Animators.

- New Coordinator (Erin Snider) hired.
- As of December 31, 2020, Avenir D'enfants has been dissolved. Funding has been re-worked so that it is distributed through a local Maison de Famille.
- Wellness Animator role created to bridge Early Childhood Development and Senior Initiative portfolio. Positions were created in consultation with local 50+ Clubs and CISSSCN Community Organizers.

Community Action Program for Children (PACE)

- New Coordinator (Erin Snider) hired.
- Work plan revised and approved by Public Health Agency of Canada.
- Animator meetings held and regular follow up to support PACE Animators across the Lower North Shore.
- Three (3) Animators (Blanc Sablon, St. Augustine, Gros Mecatina) carry out activities that enable communities to develop a continuum of integrated services to promote health and social development of children and their families.

Bright Beginnings

- Held the Screen Free Challenge, May 2020. LNS families were challenged to participate in screen free activities. Pictures submitted of completed challenges were used as ballots for a chance to win one of four family centered prize packs.
- Held the Father's Day Challenge, June 2020. LNS families were challenged to participate in activities celebrating their father or father figure. Picture of completed challenges were used as ballots for a chance to win one of four family centered prize packs.
- Continue to meet with Eclore Cote Nord and contribute towards the Alliance Beneveillance subcommittee.
- Attended two Regional Anglophone Network meetings in partnership with the North Shore Communities Association (NSCA). Workplans were reviewed and aligned in regard to mental health initiatives. Will also be working and exploring options collaboratively for tablet purchases and community deployment.
- In partnership with NSCA:
 - Online Speech Pathology Sessions held by NSCA were shared through Coasters social media and attended by Coasters Association Early Childhood Development Animator team.
 - Baby Book Bags x 5 & School Readiness Kits x5 supplied by NSCA were distributed to families in La Tabatiere and St. Augustine.
 - Information sharing regarding Triple P Primary Care training (cost, requirements & readiness checklist) shared with NSCA from Coasters Association.
- Held two LNSCH Regroupment committee meetings. Membership consists of representation from CISSS, School board, CPE Mer Mousse and MRC to focus on 0-5 programming, services and outreach.
 - Information and data sharing: Show Me the Way infographic for 2019/2020 and EQDEM Survey Results were reviewed by the committee. Both documents were circulated to committee members.
 - Referral process for Triple P reviewed and shared mechanisms already in place by CISSS to escalate cases as required.

- A survey was conducted June 2020 to the parents of the registered PACE and SMTW participants. The data was collected via Google Forms and was then sent to Thule Evaluation for data analysis and graphic design. The final data was produced in English and French profiles and shared with:
 - Early Childhood Animators
 - Principals and General Administration with Centre de Services Scolaire du Littoral
 - CISSS

Healthy Early Years

- Bridge funding for SMTW salary secured with a commitment from the MRC for the next 3 years.
- Manager of Early Childhood Development and ECD Animator from La Tabatiere are enrolled and currently finishing Triple P Primary Care (level 3) training. This will enable light touch parenting intervention services for LNS families.
- Manager of Early Childhood Development and PACE Animators (Blanc Sablon, St. Augustine and La Tabatiere) are enrolled in the Child and Nature Alliance Outdoor Practitioner course and currently receiving training in monthly Zoom session. Onsite practical tentatively scheduled for June 2021 (rescheduled from June 2020 – cancelled due to COVID-19)
- All ECD Animators are enrolled for Dad Central training. Online modules explore how to reach out to Fathers/Father Figures and being more mindful of including Fathers/Father Figures in ECD activities.
- Initial steps to rebrand as per HEY Workplan have been taken to create a single identifier for ECD programming. “Little Coasters in Muddy Boots” will be the overall umbrella that is supported by HEY, Bright Beginnings and PACE.

KIDS Summer Camp

- Two (2) student counselors hired for the 2020 camp season through Service Canada. Due to the Covid-19 pandemic, operations were limited and counselors were tasked with creating activity packages for families to use at home.
- Application for Young Canada Works 2021 project was submitted on January 29th, 2021. Applied for eight (8) counselor positions, still waiting to get approval for the 2021 application to be approved.

Youth Employability

- Application approved to Canada Summer Jobs, a summer Camp Counsellors and Stats Literacy Internship (\$12,632)
- Application developed and submitted to BioTalent Canada approved for six (6) interns (\$120,000)
- Six (6) interns hired with the support of Bio Talent to assist with bio-development initiatives in agriculture, aquaculture, composting, and industry development.
- The youth successfully completed internships at the Coasters Association through the BioTalent internship program in various different fields.

- School Science Integration Project continued in collaboration with CSL and piloted in St. Paul's School and Ecole Mgr Scheffer. LNS Resource Elementary and Secondary Education Manual maintained to support project activities.
- Pret de Service agreement created between CSL and CA for the two youth Bio-development Agents to aid in the implementation of the School Science Integration Project and carry out R&D activities in the creation of a Staff Training Plan in collaboration with CSL-Adult Education.
- Newsletter (Forecaster) had articles promoting success stories of youth working in innovation development on the LNS created and disbursed along the LNS and displayed on the CA website.
- Application submitted with Young Canada Works to obtain a videographer for the upcoming Lower North Shore Tourism project.

Youth Engagement

- Six (6) Interns hired to support communications, data collection, businesses, bio development and marketing initiatives
- Two (2) youth assessments carried out with age demographics 13-17 and 18-35 to determine needs- data currently under analysis
- The School Science Integration Project began implementation in St. Paul's High School with a lab experiment done using wild berries and field trips done with CEBFOB and a tour of the Coop building.
- Creation of the Coasters Youth Engagement Strategy, a document that highlights how the Coasters Association aims to increase youth retention and quality of life by working together with youth engage and develop programs that aid youth.
- Youth Forum taking place in March of 2021 that will bring together all of the high schools of the Lower North Shore to discuss the role of youth in the region and the future of youth in the LNS. Will feature a guest speaker as well as a panel of youth who have returned to the region to discuss opportunity and employability in the region.

Speaker Series

- Presentations by Youth from the Lower North Shore about their careers and education to students of the LNS
- Eleven (11) presenters confirmed from various fields
- Three (3) schools on the Lower North Shore expressed interest
- Three (3) presentations have taken place, two (2) during Curfew Extracurricular Activities organized by the Centre de Services Scolaires du Littoral on January 20, 2021 and January 25, 2021, and one (1) with MGR Scheffer School's Secondary Three (3) Personal Orientation Project (POP) class on Friday, February 5, 2021.

Place aux Jeunes

- Place aux Jeunes Migration Agent hired
- Two (2) successful migrations and one (1) parallel migration
- Remote support for one (1) individual interested in nursing at the CISSS
- Supporting one (1) local individual needing housing
- Attended one (1) career fair in partnership with the CISSS and presented to four (4) students

completing their nursing degree.

- Five (5) employers added to the PAJ website
- Application submitted January 21st to the Secretariat a la Jeunesse for infrastructure financial assistance for a Youth Hub.
- Finalize H.O.M.E. Work plan
- Attend H.O.M.E. Meetings and work on initiatives with the Interim Director of Youth and Employability
- H.O.M.E working group established and meetings held on April 22nd, May 5th, 12th, May 19th, 26th, June 15th, July 13th, and September 28th to develop priorities for youth strategy
- Meeting held with PERT on April 23rd and May 26th to discuss organizational impact of COVID 19
- Application for Place aux Jeunes developed, revised and accepted (\$225,000)
- Application for funding from the PAJ Call for Projects due February 19th - funding will be used to capture video and photo footage of the region and create promotional materials for PAJ GSL, if accepted.

Nutrition North Canada - Nutrition Education Initiative

- Program manager and animator maintained for Nutrition North Program in the Municipality of Gros Mecatina.
- Five (5) year extension granted to the project from 2021-2026.
- Twelve (12) informational brochures completed and disbursed through the two communities in the Municipality promoting a healthier Gros Mecatina and nutrition education.
- Distributed vegetable and herb seeds and offered distance one on one gardening information workshops.
- Thirty-two (32) one on one or group nutrition education presentations carried out by the animator in person or via internet/telephone.
- Seven (7) nutrition and food preparation trivia contests offered online via social media.
- Twelve (12) Monthly recipes shared online to continue promoting our fruit or vegetable of the month.
- Four (4) sets of recipe cards produced in partnership with local grocery stores.
- Partnerships maintained with twelve (12) partners across government, commercial and non profit sectors.
- Kitchen equipment/supplies purchased for Mutton Bay and La Tabatiere to aid in the implementation of nutrition education activities for the populations.

Economic Development

Lower North Shore Bio-products Cooperative

Partnerships

- Board of Directors – six (6) elected officers maintained for the Lower North Shore Bio-

Products Cooperative- *James Buckle- Coasters Association representative.*

- Partnership maintained with L'Onvie a company out of New York in the United States to develop manufacturing facilities for Cosmetics.
- Partnership maintained with Integrity to sell active ingredients.
- A partnership was maintained with Integrity, University of Quebec at Trois Riviere (UQTR) and Aqua to create six (6) new liquid extracts from wild berries and birch sap, and powder extracts using wild berries that will be sold for use in cosmetic and nutraceutical products.
- A partnership maintained with Integrity Ingredients Corporation to distribute extracts, attend trade shows and market the products.

Production/Employment

- One (1) Manager of coop, three (3) NTFP collection agents, and forty-eight (48) harvesters maintained.
- Developed a marketing strategy and three products with Integrity Ingredients to launch in April 2021
- The Cosmetic Manufacturing Business Plan for the Coop was submitted to MEI and working with Samuel Turgeon of PCA accounting on evaluation of viability of project.
- The Lower North Shore Bio Products Cooperative has been meeting with various departments to finalize environmental permits for water and waste treatment for new facility construction.
- In partnership with Service Quebec and CSSL had nine (9) harvesters complete training and work placement with the Lower North Shore Bio Products Cooperative
- Provided operational, administrative, marketing and graphic design support for cooperative related events, including various meetings and the Lower North Shore Scientific Summit.

Northern Research Center

- Northern Research Center Strategic Plan for 2020-2025 under development
- In the process of developing the division structure and investment model for the Northern Research Center
- Development of a data base of all non-profits, committees and SME's on the Lower North Shore
- Work sessions held with Regional Development Network for Eastern Quebec (REDNEQ) on May 4th to discuss Regional portrait being developed on regional data and programs being accessed by the Lower North Shore
- Development and implementation of a survey with Non-Profit organizations and small and medium enterprises to determine needs and challenges in regard to running their business/organization and need in regard to training
- Analysis completed of stats Canada data in collaboration with John Abbott College and the QCGN to complete community profiles

- Statistics report completed by the consultant working for the REDNEQ network corrected and submitted back for finalization of report
- Community and Municipal profile info graphics finalized and distributed at the Coastal summit
- Meeting held with Tete a la Baleine community member Tom Hallet on April 2nd to discuss Northern Research Center and looked at economic and social development project that could be viable in the community.
- Meeting held with CEDEC on April 7th, 14th, 21st, May 14th, and 26th to aid in development of Business Incubator and Accelerator Center
- Meetings held with the Coasters Association- Northern Research Center division team on restructuring and advancing files on April 9th, 16th, May 8th, July 23rd, August 10th, September 16th and 30th
- Attended work session with CedFob to discuss announcement and start of \$2,000,000.00 NSERC grant on May 4th-\$700,000.00 in funds for SMEs on the Lower North Shore
- International Blue Cooperative Board meetings held on April 1st, 28th, 29th, May 6th, May 13th, June 17th, June 29th, and September 16th to aid in development of Blue Bio economy
- Meeting with PCA Accounting and Ministry of Environment and Innovation to develop Bio factory project in Bonne Esperance on April 16th
- Developed project charter template and contract template for small medium enterprises and nonprofits accessing services from the BIAC
- In the Municipality of Bonne Esperance seven (7) businesses (Shore Grow, Pearl Rose, Patty's Diner, I & S Seafood, Uncle Bills General Store, Whiteley Museum, Harbour Authority, LNS Bioproducts Solidarity Coop) supported (application development, marketing, promotion, professional resources, etc)
- In the Municipality of St. Augustine one (1) Native (Pakuashipi) Band Council supported (application development)
- In the Municipality of Gros Mecatina one (1) business (Agro) supported (application development, professional resources, etc.)
- Golfe St. Laurent one (1) business (Sunflower Skincare) supported (Market analysis, professional resources, etc.)
- Market Analysis under development for four (4) pre-identified industries for development - Agriculture, Bio-development, Aquaculture & Fisheries and Tourism
- Application approved to Chantier de L'économie social under the Programme de Préparation a L'investissement – Northern Research Center Consultant (\$100,000)
- One (1) application approved by NSERC, in partnership with CEDFOB – Essor de 4 productions fruitières particulières a la Cote Nord (\$700,000)
- Application developed and submitted to MRC, in partnership with Association Development Tourism approved (\$40,000)
- Application developed and submitted to Natural Resources Canada, in partnership with Conseil de Pakuashipi, (\$250,000) – \$40,000.00 was accepted.
- Application developed and submitted to Indigenous Services Canada, in partnership with Conseil de Pakuashipi, (\$1.5 million) – pending

- Met with Kegaska Harbour Authority President to review the infrastructure concerns with the current fish plant.
- Coordinated with the Administrator of the Municipality de la Cote-Nord to organize meetings between Kegaska Harbour Authority, Transports Canada, the Lower North Shore Fishermen's Association and the municipality.
- Participated in a meeting with the Comité d'Action Tête-à-la-Baleine to review potential economic development opportunities for the community.

Partnerships

- Partnership with CSL Adult Ed to create birch, algae and wild berry harvesting courses.
- Partnership with Labrador in beginning stages through multiple meetings and working sessions.
- Continued partnership with University of Quebec in Trois-Rivieres (UQTR) and CCTT-CedFob on the research and development of raw material extraction procedures and identification of the key chemical compounds.
- Partnership with CSL to support youth R&D and to develop the LNS Business Incubation Acceleration Center and Wellness centers by housing the satellite offices across the Lower north Shore.
- Partnership with the CSSL to provide space for Senior Club, Meals on Wheels and Wellness activities in St. Pauls' River
- Seven (7) partnership agreements renewed/developed: CSL – infrastructure use, CEDEC – staff support to service LNS, Groupe Cadoret – Employee on the LNS, ADT – Consultant services, UQTR – Masters program and sharing of resources, University of Ottawa – 4 Interns, CEDFOB- supercritical CO2 extraction.
- Partnership agreement established between existing Food Bank program carried out by catholic church in Lourdes De Blanc Sablon to expand services across the Lower North Shore territory in conjunction with Coasters Association Inc
- Partner with 13 Ways to implement assessment survey for participants of the Coastal Summit

Training/Courses

- Ongoing Partnership with UQTR and Memorial University in developing science and business programs on sustainable Arctic product development.
- G-suite training carried out on April 14th, 21st, 28th, May 5th, and 12th with all staff throughout the Coasters Association.
- Two hundred and seventy (270) copies of Doug Griffiths book, “13 Ways to Kill a Community”, were donated to the Coasters Association for distribution. Books will be disbursed to municipalities, communities and partners to increase capacity of social and economic development.
- Attended Connexus Conference for four (4) half days.
- Drone Course in progress.
- Meeting held with Service Quebec, Commission Scolaire du Littoral on April 16th, May 7th, 13th, 19th, and July 9th to discuss training and projects for individuals displaced from loss of

work do to COVID-19

- Attended training session entitled “Community Development and the Collective Planning Cycle” on June 18th
- Non timber forest product training developed and carried out with nine (9) participants.
- Training need assessment carried out across the territory with non-profits, municipalities and small and medium enterprises to determine training requirements.

Consultations

- A virtual Coastal summit was planned, prepared and carried with 156 individuals participating in a series of Zoom sessions. Community meetings (Nov 2-17) took place in nine (9) communities/municipalities (Kegaska, Harrington, La Romaine, Chevery, Tete-a-la-Baleine, the Municipalities of Gros Mecatina, St. Augustine, Bonne Esperance and Blanc Sablon) to share information, identify challenges and potential areas of development. Leadership Summit took place (Nov 24 & 25) where municipal councils/local committees had the opportunity to come together to discuss the realities and challenges of the Lower North Shore. A Partnership Summit (Dec 8 & 9) took place with local, regional, provincial, national and international partners to discuss the development of the Lower North’s Shore’s economy
- Attended Dialogue Days with ESDC on July 9th via webex and raised concerns of the Lower North Shore in regard to services provided by Services Canada and transfers to Services Quebec.
- Attended meeting with the FARR on June 3rd to discuss Regional Plan and priorities
- LNSCH Partners (MRC, CSSL, CISSS, CEDEC, SQ. Local Table for seniors, CPE Mer & Mousse, Groupe Accessibilite, Domestic Aide Cooperative) announced and completed survey to population for identification of economic COVID-19 concerns.
- Surveys completed with five (5) Municipalities (Blanc Sablon, Bonne Esperance, St. Augustine, Gros Mecatina and Golfe St. Laurent) to identify challenges and needs.
- Surveys completed with thirty- (31) community groups/non-profits to identify challenges and needs.
- Surveys completed with thirty-two (32) businesses to identify challenges and needs.
- Attended meeting with MRC Golfe Saint Laurent and Ministry of Environment and Innovation on June 30th to discuss the program put in place by the Quebec Provincial government called the “Re-Launch of the Quebec Economy” to give economic priorities of the Lower North Shore that will be added to Cote Nord economic priorities and submitted to the provincial government.
- Organized and carried out session with Iceland Ocean Cluster with CEO Thor Sigfusson author of the book “the new Fish Wave” on April 9th with all managers and directors on the Coasters Association team
- Attended online launch of The Ocean Finance Handbook on April 16th
- Attended session “5 Strategies on April 16th to Reduce Poverty in Canada”
- Attended session held by TAMARACK entitled “Mushkiki (medicine) Healing Self and Systems” on April 21st

- Attended webinar on Algae development held by the UN on April 27th
- Organized and carried out session with Alaska Ocean Cluster with CEO Justin Sternberg on May 7th with all managers and directors of the Coasters Association team
- Attended session entitled “The Power of One: The Role of an Individual in Systems Change” on May 12th
- Attended session on “Stages to Partnership Development” on May 28th
- Attended session entitled” Tenacity, Humility and Collaborative Leadership” on June 2nd

Small Business Enterprise

- Ongoing support for Patty’s Diner with marketing services, networking, contract development and graphic design.
- Provided Woodland Outdoor Adventures with marketing and graphic design services/consultation.
- Brand Proposals and Product Mockups created for Sunflower Skincare as well as marketing consultations, research & development consultations and networking.
- Branding Proposal created for Shore Grow - Salmon Bay Farms, ongoing marketing consultations.
- Startup consultation with The Bay Transport and Checatca River Lodge. Networking and Business Plan templates provided.
- Networking & Consultation with Sunset Motel
- Networking & Consultation with Misty River Motel Bar & Restaurant
- Video interviews and facility/processing footage done with Pêcherie Petit Havre, The Anchor, Patty’s Diner, 50+ Club Members (Greenhouse), Bioproducts Solidarity COOP.
- Development of promotional videos is in progress for above mentioned SME’s.

Interns and Master Students

- One (1) university student completing their master’s remotely on the coast in Chemical Engineering with the University of Quebec & Three Rivers
- Partnership agreement in place with the University of Ottawa and twelve students (12) completed applied research and completing keystone projects on a biofuel factory and soap manufacturing.

Laboratory

- Project submitted and accepted through DEC for Lab equipment for the Laboratory.
- Project submitted through CedFob for laboratory equipment to be installed on the Lower North Shore-project accepted.

International Partners

- Joint venture ongoing with CSL, UQTR, Memorial Universities and nine of the fifty-five Quebec CCTTs on establishing a network of local, national, and international partners ready to share their expertise with new entities such as the BIAC.
- International Blue Coop maintained, and bi-weekly meeting held with International partners from France, USA and Switzerland

Tourism

- Continued partnership with Voyages CoSte – travel agency, and a member of the board of directors.
- A meeting held with the President, Vice President of the Tourism Development Association (ADT) and Coasters to review the work plan to be completed for Tourism Project.
- Researched trends and development of the tourism industry through the components of the different types of travelers. Draft document produced.
- Researched all relevant local, regional, provincial, and federal tourism campaigns and developments.
- Compiled all research into a short form working document that highlights all the most relevant information to be used in Bonne Esperance Tourism Development plan
- Compiled all documents that can be referenced into a shared drive for tourism development.
- Created list of all SMEs in the region that are pertinent to Tourism packages.
- Set up meetings with all relevant parties to gain a full picture of all past, current, and future tourism developments.
- Researched different types of tourism packages.
- Met with mentors, partners, and stakeholders to introduce SME and Organization checklist, possible tourism packages, and database
- Contacted businesses relevant to the tourism sector to discuss the project in Bonne Esperance
- Organized meetings with the businesses interested in the project in Bonne Esperance.
- Video interviews and facility footage done with Local Artisans, Whiteley Museum, Local Fisherman, Local Woodworkers, Berry Harvesters.
- Video footage collected for Bonne Esperance communities - still in progress.
- Development of promotional videos is in progress.

Natural Resource Development

- 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.
- Continued support of agricultural groups on the Lower North Shore.
- Project development with CEDFOB
 - Researchers Marie-Claire Gervais and Eve-Catherine Desjardins visited Rivere Saint Paul
 - Met with ADT do discuss trail development- project submitted to MRC and approved work to begin in the spring of 2021.
 - Researcher Shae-Lynn Roberts worked out of the Coasters office for the duration of 2020/2021 as an in-kind collaboration between organizations.

Communications & Marketing

Communications

- Communication plan still under development (5-year strategy)
- Developed and began implementing of a Communication Implementation Plan to build awareness of our programs and services, as well as highlight staff throughout the territory.
- Communication planning meetings held weekly.
- Developed a content delivery planning sheet for staff and reviewed with the team May 8th to start implementation.
- Work session with communication team held on June 23rd to discuss market analysis for communication planning.
- Planning session held on April 21st to discuss organization of shared drives for staff across the territory.
- Joint communication task force created between the MRC Golfe Saint Laurent and Coasters Association to distribute information daily from government, local services and information from the CISSSCN on social media, radio stations and on local bulletin boards.
- Completed translation on communication materials as required in collaboration with MRC Golfe Saint Laurent.
- Establishing a partnership with APP'S CANADA to further promote the organization.

Marketing

- Workshop carried out with staff on implementation of social media template held on April 27th.
- Seven (7) meetings with web service domain provider GoDaddy to get access to Coasters Association domain to be able to revamp website.
- Two (2) meetings held with Quanglo communications to discuss challenges of getting web site access.
- Social Media Policy developed and presented to the board of directors for approval.
- Published three (3) seasonal newsletters (May, September & December 2020)
- Designed and created graphics required for social media posts for businesses, organizations, SME's, etc.
- Maintenance of 3 facebook pages, 1 linked in page, 1 instagram page, 1 twitter page, 1 website.
- Video footage collection in the region for marketing and communication purposes.
- Development of Master Video Footage list and story boards for videographer intern.
- Creation of short promotional videos by videographer intern to showcase the region, the organization and the development of the four (4) prioritized industries.
- Promoted and published the organization through PSA's, interviews, press releases, etc... on the local radio, CBC radio, Radio Canada, Cable TV, etc...
- Began construction of the new Coasters Association website. The web address is

<http://coastersassociation.com>.

- Branding Guide under development for the Coasters Association
- Branded templates for staff use under development - Letterhead, report covers, minutes template created but needing adjustments.
- Social Media Analytics assessment completed, to be communicated to staff.
- Adjustment and finalization of the Social Media Content structure in progress.
- One Nikon Z5 Camera, One GoPro Hero 9, One Mavic Pro 2 Drone, one lightbox and various accessories purchased for the Marketing and Communication department to develop a database of footage for the organization to use in a variety of initiatives as well as serve the SME's requiring marketing and communication services.
- Development of required policies, procedures and registration documentation for Drone.
- Continual branding of past and present internal documentation.
- Budgets and Inventory for current and future communication and marketing developments completed.
- Continual analysis of relevant market trends and promotional tools relevant to our organization and its divisions.
- Branding of the Coastal Summit documentation.

In-office Activities

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

Conclusion

Should any member, partner, etc.... 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!

Cornella Maurice

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February 18th, 2021