



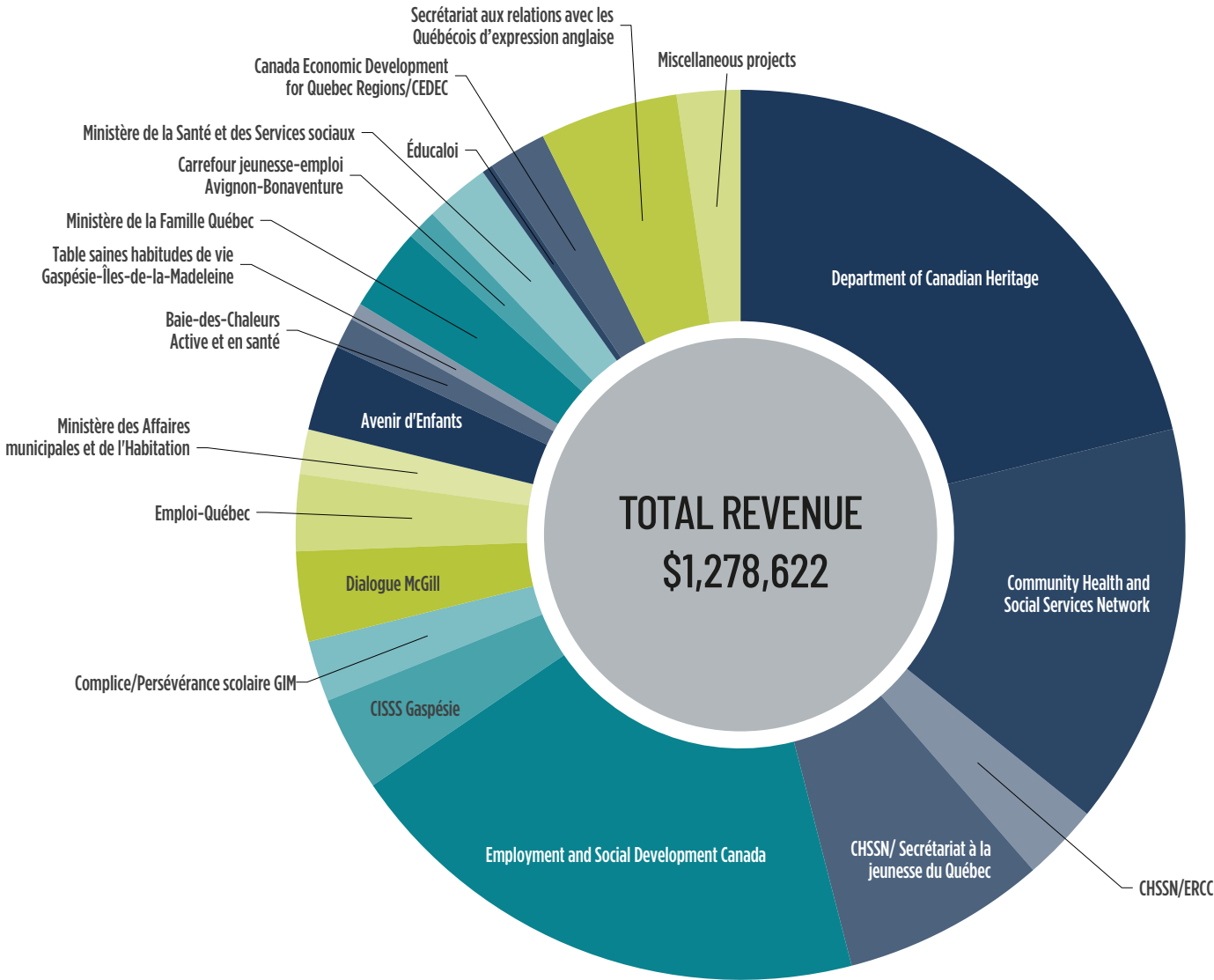
Committee for  
**ANGLOPHONE**  
SOCIAL  
ACTION



# ANNUAL REPORT

2018-2019

# REVENUES 2018-19



CASA also acts as fiduciary for other community organizations and managed \$ 678,448 in funds during this fiscal year.

# BUILDING AND STRENGTHENING THE VITALITY OF THE ENGLISH-SPEAKING COMMUNITY OF THE GASPÉ COAST

## OUR COMMUNITY

The English-speaking community of the Gaspé Coast comprises 8,175 individuals, making up 10% of the total population of the Gaspésie. The majority of English speakers reside in the MRCs of Bonaventure and Avignon. A unique set of socio-economic realities and specific demographic issues have developed within this linguistic minority.

## OUR VISION

The English-speaking community of the Gaspé Coast is a vital linguistic minority that actively participates in and contributes to the social, economic, cultural, and political life of the Gaspé Coast.

## OUR MISSION

To enhance and maintain the vitality of the English-speaking population of the Gaspé Coast by representing the community's interests and designing and delivering programs that respond to its needs.

## Our Values



### IDENTITY

Strengthening and promoting the community's unique characteristics and assets is an important aspect to ensuring a strong and vibrant community.

### SOCIAL INCLUSION

By working together, the French and English-speaking communities of the region can recognize people's differences, nurture their capacities, and engage them in making positive contributions to our communities.

### EQUITY

A proactive role in representation, awareness and advocacy will help partners develop policies and programs that ensure the community's equitable access to resources and opportunities.



## PRESIDENT'S MESSAGE

Once again, this past year has been a busy and eventful year for CASA. Both the federal and provincial governments have contributed to the on-going growth of CASA and, consequently, the services CASA can offer the English-speaking community of the coast. We greatly value our relationships with our governments and work diligently to maintain them. Just as importantly, we continue to work with and maintain our relationships with our local and regional partners. A few of the highlights of the year have been:

- The Gaspé-Magdalen Islands Bright Beginnings program has been adopted by CHSSN as a provincial framework to be used by its network of 25 organizations in Quebec.
- Funding from Health Canada and the Secrétariat aux relations avec les Québécois d'expression anglaise (SRQEA) through CHSSN allowed CASA to open a new satellite office in Pointe-à-la-Garde to better serve Anglophones in the MRC of Avignon.

This additional funding received meant expanding services offered, and this is, of course, a great thing. However, this also creates a challenge for CASA - staffing. We have excellent staff who all do an exceptional job, however CASA is not immune to the current difficulties faced by many employers in recruiting and maintaining employees. The board and staff are currently in discussions both internally and with partners regarding this issue affecting many employers in our region.

I want to sincerely thank our staff for their excellent work and contribution to our English-speaking community.

*Stella Kennedy*



### BOARD OF DIRECTORS

**Stella Kennedy**  
*President*

**Douglas Hunt**  
*Vice-President*

**David Douesnard**  
*Treasurer*

**Sharon Renouf**  
*Director*

**Tony Conoley**  
*Director*

**Bruce Wafer**  
*Director*



## EXECUTIVE DIRECTOR'S MESSAGE

Each year I reflect on this message and feel great pride in CASA's growth from one year to the next. The positive partnerships we have developed with regional, provincial and federal decision-makers has helped CASA expand and reach more of our community members throughout the region than ever before.

The opening of a new CASA office in Pointe-à-la-Garde in the MRC of Avignon, has allowed us to better serve English-speaking communities from Gesgapegiag to Matapédia. We are eager to build sustainable services in this area and have already developed strong partnerships with several local organizations. New initiatives include bilingual activities for children, a first successful Tri-Cultural Festival and a new needs assessment and action plan developed through consultations with community members.

I am particularly grateful for CASA's partnerships with Vision Gaspé-Percé Now and the Council for Anglophone Magdalen Islanders, and the vigorous work we have done to develop profiles around regional needs, seniors and early childhood. Our continuous collaboration and collective efforts have opened doors for Gaspé and the Magdalen Islands both provincially and locally.

Thank you to the CASA Board of Directors for their constant dedication to this organization. To the passionate CASA staff, thank you for the enthusiasm you bring to each project; your unique skill sets have undoubtedly contributed to the growth of CASA and created impact in our communities. Your dedication to teamwork makes objectives easier to accomplish, changes easier to put into action and problems easier to solve!

Finally, the increasing participation of community members in our programs assures us that we are responding to the needs of English-speaking Gaspésians. We all look forward to serving you in the upcoming year.

*Cathy Brown*



Helena Burke, CAMI, Cathy Brown, CASA and the Honourable Diane LeBouthillier.



Jessica Synnott, VGPN, Marguerite Blais, Minister Responsible for Seniors and Informal Caregivers and Cathy Brown, CASA.



# REGIONAL DEVELOPMENT

## REGIONAL TOURISM ACTION PLAN 2018-2021

In 2018, CASA **designed a regional tourism action plan** to foster the increased participation in the tourism industry by English speakers and to encourage a greater number of English speakers to visit the Gaspé Coast and the Magdalen Islands. In order to reach the goals of increased participation in the industry and greater visitor numbers, work is now underway to:

1. Implement a bilingual services identification program that would allow English-speaking tourists to identify industry members who offer English services.
2. Create a culture and heritage route that presents the tangible and intangible culture and heritage elements of the community.

## REGIONAL DEVELOPMENT INITIATIVE FOR EASTERN QUEBEC

**This initiative is coordinated** by CASA in partnership with the Coasters Association, the North Shore Community Association, Heritage Lower Saint Lawrence, and the Council for Anglophone Magdalen Islanders. The central objective of the project is to establish a network to help member organizations take advantage of changes to policies and programs in order to generate benefits for the English-speaking population. Its main activities will be to share knowledge, exercise leadership, and develop a strategic approach for regional social and economic development, based on cooperation, resource-sharing and strategic development.



### MOBILIZATION OF THE ENGLISH-SPEAKING COMMUNITY OF THE GASPÉSIE

The goals of this project is to ensure that the community is better informed of regional plans and policies, to develop an action plan for the English-speaking community, to increase communications between English language organizations serving the community, and between these organizations and decision-makers, and to encourage involvement in regional development. CASA and its partners wish to pursue this endeavor to ensure that the English-speaking community is an important partner in addressing established regional priorities.



# REPRESENTATION AND KNOWLEDGE DEVELOPMENT

In 2018-19, CASA **participated in 40 local and regional committees, tables, and boards**, and attended over 150 meetings within the region.

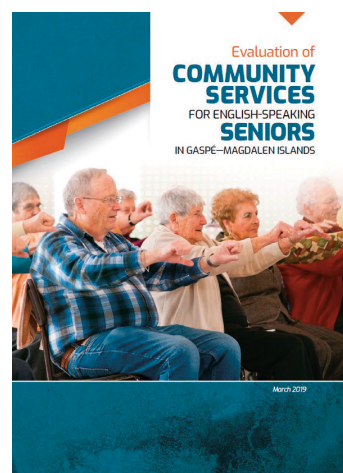
**Made presentations** to all levels of government on issues affecting the English-speaking community.

**Held two regional planning sessions** with CAMI and VGPN to work on regional issues and update the collaborative action plan.

**Attended meetings of social development networks** in each MRC to ensure inclusion.

**Participated on provincial-level bodies** including the Provincial Employment Round Table, the Provincial Committee for the Provision of Health Services and Social Services in the English Language and the Provincial Evaluation for Wellness Centres for Quebec.

**Produced evidence-based tools**, including an evaluation of community services for seniors, a Regional Profile and Bright Beginnings profile.



# COLLABORATION AND VOLUNTEERISM

**Mobilized over twenty community partners** involved in working with children ages 0 to 8 and their families in the region by holding the Annual Regional Bright Beginnings meeting. The main objectives were to share knowledge and expertise, increase dialogue and understanding of the issues and challenges faced and collectively create the Bright Beginnings action plan for the upcoming three years.

**Assisted community organizations** in their search for funding and helped secure grants.

**Created a volunteer program** focusing on recruiting and supporting community volunteers.



Gaspé-Magdalen Islands Bright Beginnings partners at a regional meeting held on January 23, 2019.

# BRIGHT BEGINNINGS

The experiences that children have in their early years deeply affect their future development and the adults they will become. This program aims to support children and their families in the Gaspé and Magdalen Islands by adapting existing services and developing new ones where none exist. As one of 16 partners in the program, CASA carried out the following work in the last year:

**Supported bilingual activities and integration** by partnering with La Maison de la Famille Avignon, in which music initiation and free play workshops were held. Twenty-seven English-speaking and French parents and their children attended these workshops.

**Encouraged parent-child attachment** by offering sessions of Wiggle, Rhyme and Story Time in three communities.

**Promoted literacy and early learning** by organizing a family book swap at the New Carlisle Community Learning Centre and creating a bilingual grocery cart reader. The reader is a picture book that attaches to the handle of grocery carts for little ones to flip through while shopping with their parents at IGA New Richmond and Paspébiac.

**Hosted and participated in over 10 family events** reaching 235 parents and children. This included visits to schools, cooking workshops, family carnivals and holiday events.

**Promoted healthy lifestyles** by hosting parent-child cooking workshops in three communities aimed at teaching families affordable and healthy recipes that can easily be made at home. It also allows parents to bond with their children through nutrition.







Bright Beginnings Coordinators Shannon Day (CASA) and Amie Chicoine (VGPN) receiving their trainer's certification.

**Increased parenting support** in collaboration with the Eastern Shores School Board, the Centre intégré de santé et de services sociaux (CISSS) de la Gaspésie, and community organizations. Bright Beginnings organized 20 parent cafés in six schools in the region. The cafés are events for parents of children from Pre-K to Grade 2 aimed at creating a relationship of trust and fostering a positive perception of education. A fun event took place every month with information sessions led by professionals.

**Increased access to educational tools** by maintaining Bookcrunchers (book-sharing boxes) in three communities and distributing bags for new parents containing health information and books.

**Increased local capacity** by supporting training for local Bright Beginnings coordinators. The coordinators attended an intensive five-day training program - Reaching in, Reaching out and Bounce Back and Thrive. These evidence-based programs teach resiliency thinking and coping skills to adults and young children under the age of eight so they can reach in to face life's challenges and reach out to opportunities that encourage healthy development. This training will be offered in 2019- 2020 to local organizations and parents.

# GUIDING YOUNG GASPESIANS

**Empowered, connected and engaged young people can take charge of their lives and change communities.** CASA works with partners to guide young Gaspesians by providing youth with the tools and skills needed to succeed.

## SCHOOL ATTACHMENT AND SENSE OF BELONGING

In 2018-19, CASA **motivated the region's English-speaking students** by partnering with the Grand Défi: Bâtir ma région initiative in English, and providing leadership development activities.

**Recognized young people's civic engagement** through the presentation of three community involvement awards.

**Offered activities** in collaboration with the Community Learning Centre during "Hooked on School Days", a province-wide program aimed at encouraging young Quebecers to stay in school.

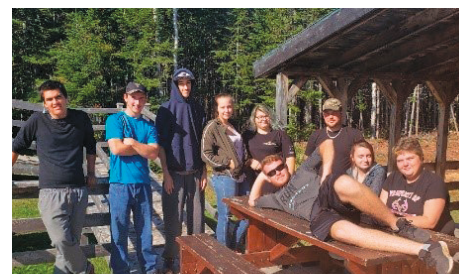
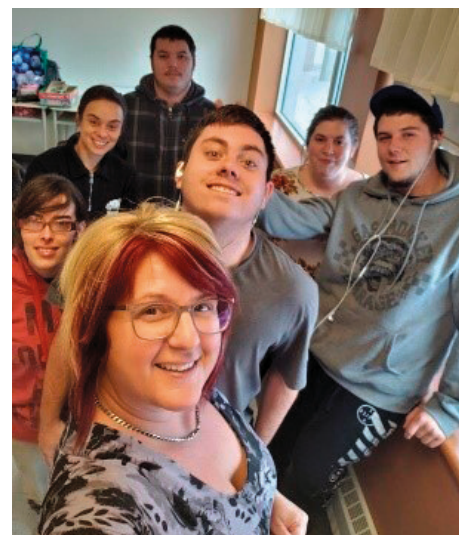
**Worked in collaboration with partners** to organize the Headstrong Anti-Stigma Training Summit in Chandler where 28 students from throughout the Eastern Shores School Board territory participated. The summit focused on breaking the stigma around mental health issues.

## EMPLOYMENT AND EDUCATIONAL OPPORTUNITIES

Provided support to youth in **overcoming barriers** to employment by:

Partnered with the Carrefour jeunesse-emploi (CJE) Avignon-Bonaventure to offer **Group Nine**. This program provided 12 youth with support to combat isolation issues and personal barriers, and work towards the goal of obtaining employment.

Offered the **SkillsLink program** to 25 youth in two communities. Over 25 weeks, participants gained employability skills and participated in 16-week on-the-job training placements.



Skills Links participants in New Richmond and New Carlisle.

# SUPPORT TO SENIORS

**Community groups, the health sector and all levels of governments must work together to offer support to seniors as they age.** CASA works with partners to adapt and implement services and programs that allow seniors to live their best life and assist them in reducing isolation, engaging in physical, social and cognitive activities, maintaining health and autonomy, and accessing services.

In 2018-19, CASA **held 110 Seniors' Wellness sessions** in seven communities with 155 regular participants.

**Increased seniors' knowledge** by holding information sessions on various relevant topics including, legal information, stress and positivity, bullying, arts and crafts, nutrition and many more. Each round of presentations reached 150 seniors.

**Reached 21 isolated seniors** through 80 phone calls and over 77 home visits offered by CASA's Seniors Outreach Worker.

**Hosted a year-end gathering**, the Senior Spring Fling, for all Wellness Centre participants from Matapedia to Gaspé. Over 125 seniors attended an eventful and fun-filled day.

**Increased awareness of seniors needs** by participating on local, regional tables and committees.



The new Wellness Centre logo, designed by Cascapedia-St.Jules Wellness Centre participant Sheila Campbell.



In operation since 2008, this the Seniors Wellness Centre program provides seniors with tools to remain autonomous, improve health and well-being, increase knowledge, and create connections with the health care system. A typical Wellness Centre experience features activities to stimulate the participants' bodies and minds, and encourage healthy lifestyles.



# ACCESS TO HEALTH AND SOCIAL SERVICES

**Equitable access to health and social services in English is fundamental to the well-being of individuals and communities.** CASA works with partners in the health and social services sector to ensure that the ESC has access to the programs, services, and information it needs in English.

## NETWORKING AND PARTNERSHIP INITIATIVE

The Networking and Partnership Initiative (NPI) is a program designed to support Quebec's English-speaking communities in improving and maintaining access to the full range of health and social services. Funding for this program is provided by Health Canada and the project is managed by the CHSSN. The objectives of NPI are to

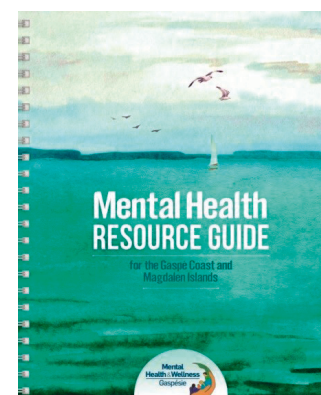
- coordinate a community health and social services network table that includes specific networking and partnership initiatives and events;
- represent the health and social service needs and priorities of the ESC;
- increase the use of evidence-based information in planning, policy, and decision-making;
- maintain and increase the number of partnership initiatives; and
- engage vulnerable English speakers and the health professionals serving them.

As one of 25 NPI member organizations, CASA works to ensure the community's vitality through cooperation and partnership with the health and social services system. CASA's programs focus on the needs of the elderly and children ages zero to five and their families.

In 2018-19, CASA **created and promoted health information and tools** in collaboration with health partners, including:

- Eight health articles, reaching over 1,500 individuals per topic;
- Fifteen video presentations on health issues;
- Helpful tools and support for those travelling outside of the region for health care, including the new Patient Navigator located in Quebec City. The Patient Navigator assisted 37 individuals from the region by providing in-person support to patients who must travel to Quebec City for health treatment.
- Information for cancer patients at [www.cancergaspesie.ca](http://www.cancergaspesie.ca).

**Provided mental health and wellness support** by promoting suicide prevention resources, creating the Mental Health and Resource guide for English speakers in the Gaspé and Magdalen Islands, initiating partnerships with local mental health service providers and offering wellness and information sessions for community members throughout the region.



# ARTS, CULTURE AND HERITAGE

**Arts, culture and heritage contribute to the well-being of communities by preserving collective memory, fostering a sense of shared identity, and increasing revenue.** Our region has much to celebrate—a rich history to share, talented local artists, and established cultural organizations. CASA is committed to promoting, enhancing and supporting the cultural and creative expression of the English-speaking community of the Gaspé Coast.

In 2018-2019, *Write on Gaspé* reached over **456** people through 27 writing workshops and events. Eighty-three entries of Gaspesian writings were submitted for monthly writing contests during this initiative. A book of Gaspesian writings will be available in October 2019 and a writing group - *Gaspesian Soul Writers*, was established with 22 members to date.



Fairy Tale workshop at Alaqsite'w Gitpu school in Listuguj.



Creative writing retreat in Pointe-à-la-Garde.



Song-writing workshop at Evergreen High School in Chandler.

## OUR FUNDERS

CASA gratefully acknowledges the financial support of the following organizations. Thank you—you make our work possible.

### Department of Canadian Heritage

### Community Health and Social Services Network (CHSSN)

### Employment and Social Development Canada

### Secrétariat aux relations avec les Québécois d'expression anglaise

CHSSN/Secrétariat à la jeunesse du Québec

Canada Economic Development for Quebec Regions

Ministère des Affaires municipales et de l'Occupation du territoire

Dialogue McGill

Avenir d'enfants

Emploi-Québec

Ministère de la Famille

Ministère de la Santé et des Services sociaux

Réseau solidaire pour le rayonnement des territoires Gaspésie-Îles-de-la-Madeleine

Complice-Persévérance Scolaire Gaspésie-Les Îles

Carrefour jeunesse-emploi (CJE) Avignon-Bonaventure

Centre intégré de santé et services sociaux de la Gaspésie

Baie-des-Chaleurs active et en santé

CEDEC

Saines Habitudes de vie de la Gaspésie-Îles-de-la-Madeleine

Éducaloi

MRC Bonaventure-Pacte Rural

Eastern Shores School Board



## OUR TEAM

**Cathy Brown** *Executive Director*

**Fay Gallon** *Programs Manager*

**Ashley Renouf** *Administrative Assistant*

**John LeGrand** *Finance Officer*

**Kim Harrison** *Regional Development Officer*

**Shannon Marsh** *Employment Liaison Coordinator*

**Kathy Gallon** *Youth Coordinator*

**Krystal Duguay** *Operations Coordinator*

**Madelyn Hayes** *Senior Wellness Centre Coordinator*

**Lisa-Jade Leblanc** *Senior Wellness Centre Coordinator*

**Sally Walker** *Seniors' Project Coordinator*

**Shannon Day** *Regional Early Childhood Development Coordinator*

**Jennifer-Lianne Willett** *Arts & Culture Coordinator*

**Carissa Dempsey** *CASA Avignon Office Coordinator*

**Mary Robertson** *Mental Health and Wellness Coordinator*

## PROJECT COORDINATORS

**Amanda Audit**

**Shanahan Boudreau**

**Amanda Douglas**

**Candice Dort**

**Myriam Beebe**

**Amanda Crozier**

**Crystal Element**

**Paul Coburn**

**Melissa Savidant**

**Marie-Claude Meunier**

**Barbara Flowers**

**Scott Legouffe** - Summer Student

**Brittany Major** - Summer Student

**Jeremy Flowers** - Trainee

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