

NEWFOUNDLAND AND LABRADOR'S

# Vital Signs<sup>®</sup>

**REPORT 2017**

A province-wide check-up of the quality of life in  
Newfoundland and Labrador communities for 2017.



COMMUNITY FOUNDATION OF  
NEWFOUNDLAND AND LABRADOR

A collaboration between the  
Community Foundation of  
Newfoundland & Labrador and  
Memorial University's Harris Centre.





# WELCOME



## Welcome to the 2017 edition of Newfoundland and Labrador's Vital Signs, an annual snapshot of quality of life in our province.

2017 has been a landmark year for the country, an opportunity to take stock as we look back on the 150 years that have passed since Canada's confederation in 1867.

In Newfoundland and Labrador, in the midst of financial challenges, declining population, and a shift away from a traditional rural lifestyle, it has also been a time of reflection and new direction, as well as coming together with our neighbours and building on our strengths.

Leading up to Canada's 150<sup>th</sup> anniversary, the national Vital Signs reports produced by Community Foundations of Canada have focused on our sense of belonging. In light of this, and in recognition of such a landmark year, we decided to explore the idea of "belonging" by asking how we fit into a place, how that place welcomes and includes us, and how we build community. In this edition of NL's Vital Signs we will also explore how issues like financial security, safety, and mental health impact our sense of belonging, and how our neighbourhoods, heritage, and even the food we eat can support our ties to our communities.

Newfoundland and Labrador continues to be a unique part of the country and our sense of belonging is a key strength for us as we face this period of change and challenge.

**Paul McDonald** **Dr. Rob Greenwood**  
*Chair, Community Foundation of Newfoundland and Labrador* *Executive Director, Harris Centre*

## The Community Foundation of Newfoundland & Labrador

The Community Foundation of Newfoundland and Labrador promotes and sustains healthy communities across our province by providing grants to a wide range of community organizations. CFNL combines a broad, province-wide reach with a grassroots focus on small organizations that can have a major impact in their local communities. The foundation's goal is to address community problems and to enrich the lives of community members.

Twitter @NLFoundation  
 Facebook @communityfoundationofnl

## The Leslie Harris Centre of Regional Policy and Development

The Leslie Harris Centre of Regional Policy and Development is Memorial University's hub for public policy and regional development issues. The Centre links Memorial faculty, students, and staff with groups across Newfoundland and Labrador, supporting active community engagement. Working with all units at Memorial, the Harris Centre builds connections, encourages informed debate, and supports collaboration to enhance the province through mutually beneficial partnerships.

Twitter @harriscentre  
 Facebook @harriscentre

## Support Vital Signs

Vital Signs is produced with financial support from organizations and individuals, in addition to substantial in-kind support from CFNL, the Harris Centre and Saltwire Network. The funds raised cover the basic costs of researchers, writers, graphic design, and data access.

Additional support would allow for more community engagement in creating the report, more in-depth research into specific issues, and the development of more robust online tools to enhance the powerful information in the report. If you would like more information about how to support NL's Vital Signs please get in touch. Email [info@cfnl.ca](mailto:info@cfnl.ca)

## How to Use This Report

- START CONVERSATIONS**  
Use the information in this report to talk about how our province is doing and where we should go from here.
- PASS IT ON**  
Share this report and the information in it with friends, colleagues, family, or elected officials.
- FIND OUT MORE**  
Learn about the organizations and individuals in our province working to improve things, and ask how you can help.
- CONTACT US**  
If you are looking for ways to make a difference, we can help connect you.
- TAKE ACTION**  
If you're moved by what you read, use this report as a starting point for action.
- SHARE YOUR THOUGHTS**  
What do you think of the statistics in this year's report? Do you have a story to share about sense of belonging in Newfoundland and Labrador? Share your ideas with us online using the hashtag #VitalSignsNL

**LOOKING FOR MORE COPIES?**  
 We produce Vital Signs each year in the hope that it will be a valuable resource for everyone in our province. If you would like more copies of the report for your organization, business, or classroom, please contact **CFNL at (709) 753-9899** or the **Harris Centre at (709) 864-3143**.

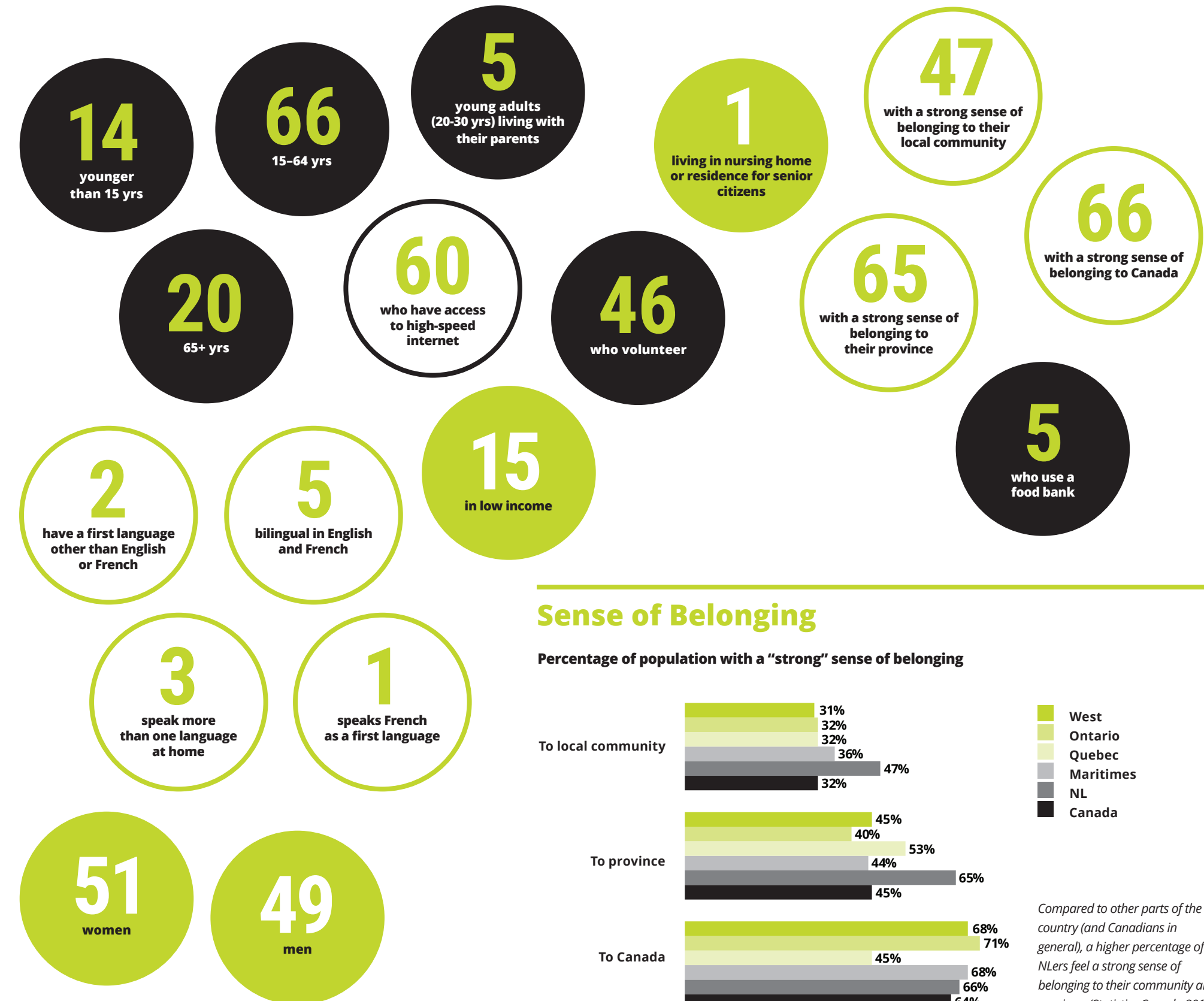
To see the national Vital Signs reports on belonging, visit: [www.communityfoundations.ca/vitalsigns/belonging](http://www.communityfoundations.ca/vitalsigns/belonging)



# A VILLAGE OF 100

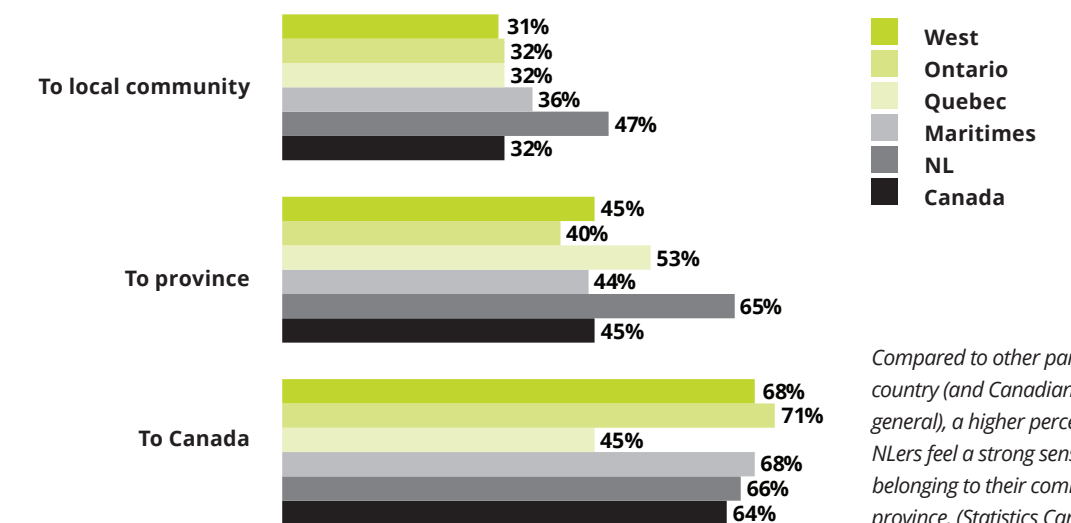


If Newfoundland and Labrador was made up of 100 people, there would be approximately...



## Sense of Belonging

Percentage of population with a "strong" sense of belonging



Compared to other parts of the country (and Canadians in general), a higher percentage of Nlers feel a strong sense of belonging to their community and province. (Statistics Canada 2013)

**yaffle** Got a research idea for your community? Want to find out what research projects are taking place around the province? Want to connect with others about a big idea to make your community a better place? Check out Yaffle - Memorial University's online connecting tool. Create a profile and get connected!

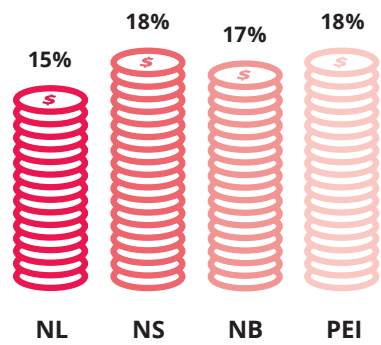
[www.mun.yaffle.ca](http://www.mun.yaffle.ca)



# PERSONAL ECONOMY

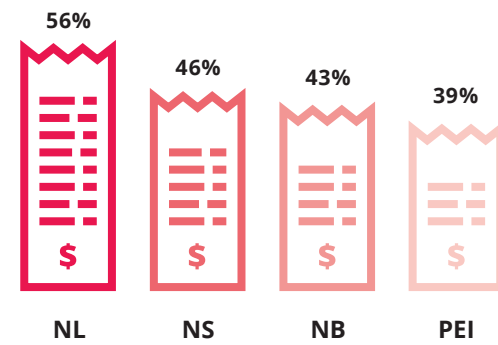


## Highly Likely to Make a Major Purchase



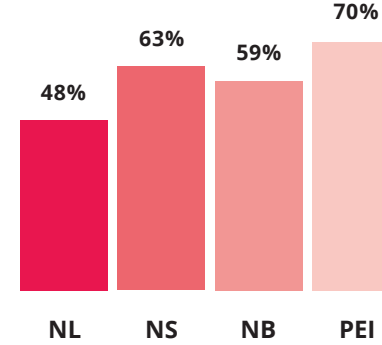
Only 15% of Nlers reported a high likelihood of making a major purchase in 2017. (Atlantic Matters, MQO Research, July 2017)

## Very Concerned about Cost of Living



A solid majority of Nlers are very concerned about cost of living. (Atlantic Matters, MQO Research, July 2017)

## Feeling Very Secure in Employment



Fewer than half of Nlers feel very secure in their current employment. (Atlantic Matters, MQO Research, July 2017)

## Keys to The Castle

### Young people struggle to get ahead facing high debt and unemployment

Graduating from university with nearly five years of work experience under her belt, Sarah Cook didn't anticipate how difficult it would be to find a permanent, full-time job in her field.

"I've been out of school for four months now and have applied to countless jobs," explained Cook. "The market is highly competitive and most positions require even more education and experience than I have - usually a Master's and five to seven years of relevant experience. I'm left wondering if I should put my life on hold and go back to school, and, at 30, I'm looking forward to building a life with my fiancé and buying a house - going back to school isn't high on the wish list."

Cook is not alone in her struggle to find work in her field, pay off student debt, and get on with the business of reaching other life milestones like owning a home or starting a family. According to Generation Squeeze, a national research and advocacy organization that raises awareness about generational inequality, young adults in Canada are working and studying more to have less.

Canadians are more educated than ever: 67% are post-secondary graduates compared to 30% 40 years ago. But, since 1976, student debt has risen by more than 40% and housing prices have nearly doubled, while the average income of adults aged 25 to 34 has actually fallen from \$46,480 to \$42,480. Today it takes an average of 12 years

to save for a 20% down-payment on a home, compared to only 5 years in the 1970s.

"Getting an education is not the key to the castle it was for our parents," said Cook. "There's no way you can save for a down-payment on a home, or pay a mortgage, when you have tens of thousands of dollars to pay back. It's a frustrating reality after working so hard. I want to stay in my home province. My family is here, my partner's job is here. No one should have to make a choice between those things and having a job, but that's the reality new graduates are facing."

According to Eric Swanson, Executive Director of Generation Squeeze, a shift in policy is needed to prioritize younger Canadians.

"When you don't know where you'll be getting a paycheque from three, six or twelve months out, it's extremely difficult to feel any kind of security. Without security, it's hard to feel any sense of belonging or to actively invest in your home or your community."

"With so many younger Canadians struggling to achieve the basic milestones of adulthood, we need a wholesale change in thinking," said Swanson. "We need to match the often heroic individual adaptations being made in families across the country."



# HOME IS WHERE YOU MAKE IT



## "Here from Away"

### Art show latest in integration efforts of Refugee and Immigrant Advisory Council

A recent gallery initiative, led by the Refugee and Immigrant Advisory Council (RIAC), served as a showcase for artists who are newcomers to the province, helping them build a portfolio and promoting diversity within the province's already vibrant arts community.

RIAC has been helping refugees and immigrants in the province since 1983. Along with the gallery, RIAC has a variety of services, all of which are free: an English as a Second Language program, support on a variety of topics such as health, immigration, employment, and education, and more. Despite tight budgets, RIAC aims to help as many people as possible, including newcomers, Canadians from other provinces, or Newfoundlanders and Labradorians seeking help with immigration issues such as bringing their spouse to Canada.

"Rather than striving towards inclusion and tolerance of refugees, we aim for participation and ease of navigation within this province and Canada as a whole," said José Rivera, Executive Director of RIAC. "This encourages a sense of belonging in that, rather than creating a new space for these individuals, we welcome them into the existing space and help with any obstacles that may arise along the way."

One of the participants, Taqwa Mahmood, is like many local artists, working in the downtown core of St. John's, overseeing a small gallery space. Unlike many of her peers, however, at age 20 Mahmood has spent much of her life as a refugee. Originally from Palestine, Mahmood was born in Iraq, and her family travelled to Syria and then Malaysia before applying for immigration to Canada. "I came to Canada four years ago, and I'm about to apply for citizenship," said Mahmood. "I'm hoping to be a Canadian citizen in a few months."

Using the gallery space, the St. John's Youth Social Justice Society held a fundraiser for RIAC, titled "Here From Away." "The show had paintings and vintage items... anything that comes from [outside] Canada," said Mahmood, whose works bring out themes of Palestinian life and the refugee experience. "It's how a refugee's life changes from a country that has war to come to a country like Canada. It's a beautiful change in their mind and health and everything in them... the good changes. The change people go through when they come here is huge and very positive. RIAC helps people forget about the past that will ruin their hope."

"I really appreciate what Canada has done for me," said Mahmood. "I want to be part of this thing that helps people. In that way, I feel Canadian already."

## Nlers who were born in NL 89%

## Residents who say they live in a welcoming community



Bay Roberts area



Grand Falls-Windsor area



Corner Brook area



St. John's area

Data on Nlers' perceptions of their neighbourhoods are only available for NL's census metropolitan area (St. John's and surrounding area) and its three census agglomerations (Corner Brook, Grand Falls-Windsor, and Bay Roberts). (Statistics Canada 2014)



Photo by Charlotte Gardiner

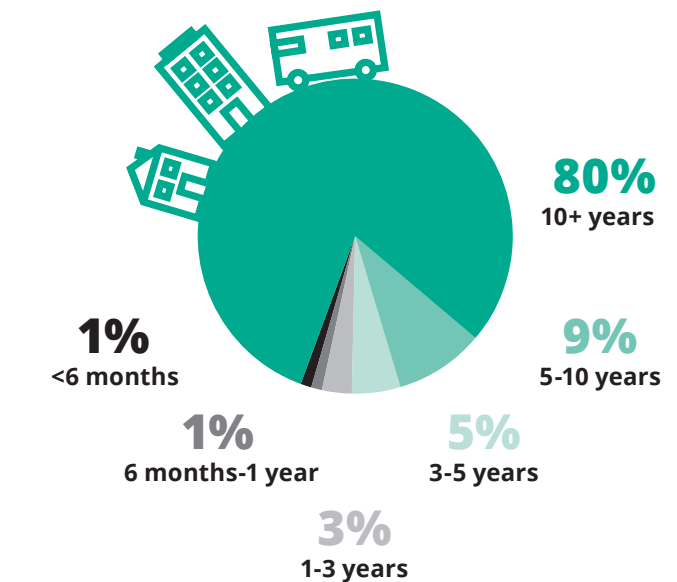
## In High Demand

Labrador is one region that's poised to benefit from immigration to the province. Labrador tends to experience labour shortages despite high unemployment. Demographic changes, the seasonality of work, and vast distances that limit intraregional mobility are important factors. Our research on temporary foreign workers in Labrador shows that one of the challenges of hiring workers is accommodation shortages. Investing in affordable housing in those Labrador communities that struggle to attract workers from other parts of Labrador, elsewhere in the province, Canada and/or the world could contribute to solving the problem of labour shortages and increase the probability of attracting and retaining newcomers in the region.

—Dr. Halina Sapaha, Postdoctoral Fellow with the Jarislowsky Chair in Cultural and Economic Transformation and the Harris Centre, Memorial University

To read the full report visit [www.mun.ca/harriscentre/populationproject](http://www.mun.ca/harriscentre/populationproject)

## How long have Nlers lived in their community?



80% of Nlers have lived in their current community for over 10 years, while 2% moved to their community less than a year ago. (Statistics Canada 2014)

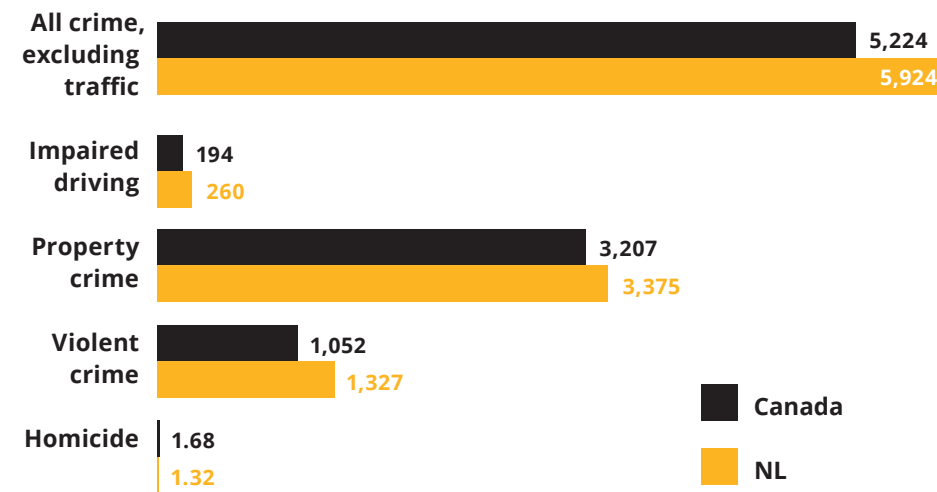


# CRIME & SAFETY



## Crime Rates in NL

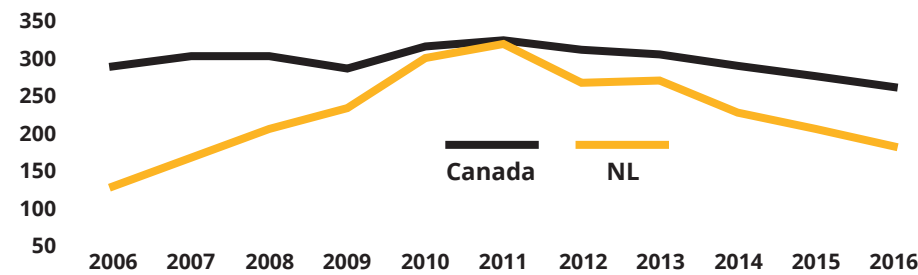
per 100,000 population



Crime rates in NL were higher than the Canadian average rates in 2016, except for homicide. (Statistics Canada 2016)

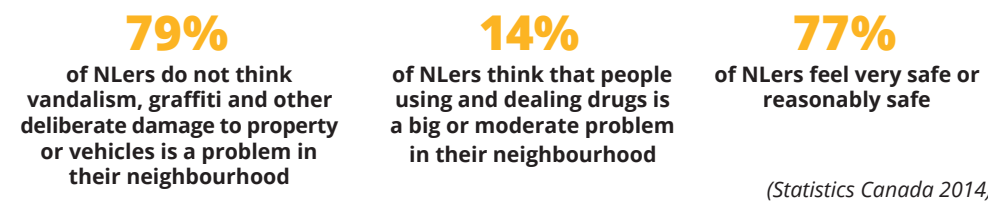
## Drug Crime Rate

per 100,000 population



Drug crime in NL peaked in 2011, when the rate was almost the same as the Canadian average, but since then has been declining. (Statistics Canada)

## Safety in Our Neighbourhoods



## Forging Trust

### Junior Police Academy breaks down barriers between police and community

When police arrive on a scene, it's usually nighttime. They are alert and serious, wearing dark uniforms with holsters at their hips. And, more often than not, someone's in trouble.

In the periphery there may be children who, early on, learn either to trust or mistrust police officers. For marginalized groups such as Canada's Indigenous peoples, who have historically had a complicated relationship with law enforcement, the need to rebuild trust is paramount.

"There was a need in the community because we found the relationship to be very problematic," said Cst. Shawna Park, currently in her 12<sup>th</sup> year with the Royal Newfoundland Constabulary. "Children were fearful. We wanted to break down the historical barriers and form a stronger relationship between the RNC and the community."

To give Indigenous children an opportunity to interact with police and learn more about policing, the Royal Newfoundland Constabulary and Qalipu Cultural Foundation came together to host a Junior Police Academy at Killdevil Camp in Gros Morne National Park. The three night, four day camp has been in operation for over 12 years, with hundreds of kids between the ages of 9 and 12 participating.

Park feels the operation of the camp helps RNC officers do their jobs. "Since we started the camp, we've seen a change. It's certainly been more welcoming," Park said that, like anything, it just takes some getting used to. "On the first day, they're frightened," she said. "By the time they're leaving, they're introducing us to their family."

"We get the opportunity to act as mentors," said Park, who helps organize the summer event. Alongside activities like hiking, canoeing, and swimming, campers learn about decision-making and lifestyle choices, bicycle safety, police investigative techniques, and Mi'kmaq culture.

"The bigger and stronger your sense of pride in the community, the more responsibility you'll take on when it comes to the community," said Mitch Blanchard, Resource Coordinator for the Qalipu First Nation and the Qalipu Cultural Foundation. "That's a part of safety."



Funded by the Community Fund for Canada's 150th

## A Hidden Crime

Sexual violence continues to be prevalent in Newfoundland and Labrador. Our centre has experienced a 300% increase in individuals utilizing our crisis line over the past three years. We know that the increase can be linked to our efforts to give voice to survivors and to provide outreach in all areas of our province. It's not just simply that more harm is happening, but rather we are getting a better understanding of just how many individuals are impacted by sexual violence. When asked to explain the increase, we compare it to pulling open a social curtain; a curtain that reveals hidden and stigmatized experiences of sexual violence.

—Nicole Kieley, Executive Director, NL Sexual Assault Crisis and Prevention Centre

Photo by Mitch Blanchard, Qalipu First Nation

# NEIGHBOURHOODS



## Where are people in NL living?



Single detached: 73%



Apartment or flat in a duplex: 12%



Apartment in a building with fewer than 5 storeys: 5%



Row house: 5%



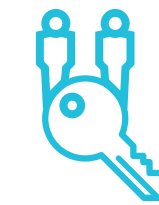
Semi-detached house: 4%

In Canada, NL has the largest share of single-detached houses: 73% of all dwellings versus 54%. Apartments in high-rises and low-rise apartments are much more common nationwide than in NL: 10% of dwellings in Canada are in buildings with 5 or more storeys (0.3% in NL) and 18% in buildings with fewer than 5 storeys (5% in NL). (Statistics Canada, Census 2016)

## Residents who say their neighbourhood is a place where people help each other



## Residents who know many or most of their neighbours



Data on NLers perceptions of their neighbourhoods are only available for NL's census metropolitan area (St. John's and surrounding area) and its three census agglomerations (Corner Brook, Grand Falls-Windsor, and Bay Roberts). (Statistics Canada 2014)

## Rural Renaissance

### Reviving rural beyond tourism

Standing on Church Street in Bonavista, it's easy to see the appeal: colourful clapboard houses, white picket fences, and a variety of attractive shops and stores, crisscrossed with laneways and fishermen's footpaths. These pieces of rural idyll not only draw thousands of tourists to Bonavista each year but are part of a wider strategy to attract permanent residents, as well as visitors.

Judging by the resurgence of Bonavista in recent years, the strategy is working. "The greatest number of people moving to Bonavista are 20- to 30-year-olds from St. John's," said John Norman of Bonavista Living and Bonavista Creative. Norman's organizations are restoring buildings into vacation rentals, private homes, and affordable housing units and fostering new enterprise using the community's built heritage as a focal point.

The concept of *placemaking* – capitalizing on a local community's assets, inspiration, and potential with the intention of creating public spaces that promote people's health, happiness, and well-being – was integral to the revitalization. All efforts have been focused on making

Bonavista a better place to live for everyone, not just to produce an illusion for tourists for four months out of the year.

And Bonavista has more to offer than its built heritage. "There's more infrastructure here than a town twice its size," said Norman. "There's recreation, arts, and culture... it's hard to find a rural town in Newfoundland where there's year-round theatre and a martini bar."

On the periphery, subdivisions are being developed, but the core – Church Street – remains the heart of the town.

"Everything comes from Church Street," said Norman. With the prioritization of low-cost commercial lease space for artisans and other small business owners, Church Street now hosts chocolatiers, chefs, engineers, architects, silk dyers, and more.

While 60,000 tourists make the summer months lucrative, it's the base of 8,000 residents in the region that make business possible. Many enterprises are further supported by online sales and exports, utilizing the infrastructure available.

It all adds to the vitality of the town, amidst the new public gardens, trails, and art installations. "With everything, we're not just thinking about the tourist," said Norman. "We're thinking about [the person] down the street."



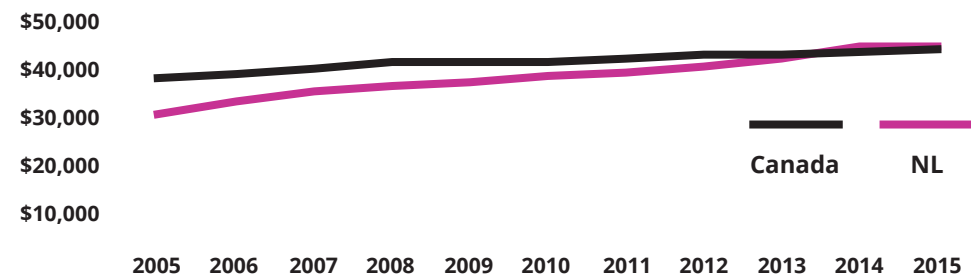
Photo by Crystal Fudge

# GAP BETWEEN RICH AND POOR



## Personal Incomes

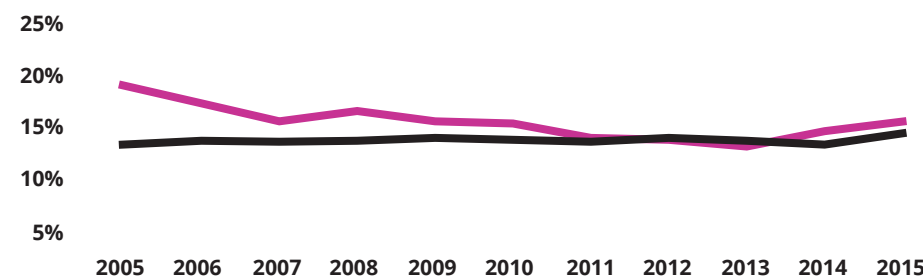
Adjusted after-tax median personal incomes based on families



During the period of 2005-2015 median personal after-tax incomes (adjusted for family size and inflation) in NL rose to meet the Canadian level. (Statistics Canada)

## Low Income

Percentage of people living in low income



Between 2005 and 2013 the percentage of NLers living in low income declined to meet the Canadian level but then rose slightly above the national level. (Statistics Canada)

### Have Not No More

“Ten Glorious Years” is the way that economic historians will describe income growth and the decline in the incidence of low incomes between 2005 and 2015 in Newfoundland and Labrador. During this time, median personal after-tax incomes adjusted for family size and inflation rose to meet the Canadian level. The current situation is “have not no more,” especially when one considers that the cost of goods and services in our shopping basket is cheaper for the most part than in the rest of Canada. Residents of Toronto, Edmonton, and Vancouver please take note. As for the “hollowing out of our middle class” during this period? It is “fake news”! But while we may proclaim our progress, the next ten years will probably not be so kind, especially to those at the top end of the income distribution.

—Dr. Doug May, Professor of Economics, Faculty of Humanities and Social Sciences, Memorial University



Photo by Veronica Morrissey

## Economic Mobility



Chance that children raised by parents in the bottom fifth of incomes will **stay in the bottom fifth**:

**32.1% NL**  
**30.1% CAN**



Chance that children raised by parents in the top fifth of incomes will **stay in the top fifth**:

**29.5% NL**  
**32.3% CAN**



Chance that children from parents in the bottom fifth of incomes will **rise to the top fifth**:

**8.7% NL**  
**11.4% CAN**

The income of the parents was measured over a five-year period when the children were 15-19 years old, and the children's income was measured over a five-year period when they were approximately in their late 30s-early 40s. (Miles Corak. 2017. "Divided Landscapes of Economic Opportunity: The Canadian Geography of Intergenerational Income Mobility." University of Chicago, Human Capital and Economic Opportunity Working Paper Number 2017-043.)

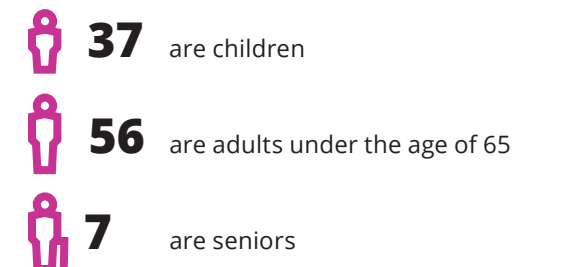
## Food Bank Usage

Percentage of population assisted



2.7% of food bank users in NL are post-secondary students.

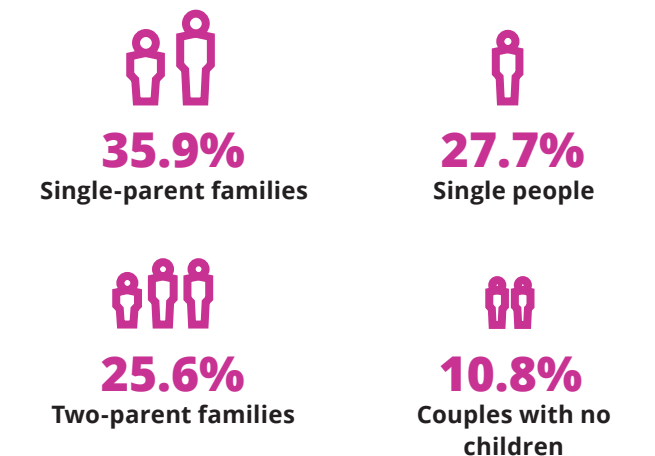
Of every 100 people using food banks in NL



Of every 100 households using food banks in NL



Household composition of food bank users in NL



(Hunger Count Report 2016, Food Banks Canada)

## Low Income Has Many Faces

These profiles reflect some of the different experiences of real people living in poverty in NL.



### Marlene

Marlene worked all her life, but, now that she's in her early 70s, she has had to retire due to severe arthritis. Her adult son, who has an Autism Spectrum Disorder, lives in her basement, and she has been caring for him alone since her husband died. Marlene and her husband never made very much money, she doesn't have retirement savings, and her pension isn't enough to support both herself and her son. While she used to help her son bathe and dress, her arthritis has made it almost impossible for her to care for his physical needs. She's not sure where her son can go or how she'll be able to afford help.

### Matt

Matt was raised by unemployed parents who lived on a combination of social assistance and disability insurance. Most people in his neighbourhood are in the same position. Matt graduated from high school but doesn't know how to get or keep a job. His parents can't help him write a resume or give him job advice, and he's never watched someone get up every morning, pack a lunch, dress for work, and leave early enough to get to there on time. He is applying for social assistance because that's something he and his parents understand.

### Rick and Donna

Rick and Donna are parents with two young children. Rick worked for many years in a high-paying job in construction, but, when the project he was working on ended, he couldn't find a local job. When he and Donna tried to sell their house near the project, they weren't able to find a buyer, since the market was flooded with homes that had been vacated by other workers. They hadn't focused on saving while Rick was working and had overextended themselves on credit cards and expensive purchases, like a new car. Now that they can't pay their mortgage, the bank is repossessing their house.

### Colin

Colin was removed from his Indigenous parents in Labrador when he was six years old and placed with a foster family in central Newfoundland. He was moved between several foster and group homes over the years, not developing a permanent relationship with any of his caregivers, and, because of the distance, he lost touch with his extended family and cultural community. When he "aged out" of the care system, although he had a minimum-wage job, he was unable to organize all the aspects of living alone, like finding an apartment, sorting out transportation, obtaining official documents, paying bills, and filing income tax returns. As a result, he became homeless.

### Kayleigh

Kayleigh is a young woman from a middle-class family. Her high school boyfriend, who was a few years older than her, encouraged her to try hard drugs, and she became addicted to heroin. Her parents cut off contact with her to protect her younger siblings, and she began stealing to support her habit. After a stint in the Correctional Facility for Women in Clarenville for theft, Kayleigh's criminal record made it impossible for her to find a job. She suffered a relapse in her addiction. She recently gave birth to a baby girl.

Each of these profiles is a composite based on the stories of real people in the lowest income bracket. Profiles were written with the guidance of Lisa Browne, CEO, Stella's Circle. Stella's Circle is a community-based non-profit that provides services to adults who face many barriers to fully participating in their community. These barriers include mental health challenges, addiction, trauma, poverty, homelessness, criminal justice involvement, low literacy, and long periods of unemployment.



# COMMUNITY & CIVIC ENGAGEMENT



Photo by Arthur C. Green

## Act of Solidarity

### Human Shield forms around St. John's mosque following attack in Quebec City

Census numbers indicate that more than 1,000 members of the Muslim faith call St. John's home.

On a bright and cold Sunday morning in February, an equal number of people stood vigil outside of Masjid-an-Noor – the first and only mosque in the province – as the faithful attended to their prayers.

The act of solidarity came less than a week after six people were murdered and five were seriously wounded in a terrorist attack at a Quebec City mosque.

The event was part of a national initiative born on social media, inviting the public to show up at their local mosque during prayer time to form a human shield, united with Muslims across the country.

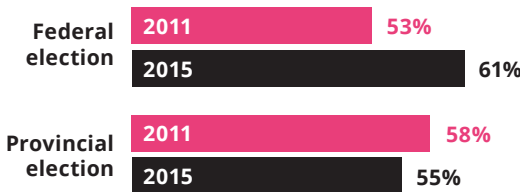
"[Events like this one] are important because they provide us platforms to express, experience, and reproduce a sense of belonging to a healthy community which cares for each and every one of its members," said Aysel Akinturk, a member of the executive committee of the Muslim Association of Newfoundland and Labrador (MANAL). "They also remind us that we are beautifully diverse yet inherently united especially when it comes to standing up for our humanity."

Gobhina Nagarajah, who helped organize the human shield locally with MANAL, kept the public updated using social media, where people had already begun leaving messages of support and condolences.

"I think it reassures people that they don't just belong, that they are not just welcome," Nagarajah said, "but that they are an integral part of the community."

## Voter Turnout

### Voter turnout in NL

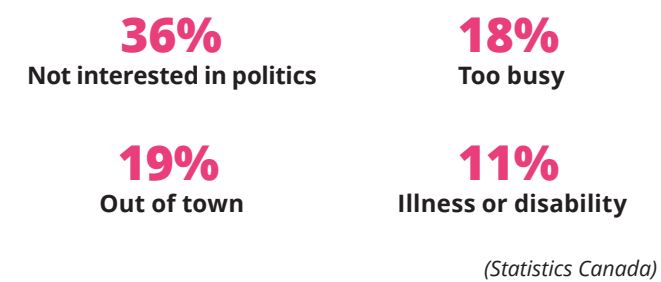


In 2015, voter turnout in NL for the federal election was substantially higher than in 2011, but voter turnout fell for the provincial election (the lowest in the last five provincial elections). NL turnout for the federal election was still the lowest in Canada, with the average national voter participation at 68%. (Elections Canada and Elections Newfoundland & Labrador)



Voter turnout for Municipal elections in NL continues to be low, 49% in 2013. Data on voter turnout for the 2017 Municipal elections will be reported in the 2018 edition of Vital Signs. (Department of Municipal Affairs and Environment)

### NLers' Top 4 Reasons for Not Voting (in the 2015 Federal Election)

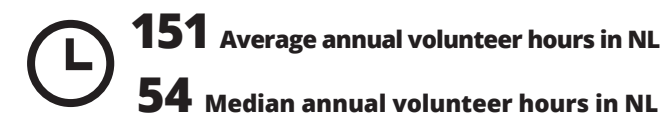


## Volunteering

### Volunteer rate:



46% of NLers reported volunteering, which was similar to the Canadian volunteer rate of 44%. Saskatchewan had the highest volunteer rate in Canada (56%) while Quebec had the lowest (32%). (Statistics Canada 2013)



That the average number of volunteer hours is so much higher than the median shows that a relatively small number of people is doing most of the volunteer work. (Statistics Canada 2013)

## Authentic Engagement

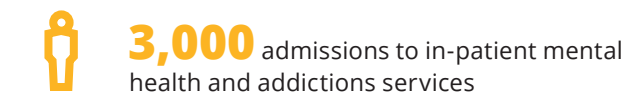
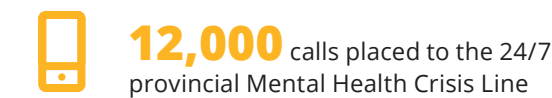
I always think voter turnout is a bit of a lagging indicator when it comes to the real issue: civic engagement. Some people vote out of habit, but are mostly checked out when it comes to politics. And if you cajole people enough, some of them will cast a ballot out of a sense of obligation, even if they tune politics out the rest of the time. But if you foster authentic civic engagement, you won't need to tell people to vote; they'll figure it out on their own, because they care. Real political involvement doesn't happen once every four years.

—James McLeod, reporter, The Telegram

# MENTAL HEALTH & ADDICTIONS

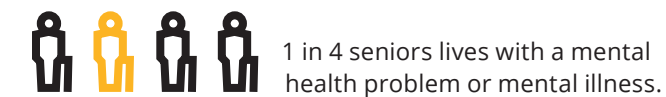
## Use of Mental Health Services

On average, every year in NL there are:



(Towards Recovery, report by the All-Party Committee on Mental Health and Addictions, 2017)

## Mental Health and Seniors

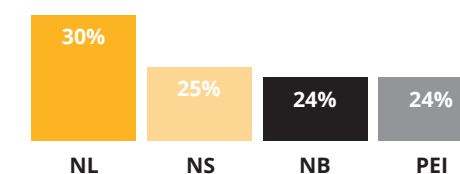


### Common mental health and addictions issues experienced by seniors:

- depression
- dementia
- anxiety
- prescription drug abuse
- gambling

(Towards Recovery 2017)

## High Level of Stress



Although the number of NL residents reporting high stress decreased from 35% in July 2016 to 30% in July 2017, a greater percentage of the population experiences high stress in NL than in any other Atlantic province. (Atlantic Matters, MQO Research, July 2017)

## Gender Diversity

Trans, two-spirit, and gender diverse children and youth in Newfoundland and Labrador face considerable challenges in accessing affirmative care and mental health supports, particularly youth in isolated rural regions. Yet they also exhibit incredible strength, resilience, and hope. With strong family support, increased public understanding of gender diversity, and improved access to trans-affirmative care, gender diverse young people in this province can thrive.

—Dr. Julie Temple Newhook, Professional Associate, Janeway Pediatric Research Unit, Faculty of Medicine, Memorial University

## Daily Practice

### "Talking about mental health like a normal day-to-day thing"

"Oftentimes, when we are feeling mentally unwell, our thoughts can be distorted and negative leading us to believe false truths - such as not belonging in a given environment," said Heidi Anderson of the Consumers' Health Awareness Network Newfoundland and Labrador (CHANNAL). "If we are feeling well mentally, we are more prone to positive feelings which can make us feel comfortable in our environment and give us a good sense of belonging... it gives us a boost of confidence and we are more inclined to participate in the given environment."

CHANNAL is a grassroots non-profit, and their pre-crisis mental health Warm Line enables callers to speak with trained staff who have lived experience with mental health issues. "It is the only peer-led organization like it in the province and we strive to provide a safe and sober environment for peers during their recovery journeys," said Anderson, who is the Regional Peer Support for the Grand Falls-Windsor region.

When it comes to fighting back against disillusionment, mental health educator Sue Rodgers says conversation is key. "Talking about mental health like a normal day-to-day thing," she said. "Allowing all to feel and share emotion... normalizing it. Making it part of daily chats. Learning not to fear emotion. Teaching youth that emotions are part of strength."

### The 24-hour province-wide mental health crisis phone line: 1-888-737-4668

### CHANNAL's pre-crisis Warm Line: 1-855-753-2560



83% of people in the province who feel a strong sense of community also report that they have very good or excellent mental health. This number is higher for people in the Labrador-Grenfell Health region (92%) and lower for people in the Eastern Health region (79%). (NL Centre for Health Information, using data from the Canadian Community Health Survey, 2015)



Photo by David McComiskey



# FOOD



## Farmers' and Community Markets



- Community Outdoor Market (Happy Valley-Goose Bay)
- Farm and Market Clarenville
- Fogo Island Partridgeberry Harvest Festival
- Grand Falls-Windsor Farmers' Market
- Some Good Market (Brigus, Carbonear, St. John's)
- St. John's Farmers' Market
- Torbay Community Market
- Wonderful Fine Market (Corner Brook)

This list is updated and promoted monthly during the growing season in Food First NL Monthly E-News. Visit [www.foodfirstnl.ca](http://www.foodfirstnl.ca) to subscribe. (Food First NL)

## Community Gardens

Numbers of Gardens per Region



- Labrador
- Western
- Central
- Eastern
- Northeast Avalon

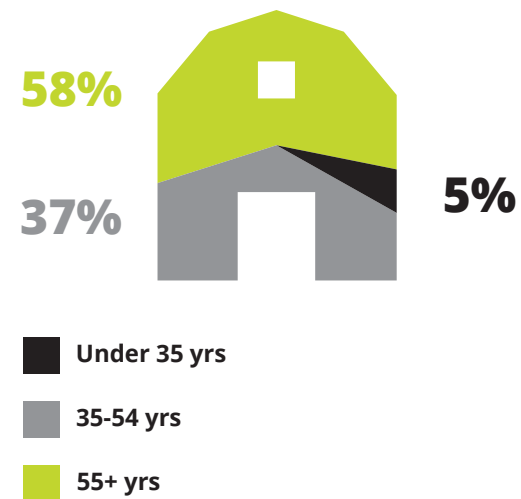
(Community Garden Alliance; Community Foundation of Newfoundland and Labrador)

## Farm Operators

Average Age



NL Farm Operators by Age



(Statistics Canada, 2016 Census of Agriculture)

## Fresh Supply

Social enterprise partnership tackling Northern food security

It's tough getting a garden salad on the tundra, but things are improving.

"Having lived in Postville for nearly 35 years, we have come a long way in terms of fresh foods and vegetables!" said resident Ruth Jacque. "Though we complain about the high price of produce, our local variety store owner has it flown in weekly, weather permitting.... You can't enjoy a salad whenever you like, but you can when it is available, if your income is such that you can afford extras above the basic staples."

In an effort to shore up Postville's supply of all things green-and-leafy, the town partnered with Project Success, an initiative of Enactus Memorial, a student-led social enterprise that focuses on food security in Northern Canada with small-scale hydroponics.

Project supported by CFNL's Smart & Caring Community Fund



Avery, a resident of South Brook, enjoys the town's new community garden. Photo by Rhonda Folkes.

Jacque herself has had some success with peppers, tomatoes, lettuce, and kale. "Although I have discovered that I do not like kale!" she said, laughing.

The systems are sold to community groups and the general public to give individuals access to fresh, affordable food, helping Canadians take control of their food supply.

## Eating Together

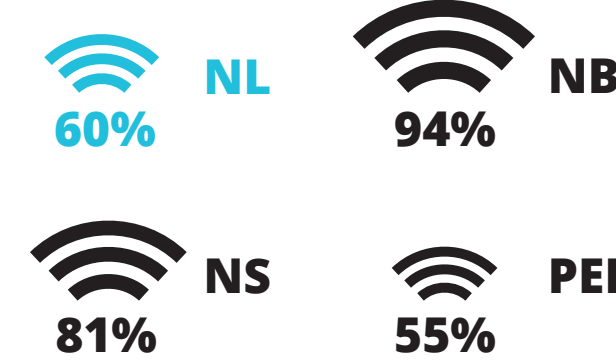
Food is at the heart of much of Newfoundland and Labrador culture. From the berries we pick, to Sunday dinner, to the rich heritage surrounding our fishery, food and food production is a deep part of our history and sense of place. When people visit, we are always waiting with a cup of tea and something to eat. Our traditional diet is a vital part of community identity and an assurance of continuity, linking the past with the present and the future. What folklorists call "foodways" is as much about family and community as it is about food.

—Dale Jarvis, Intangible Cultural Heritage Development Officer, Heritage Foundation of NL

# ONLINE

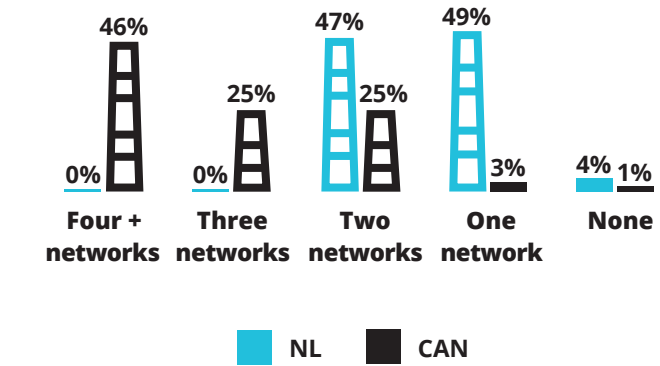


## Access to High-Speed Internet



Access to high-speed internet is lower in rural than in urban areas, with only 50% of rural households across Canada able to access speeds of 25 Mbps or higher. (Communications Monitoring Report 2016, Canadian Radio-Television and Telecommunications Commission)

## Wireless Network Coverage, 2015



While almost half of Canadians have a choice between four or more wireless network providers, NLers are covered by at most only two networks, in terms of radio access facilities. (Communications Monitoring Report 2016, Canadian Radio-Television and Telecommunications Commission)

## Education & Access

The provision of broadband services is anticipated to reach 99% of the population of Newfoundland and Labrador in 2017. This is good news for residents in rural communities, including distance learners. Access to education is important for rural areas. It contributes toward self-sustaining communities, and increases the quality of life of residents, allowing them to stay at home and contribute toward their community's viability. However, broadband services as defined in this case, represents very modest network speeds by today's standards. Increased bandwidth will be required in order to allow remote learners to fully engage with online learning. We cannot be complacent.

—Rob Wells, Interim Director, Centre for Innovation in Teaching and Learning, Memorial University

# HERITAGE



## Cultural Exchange

Placentia and Saint Pierre and Miquelon celebrate Basque heritage

Most people know the island portion of the province as Newfoundland or by the French name *Terre-Neuve*. In the sixteenth century, however, Basque seafarers knew the island by another name: *Ternua*.

Ternua 2017 is a shared celebration of Placentia and the French islands of Saint Pierre and Miquelon, honouring the region's ties to Basque whaling traditions.

The Basque were among the first European fishermen to visit North America, but few traces of their presence remain. Apart from the Basque Whaling Station in Red Bay, Labrador, which was named a UNESCO World Heritage Site in 2013, a handful of tombstones in Placentia, the earliest dated 1676, give evidence of Basque settlement over 500 kilometres further south.

It's believed that Placentia owes its name to a town in Basque Country, Spain, that was home to many of the whalers. In June 2017, the Town of Placentia hosted a delegation from the City of Plentzia to officially recognize their common history and become affiliated as sister municipalities. In July 2017, to shine a light on this hidden heritage, a team of rowers boarded a traditional Basque boat in Placentia and set off on a 400-kilometre journey to Saint Pierre.

Along with being a test of physical endurance and nautical mastery, there is a significant heritage aspect to the expedition. "Placentia has been home to so many different cultures," said Placentia Mayor Wayne Power. "This is our opportunity, here in the present day, to experience some of it, through food and music and dance."

As part of that cultural exchange, Placentia Area Theatre d'Heritage (PATH) will be bringing moments of the Basque history in Placentia to life through a series called "The Basque Vignettes."

"Newfoundland and Spanish culture are shown to be linked throughout the six vignettes," said Maggie Follett of PATH. "The show demonstrates how *home* can be found in a completely different part of the world."

## Visits to Historic Sites

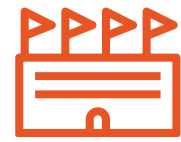
- Provincial sites: 99,445 visits**
  - Most visited: Cape Bonavista Lighthouse
- National sites: 94,368 visits**
  - Most visited: Cape Spear Lighthouse and L'Anse aux Meadows

Visits are up since 2015 to both provincial (+16.3%) and national (+3.6%) historic sites in the province. (NL Provincial Tourism Performance 2016, Department of Tourism, Culture, Industry and Innovation)

# SPORTS & RECREATION



## Public Recreation



Recreation Centres

Arenas

Swimming Pools

Ski Clubs

Curling Clubs

Labrador	16	8	5	4	3
Western	11	14	8	7	4
Central	8	16	2	5	5
Eastern	21	10	5	1	0
Northeast Avalon	13	11	6	1	2

These figures represent community recreation centres, arenas, and swimming pools and do not include facilities managed by non-governmental organizations like the YMCA. (Kerri Neil, Research Assistant, Department of Economics, Memorial University)

## Meeting Demand

### Marystown YMCA draws membership from all over region

When your province contains some of the foggiest, snowiest, wettest, and windiest locations in the country, sometimes you've got to play indoors.

"In Newfoundland and Labrador, particularly with the weather, indoor spaces where this can happen year-round are essential," said Jason Brown, CEO of the YMCA of Newfoundland and Labrador. In 2015, to meet the needs of the community they both serve, the Town of Marystown signed a long-term partnership agreement with the YMCA of Newfoundland and Labrador to make the Marystown Recreation Complex a reality.

With the YMCA as the operator and the Town of Marystown as the owner of the building, the partnership is helping the population of Marystown and the communities on the Burin Peninsula become healthier and more active. Also, the endeavour has employed more than 30 people in the region.

The 33,000 square foot building includes an accessible 25 metre, six lane pool, a play pool with waterslide, a conditioning centre with cardio, strength, and free-weight equipment, an indoor track, and a child-minding room.



Photo by YMCA of Newfoundland and Labrador

The community immediately embraced the facility, in higher-than-expected numbers. "Membership was more than double what we anticipated in the first months of operations; we very quickly grew to 1,500 or more at peak," said Brown. Families were reportedly driving an hour or more to come to the centre. "Members and day pass users come from all over the Burin Peninsula and even St. Pierre," he said.

"No one is turned away for inability to pay membership fees..." said Brown. "The YMCA is a place where people of all ages gather to be active, to be social, to donate, and to volunteer, and we believe this is essential to creating a sense of belonging and reducing social isolation."

## Nights Spent Camping



(NL Provincial Tourism Performance 2016, Department of Tourism, Culture, Industry and Innovation)

## Self-Reported Physical Activity

Adults who exercise at least 150 mins/week



Seniors who exercise at least 150 mins/week

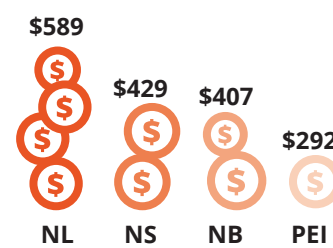


Youth 12-17 who exercise an average of 60 min/day



Self-reported physical activity of adults, and especially seniors, in NL is lower than the Canadian average, while physical activity of the youth is close to the national average. (Statistics Canada 2015)

## Average Municipal Spending on Recreation and Culture per Household

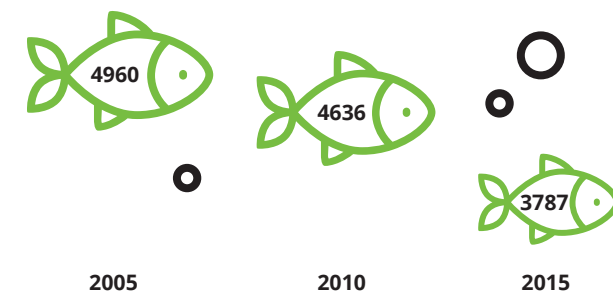


NL average municipal spending on recreation and culture per household were the highest in Atlantic Canada. (Local Government Performance Index, Frontier Centre for Public Policy, 2013)

# ENVIRONMENT

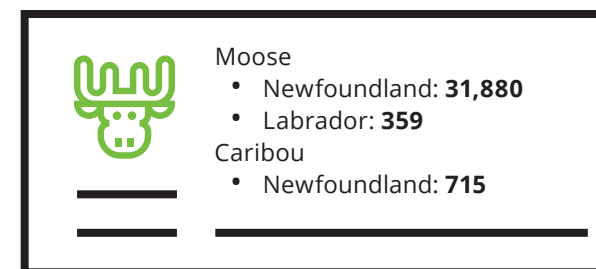


## Commercial Fishing Licence Holders



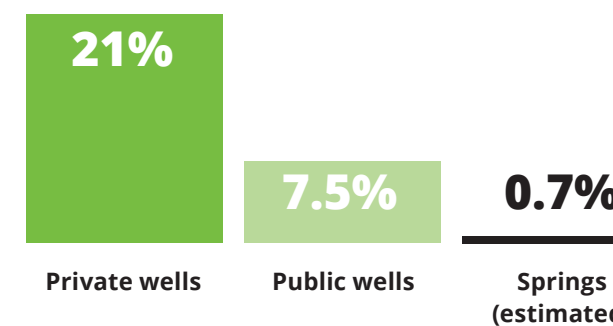
The number of commercial fishing licence holders in NL has been steadily declining since 2005. (Fisheries and Oceans Canada)

## Hunting Licences Available



No caribou licences are available for Labrador due to conservation efforts. (Fisheries and Land Resources NL, 2017-18)

## Percentage of Population Served by Groundwater Systems (Wells)



21% of the population of the province access their drinking water through their own dug or drilled wells. 7.5% of the population are served by public water systems sourced by groundwater (wells) operated by municipalities and local service districts. (Municipal Affairs and Environment NL)

## Sharing the Bounty

Community maple tapping grove brings people together with nature

As Canadians, maple syrup is our lifeblood. While Newfoundland isn't particularly well-known for its maple syrup, neighbouring Quebec is responsible for 70 per cent of the world's supply. With a bounty of maple already at our fingertips, what is drawing people into the woods of Pippy Park to tap their own maple trees?

Steve McBride and his partner Lisa have been making maple syrup for eight years and teaching maple tapping workshops with the Friends of Pippy Park for the past four years. The Friends of Pippy Park is a volunteer-run charitable organization whose mission is to engage and educate residents about food skills, nature, and the outdoors through the use of Pippy Park. At 3,400-acres (14 km<sup>2</sup>), the urban park is the largest of its kind in Canada. There, in the heart of St. John's, sits a burgeoning community maple-tapping grove.

The community maple grove was created due to the tremendous public interest in maple tapping. "This is the first year there has been a designated spot to demonstrate live tapping and offer free public workshops teaching people how to safely tap a maple tree and make their own syrup," said McBride.

"[The community maple grove] operates pretty much just like a community garden, except instead of growing vegetables, we share sap for participants to take home and turn into syrup," said McBride, who hopes to build a wood-fired evaporator and sugar shack on site next year. "This year we had 20 participants and will hopefully add to that number in future years as the project gains momentum."

## Private Wells



Of the 40,000 private wells in the province, the Public Health Laboratory receives water samples from only 18.5% each year. (Health Status Report, Eastern Health, 2017)

Project supported by CFNL's Smart & Caring Community Fund and the Community Fund for Canada's 150th



Photo by Lisa McBride

That being said, for the uninitiated, the process can be arduous and time-consuming. Meanwhile, you can find Canadian maple syrup at any supermarket. So, why do people seek out these activities, trying to get closer to nature?

Shane Mahoney, president of Conservation Visions, feels the connection between our environment and our sense of belonging (to it and to each other) runs deep. "Newfoundland... has an inordinate power to make people feel a sense of home and belonging," explained Mahoney. "Part of my environmentalism arose from a sense of belonging of this place and her people. My belief is that geography makes a person what they are. If that environment is not nurtured or maintained, and we drift too far, then there would inevitably be a loss of sense of belonging."

## Testing the Water

The lack of testing of private wells in Newfoundland and Labrador poses a great risk to thousands of residents. These numbers tell us that the majority of residents that rely on private wells have no idea if the water they are drinking is safe or not. There is the common misperception that groundwater cannot be contaminated. Yet, the Walkerton, Ontario, tragedy in 2000 was due to a contaminated groundwater supply. Groundwater supplies can become contaminated and should be tested frequently.

—Sarah Minnes, PhD Candidate, Environmental Policy Institute, Memorial University (Grenfell Campus)



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## MEDIA PARTNER

The Telegram

The Western Star

COMMUNITY  
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## DESIGN PARTNER

Perfect Day



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Cover photo by Ritche Perez

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