



NEWFOUNDLAND & LABRADOR'S

VITAL SIGNS

A province-wide check-up of the quality of life in
Newfoundland & Labrador communities for 2015.



COMMUNITY FOUNDATION OF
NEWFOUNDLAND AND LABRADOR

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



Welcome

Newfoundland and Labrador's Vital Signs 2015

Jennifer Guy (Chair, Community Foundation of Newfoundland and Labrador)

Rob Greenwood (Executive Director, Harris Centre, Memorial University)

In October 2014, we released the inaugural edition of Newfoundland and Labrador's Vital Signs, a comprehensive, reader-friendly look at how Newfoundland and Labrador communities are faring in key quality-of-life areas. The report was printed in every major newspaper in the province thanks to a unique partnership with TC Media, and received tremendous support and generated much discussion; but this was just the beginning of the conversation.

This past year, we engaged community leaders throughout the province in a series of consultations to help determine the priority areas for this second edition. Consultations were held in St. John's, Corner Brook, and Happy Valley - Goose Bay. Participants discussed a wide range of topic areas and included representatives from business, governments, non-profits, and academia.

With direction from these consultations, the team then set to work assembling the data and compiling articles to examine, explore, and elaborate on concerns heard through the consultations. Building on last year's thematic approach, this year's Vital Signs takes a demographic look at the province and examines more closely issues of concern for seniors, women, Aboriginal peoples, children and youth, and families. The report also takes a more holistic look at health in the Wellness section and the financial health of individuals in the Economy section. In as

many places as possible, the report includes region-specific data.

As a nationwide program coordinated by Community Foundations of Canada, it was also important for us to consider the national theme selected for this year: Sense of Belonging. As many people in this province pride themselves on a strong sense of belonging, we felt it was important to highlight this topic and expand upon how our social relationships, connection with our heritage, and sense of community contribute to our wellbeing. How is our sense of belonging changing in response to urbanization, immigration, and an aging population, and how will this affect us? This report will consider these questions at the provincial level, and we invite you to take a look at Community Foundations of Canada's national Vital Signs report, available online, to get a broader perspective on what is happening across the country.

In conclusion, we would like to thank all of our community and corporate supporters, as well as individuals and groups who contributed to the content of the report through interviews, photos, and data, and contributing their ideas and questions during the community consultation process. We hope you will find this a useful tool in your organizations, businesses, schools, and communities to spark collaboration, inform decisions, prompt partnerships, and inspire action. ♦

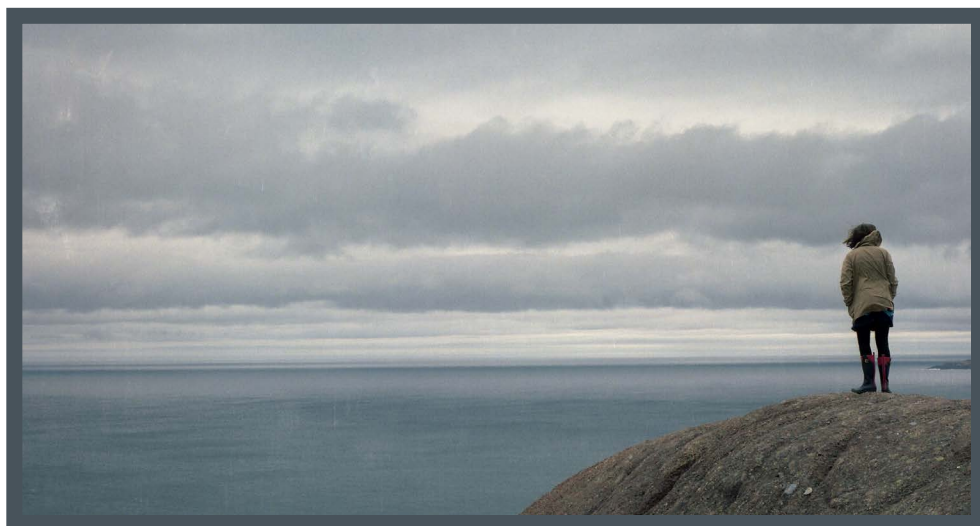


Photo credit: Bojan Fürst

POPULATION (2014)

Newfoundland & Labrador	526,977	100.0%
Northeast Avalon	211,724	40%
Avalon Peninsula (Excluding NE Avalon)	63,912	12.1%
Burin Peninsula	20,938	4.0%
South Coast	15,780	3.0%
St. George's	20,567	3.9%
Humber District	41,771	7.9%
Central	38,520	7.3%
Bonavista-Trinity	34,328	6.5%
Notre Dame Bay	36,031	6.8%
Northern Peninsula	16,146	3.1%
Labrador	25,018	4.7%
Nunatsiavut	2,712	0.5%

THE COMMUNITY FOUNDATION OF NEWFOUNDLAND & LABRADOR

The Community Foundation of Newfoundland & 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.

THE LESLIE HARRIS CENTRE OF REGIONAL POLICY & DEVELOPMENT

The Leslie Harris Centre of Regional Policy & 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 & 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.

HOW TO USE THIS REPORT

Start conversations

Use the information in this report to talk about what's behind the data and what people are experiencing.

Contact us

If you are looking for ways to make a difference, we can help connect you.

Find out more

Learn about the organizations in our province working to improve things, and ask how you can help.

Pass it on

Share this report, the information in it, and your reactions with friends, colleagues, family, or elected officials.

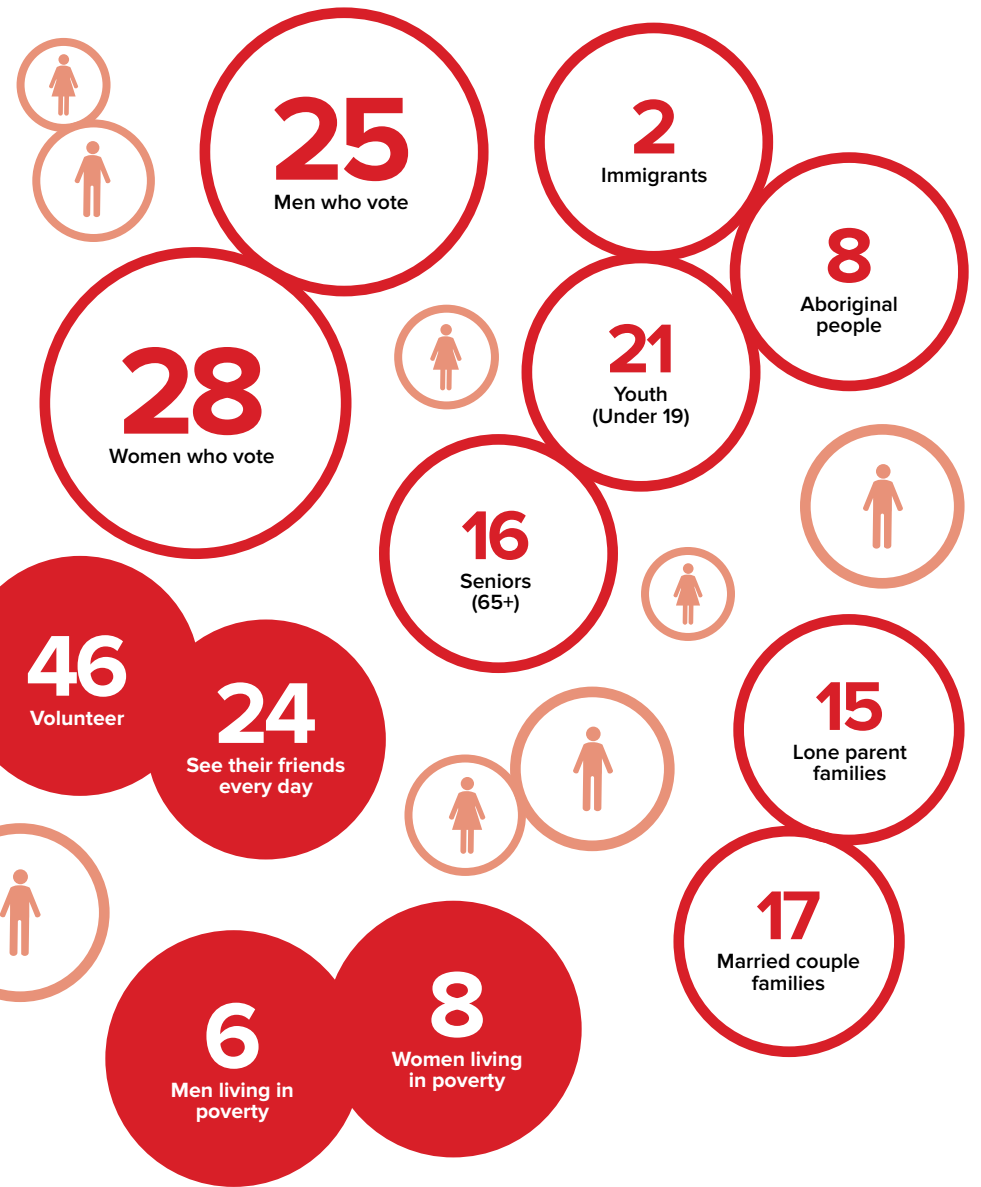
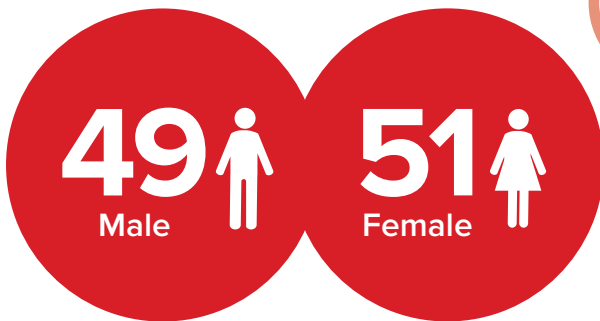
Take action

If you're moved by what you read, use this report as a starting point for action.



A Village of 100

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



Numbers only tell half the story

By Ailsa Craig, associate professor and department head, Department of Sociology, Faculty of Arts

Measurement is not a window into the full reality of people's lives, even when it is accurate. What we count, and how we define an issue, affects our ability to view one another as full members of shared communities.

In trying to 'understand the issues' it can feel important to focus on problems. But when we run only those numbers, we risk defining a community through crisis alone, and instead of understanding how people live, we only see how people struggle or die. For example, even though it's true that LGBTQ youth are at higher risk

of homelessness or suicide, even though it's true that LGBTQ people face discrimination in housing, schooling, work, and at home, there is more to LGBTQ lives than that.

Alongside violence and discrimination, being invisible takes a toll for many marginalized populations. And that's why what we count matters, because if we look to the numbers to better understand, we need to find better ways of counting each other

in. Marginalized populations do not need to be defined by crisis—indeed, if defined in that way, we recreate the structure of inequality we hope to change. ♦



Wellness



Photo credit: David McComiskey (Faces of Newfoundland)

Collaborating for Wellness

There is never a good time to be unwell. This is especially true for clientele at the non-profit community organization Stella's Circle, which offers supportive housing, counselling services, and employment programs. Denise Hillier, director of Clinical Services, says that individuals often struggle when navigating systems to get help, especially when they experience serious and life-threatening physical health issues.

According to Hillier, many clients with a mental health diagnosis often have more difficulty accessing help because they may have histories that include poverty, conflicts with the law, addictions, abuse or neglect, homelessness, incarceration, illiteracy, or learning disabilities.

"Services are often fragmented and for those with complex mental health issues, it means that some necessary services are underutilized or never utilized," she says. "It is challenging for those who work in the health and community services sector to navigate the system. For people who are

copied with mental health complexities and trying to access services, it can be an impossible task."

Hillier is advocating for a more integrated approach to mental health for all. "Individuals should be supported through a holistic framework, which means improved collaboration and consolidation of service centres so that individuals who need health supports can access them," she says.

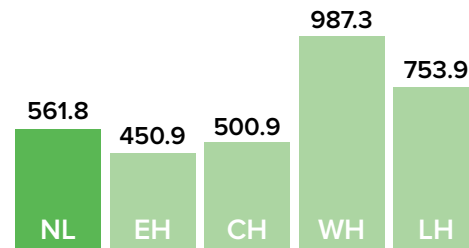
"The types of supports and the intensity of the supports can make huge differences in the amount of time these people are able to successfully live in their communities and also be a part of their communities. Without those supports, some people cycle in and out of institutions, be they mental health or criminal justice institutions."

According to Hillier, independent evaluations have shown that these intensive solutions reduced the amount of time individuals were spending in prison systems by over 70 per cent, and resulted in a nearly 40 per cent drop in the number of unnecessary hospital days. ♦

Hillier is advocating for a more integrated approach to mental health for all.

MENTAL ILLNESS & ADDICTIONS HOSPITALIZATIONS

(per 100,000 population, by RHA of Residence) 2012-13



EH Eastern Health
CH Central Health
WH Western Health
LH Labrador Grenfell Health Authority

The rate of mental illness and addictions hospitalizations was highest in the Western Health region (987.3 per 100,000) and lowest in the Eastern Health region (450.9 per 100,000). This indicator reflects differences between regions such as population health, service delivery models, as well as the availability of specialized, residential or community-based services. (NL Centre for Health Information)



EH 8
CH 5
WH 4.2
LH 4.2

MOOD DISORDER RATE 2014

Mood disorder includes things such as depression, anxiety, and bipolar disorder. (Statistics Canada)

PUBLIC HEALTH CARE EXPENDITURE PER CAPITA 2014

CAN \$4,261 • NL \$5,304

More public money was spent on healthcare in NL than the Canadian average in 2014. This includes all provincial, federal, and municipal expenditures. (Statistics Canada)

PHYSICAL HEALTH 2014

Physically Active During Leisure Time



Diabetes



Current Smoker (Daily)



Heavy Drinking

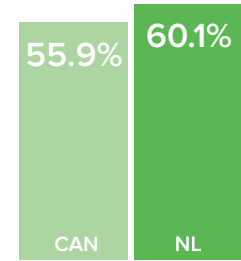


Obesity (12+)

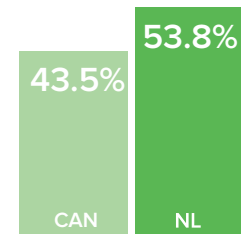


(Statistics Canada)

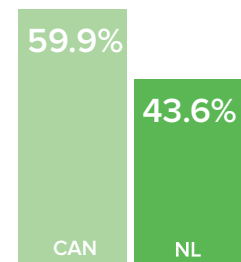
HEALTH CARE



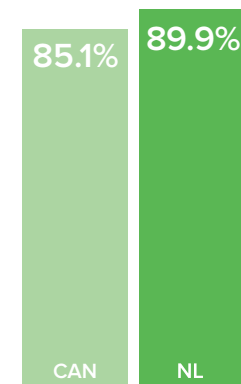
Waited more than a month for a visit to a specialist for a new problem



Waited more than a month for diagnostic tests



Waited more than a month for non-emergency surgery



Has a regular medical doctor

NLers typically wait longer to visits specialists and for diagnostic tests than Canadians. However, non-emergency wait times are less and more NLers have a regular medical doctor than the national average. (Statistics Canada)

FOOD

For every 10,000 people in the province, we have approximately:



14 Fast Food Outlets



8 Convenience Stores



4 Gas Stations w/Store

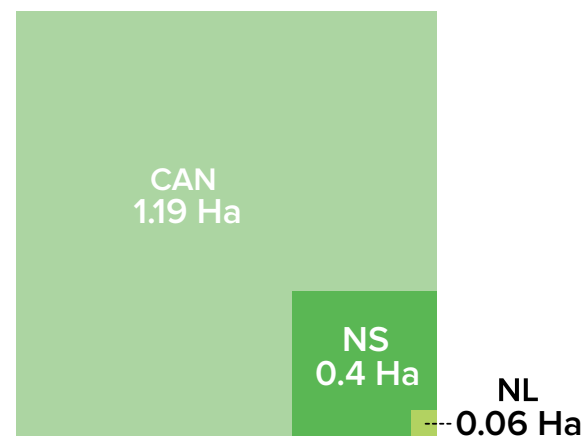


3 Grocery Stores

Of the 684 communities in NL 89 per cent do not have a grocery store. (Healthy Corner Stores Project)

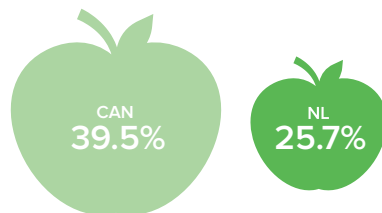
FARMLAND PER CAPITA

Hectares (Ha) 2011



In NL there is approximately 6458 sq ft of farmland per capita. That's about the same size as a slightly oversized (60 x 110 ft) home building lot. (Statistics Canada)

PERCENTAGE OF POPULATION WHO EAT FRUITS & VEGETABLES FIVE OR MORE TIMES PER DAY 2014



Only 25.7 per cent of NLers consume fruits and vegetables five or more times per day. (Statistics Canada)

Healthy Corner Stores – Healthy Communities

The local corner store is often the hub of a community – in rural Newfoundland and Labrador the local convenience store is often also the local hardware and housewares store, not to mention one of the only places to buy food. The products they offer can have a big impact on the overall health and wellbeing of a community.

“Many rural communities across the province are not large enough to sustain full grocery stores, resulting in residents depending on convenience stores,” says Kristie Jameson of Food Security Network of NL. “NL faces a host of food security issues as a result of geographic, environmental, economic, and social obstacles.” Among them, Jameson lists a reliance on imported produce (90 per cent), and a tenuous supply chain, which would leave the province with an estimated two-to-three day supply of fresh vegetables in the event of a crisis.

“There are currently two convenience stores in Branch,” says town councillor Mallary McGrath. “Until recently there were three, but one store owner retired.” The nearest grocery store is 66 km away. It is difficult for residents to travel to it and it is a challenge



Photo credit: Guy W. Schnitzler

to entice distributors to come to Branch to supply the small stores – a prime example of a situation faced by many communities in Newfoundland and Labrador.

Considering Branch's grocery issues, it is not surprising that Newfoundland and Labrador has the lowest consumption of vegetables and fruits of any province, with high rates of diet-related health challenges including diabetes and obesity.

Dr. Cathy Mah of Memorial University sees the convenience store as a potential cornerstone of healthy eating in the province, especially since Newfoundland and Labrador has the highest number of convenience stores per capita of any province or territory.

This vision has led her to start the Healthy Corner Store project – a collaboration between Memorial University's Food Policy Lab, Eastern Health, and the Food Security Network – and why they've selected a convenience store in Branch as their first guinea pig.

“The Healthy Corner Stores project is a way to think about the whole food system and how it works,” says Mah. “This store in Branch is a little nexus for where we can see gaps and assets in our system.”

For Mah, the approach means thinking beyond basic nutrition education and requests to ban the less healthy options. “They're there to run a business, they're not a health provider,” says Mah. “But many of them want to provide a service to their community, so we need to support that.”

“There's a number of things we can do: thinking through their business model and the community, then looking at the policy and the economic context in that region. Those things are not solely in the control of small retailers. It needs distributors, it needs municipalities, and it requires local boards of trade and community wellness councils.”

“It needs all of those people thinking together about the food environment. It's a system change.” ♦

“The Healthy Corner Stores project is a way to think about the whole food system & how it works.”



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Aboriginal Peoples



Photo credit: David McComiskey (Faces of Newfoundland)

Collaborating to Bring Cultural Understanding to Community Supports

The Nunatsiavut region in northern Labrador — a self-governing Inuit territory — has social and cultural needs quite distinct from the rest of the province. That's why the Nunatsiavut Government has worked with Memorial University to create two pilot projects, as part of an effort to bring better community-based Aboriginal support to the province.

In 2009, the Nunatsiavut Government engaged Memorial University as well as community stakeholders, to offer a bachelor of social work (BSW) program to Inuit beneficiaries in Labrador. Students enrolled in the Nunatsiavut Government-sponsored four-year program received instruction in the same accredited social work program of study as students at Memorial's St. John's campus, except with a focus on traditional Inuit knowledge and cultural norms interwoven into the courses and teaching methods.

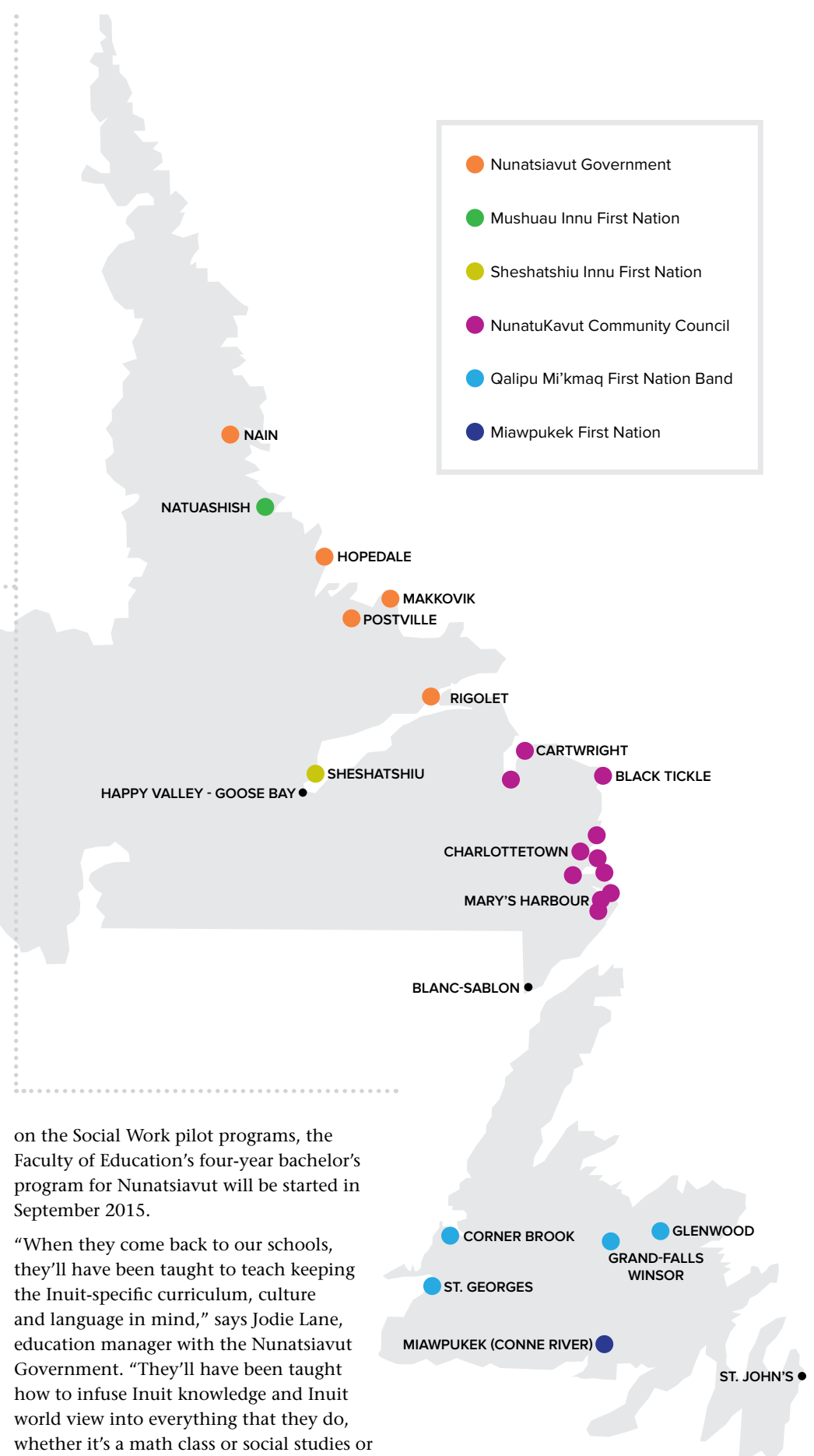
A total of 19 students graduated from the program, which has provided many of the

region's coastal communities with much needed trained social workers.

"This collaboration with Nunatsiavut Government, Labrador Institute, College of the North Atlantic, other Memorial departments and community partners has provided an opportunity for many people to learn from each other," said Dr. Donna Hardy Cox, dean of the School of Social Work. "It has helped develop new ways to contribute to the social work body of knowledge and to increase cultural understanding, and has resulted in a collaborative model of undergraduate social work education. We hope the people of our province, in Labrador, will reap the benefits of the knowledge of these graduates."

"I know the people, I know the issues, I know what to expect," said Danielle Baikie, one of the graduates, who accepted the first-ever social work position at Nunatsiavut Government's Department of Health and Social Development in her hometown of Nain immediately after graduation. Building

"They'll have been taught how to infuse Inuit knowledge and Inuit world view into everything that they do"



on the Social Work pilot programs, the Faculty of Education's four-year bachelor's program for Nunatsiavut will be started in September 2015.

"When they come back to our schools, they'll have been taught to teach keeping the Inuit-specific curriculum, culture and language in mind," says Jodie Lane, education manager with the Nunatsiavut Government. "They'll have been taught how to infuse Inuit knowledge and Inuit world view into everything that they do, whether it's a math class or social studies or art. That's the real gem of this program." ♦

Environment

● NUNATSIAVUT GOVERNMENT

(Approx. 7,100 people)

There are five Inuit communities along the coast of northern Labrador: Rigolet, Makkovik, Postville, Hopedale and Nain. In 2005, Labrador Inuit celebrated the beginning of the Nunatsiavut Government, a regional Inuit government established through the provisions of the Labrador Inuit Land Claims Agreement, and became the first Inuit group in Canada to achieve self-government.

● INNU NATION

- (Sheshatshiu Innu approx. 1,500 people)
- (Mushuau Innu approx. 960 people)

The Innu Nation is the organization that formally represents the Innu of Labrador, most of whom live in the two Innu communities of Sheshatshiu and Natuashish. The Sheshatshiu Innu live in the community of Sheshatshiu while the Mushuau Innu live in the community of Natuashish. Some Innu also live in other communities within Labrador and on the Island part of the province of Newfoundland and Labrador. The Innu are a First Nations group in Canada.

● NUNATUKAVUT COMMUNITY COUNCIL

(Approx. 6,000 people)

NunatuKavut (formerly the Labrador Métis Nation) includes the southern Inuit people of Labrador living along the southern coastal and interior waterways of Labrador. Happy Valley-Goose Bay supports a large southern Inuit population, along with the smaller communities of Mud Lake, North West River, Cartwright, Paradise River, Black Tickle, Norman Bay, Charlottetown, Pinsent's Arm, Williams Harbour, Port Hope Simpson, St. Lewis, Mary's Harbour and Lodge Bay. The southern Inuit have lived, and continue to live, in other parts of Labrador as well.

● QALIPU MI'KMAQ FIRST NATION BAND

(Approx. 24,100 people)

Qalipu is a vibrant Mi'kmaq First Nation established in 2011 as an Aboriginal Band under the Indian Act. With some 24,000 members spread across many communities on the island of Newfoundland and abroad, Qalipu is one of the largest First Nation groups in Canada.

● MIAWPUKEK FIRST NATION

(Approx. 2,990 people)

Miawpukek is the traditional Mi'kmaq name for the community of Conne River, located on the south coast of the island part of the province of Newfoundland and Labrador. Miawpukek Reserve was established according to traditional oral history in 1870. It was officially designated as Samiajij Miawpukek Indian Reserve under the Indian Act in 1987. The Mi'kmaq are a First Nations group in Canada.

(All population estimates provided by the Aboriginal organizations)

720kg



740kg



ANNUAL WASTE DISPOSAL PER PERSON (kg) 2012

In 2012 NLers produced 20kg more waste each than the national average. (Statistics Canada)



COMPOST 2014-2015

In 2014-15 the province's waste management corporation Multi Materials Stewardship Board (MMSB) partnered with 11 municipalities and one regional service board to distribute 1,280 backyard compost bins throughout Newfoundland and Labrador. Since 2005, MMSB has partnered with more than 100 municipalities to distribute over 28,000. (MMSB)



HOUSEHOLD HAZARDOUS WASTE 2014-2015

In 2014-15 approximately, 200,000 litres of household hazardous waste (HHW) were collected and properly disposed of through HHW mobile collection events and permanent HHW Depots. (MMSB)

Expect More Extreme Weather

Dr. Joel Finnis, Climatologist, Memorial University

“Recent evidence indicates that ‘100 year storms’ (a precipitation event that we’d expect to see once every 100 years) are becoming more intense.

Projections from climate models suggest this trend will continue into the 21st century as a consequence of ongoing climate change. This raises significant concerns for communities across the province regarding increased flood risks and impacts, reduced life-expectancy of infrastructure, and the remapping of floodplains.

The extent of observed changes varies by community, but in many cases is quite severe. In Gander, the 100 year event (for precipitation accumulated over 24 hours) has increased by more than 20 per cent since the mid-90s, while St. John's increased by roughly 10 per cent. Taken as whole, these results suggest our province is already experiencing adverse impacts from climate change and, if model projections are correct, these can be expected to intensify into coming decades.” ♦

PRECIPITATION ESTIMATES

100 year, 24 hour precipitation event, millimeters.

	1996	2015	2050
St. John's	123.7	135.8	159
Gander	98.1	119.8	141.9
Goose Bay	79.3	80.3	90.7

“A 100 year storm” is a term used by scientists to classify the most severe possible weather event. This chart shows that the weather, in terms of precipitation expected during a 100 year storm, has gotten more severe over the past two decades and will continue to do so over the next 35 years. (Environment Canada, Gov't of NL)

Sense of Belonging



Photo credit: David McComiskey (Faces of Newfoundland)

SOCIAL CONNECTION 2013

People who see their relatives every day | CAN 7.5% | NL 20%



People who see their friends every day | CAN 15.7% | NL 24.4%



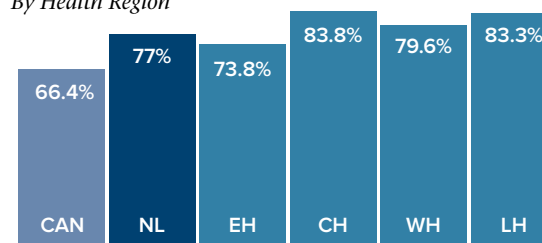
People with three or more close friends | CAN 74.1% | NL 79.3%



More NLers see their friends and relatives every day than their Canadian counterparts — a concrete indication of the close-knit communities NL is known for. More NLers also report having three or more close friends. (Statistics Canada)

SENSE OF BELONGING

(Somewhat Strong or Very Strong) 2014
By Health Region



More NLers have a somewhat strong or very strong sense of belonging to their province than other people in Canada. This strong sense of belonging is even more predominant in the Central, Western, and Labrador health regions. (Statistics Canada)

Shared Belonging

Dr. Tony Fang, Stephen Jarislowsky Chair in Economic and Cultural Transformation
Kerri Neil, BA student in Economics and president of MUN Economics Society

It came as no surprise when Statistics Canada recently released a report stating that 65 per cent of Newfoundlanders and Labradorians felt a “very strong sense of belonging” to their province – the highest percentage in Canada. Given Newfoundland and Labrador’s geographic isolation, communal fishing culture, and historic roots as its own country, it is no wonder people experience a strong sense of place here. Small, tight-knit communities hold generations of families and are dominated by a slower way of life as people take time to visit their friends and family. In fact, in Newfoundland and Labrador people take time to see their relatives and friends a whole lot more than they do in the rest of the country.

Studies have shown that feeling connected to those around you can even help you live longer and, on a broader level, can lead to lower rates of crime and more positive perceptions of health. People with a strong sense of community belonging are more likely to report being in good physical and

mental health. Given that Newfoundland and Labrador is facing a serious challenge of an aging population and aging workforce, this sense of belonging and connection to those around us has important implications for the longer-term health and vibrancy of the province.



The way of life in the province, however, is not what it used to be 25 years ago. In the 1970s, Newfoundland and Labrador had the youngest population in Canada. With a

median age of 44, the province is now the oldest. During the cod moratorium, in the early 1990s, many young people in outport communities went west or south, seeking work.

Now the province is floating in grey waters. The death rate is higher than the birthrate, and the province’s population is facing a downward pressure without significant immigration.

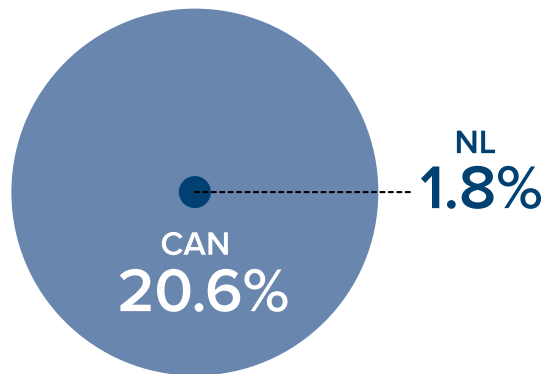
Over the past few years, globally recognized institutions like Memorial University and recent riches from the oil and gas sector are pulling people back to the province. The number of immigrants is rising, and diversity is increasing in the capital. Downtown St. John’s, and other communities across the province, are overflowing with multiculturalism, and new businesses are constantly opening up, speaking to the growing number of immigrants and their increasing demand for familiar food and products.

Yet immigration can sometimes be a hard sell. Newcomers often describe locals as

very friendly, but, for most newcomers, integration has been limited and that is problematic. As immigrants to Canada gravitate towards the more diverse cities of Montreal, Toronto, and Vancouver, Newfoundland and Labrador must go the extra mile to attract newcomers, but this doesn’t mean diluting that strong sense of belonging, but rather extending it. Cross-cultural learning is vital to properly welcoming immigrants and creating a shared sense of belonging, with locals learning about other cultures, and also encouraging immigrants to participate in local culture.

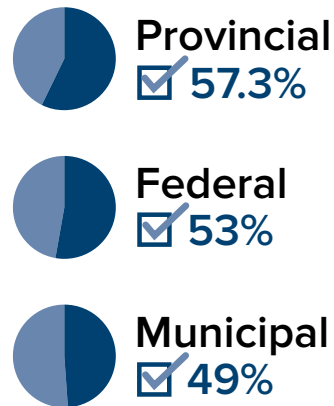
The strong sense of belonging Newfoundlanders and Labradorians feel has been created by friendliness, camaraderie, and that feeling of safety and security in your home that comes with the knowledge that your neighbours are also your friends. These are important practices that must live on by being passed on to newcomers so that Newfoundland and Labrador can grow while retaining its famed familiarity. ♦

PERCENTAGE OF TOTAL POPULATION THAT IS AN IMMIGRANT 2011



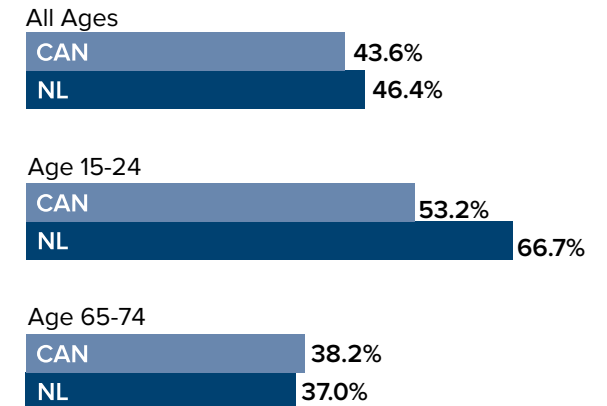
Immigrants make up a total of 1.8 per cent of the total population of NL and over 20 per cent of the total population in Canada. Immigrant refers to a person who is or has ever been a landed immigrant/permanent resident — usually someone who was born outside of Canada. (Statistics Canada)

ELECTION TURNOUT 2011



Only 53 per cent of NLers voted in the 2011 Federal Election and over 57.9 per cent voted in the 2011 provincial election. That leaves four out of ten people who did not cast a vote. Less than half of eligible voters voted in the last municipal election (Elections Canada, Elections Newfoundland & Labrador, Government of Newfoundland & Labrador)

VOLUNTEER RATE



NL has only the seventh highest rate of volunteerism amongst all the provinces. NL youth, however, volunteer at the second highest rate in Canada (Nova Scotia, 72%), while NL seniors volunteer at the second lowest rate (Quebec, 26.3%). (Statistics Canada)

Arts

ATTRACTIONS 2015



NUMBER OF ARTS / ENTERTAINMENT / RECREATION FACILITIES 2013

NL	438
St. John's	125
Avalon	72
Burin	25
South Coast	19
St. George's	13
Humber	24
Central	20
Bonavista	33
Notre Dame	53
Northern	31
Labrador	18
Nunatsiavut	5

Despite having 40% of the population, the NE Avalon has less than 29% of the arts, entertainment & recreation facilities in the province. Notre Dame, on the other hand, has over 12% of facilities compared to less than 7% of the population. (Gov't of NL)

LGBTQ

Building Safer Spaces

We are strongest together. That is the idea behind a new initiative to build community space for the LGBTQ community. The group leading the charge is Quadrangle, a grass-roots community-based initiative. They recently conducted a series of consultations and an initial survey to determine what people would hope for from an LGBTQ community space.

"It's important for getting to know each other, to share community space where you can be yourself and be part of what is happening," says Charlie Murphy, one of the Steering Committee members spearheading the project.

"Shared community space is needed for meetings, for social events, to make it easier to know what services are around, and to meet people outside of a bar context."



While continuing community consultations and research, Quadrangle also plans to organize events throughout the province. "We'd like to have pop-up events in Corner Brook, Grand Falls-Windsor and Happy Valley-Goose Bay as well as in St. John's," says Murphy, "These events will create pockets of temporary space that support strong, positive community involvement, while we work toward building something more permanent." ♦

Seniors

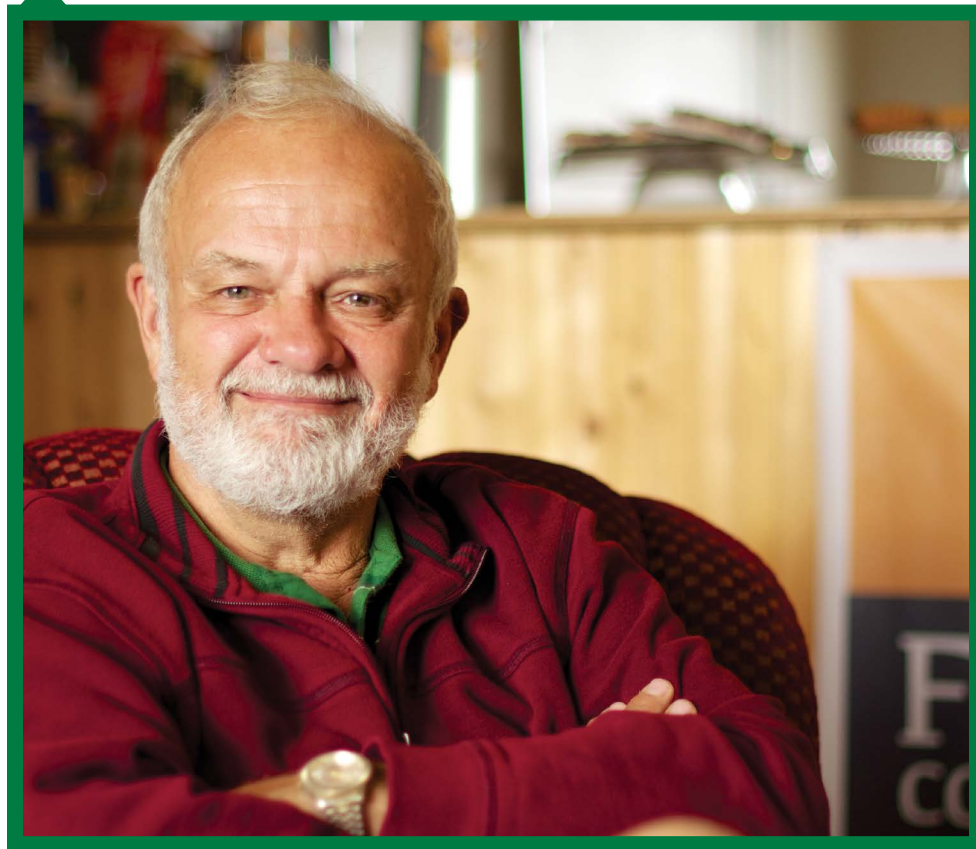


Photo credit: David McComiskey (Faces of Newfoundland)

Creating Age-Friendly Communities

Newfoundland and Labrador has the fastest-aging population in the country. This is no big surprise to most communities around the province; the outmigration of youth has been so commonplace it has been captured in folk songs. But this, combined with the aging baby boomers, and dropping fertility rates, is presenting a significant challenge to many communities. This shift in demographics is making it difficult for communities to provide services, adequate housing, and to support accessibility needs.

One community in central Newfoundland is seeing this challenge as an opportunity.

“As Lewisporte is a service community in central Newfoundland, it already has services that attract retiring adults,” says longtime resident Valerie Taylor. “This would be a contributing factor that many

programs involving seniors would be supported by the town.”

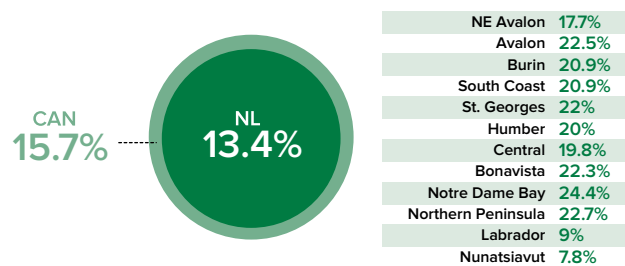
“It was the town’s initiative to create the Age-Friendly Council, which has been instrumental in starting programs such as Vials for Life, coffee houses with informative speakers, and initiating the start of a 50+ Club,” says Taylor, who is also the council president.

Lewisporte’s Age-Friendly Council is run by volunteers, with a mandate to provide programs that promote healthy, active lifestyles for seniors, as well as opportunities for seniors to use their volunteer and leadership skills to benefit others. Council co-chair Myrtice Alpen has seen the council involved in awareness campaigns with first responders, as well as community beautification projects and grant-writing.

“The focus is on seniors, but when you help one group of people, you impact the whole community,” says Alpen. ♦

Newfoundland and Labrador has the fastest aging population in the country.

TOTAL POPULATION WHO ARE SENIORS 2011

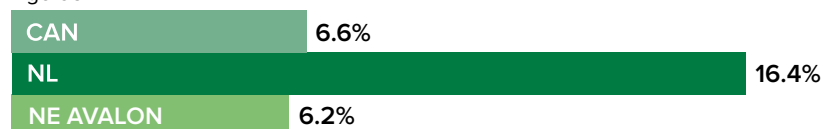


NE Avalon	17.7%
Avalon	22.5%
Burin	20.9%
South Coast	20.9%
St. Georges	22%
Humber	20%
Central	19.8%
Bonavista	22.3%
Notre Dame Bay	24.4%
Northern Peninsula	22.7%
Labrador	9%
Nunatsiavut	7.8%

Seniors (age 65 and older) make up 13.4 per cent of the total population of the province, compared with 15.7 per cent of the population in all of Canada. In some areas of the province over 20 per cent of the population are seniors. (Statistics Canada)

SENIOR UNEMPLOYMENT 2011

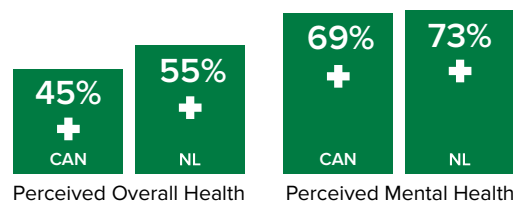
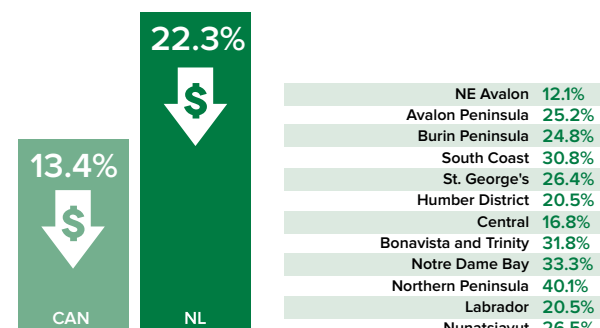
Age 65-74



Unemployment amongst seniors (those who are actively seeking work) for the entire province is nearly double that of the national average, whereas in the Northeast Avalon, the rate is comparable for the 65-74 age group. (Statistics Canada)

SENIORS IN POVERTY 2011

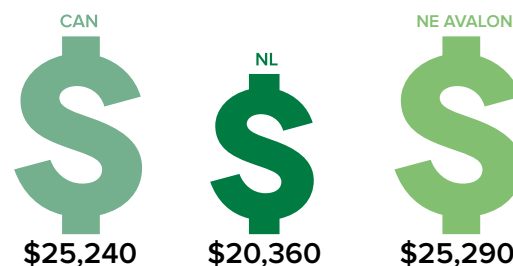
The provincial poverty rate for seniors is two-thirds (66 per cent) higher than the national rate. In different regions the rate is much higher, such as the Northern Peninsula, where it is nearly three times the national rate (40.1 per cent). (Statistics Canada)



SENIORS PERCEIVED HEALTH

(Percentage of the population who perceive their overall health and mental health as very good or excellent) 2014

Despite numerous health indicators and risk factors—such as diabetes, high blood pressure, heart disease, obesity, smoking, and drinking—being among the highest in the country, seniors in NL perceive their overall health much more favourably than others across Canada. (Statistics Canada)



MEDIAN INCOMES OF SENIORS 2013

The median income of seniors (65+) living in the NE Avalon is slightly above the national level. However, in the province overall, seniors earn nearly 20 per cent less than their national peers. (Statistics Canada)

Youth



Photo credit: David McComiskey (Faces of Newfoundland)

Supporting Vulnerable Youth

The term “at-risk youth” has many definitions in the province and across the country. Early drug use, criminal involvement, and isolation are some of the commonly noted indicators that youth may struggle to become a resilient adult. However, many experts agree that many at-risk youth in the province have actually been at-risk since birth.

“If you go to the province’s community accounts data and pull neighbourhood data on rates of high school completion, for example, you will clearly see neighbourhoods with high levels of poverty also have low levels of high school completion, and high unemployment,” says Angela Crockwell, executive director of Thrive, a division of Community Youth Network, which supports teens who live in poverty. “When a young person grows up in poverty, there are other risk factors present such as hunger, lack of access to supports, lack of access to positive role models ... they will have to work much harder than other children to accomplish the same goals,” says Crockwell.

Professionals working in the field note that many young people may be forced to choose between living on the street, or living in unsafe housing where there is criminal activity taking place.

“Neither facilitates progress towards breaking the cycle, and neither represents a safe option,” says Ayon Shahed, senior manager at Choices for Youth, which serves hundreds of youth each year. “In both cases, a vulnerable young person may find themselves in a worse situation.”

“What we find is that young people are faced with impossible choices and that they need support to either navigate those situations, or begin to access better options,” says Shahed.

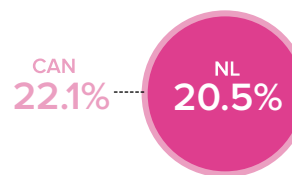
Choices for Youth focuses on three key life factors when aiding a vulnerable young person: stable housing, stable education, and stable employment.

“When it comes to high-risk behaviours, we believe that they are the result of instability, poverty, and stigma and that by introducing stable housing, employment, and education, young people can make better choices and work towards positive life changes.” ♦

Many at-risk youth in the province have actually been at-risk since birth.

TOTAL POPULATION WHO ARE YOUTH

(Age 19 and under) 2011

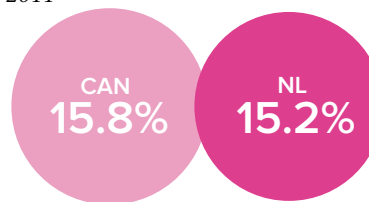


NE Avalon	19.7%
Avalon Peninsula	18.1%
Burin Peninsula	18.9%
South Coast	17.9%
St. George's	18.5%
Humber District	19.8%
Central	20.6%
Bonavista and Trinity	18%
Notre Dame Bay	17.6%
Northern Peninsula	16.7%
Labrador	25.8%
Nunatsiavut	28.3%

Across all of the island, there are proportionally fewer young people than elsewhere in Canada. Labrador, on the other hand, has a markedly higher proportion of young people than the national average. (Statistics Canada)

YOUTH IN POVERTY

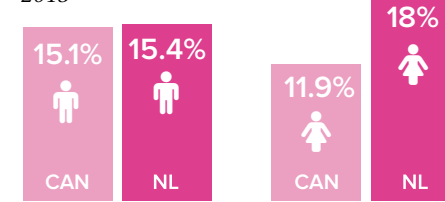
2011



Unlike seniors in NL, the youth (age 17 and under) poverty rate is roughly the same as the national average. (Statistics Canada)

YOUTH UNEMPLOYMENT

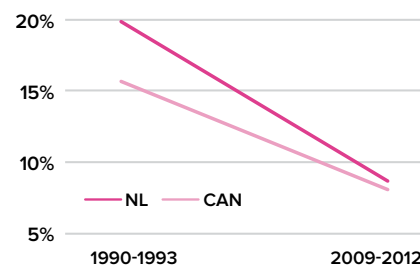
2013



Unemployment for males age 15-24 is only slightly higher than the national average. However, for females in NL, the unemployment rate is over 50 per cent higher than the national average. (Statistics Canada)

HIGH SCHOOL DROP-OUT RATES

2012



High school-drop out rates have been on the decline across the country for the past two decades. In NL the decline has been quite sharp, with the gap between the province and national drop out rates closing (2012 rates: Canada – 8.1 per cent; NL – 8.7 per cent). (Statistics Canada)

STUDENT-EDUCATOR RATIO

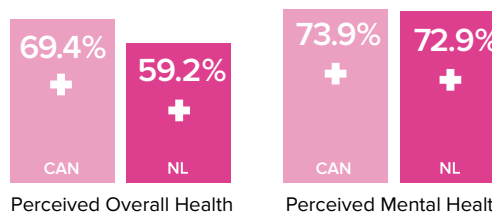
2014



The Student-Educator Ratio includes teachers and non-teaching support staff. In NL there are two fewer students per educator than in the Canadian average. (Statistics Canada)

PERCEIVED HEALTH OF YOUTH

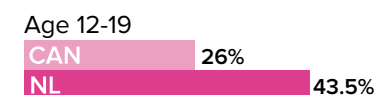
(Percentage of the population who perceive their overall health and mental health as very good or excellent) 2014



Unlike seniors, or the population overall, NL youth (age 12-19) do not perceive their overall health to be as good as many of their peers across the country. (Statistics Canada)

OBESITY RATES

(Youth who are overweight or obese) 2014



Over 43 per cent of youth (age 12-19) in NL are overweight or obese - nearly 70 per cent higher than the rest of Canada. (Statistics Canada)

Families



Photo credit: David McComiskey (Faces of Newfoundland)

It Takes a Village

“Investments in effective early learning programs produce benefits to children, families, communities, and to society that far outweigh the cost,” says Dr. Dave Philpott of Memorial’s Faculty of Education.

“What do communities get out of early childhood education? More engaged citizens, lower rates of dropouts, fewer mental health issues, and fewer educational lags. It boosts the birth rate, it improves market participation,” says Philpott. “It’s an economic powerhouse.”

For many Newfoundland and Labrador families, daycare is becoming more necessary, more expensive, and less available. Meanwhile, there is mounting research that points to the broader economic and social benefits of accessible, quality early childhood education.

One daycare facility in the province that is developing innovative solutions is Daybreak Parent Child Centre.

It is the province’s only free childcare centre, operating through an agreement with the Department of Child, Youth and Family Services.

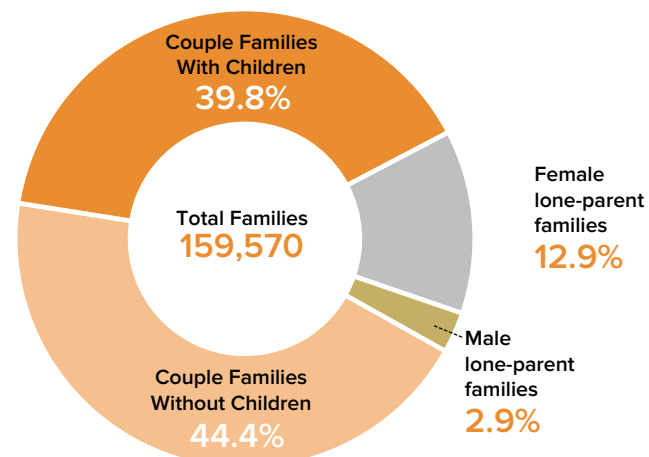
Its designation as a “parent child centre” is intentional. “We enroll the family, not just the child,” says Daybreak Executive Director Heather Bartlett.

Staff encourage parents and caregivers to visit Daybreak to spend time with their children in the classroom, on field trips, and during lunch time. They are also encouraged to join one or more of the many groups offered by Daybreak. These groups cover issues including home cooking, men’s and women’s issues, and support for children with fetal alcohol syndrome.

“You’re going to make a change in the child’s life by giving them good quality education,” says Bartlett. “But if you want to make lasting change, then you’ve got to work with the families as well.” ♦

“[Early Childhood Education is] an economic powerhouse.”

FAMILY (HOUSEHOLD) COMPOSITION 2011

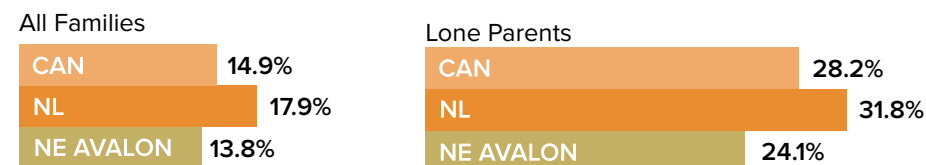


Families are couples (married or common-law, including same-sex couples) living in the same dwelling with or without children, and single parents (male or female) living with one or more children. 55.6 per cent of all families in NL have children. Overall, families in NL have a lower median income than all of Canada. (Statistics Canada)

MEDIAN FAMILY INCOME 2013

Category	NL	CAN
All Families	\$73,850	\$76,550
All Couple Families	\$82,850	\$84,080
Lone Parent Families	\$35,450	\$40,380

POVERTY RATE 2010



While the poverty rate for the most urbanized portion of the province is lower than the national numbers (13.8 per cent in the Northeast Avalon compared with 14.9 per cent for all of Canada), still 17.9 per cent of families are living in poverty in NL. Poverty rates are measured using the low-income after tax cut off. (Statistics Canada).

Provincial budget spent on ECE | NL 1.3% QUE 4.3%

Working mothers with youngest child 0-5 yrs (2013) | NL 73.6% QUE 80.7%

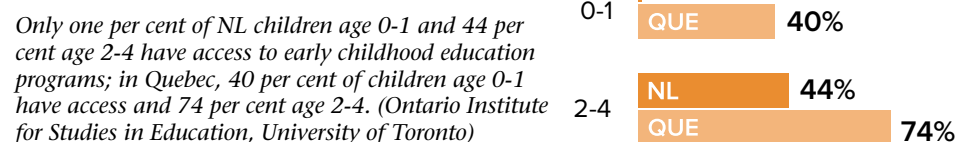
ECE Salary as a % of teacher salary | NL 45% QUE 65%

EARLY CHILDHOOD EDUCATION (ECE) 2014

Early childhood education amounts to only 1.3 per cent of the provincial budget. In Quebec, that number more than triples NL’s at 4.3 per cent.

While 73.6 per cent of NL mothers with children 0-5 years work, access to ECE programs is limited. (Ontario Institute for Studies in Education, University of Toronto)

PERCENTAGE OF CHILDREN WITH ACCESS TO ECE PROGRAMS BY AGE 2014



Gender



Photo credit: David McComiskey (Faces of Newfoundland)

Women in Politics

Traditionally in this province there have always been more men than women in politics, but in 2015 one might expect a little more gender balance in the legislature. Currently, there is only one female provincial cabinet minister and only 13 per cent of all MHAs are women. However, if you look at the community level, there is no shortage of women leaders, so why aren't more women throwing their hats in the provincial or federal political ring?

"We see a lot of women involved in municipal councils," says Sheilagh O'Leary, provincial chair of Equal Voice, a national non-profit dedicated to electing more women to all levels of political office in Canada. "Municipalities are inherently important in the development of political careers. A lot of people who run in a municipal election will move on to provincial or federal politics."

O'Leary says the challenge lies in making the leap to the provincial and federal scene.

Women face many barriers to entering politics, from balancing traditional caregiver

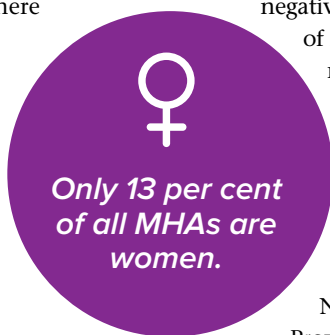
roles to gaining access to financial support and political networks. Managing the public perception of women in politics is also a challenge, as the media often employs negative stereotypes in the treatment of female politicians. "Oftentimes male candidates won't be addressed in the same way," says O'Leary. "Women often have to look a certain way to be accepted."

To help others overcome these obstacles, Equal Voice NL, in partnership with The Provincial Advisory Council on the

Status of Women, released "Organize to Win: A Political Guidebook for Women," adapted from the Nova Scotia council's text. "It's kind of a how-to guide on how to run a campaign," she says.

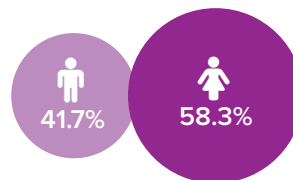
Equal Voice is also working on a series of workshops across the province, connecting interested women to seasoned mentors.

O'Leary, who is longtime community activist and former St. John's councillor, credits her mentors for her success. "I hit the ground running," she says. "I surrounded myself with people who had campaign experience." ♦



UNIVERSITY ENROLLMENT

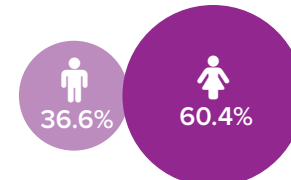
Memorial University (full and part-time, graduate and undergraduate, by gender) 2014



Female students are attending and graduating from NL's only university at a far greater rate than their male counterparts. More female than male students graduated from all disciplines except for engineering and the Marine Institute. However, nearly twice as many male students completed PhDs as females in 2014. (Memorial University)

UNIVERSITY GRADUATION

Memorial University (graduate and undergraduate degrees, diplomas, and certificates, by gender) 2014



NL UNEMPLOYMENT RATE BY GENDER

2014



While poverty rates are higher for women, there are fewer women than men unemployed in NL. (Statistics Canada)

FEMALE TO MALE EARNINGS RATIO

2011



The average female in NL earns 70.8 per cent of the average male's annual earnings. In the Northeast Avalon the figure is slightly higher, at 77.8 per cent. (Statistics Canada)

WOMEN IN POLITICS

(Percentage) 2015, FEMALE MALE

CAN

MPs 77 out of 308 • 25%

Cabinet Ministers 12 out of 39 • 30.8%

NL

MHAs 6 out of 48 • 12.5%

Cabinet Ministers 1 out of 13 • 7.7%

39% of municipal officials elected in NL in 2013 were women.

(not including those appointed by acclamation)

Despite there being slightly more females than males in NL overall (51 per cent to 49), female MHAs account for only one-eighth of all seats in the NL House of Assembly, which is half the proportion of federal MPs in Parliament. In NL, only one cabinet minister of 13 is female, accounting for only 7.7 per cent, while nearly one-third of the federal cabinet is made up of female MPs. (Government of Canada, Government of NL)

POVERTY RATES BY GENDER

2010



In NL there are 37 per cent more women living in poverty than men. In Canada the difference is only 12 per cent. (Statistics Canada)

Economy



Photo credit: David McComiskey (Faces of Newfoundland)

Keeping up with the cost of living

Corner Brook native Stephen Earle has been working for the last four years for mining companies operating in Labrador. He took the job when the industry was surging, and so was the cost of living.

“I was paying around \$1500 a month for rent and bills,” he says. “So, at the time I wasn’t doing much better than living cheque-to-cheque,” says Earle, who recently switched jobs to move out of the area and avoid the problematic rental prices in Lab City, where trailers were selling for around \$300K.

In the ebb and flow of the oil and mining industries, many Newfoundlanders and Labradorians are struggling with the cost of living, purchasing a home, and navigating a career in the province.

“We’ve seen the same scenario hundreds of times,” says Al Antle, executive director of Credit Counsellors of Newfoundland and Labrador. “It’s pretty common down here in the trenches.”

Antle says the province’s financial situation is being reflected in the cases he sees every day, particularly in the number of people coming in his door.

Between 2008 and 2014, the number of new people seeking help at the centre dropped by nearly half, a trend Antle attributes to the strong financial circumstances in the province at the time.

“We’re a little like the fire department — you don’t need us till your house is on fire,” he says. “When the economy is in shambles, and people are struggling financially, they need the services we can provide. So, our caseload dropped from over 100 new cases per month, to about 50.”

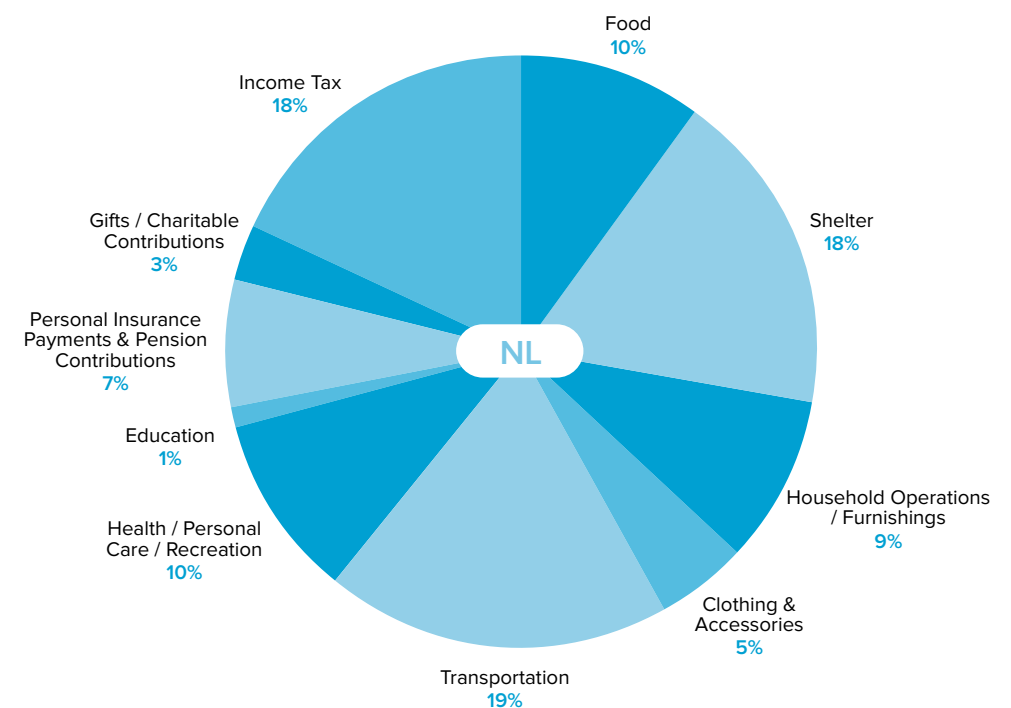
This past summer, as oil prices plummeted and mines in Labrador fell on hard times, the number of new cases was 75 per cent higher than it was just one year previous.

“We’re also finding that the people coming in our door with debt issues owe significant amounts of debt,” he says, noting that many people in this province are guilty of overspending on a monthly basis.

“For most households, it was no problem, until recently, and the new salaries aren’t able to keep up with that amount of debt,” he says. “Canadians are taking on \$1.63 of debt for every dollar earned, and people in this province are no different.” ♦

“Canadians are taking on \$1.63 of debt for every dollar earned, and people in this province are no different.”

AVERAGE HOUSEHOLD SPENDING 2013



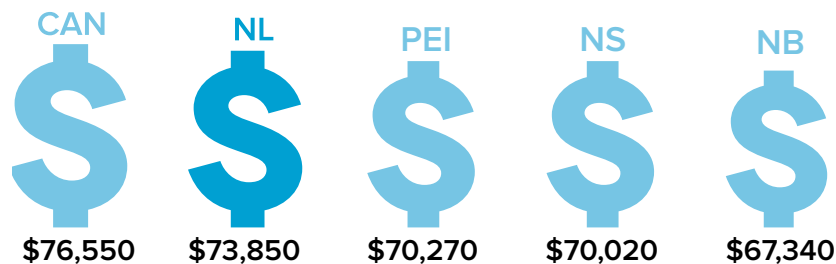
NLers spend roughly the same as the national average on most household expenses, except: 3 per cent less on shelter, 1 per cent less on income tax, and 1 per cent less on education, and 3 per cent more on transportation, 1 per cent more on household operations/furnishings, and 1 per cent more on personal insurance payments, and pension contributions. (Statistics Canada)

MEDIAN HOUSEHOLD DEBT 2012



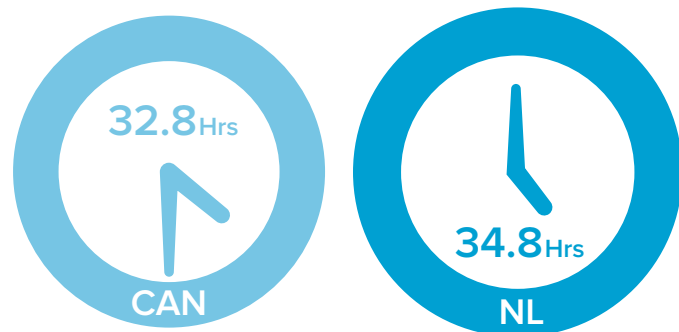
NLers hold significantly less debt than Canadians. (Statistics Canada)

MEDIAN TOTAL INCOME (Families) 2013

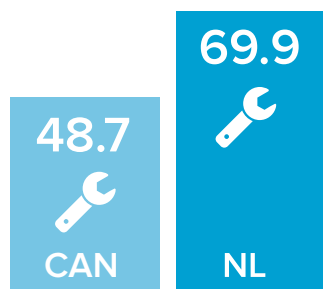


Most NL families earn slightly less than their Canadian counterparts, however NLers have the highest Median Total Income in Atlantic Canada. (Statistics Canada)

AVERAGE HOURS WORKED (Per Week) 2013



Newfoundlanders and Labradorians work longer hours than their Canadian peers. (Statistics Canada)

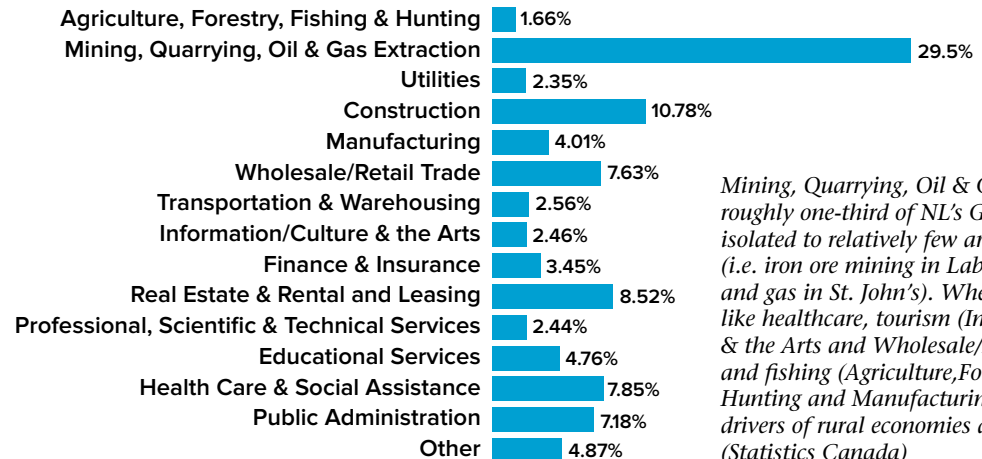


LABOUR PRODUCTIVITY

(Dollars per hour) 2014

Labour productivity refers to the average real gross domestic product produced by an hour of work. NL's productivity is higher mainly due to the highly productive nature of the oil and gas industry (ie: it generates a lot of money for relatively little labour). (Statistics Canada)

NL GDP BREAKDOWN (By Industry) 2014



Mining, Quarrying, Oil & Gas make up roughly one-third of NL's GDP. This activity is isolated to relatively few areas of the province (i.e. iron ore mining in Labrador West, oil and gas in St. John's). Whereas industries like healthcare, tourism (Information/Culture & the Arts and Wholesale/Retail Trade), and fishing (Agriculture, Forestry, Fishing & Hunting and Manufacturing) remain major drivers of rural economies across the province. (Statistics Canada)

Fishing on Solid Ground

Amidst the recent volatility of oil and mineral production, the fishery has been a steadfast economic driver for Newfoundland and Labrador, particularly in rural areas. Many thought that the collapse of key groundfish stocks in the early 1990s was the death knell for rural Newfoundland and Labrador. Now, two decades later, even a trade as ancient as the fishery is showing that it's capable of change in modern markets.

"We fished mainly cod back then, but when the moratorium came on, we were kind of left in limbo," says Tony Doyle of Bay de Verde, who fished with his father and uncles from the 1970s until their retirement, when he became the sole owner of the enterprise. "1992 was probably the hardest year. People were leaving, re-training, but I still had my family here, my wife and two kids, my dad and mom, aunts and uncles all around. I had a lot of money invested in the fishery, so, we started fishing lobster a bit harder, then lumpfish, blackback flounder, and squid ... whatever we could make a dollar on to try and pay off the bills."

That diversified owner-operated fishery has been essential to the continued life of the fishery and of rural areas of the province.

"Today's industry has an export value of nearly \$1 billion and continues to employ nearly 18,000 people. By comparison the

export value of the fishing industry in NL was approximately \$650 million in 1989," says Carey Bonnell, head of the School of Fisheries at Memorial University's Marine Institute. The rapid emergence of highly lucrative shellfish species such as shrimp and snow crab (now representing more than

80 per cent of the total landed value of the sector) and the rapid growth in the province's aquaculture industry (particularly salmon, with an export value of nearly \$200 million) have given many rural Newfoundlanders and Labradorians a place in the market.

"Processing plants contribute up to 80 per cent of commercial tax revenues to some municipalities," says Keith Sullivan, president of Fish, Food and Allied Workers (FFAW). "Harvesters and plant workers spend their income in places like Gander, Grand Falls-Windsor and Corner Brook. Enterprise owners spend significant amounts of money on vessel supplies like groceries and gas, and on having their boats maintained."

However, with a rapidly aging demographic (average age of nearly 55), rural Newfoundland and Labrador will be facing significant challenges for both the processing sector and fish harvesters like Doyle.

"Till then?" says Doyle. "Still fishing. Still investing. But making a living." ♦

Today's industry has an export value of nearly \$1 billion and continues to employ nearly 18,000 people.



Thank You

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Research Sources:

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