



# **Townshippers' Association**

Montréal-Est Network  
Eastern Townships Partners for Health  
and Social Services



## Our Mission

The mission statement of Townshippers' Association has remained essentially unchanged since the organization's beginnings in 1979. It is still relevant today. The Association aims to:

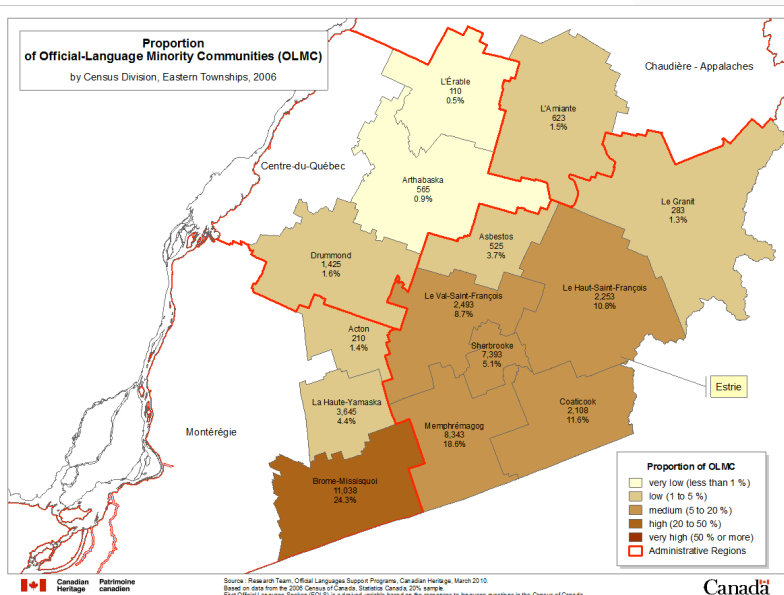
- ✓ Promote the interests of the English-speaking community in the historical Eastern Townships;
- ✓ Strengthen the cultural identity of this community;
- ✓ Encourage the full participation of the English-speaking population in the community at large.



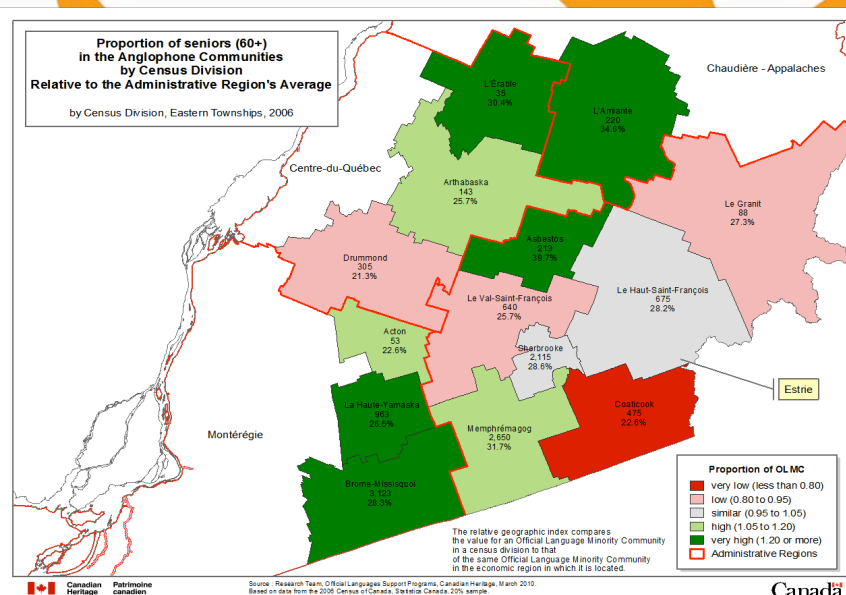
# Where is the Montérégie-East ?



# Demographics of the English-speaking Population



Proportion of English Speakers



Proportion of Seniors in the ESC

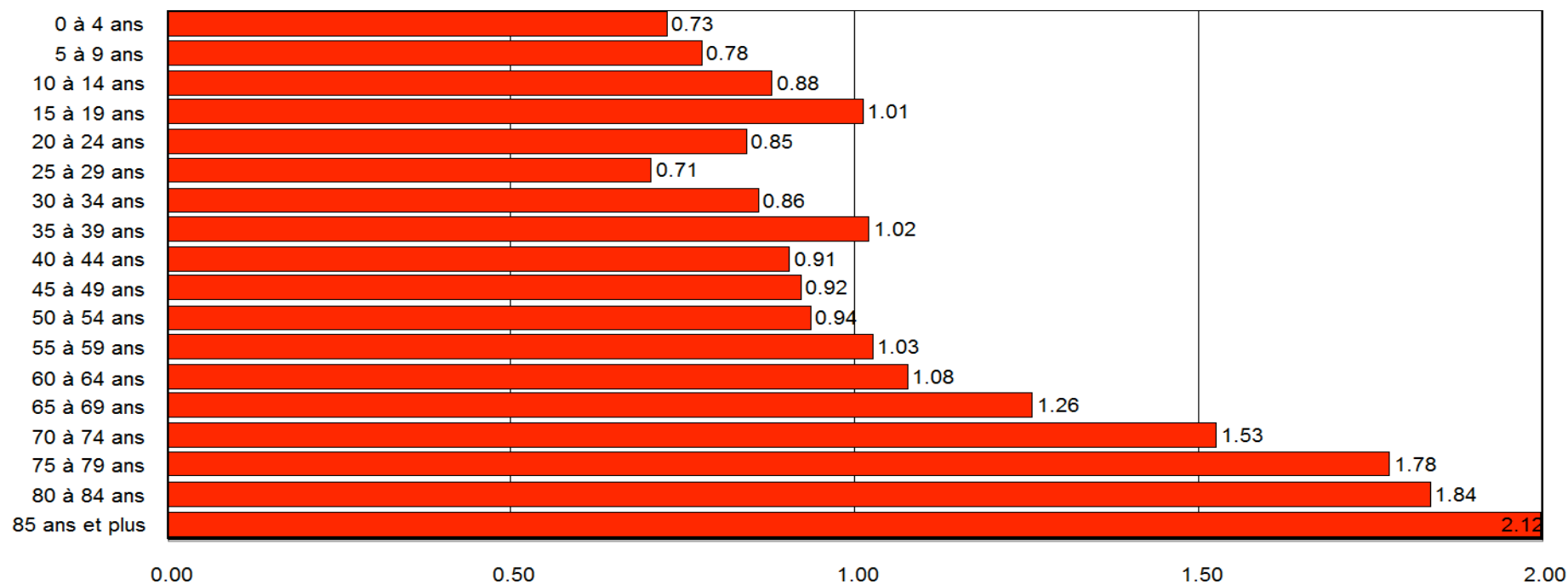
# Age Structure in the Montérégie-East

Age structure of the population	Quebec		RSS Montérégie		CSSS La Pommeraiie		CSSS Haute-Yamaska	
	English	French	English	French	English	French	English	French
Total Age Groups	994,720	6,373,223	143,645	1,190,635	11,120	37,488	3,715	82,643
0-14	16.1%	16.8%	16.7%	18.1%	14.4%	17.0%	14.3%	17.8%
15-24	13.5%	12.7%	13.0%	12.6%	11.9%	11.9%	12.1%	13.0%
25-44	31.5%	27.5%	28.3%	27.3%	20.0%	24.3%	22.1%	27.0%
45-64	25.6%	29.8%	28.4%	30.1%	31.9%	33.3%	31.1%	30.3%
65+	13.3%	13.3%	13.7%	11.9%	21.7%	13.5%	20.5%	11.9%



# Age Groups (Minority-Majority Index)

Population totale selon les groupes d'âge (18 catégories)  
Indice minorité-majorité (IMM)  
Cantons de l'Est, 2006



Source : Programmes d'appui aux langues officielles, Patrimoine canadien, septembre 2009, basé sur les données du Recensement 2006, Statistique Canada, échantionnage de 20 %.  
L'indice minorité-majorité (IMM) indique la valeur attribuée à la communauté en situation minoritaire par rapport à celle attribuée à la communauté en situation majoritaire.  
La première langue officielle parlée (PLOP) est une variable linguistique dérivée qui se fonde sur les réponses aux questions linguistiques du Recensement du Canada.

## Changes in Size and Proportion

Group		Value	1996	2001	2006	1996-2001	2001-2006	1996-2006
Anglophones	number		43,050	40,320	42,300	-2,730	1,980	-750
	percentage		6.9%	6.4%	6.2%	-6.8%	4.7%	-1.7%
Francophones	number		576,985	590,038	633,943	13,053	43,905	56,958
	percentage		93.0%	93.5%	93.6%	2.2%	6.9%	9.9%
Total	number		620,645	631,045	677,575	10,400	46,530	56,930
	percentage		100.0%	100.0%	100.0%	1.6%	6.9%	9.2%



## Challenges Ahead...

- For first time in generations, the English-speaking population grew during the intercensal period;
- Growth in the older segment of the population, decline in the number of children;
- Younger cohorts (15-24 and 25-44) show growing socio-economic vulnerabilities (employment, education) relative to their older counterparts and their Francophone neighbours;
- “missing middle” phenomenon is still present and, in some respect, more pronounced than in 2001.



# New Insights Symposium

**March 23 and 24, 2010**

A Community Health Promotion Project

The New Insights Symposium was made up of two multi-sectoral, day-long conferences (one in the Estrie, one in the Montérégie) with research data presented:

**The Evolving Demographic Context  
of the Anglophone Communities in  
the Eastern Townships**

*William Floch, Official Languages  
Support Program, Department of  
Canadian Heritage*

**Health Determinants and Health  
Promotion in the English-speaking  
Community of the Eastern  
Townships**

*Natalie Kishchuk, PhD*



These presentations were followed by focus groups, which were intended to discuss the challenges facing the ESC and determine priorities to address them.

Read the Report Online: [www.townshippers.qc.ca](http://www.townshippers.qc.ca), See: Engagement, New Insights Symposium

# Priorities from Symposium

## Communication / Information to the ESC on Services:

- Identify key actors in the English-speaking Community;
- Identify social networks;
- Use the community leaders to inform and empower;
- Develop a 'guichet unique' (one place to go for information);
- Outreach (youth and elders);
- Community Radio (CIDI);
- Social theatre.

## Drop-out Prevention (Educational Success):

- Education;
- Employability and job creation;
- Literacy.



## Priorities from Symposium

### **Need for Services Geared to the English-speaking Population:**

- English-speaking healthcare workers;
- Services geared to culture of English-speakers;
- Extend English-language training courses to healthcare workers.

### **Development of Networking:**

- Establish service corridors (person-to-person trajectories) for key services where language is a major barrier (for later actions);
- Do 'in-reach' between partners in order to better network, develop inventory of existing services.

### **Intergenerational Projects:**

- Bridge the missing middle and missing middle middle gaps.



# Social Determinants of Health

- Income and social status
- Education
- Employment and working conditions
- Social support (culture)
- Health behaviours and skills
- Health services
- (Gender)







# CSSS Montérégie, Action Plan 2009-2012

## Strategies: Support...

- Intersectoral action that promotes health and well-being
- Community development
- Development of healthy public policy
- Clinical preventive practices

## Targets:

- Social determinants of health
- Pregnancy and early childhood
- Children and teens in school
- Healthy lifestyles through health environments
- Non – intentional injury – falls, drowning, playgrounds
- Breast cancer screening
- Suicide prevention



# Montréal-Est NPI Steering Committee

2 Co-Coordination, Townshippers' Association

Avante Women's Center

Community Health Education Program

Connections for Mental Health

CSSS Liaison Agent

Townshippers' Association Board of Directors

Community Representatives from: Cowansville, Bedford, Brome Lake, Bromont, Granby, Waterloo, South-Stukley.



# Montérégie-East NPI Partners' Network Unit

Avante Women's Center

Brome-Missisquoi Caregivers Support Group

Carrefour jeunesse-emploi

Centre Jeunesse

Community Health Education Program

Connections for Mental Health

CLD Brome-Missisquoi

CSSS Haute-Yamaska

CSSS La Pommeraie

Espace vivant/Living Room

Foster Pavilion / CLSC Cowansville  
(addictions)

Horizon Pour Elle Women's Shelter

Massey-Vanier High School

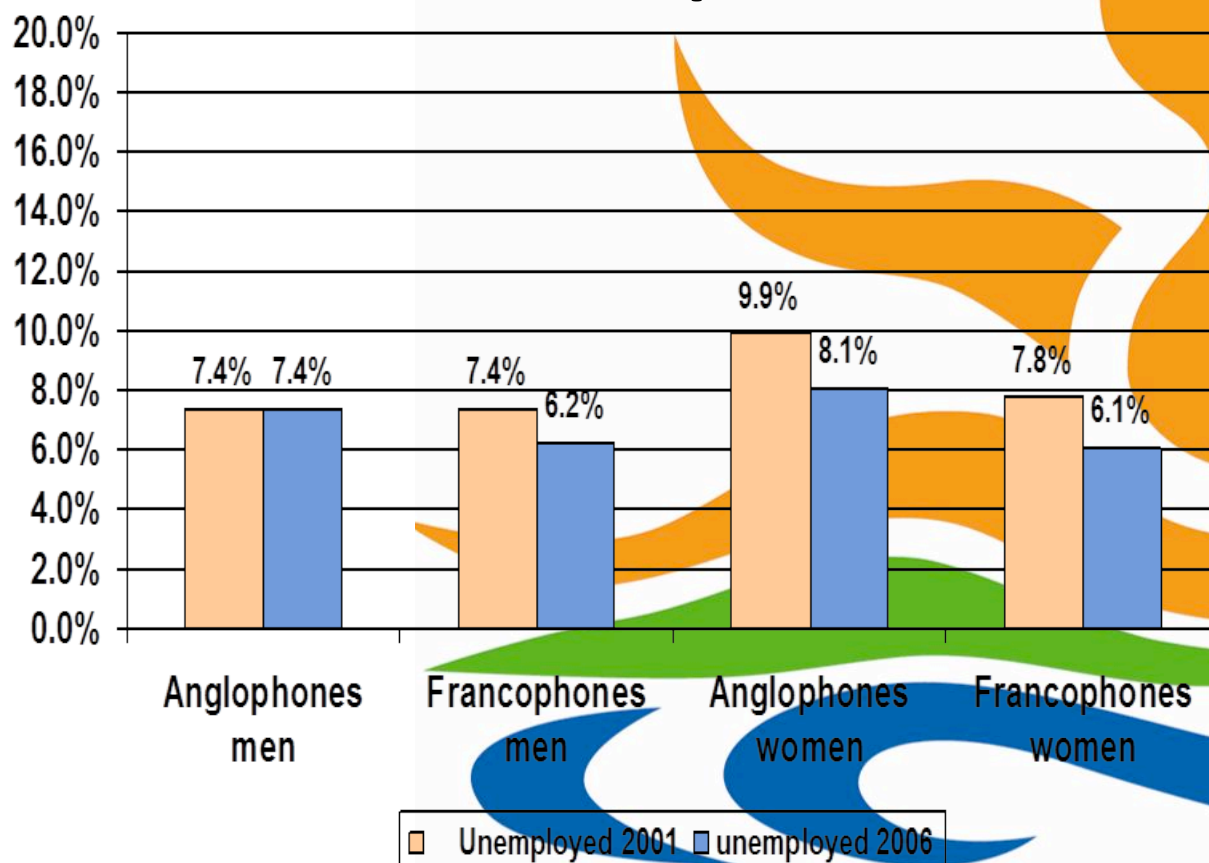
Oasis Mental Health

Sac à Mots

Vocational Training B-M campus

Yamaska Literacy Council

# Unemployment Rate, by Language and Gender Eastern Townships, 2001-2006



## Employment Rate, Montérégie-East

Labour Force Activity	Quebec		RSS Montérégie		CSSS La Pommeraie		CSSS Haute-Yamaska	
	English	French	English	French	English	French	English	French
Total labour Force Activity	835,065	5,304,940	119,650	975,253	9,510	31,130	3,180	67,910
In the labour force	64.6%	65.3%	64.9%	68.4%	58.3%	66.3%	57.2%	68.3%
Employed	91.2%	93.4%	93.0%	94.9%	93.7%	95.4%	94.5%	95.2%
Unemployed	8.8%	6.6%	7.0%	5.1%	6.3%	4.6%	5.8%	4.8%
Out of labour force	35.4%	34.7%	35.1%	31.6%	41.7%	33.7%	42.8%	31.7%





# Employment and Working Conditions

## Implications for the ESC:

- Access to adapted French education
- Adult and vocational education need to adapt to the nature of the economy
- Literacy, language issues affect workplace safety
- Re-integration challenges multiplied for English-speakers, especially older

## Partner Actions:

- Hameau Oasis de Dunham
- Health Care Providers Training Course:  
Caregiving in private homes



Caregivers' Training

# Income and Social Status

## Interviews:

Pockets of poverty:

- Indicators disguise the variation

High rates of social problems in ESC of low socio-economic status:

- 23.6% ESC below LICO are single parent families
- Parenting - youth protection needs 40% at CJ are from ESC

Referrals to health system occur later: more deterioration when referred

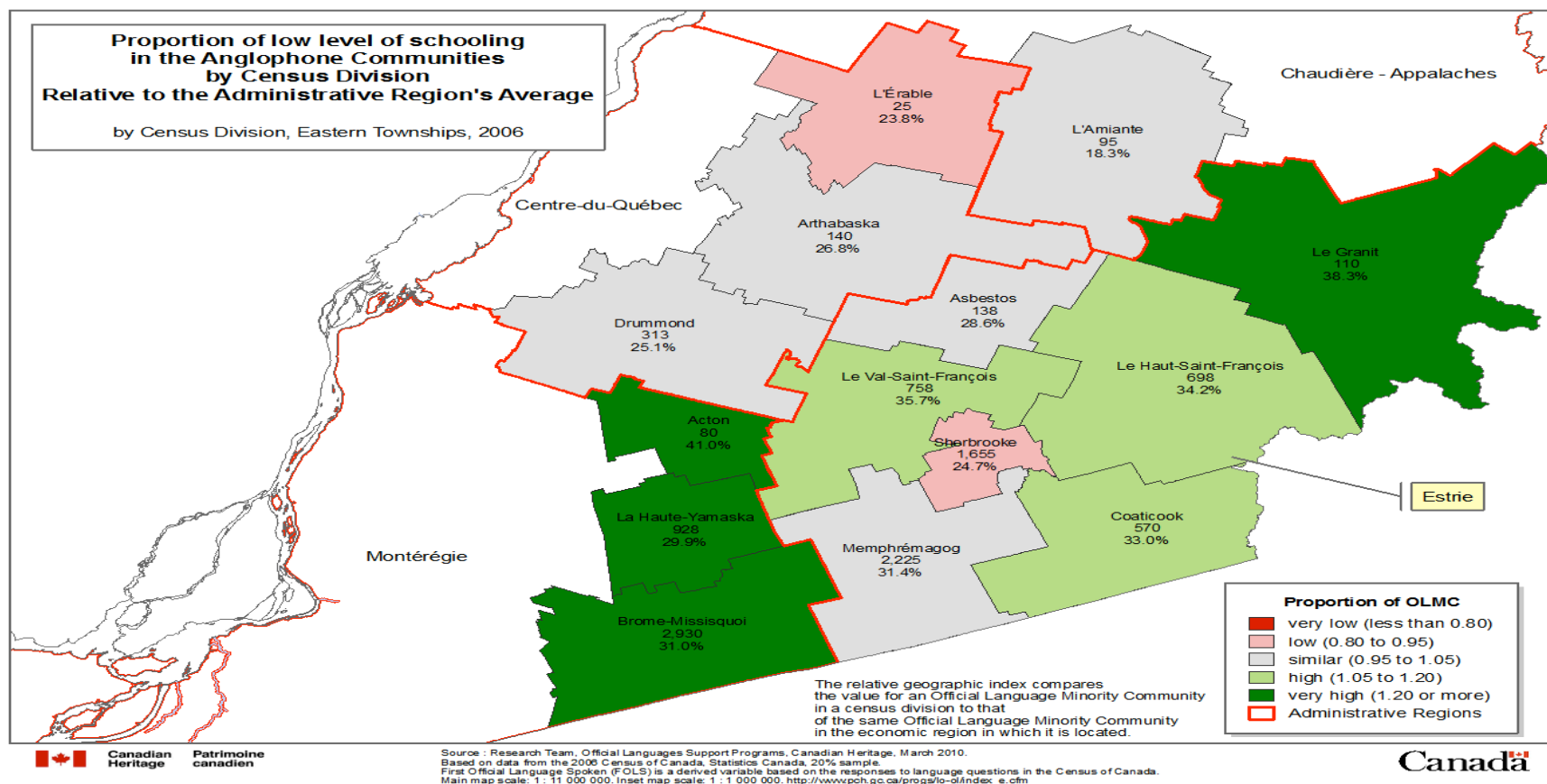
Costs are barriers especially for the already vulnerable:

- Transportation to services and leisure
- Non-RAMQ services E.g. Counselling in English

## Income Montérégie-East

Population 15+ years, by Income Group	Quebec		RSS Montérégie		CSSS La Pommeraie		CSSS Haute- Yamaska	
	English	French	English	French	English	French	English	French
Total – income groups	835,060	5,304,940	119,650	975,250	9,510	31,125	3,185	67,910
Under 10,000	27.6%	23.4%	26.5%	21.8%	26.9%	22.9%	21.7%	22.0%
\$10,000 - \$29,999	35.8%	36.9%	33.9%	34.6%	42.9%	39.2%	40.8%	38.9%
\$30,000 - \$49,999	19.4%	23.1%	21.2%	24.5%	18.9%	24.2%	20.6%	24.8%
\$50,000 +	17.2%	16.6%	18.4%	19.1%	11.4%	13.7%	17.0%	14.2%

# Low Levels of Education in the English-speaking Population



[illegible]



# Education

- **Statistical profile, Townships ESC:**
  - Younger people are less educated than francophone counterparts
  - Very high dropout rate
- **Interviews:**
  - High dropout rate a huge concern
  - Limited accessibility of English adult ed further compromises education opportunities:
    - Need more post-secondary options in the area
    - Need for French-second language training linked to job market
  - Said about ETSB
    - Large territory means teens lose community contact

# Montréal-Est





# Education

## Partner Actions

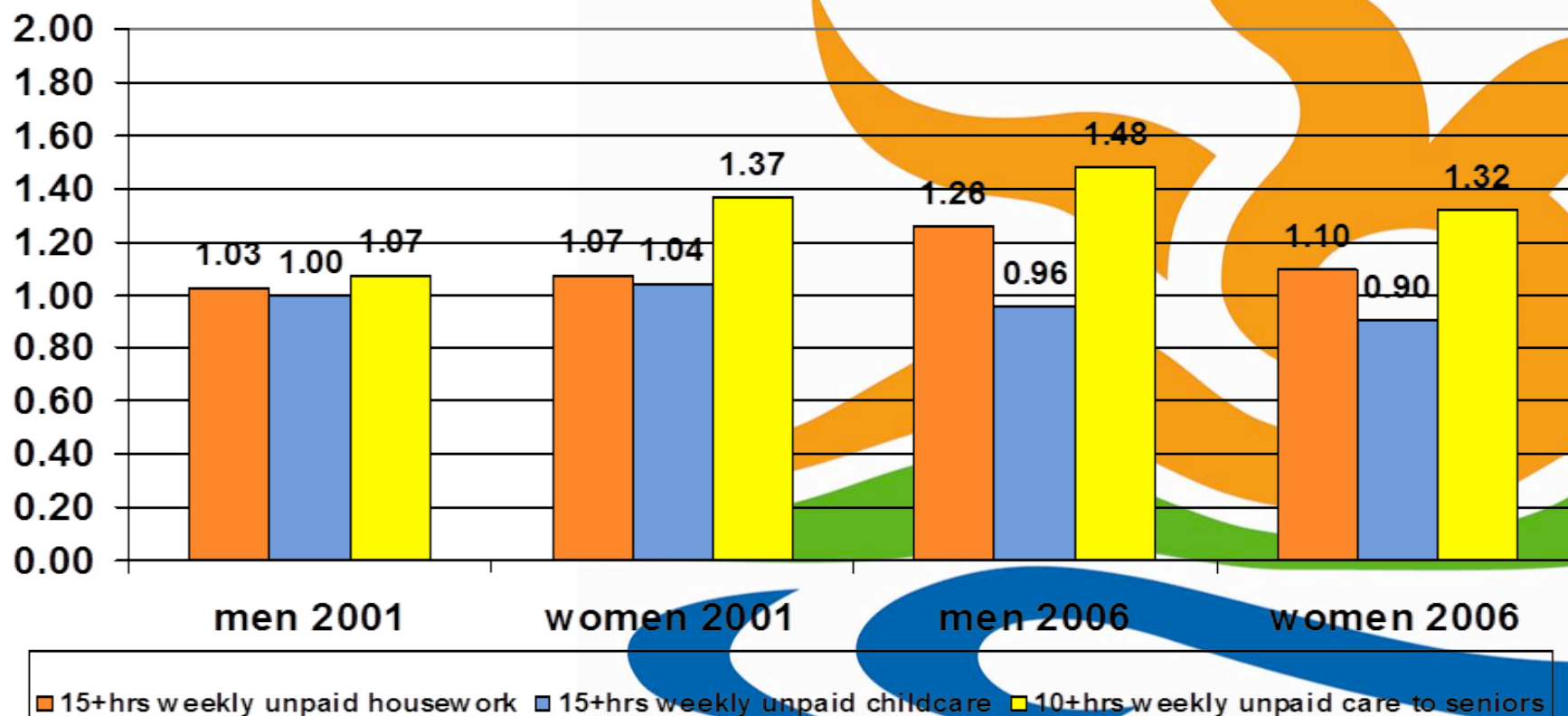
- CAL Cowansville – Parents Breakfast Groups
- Partenaires Brome-Missisquoi Partners
  - Multi-sectoral committee
  - Work Study Conciliation
  - Mentoring program
- Caregivers DEP
  - Program in English proposed for 2012

## Social Support

- **Interviews Revealed That:**

- There is a perception that the ESC is tight-knit, more self-reliant
  - Some feel the ESC is excluded from mainstream access
  - Social support is needed to compensate for lack of family support
- Needs greatest among:
  - unilingual elderly
  - caregivers of all ages
  - young families who have in-migrated
- Culture as a health determinant:
  - Culture and language together strengthen sense of belonging
  - Access in ET is compromised by transport

## High Levels of Unpaid Care, By Language and Gender Eastern Townships, 2006







# Social Support



## Survey Data Says:

ESC is more likely to turn to family members than to social services;

This is interpreted as a more independent attitude.

**Seniors Caring for Seniors**

# Social Support

## Partner Actions:

- Promotion of services and programs available in English in the public sector and from community organizations:
  - TA to diffuse announcements about services and programs from partners to ESC social networks
  - Weekly interview program on community radio RCM
- Grand-parents Gateaux
- Brome-Missisquoi Caregivers Support Group is expanding services in region.

## *Grand-parents Gateaux*







## Coffee Morning Outreach



**Cowansville Picnic –  
Visiting**





## Cowansville Picnics – Kiosks



## Waterloo Picnics – Kiosks







# Cowansville Picnic

Yoga



Eating  
While  
Watching  
the Enter-  
tainment



Square  
Dancing



Winner,  
Golden  
Muffin  
Contest







# Waterloo Picnic:



Arrivals from CHSLD



Mayor of  
Waterloo





# Waterloo Picnic

Food  
Tent



Enter-  
tainment  
and Kiosk  
Tent



Horse  
Cart Ride  
Through  
Town



Sun  
Protection



## **Social Support - Partner Actions:**

- A version of this presentation and the Profiles book are given to community organizations to improve understanding about the ESC.
- Development of 2 support groups (Parkinson's disease, Prostate Cancer) with the involvement of the CHEP and regional or national organizations.
- CSSS led Community Development Committees in the 5 poles of La Pommeraiie which have as a goal, healthier communities with socially involved citizens.



# Health Behaviours and Skills

## ➤ Partner Actions - Adults:

- CSSS programs:
  - Brome-Missisquoi en santé  
La Pommeraie, version 00-55-3030
  - Smoking cessation clinics
  - Falls prevention for the elderly

## ➤ Community Health Education Program:

- Live video-conferences:
  - 2 support groups developed in last year
- “Health Matters”:
  - With Avante and CSSS La Pommeraie
  - Monthly DVD sessions
  - A professional from CSSS details local English services





## Partner Actions

We Can Act series of plays promoting CLSC





# Health Behaviours and Skills

## Partner Actions - Children and Families

- Municipalities are becoming more important players:
  - Jeunes en mouvement (physical activities and sports 0-17 years)
  - Municipal sports installations
  - Partners in intersectoral tables
- Municipal family policies:
  - Townshippers' active in 3 (Families and Seniors)



# Physical Environment

## Partner Actions

- Development of collective transportation:
  - Service de transport collectif de la MRC Brome-Missisquoi
- Growing interest in built environment as a determinant of health
  - CSSS assessing health of physical environment with diagnostic tool with VVS
  - **Universal Access Brome-Missisquoi**, a project with the Association of Physically Handicapped Persons of Cowansville and Region.



## Health Services

- **Survey Data:**
  - ESC more likely to turn to family members than services
- **Interviews:**
  - ESC under-represented in services (except for DPJ: over-represented)
  - Recent promotional efforts, actions by CSSS are helping
  - Lack of bilingual staff in non-bilingual positions is a problem
  - Language training for staff is helping
  - Barriers are not situated within services:
    - Once English-speakers use services, they come back
    - Once services are offered in English, usage levels climb

## Long-Term Actions

Develop action plans with public and community partners to

- Ensure that ESC access services available for youth and seniors.
- Promote changes to improve employability literacy and education
- Modify services to reflect the social dynamics of the English-speaking community. Recognitions of cultural difference between, English, French, Immigrant (bilingual does not mean a shared culture)
- Increase numbers of bilingual and ESC health care professionals and trained home care workers.
- Continue programs to increase mentoring
- Extend language training to front line, i.e. receptionists.



**Thank You!**

**Questions?**