



ECO • O2

English Community Organization
Saguenay—Lac-Saint-Jean

Organisme communautaire anglais
du Saguenay—Lac-Saint-Jean

Strategic Plan 2019-2022

*Connecting our
Communities*

Message from the Board of Directors

ECO-02 (English Community Organization Saguenay-Lac -Saint-Jean) is a non-profit organization where we foster the well-being of English-speaking communities through existing community programs and English information available to them on health and social services. Helping all age groups within our community is important to us. We support and nurture the development of partnerships with existing French organizations through discussions of the needs and priorities of the English-speaking communities that we serve.

To provide a strong foundation and guide us over the next 3 years, ECO-02 has created a Strategic Plan which defines its mission, its vision, its goals, as well as its challenges and the strategic orientations which will be deployed to overcome them. This result was achieved through a consultation process including the Board of Directors and key stakeholders, and was facilitated with the help of an outside consultation firm.

We became newly incorporated in May 2019. As such, we are open to new board members and volunteers willing to contribute their ideas and their time to help us grow as a non-profit organization.

In the first months following our incorporation, we established partnerships with the local English schools, the *Centre intégré universitaire de santé et de service sociaux du Saguenay-Lac-Saint-Jean* (CIUSSS SLSJ), the Bagotville Military Family Resource Centre (Bagotville MFRC), the Community Health and Social Services Network (CHSSN) and other provincial Networking and Partnership Initiatives (NPIs). We have created an open dialogue and an exchange of information and ideas.

Help us to achieve our vision of
"Connecting our Communities" and
be a part of our success!

Debbie Ford-Caron
President of the Board



Members of the Board of Directors

An interim Board of Directors has been created to ensure the proper governance of ECO-02 pending its first Annual General Meeting (AGM). Candidates will be elected during the AGM to form ECO-02's first official Board of Directors.

Debbie Ford-Caron

President

Melissa Perry

Secretary

Eleanor Perry Morissette

Vice-President

Martin Caron

Director

Karren Knight

Director

Anne-Marie Cronkwright

Director

Charlene MacPherson

Director

We wish to recognize the contribution of our **founding members**.

Anne-Marie Cronkwright

Debbie Ford-Caron

Jamie Kirlin

Karen Knight

Eleanor Perry Morissette

Melissa Perry



What is an NPI?

NPI stands for Networking and Partnership Initiative (NPI). The Community Health and Social Services Network (CHSSN) coordinates a Quebec-wide health and social services “Adaptation Program” designed to enhance the vitality of English-speaking minority communities in Quebec by increasing their access to existing health and social services.

The program was supported by an investment from Health Canada and has been undertaken in partnership with the *Ministère de la Santé et des Services Sociaux* (MSSS). An implementation agreement between CHSSN and the MSSS was concluded to incorporate the projects into Quebec’s initiatives to improve access to health and social services in English through partnerships between local English-speaking communities and health and social services system.

Our participation as an NPI organization allows ECO-02 to network with other NPIs and organizations and to express our concerns to the government. We will be able to participate in local roundtable discussions to create a better understanding between both linguistic groups on how existing programs may become increasingly accessible through the incorporation of English services.



The NPI program **objectives** are to...

- Mobilize partners to recognize and address challenges in access to health and social services in English.
- Create and equip partners with knowledge, information and support.
- Collaborate with partners in making improvement to access in health and social services.

Mission and Objectives

Our Mission

ECO-02 (English Community Organization Saguenay—Lac-Saint-Jean) is a non-profit organization fostering the well-being of the English-speaking communities through existing community programs and information available to them.

We support and nurture the development of partnerships with existing French organizations through discussions of the needs and priorities of the English-speaking communities that we serve.

ECO-02's Objectives

- Provide information and resources to promote improved access to health and social services.
- Support existing programs that enhance the quality of life and the well-being of all.
- Strengthen our regional network and create partnerships between French and English organizations through community development initiatives.
- Participate in roundtable discussions to promote a greater understanding of the needs of the English-speaking community.

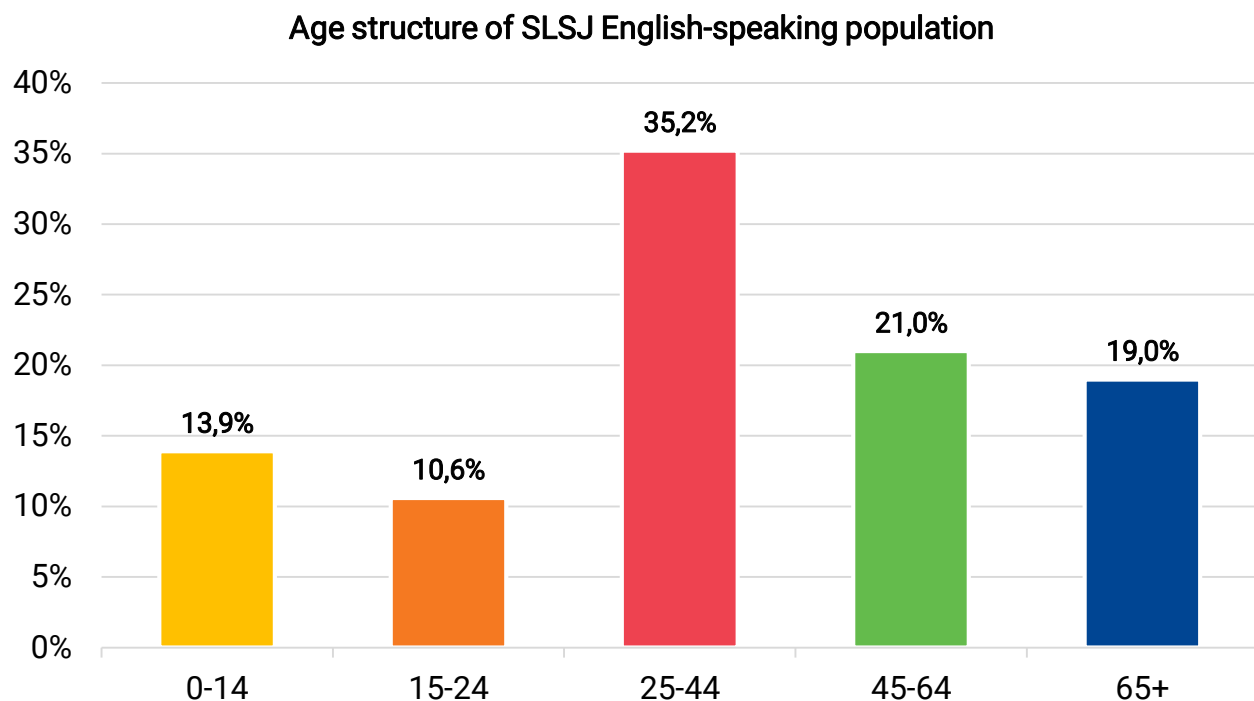


Our Demographics

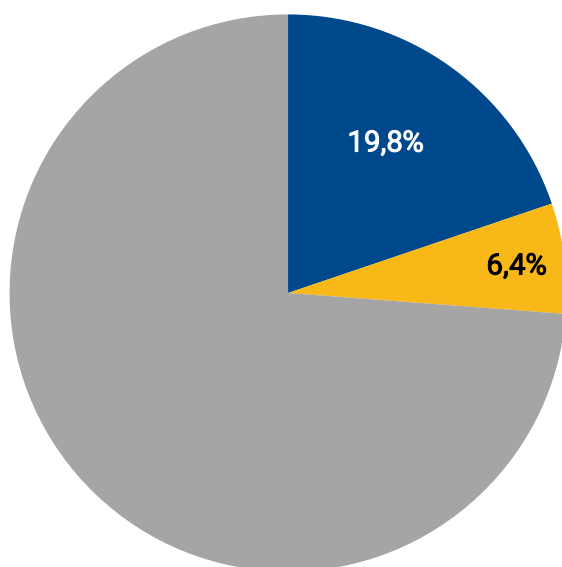
According to the 2016 Canadian Census, the region of Saguenay–Lac-Saint-Jean (SLSJ) is home to 276,368 residents, 1,970 of whom identify as English-speakers. The history of the English-speaking community is intertwined with the history and the development of the region, with people having been brought in by the companies which preceded Rio Tinto and Resolu, as well as by the Canadian Forces Base Bagotville.

Today we have both an elementary and a high school which serve the Saguenay–Lac-Saint-Jean region and are attended by a total of 460 students. These schools act as the hub of our local English-speaking community.

Because the percentage of the English-speaking is so low, we do not benefit from a bilingual status in our hospitals. Therefore, healthcare services in English are hard to find, or nonexistent.



New Arrivals in the English-speaking Community

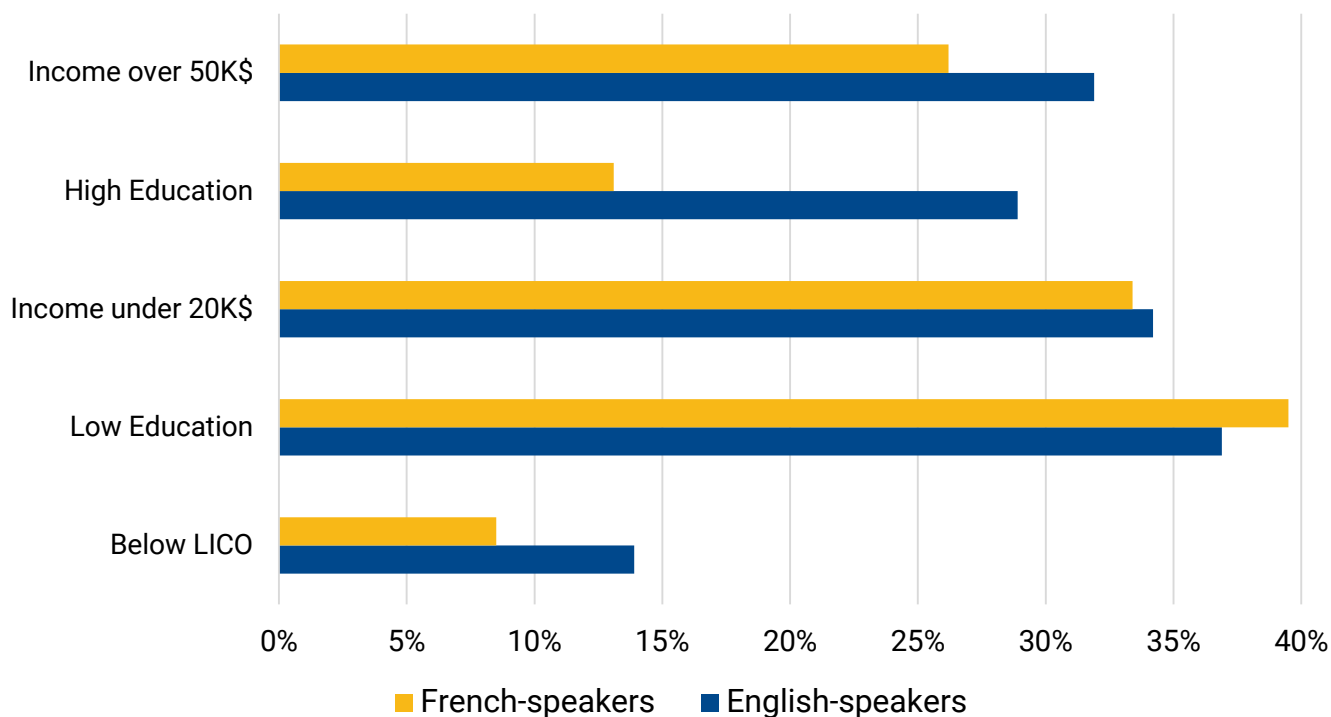


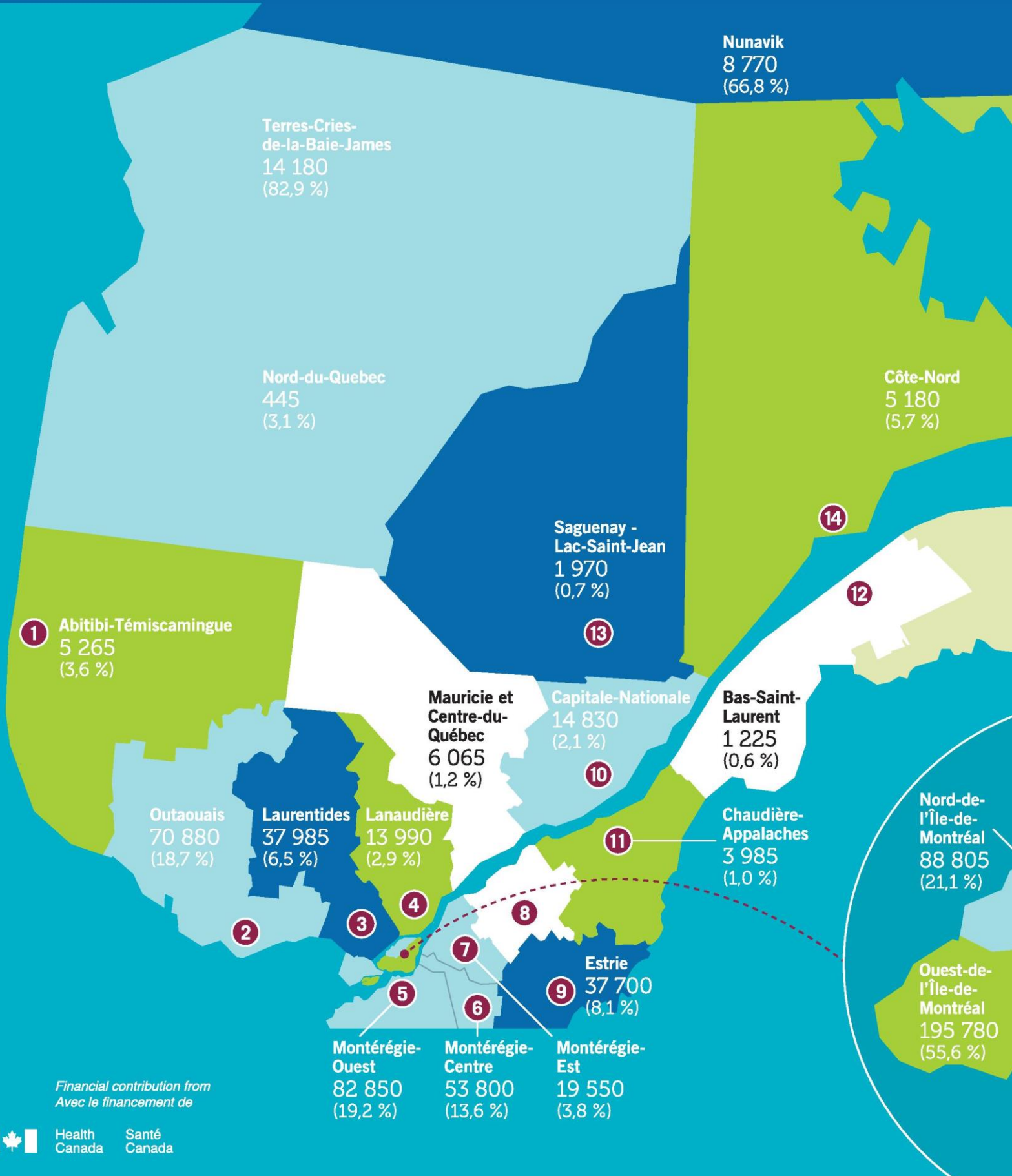
■ Recent inter-prov. ■ Recent immigrants

More than 1 in 4 English-speakers in Saguenay—Lac-Saint-Jean are new to the region.

Despite having higher rates in the areas of higher education and income over 50K\$, there are more English-speakers with an income under 20K\$ and who live below the Low Income Cut-Off (LICO).

Education and Earnings





POPULATION

1 103 475

13,7%

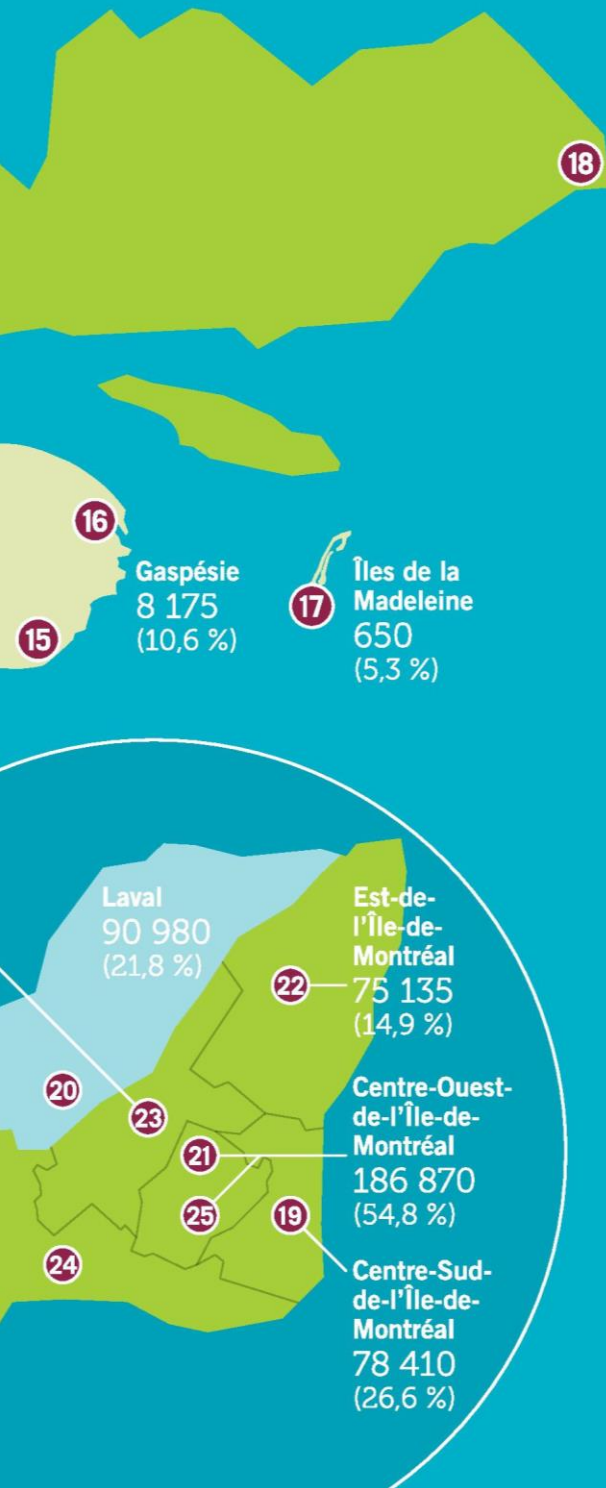
2016 Census of Canada

of Quebec

Recensement du Canada, 2016 du Québec

The CHSSN NPI* Network

Le réseau NPI* du CHSSN



- 1** Abitibi-Témiscamingue
Neighbours Regional Association
- 2** Outaouais
Connexions Resource Centre
- 3** Laurentides
4 Korner Family Resource Center
- 4** Lanaudière
English Community Organization of Lanaudière (ECOL)
- 5** Montérégie-Ouest
Montérégie West Community Network (MWCN)
- 6** Montérégie-Centre
Assistance and Referral Centre (ARC)
- * 7** Montérégie-Est
Monteregie East Partnership for the English-Speaking Community (MEPEC)
- 8** Mauricie et Centre-du-Québec
Centre for Access to Services in English (CASE)
- 9** Estrie
Townshippers' Association - Eastern Townships Partners for Health and Social Services - Estrie and Lac-Brome
- 10** Capitale-Nationale
Jeffery Hale Community Partners
- 11** Chaudière-Appalaches
Megantic English-speaking Community Development Corp. (MCDC)
- 12** Bas-Saint-Laurent
Heritage Lower Saint Lawrence
- * 13** Saguenay-Lac Saint-Jean
English Community Organization of Saguenay-Lac Saint-Jean
- 14** Côte-Nord
North Shore Community Association (NSCA)
- 15** Gaspésie
Committee for Anglophone Social Action (CASA)
- 16** Gaspésie
Vision Gaspé-Percé Now (VGPN)
- 17** Îles de la Madeleine
Council for Anglophone Magdalen Islanders (CAMI)
- 18** Côte-Nord
Coasters Association (LNSCH)
- 19** Centre-Sud-de-l'Île-de-Montréal
Collective Community Services (CCS)
- 20** Laval
AGAPE – The Youth & Parents AGAPE Association Inc.
- 21** Centre-Ouest-de-l'Île-de-Montréal
African Canadian Development & Prevention Network (ACDPN)
- 22** Est-de-l'Île-de-Montréal
East Island Network for English-language Services (REISA)
- * 23** Nord-de-l'Île-de-Montréal
East Island Network for English-language Services (REISA)
- * 24** Ouest-de-l'Île-de-Montréal
African Canadian Development & Prevention Network (ACDPN)
- * 25** Centre-Ouest-de-l'Île-de-Montréal
NDG Senior Citizens' Council (NDGSCC)

* Network in development.

INFORMATION: CHSSN.ORG

Vision and Goals until 2022

Our Vision

Through our vision statement, *Connecting our Communities*, we wish to inspire members of the English-speaking community to feel like they belong and are valued.

We strive to connect the different groups of English speakers through the vast region of Saguenay–Lac-Saint-Jean, as well as to improve the quality of our connection to the French-speaking community.

Our Goals until 2022

1. To build a network with mutually beneficial interests
2. To help English-speaking newcomers with an easier integration into the predominately French community
3. To be a credible voice, invited to share the needs of the English-speaking community on regional boards
4. To engage with external stakeholders using various appropriate channels proficiently
5. To create an information base regarding the products and services we offer
6. To gather and analyze measurable data highlighting ECO-02's relevance
7. To have an in-depth knowledge of ECO-02's potential user base, their needs and their expectations
8. To build and strengthen partnership with key organizations whose activities are linked to ECO-02
9. To increase awareness and build trust in our services and activities
10. To be recommended by third parties



- To build a case for English-language services in a context where most of the English-speaking community have a basic understanding of French language
- To define where ECO-02 adds value, through various services such as translation and guidance
- To respond to the needs of the English-speaking community while avoiding overlap with services offered by other organizations

- To reach individuals who are isolated and need our services
- To connect the available services to the potential users

- To encourage people to be involved as volunteers
- To ensure the renewal and growth of funding
- To generate a membership base
- To obtain support from the French language organizations whose services are needed by the English-speaking community



Strategic Orientation #1

Defining and promoting our business model

1.1 Determining ECO-02's value proposition, and clarifying the legal aspects of the organization's activities

- Building a message around ECO-02's identity as a service provider to the English-speaking community
- Obtaining legal advice clarifying the obligations of ECO-02 towards its users

1.2 Assisting members of the English-speaking community in navigating the health and social services system by offering guidance

- Designing a walk-in package to improve the user experience in the health and social services system for members of the English-speaking community

1.3 Providing translation services to promote a better access to health and social services for English-speakers

- Defining a delivery model for translation services
- Identifying the areas in which translation services are most needed (ex. ER, pediatrician, specialist visit, mental health support, etc.)
- Enabling access to existing and new translation services
- Translating French documents so that they may be easily understood by the English-speaking population, and to assist them with filling out forms wherever necessary

Being visible and fostering engagement in the community

2.1 Defining ECO-02's hubs and engaging with the existing networks within them

- Collaborating with the priority partners in the development of initiatives which provide value to members of the English-speaking community
- Representing the English-speaking community in the health and social services system at the regional level

2.2 Organizing events and promoting the participation of the English-speaking community in events

- Ensuring ECO-02's presence at events targeted at the English-speaking community, especially at the MFRC and the schools, as well as those in remote and secluded communities
- Organizing an event aimed at promoting awareness of ECO-02 in the English-speaking community

2.3 Developing branded merchandise in ECO-02's image

- Promoting ECO-02 through the distribution of free branded goods such as tote bags

2.4 Structuring the organization's communications through an integrated media strategy

- Hosting an up-to-date list of services and volunteers on ECO-02's web site
- Developing ECO-02's online presence and using it to provide information to help members of the English-speaking community navigate the health and social services system
- Launching ECO-02 's brand in an updated webpage site

Accessing the necessary resources to operate

3.1 Mapping out the existing resources which can be used by the English-speaking community

- Documenting the different agencies which may be needed by members of the English-speaking community
- Providing a rating of the capacity of different resources to offer services in English
- Identifying the perimeters of the services offered by the existing hubs of the English-speaking community, such as the MFRC and the schools

3.2 Developing a base of volunteers and a supporting appreciation strategy

- Promoting volunteerism within English-speaking community networks, or French language groups with comparable objectives
- Defining categories of volunteers and their roles in ECO-02's service delivery model
- Setting up a structure and plan to manage volunteers
- Developing an appreciation strategy for volunteers

3.3 Maintaining and maximizing funding

- Diversifying funding by securing access to new sources of recursive revenue, such as funds provided by the Enriching Regional Community Capacity program and the Department of Canadian Heritage
- Maintaining NPI funding by ensuring a proper accountability process
- Creating sustainable partnerships with funding bodies

Get Involved, Contact Us!



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Open between 8:30 am
and 4:00 pm
Monday through Friday



www.eco-02.ca



Our Partners

Networks

CHSSN (Community Health and Social Services Network)



Government Agencies and Institutions

CIUSSS du Saguenay–Lac-Saint-Jean

Health Canada



SRQEA (*Secrétariat aux relations avec les Québécois d'expression anglaise*)



Schools, School Boards and Universities

Central Quebec School Board



Riverside Regional Elementary School



Riverside Regional High School



MacLean Memorial school



McGill University

Other partners

Bagotville Military Family Resource Centre



Foundation Jeunes en Tête

