

**ACTIVITY REPORT**

**Targeted Training Initiatives Program**

*May 1, 2016 – October 31, 2016*

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Submitted November 1, 2016 by Alex Rowlson, Project Manager

**Hiring of Personnel**

1 FTE Executive Director was hired July 29 to fill the vacancy since Wendy Ireland’s departure in Winter 2015. 1 FTE Project Manager was hired June 20th, 2016, to take over for former Project Manager Carolyn Curtis and oversee TTI projects. 1 FTE Inclusion Café Co-ordinator was hired Aug. 28 to oversee operations at the Inclusion Café. 1 FTE Assistant Co-ordinator was hired Aug. 28 to assist and job coach at the Inclusion Café. 0.5 FTE Community Liaison Officer was hired Oct 13 to help field client calls and provide Inuktitut interpretation as needed. 4 FTE Job Coaches have been hired to assist staff with disabilities at the Inclusion Cafe

**Activity 1 – Delivery of Inclusion Café as a case study and possible model for replication within the food service sector for replication in communities in Nunavut**

*Activity 1.1* The Inclusion Café has partnered with the Iqaluit Food Centre to deliver a daily meal seven times a week to the Soup Kitchen clientele. On average, the Food Centre is currently serving 150 meals a day to unpaying clients. The food centre is also open to the general public for paid meals at this time, but we still have to schedule a public launch and publicize the Inclusion Café as a restaurant. The Inclusion Café also continues to book catering jobs in the community. Gaining more paying clients, both at the food centre and for catering jobs, will be key to ensuring the ongoing sustainability of this project. The Inclusion Café staff have begun to hold cooking classes for the general public at the Food Centre. After-school cooking classes for children have proven particularly popular. As part of the partnership with the Soup Kitchen, a Food Centre Advisor Committee was formed to help guide and oversee the direction of the food centre. The Advisory Committee is currently discussing how to expand our cooking classes. The Advisory Committee is also exploring how to get a meal-on-wheels service set up, including looking for funding for a vehicle to deliver meals.

*Activity 1.2* Project Manager Alex Rowlson and Assistant Co-ordinator Edith Sweetwater will develop customer and employee experience surveys to gauge the awareness of inclusive employment among Food Centre customers, as well as gauge the employment experience of food centre staff with disabilities. The customer experience surveys will be carried out starting in the new year, once the Food Centre has had its launch and begins serving paying customers on a regular basis. The employee survey will also be carried out next year, once the Employability Skills Training Program has been completed.

*Activity 1.3* At the end of June 2016, former Office Manager Carolyn Curtis and current Project Manager Alex Rowlson visited Pangnirtung to consult with the Inuit Ilagiit Society about launching a soup kitchen and café in the community to both help address food insecurity and employ people with disabilities. NDMS provided the Inuit Ilagiit Society with copies of the Inclusion Café business plan and recipe book, and advised on best practices for starting up a social enterprise geared towards providing people with disabilities employment while also serving the needs of the broader community. During this visit, NDMS also held a public consultation and held meetings with representatives of various territorial government agencies to understand the needs of people with disabilities in Pangnirtung and promote our services. Since the visit, NDMS has continued to provide assistance to the Inuit Ilagiit Society in terms of applying for grants to get the enterprise up and running, and will provide funding for job coaches through our partnership with Ready Willing and Able once they are ready for it. NDMS has also been collaborating with Erin Strachan from PMC, a consulting firm from Ottawa that is running a training program for people with disabilities in Baker Lake and trying to open a social enterprise thrift store. NDMS will help with the continued operation of the thrift store once the training program is finished in December. We will be visiting Baker Lake in the coming weeks to sort out the details and logistics of this arrangement.

*Activity 1.4* NDMS has reached out to former Office Manager and founder of the Inclusion Café Carolyn Curtis to help create a guide to running social enterprises in Nunavut communities to employ people with disabilities. NDMS has also reached out to Robyn Campbell, principal of Lichen Consulting, to collaborate with Carolyn on this guide.

**Activity 2 – Design and deliver a facilitated round table in Iqaluit on economic inclusion**

*Activity 2.1* Invitations for the round table and related events were extended to 60 people, including community members, territorial employers, and government officials. Of the invitees, 58% had a Baffin focus, 58% had a Kivalliq focus, 50% had a Kitikmeot focus, and 29% had an Iqaluit focus, while 55% of invitees were based in Iqaluit. 71% of invitees were potential employers. NDMS also offered to pay for 15 participants from communities outside of Iqaluit to attend the round table. Of these 15 participants, eight took us up on the offer. Of those eight, three had to cancel at the last minute and could not attend. In total, 38 invitees attended the economic inclusion round table on Sept. 21st. Overall, it was difficult to get representatives from Kivalliq region due to the scheduling of the Kivalliq Trade Show, and from the Kitikmeot region due to the flight schedule. Despite this, we did have representatives from all regions of Nunavut, and the event successfully engaged participants with the idea of economic inclusion. At the end of the round table, 21 participants made a total of 53 commitments to working with NDMS in various ways: 10 commitments for service training partnerships, 14 commitments to join the mailing list, 10 commitments to participate in an inclusive hiring promotion campaign, 9 commitments to partner with NDMS on the development of social enterprises in communities outside Iqaluit, and 10 commitments to help spread the message about the business case for economic inclusion

*Activity 2.2* The round table allowed NDMS to present the findings from various reports produced from the first phase of the NDMS Employment Engagement Strategy. Participants received a welcome package containing a summary report on the NDMS “Nunavut Environment Scan of Socio-Economic Inclusion of Disabled Peoples in Nunavut’s Workforce”, “The Sivuariit Emplyability Skills Training Program,” “The Labour Market Survey for Persons with Disability in Nunavut”, as well as the Government of Canada’s “Report from the Panel on Labour Market Opportunities for Persons with Disabilities.” In addition, the welcome package also contained summaries of the supports to employers we are able to offer through RWA to encourage inclusive hiring. All materials were available in English, Inuktitut, and French.

*Activity 2.3* In addition to the round table on economic inclusion, NDMS held two other events during the course of the Nunavut Trade Show and Conference. On Sept. 19th, NDMS held a launch for our PSAs on the business case for inclusive hiring and local success stories, to be discussed in the next section. On Sept. 20th, NDMS helped organize a conference session at the Nunavut Trade Show on Economic Opportunities through Development, which exposed delegates to inclusion, in some cases for the first time. Placing an NDMS economic inclusion advocate, Carolyn Curtis, alongside mainstream panelists was a strategic move; inclusive employment was presented as a valid and normalized option for Nunavut’s economic development. This panel session was attended by approximately trade show 60 delegates, and allowed NDMS’s message on economic inclusion to reach a broader audience than those that were specifically invited to participate in the round table.

*Activity 2.4* The round table presented numerous opportunities to provide input and identify action items for encouraging and promoting economic inclusion for people with disabilities in Nunavut. Simultaneous interpretation was available in Inuktitut and English. Some key items identified as next steps include improving our mailing list and outreach to communities, assisting other communities to develop social enterprises, engage the communities of Nunavut through regularly scheduled community visits, and prioritize the promotion of the services of NDMS through radio advertising to best reach communities outside of Iqaluit. A full list of next steps can be seen in the Round Table Summary Report attached to this document.

*Activity 2.5* On Sept. 19th, NDMS held the launch of our PSAs on the business case for economic inclusion at an event in the Astro Theatre. Invitations were sent out to all round table invitees, and the event was also promoted through local media. The event was attended by approximately 40 people, and included attendees who had not been specifically invited, but heard about the event on social media, Nunatsiaq News, and CBC radio. The Inuktitut and English versions of the PSAs were shown, and two keynote speakers gave presentations on economic inclusion: Carolyn Curtis and Mark Wafer. Carolyn Curtis talked about her experience with the Inclusion Café, and supports available through RWA. Mark Wafer, a Tim Horton’s franchise owner who is a major employer of people with disabilities, pitched the business case for hiring people with disabilities, highlighting that more than being charity or a way to comply with government regulations, inclusive hiring makes good business sense and will give a competitive advantage to inclusive employers. Simultaneous interpretation was provided for those in attendance. The event was a great success, and both Mark’s presentation and the PSAs themselves received a lot of positive feedback. After the launch, over 60 copies of the PSAs were distributed to representatives of various government agencies and NGOs to bring back to their organizations and communities.

*Activity 2.6* NDMS has begun to engage territorial employers about participating in an inclusive hiring promotional campaign. Success stories of inclusive employers and employees with disabilities will be featured on the NDMS website, and a decorative decal will be distributed to inform customers that the business is inclusive. NDMS has asked RWA to provide us with copies of their promotional decal that have been translated into Inuktitut and should be receiving them shortly. As NDMS highlighted at the round table, 87% of customers are more likely to give their business to an inclusive employer. As such, interest in participating in an inclusive hiring promotional campaign was popular among round table attendees, with over 25% of attendees wanting to participate.

*Activity 2.7* Robyn Campbell, Principal of Lichen Consulting, was contracted to be the lead facilitator for the round table and produce a summary report of the events, highlighting all key research, presentations, round table discussions, and next steps. This report will be translated and made accessible on the NDMS website, and has also been attached to this progress report for further reference.

**Activity 3 – Provide direct training and employment for people with disabilities.**

*Activity 3.1* The Sivuariit Employability Skills Training Program began Oct. 17th in Iqaluit. 10 participants have joined the program, with a range of intellectual, physical, and mental health disabilities. Over August and September, NDMS was doing registration and some initial planning sessions with participants. The training program will run until the end of March, 2017, and has three main components: employability skills workshops, on-the-job experience, and post-program job search assistance. For the employability skills workshops, participants are developing soft skills including communication, teamwork, problem solving, organization, stress management, and financial awareness. Essential skills such as literacy and numeracy are embedded throughout the program. These workshops are held twice a week in the evenings from 5:30-8 at the Soup Kitchen, running until Feb. 1, 2017. The on-the-job placement at the Inclusion Café is happening concurrently with the workshops. Participants will be working a minimum of 8 hours per week, with their wages covered in part through a wage subsidy provided by Kakivak. At the Inclusion Café, participants will develop skills that are more workplace specific, such as customer service. We had hoped to provide First Aid and WHIMS training to participants as well, but cannot get official certification for these as the First Aid and WHIMS training programs cannot be adapted to accommodate the needs of our participants. Finally, after the workshops are completed, participants will get job placement assistance in conjunction with ilinniapaa campus. Participants will have help creating resumes, compiling portfolios of their skills, talents, and experience, and be able to take part in practice job interviews. NDMS will then help program graduates find employment in the community. We aim to do this through fostering Service Training Partnerships with local employers. A number of employers signaled their interest in hiring program graduates during our Inclusive Hiring round table. Reaching out to these employers is a main priority in the coming weeks. Program graduates who are unable to find a job right away will continue to work at the Inclusion Café, and will also receive a $2.50/hour raise to acknowledge their accomplishments.

*Activity 3.2* Ilinniapaa campus has agreed to provide certification of completion of the training program for program graduates.

*Activity 3.3* As part of the training program, NDMS will be creating a digital tool kit of all lesson plans, lesson materials, and best practices, which will be distributed to other communities in Nunavut. To assist with the creation of this toolkit, NDMS will be contracting the services of Mark Aspland, a local videographer, to help create visual learning materials that will be useful for people with low levels of literacy. In order to make this tool kit as useful a resource as possible, most of the work on it will have to be done once the training program has been completed, possibly in the next fiscal year, both so that NDMS is able to gauge what worked best and what needs improvement in the program, and so that Project Manager Alex Rowlson has enough time to devote to this activity.

*Activity 3.4* The digital toolkit will be distributed to interested organizations in communities, educational institutions such as Nunavut Arctic College and local DEAs. The toolkit will also be made available on the NDMS website, and any video materials can be made available online via YouTube. NDMS will promote the toolkit through its social media accounts, as well as on our mailing list. NDMS will begin to develop a more detailed distribution strategy for the digital toolkit in the new year, once more work on the toolkit has been done.

**Activity 4 – Create a version of the PSAs that educate communities at large about labour market inclusion. Broadcast radio and video PSAs created in phase one of the project.**

*Activity 4.1* NDMS will be re-cutting footage from our first PSAs and will begin shooting new footage to create a more community-focused PSA. This PSA will be centered around the idea of inclusion and the IQ value of *tunnganarniq* (fostering good spirits by being open, welcoming and inclusive). NDMS will conduct interviews with locals during our community visits to help get viewpoints from communities outside of Iqaluit, starting with Baker Lake Nov. 14-18. Videographer Mark Aspland will be filming footage for us in Iqaluit and editing the finished PSAs. Work on the second PSA will be completed in the new year.

*Activity 4.2* NDMS began to distribute the first version of our PSA after its launch during the Nunavut Trade Show and Conference. NDMS distributed approximately 60 copies of the PSAs during the trade show to interested organizations, government agencies, and individuals. However, the reach of the PSAs is more extensive than this. For instance, an HR representative from the department of health pledged to make the PSAs available to all department employees. The PSAs will also be featured on the NDMS website and uploaded to YouTube, while also being promoted through NDMS social media accounts.

*Activity 4.3* NDMS has compiled information outlining the business case for inclusive hiring, and had this translated into Inuktitut and French. This information was distributed to round table participants along with the PSA. It will also be included with all PSAs that are distributed in the future.

*Activity 4.4* NDMS will begin booking media placements for the first PSA in the coming days, with the goal of having the initial broadcast coincide with the International Day for Persons with Disabilities on Dec. 3rd. The video PSA will be broadcast on CBC during the Inuktitut and English news programs and at the Astro Theatre before screenings. The radio PSA will be broadcast on CBC radio and on community radio stations. Priority will be given to radio placement, as a key piece of feedback we received during the round table was that radio was the main way information is shared and received in communities outside of Iqaluit.

**Activity 5 – Travel to 6 communities across Nunavut to engage with stakeholders on economic inclusion.**

*Activity 5.1* During the trip to Pangnirtung in June, NDMS held community consultations and engaged with local residents with disabilities and community stakeholders to engage on the issue of economic inclusion, while also consulting with the Inuit Ilagiit Society on starting their social enterprise. Our next community visit is scheduled for Nov. 14th to 18th in Baker Lake. We will be hosting a community engagement feast alongside our colleagues from PMC, a consulting firm based in Ottawa who have been running a training program in Baker Lake this fall. Much like our trip to Pangnirtung, this trip will be used to both engage the community on economic inclusion, inquire about the status and experience of people with disabilities in the community, and consult on the operation of a local social enterprise, in this case, a Thrift Shop. We will be returning to Pangnirtung in January for another community visit and to follow up on our first visit. We will also be planning a community trip to Clyde River in February. For our remaining community visits, we plan on going to Cambridge Bay to help spread our reach to the Kitikmeot region, Rankin Inlet to help establish our presence in Kivalliq, and to return to Baker Lake to follow up on the progress of the Thrift Shop.

*Activity 5.2* During our visit to Pangnirtung, NDMS brought along all available resources to share with the community. We will be doing the same on our upcoming visit to Baker Lake, and will be showcasing the supports we can provide to employers through our partnership with Ready Willing and Able.

*Activity 5.3* During our trip to Pangnirtung, our community engagement meeting was a great opportunity to meet with local people with disabilities, talk about the various barriers and issues facing them, and try to identify what kinds of supports were available and that NDMS could offer. These findings were summarized in a report on the trip, which has been attached for further information.