



FOR IMMEDIATE RELEASE

Nunavik Elders Day 2024: A Celebration of Wisdom and Heritage in Nunavik

Kuujuaq, Quebec — [September 16, 2024] — The Nunavik Regional Board of Health and Social Services (NRBHSS) is glad to announce the launch of the Elders Day Campaign, a **month-long celebration** dedicated to honoring and celebrating the invaluable contributions of elders in our community. **Starting on October 1**, this campaign will spotlight the rich cultural heritage, wisdom, and knowledge that our elders bring to Nunavik.

Inspired by the IQI model—Ilusirsusiarniq, Qanuinnngisiarniq, and Inuuqatigiitsiani— the campaign will focus on promoting the physical, emotional, and social well-being of our elders. It will feature a range of events and initiatives designed to connect community members with elders, foster intergenerational bonds, and celebrate the pivotal role of elders in our society.

“Elders have always been the strength of our people as they have provided wisdom and guidance for survival. They taught resilience, adaptability and respect for one another. This is still true in this day and age. We may be living in modern times, but their life experience can still guide us for our survival in a very different environment today. Invite your Elders to share their experiences to pass on their knowledge and of the importance of looking after family and community.”

---- Minnie Grey, Spokesperson

Nunavik Elders Day Campaign Highlights:

- **Nunavik-Wide Call for Projects:** Submit proposals for community events like storytelling or cultural performances to celebrate elders. Approved projects will receive funding and promotion from NRBHSS.
- **Elders Day Video:** Watch "A Lifetime of Wisdom" featuring elders' stories and messages from spokespersons Minnie Grey and Charlie Watt.
- **Maltreatment Prevention Training:** A pilot project offering caregivers training on preventing elder maltreatment and promoting elder well-being.
- **Facebook Campaign:** A month-long campaign featuring daily content and engagement activities.
- **Community Challenge:** Download our activity calendar and share your participation via social media by tagging NRBHSS for a chance to win prizes, including an iPad.
- **Posters:** Elders Day posters will be displayed in community centers, schools, and healthcare facilities.
- **Radio Ads:** Listen for our campaign ad on FM and CBC Radio North.

Get Involved:

The NRBHSS encourages everyone to take part in the Nunavik Elders Day Community Challenge by downloading the activity calendar from our website and participating throughout October 2024. We also urge you to encourage those around you—friends, family, and colleagues—to join in the celebration of our elders. Stay updated by following us on Facebook and visiting our website for more information on upcoming events and how to get involved.

For any questions, feel free to reach out to: **Josée Duplantie** PPO | Well-being of Elders and Fight Against Mistreatment coordinator.wellbeing.elder@ssss.gouv.qc.ca.

Let's come together to honor, support, and celebrate our elders!

About the Nunavik Regional Board of Health and Social Services:

The Nunavik Regional Board of Health and Social Services (NRBHSS) employs 227 Inuit and non-Inuit persons. It consists of the Department of Executive Management, the Department of Public Health, the Department of Planning and Programming, the Department of Administrative Services, the Department of Inuit Values and Practices, the Department of Out-of-Region Services and the Department of Regional Human-Resources Development.

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