

ELDER WELLNESS NEWSLETTER

Edition 2 – Fall 2025

STAYING CONNECTED,  
HONOURING OUR ELDERS

Since our last edition in the spring, we've been busy continuing our mission to promote the safety and well-being of Nunavik's elders.

Here's a look at what we've been up to:



Elder Safety Day – A Community Success

In June, communities across Nunavik joined together for Elder Safety Day, an annual campaign dedicated to raising awareness about the mistreatment of elders and promoting their well-being in the region.

Campaign highlights:

- Vinyl Decal Mailing: Sent to community partners and to every Nunavik household with key signs of mistreatment and resources.
- Facebook Campaign: Two weeks of awareness posts and support tools.

Community spotlight:

- Check out these pictures of the Nunavik Elder Safety Day Feast organised by Villisi Nalukturuk, Inukjuak Elder Coordinator, on June 17, 2025.



Policy on Combating the Mistreatment of Elders and Other Vulnerable Adults:

Since the adoption of Nunavik's Policy to Prevent the Mistreatment of Elders and Vulnerable Adults, our team has worked to make it accessible to frontline workers, elders, and the public.

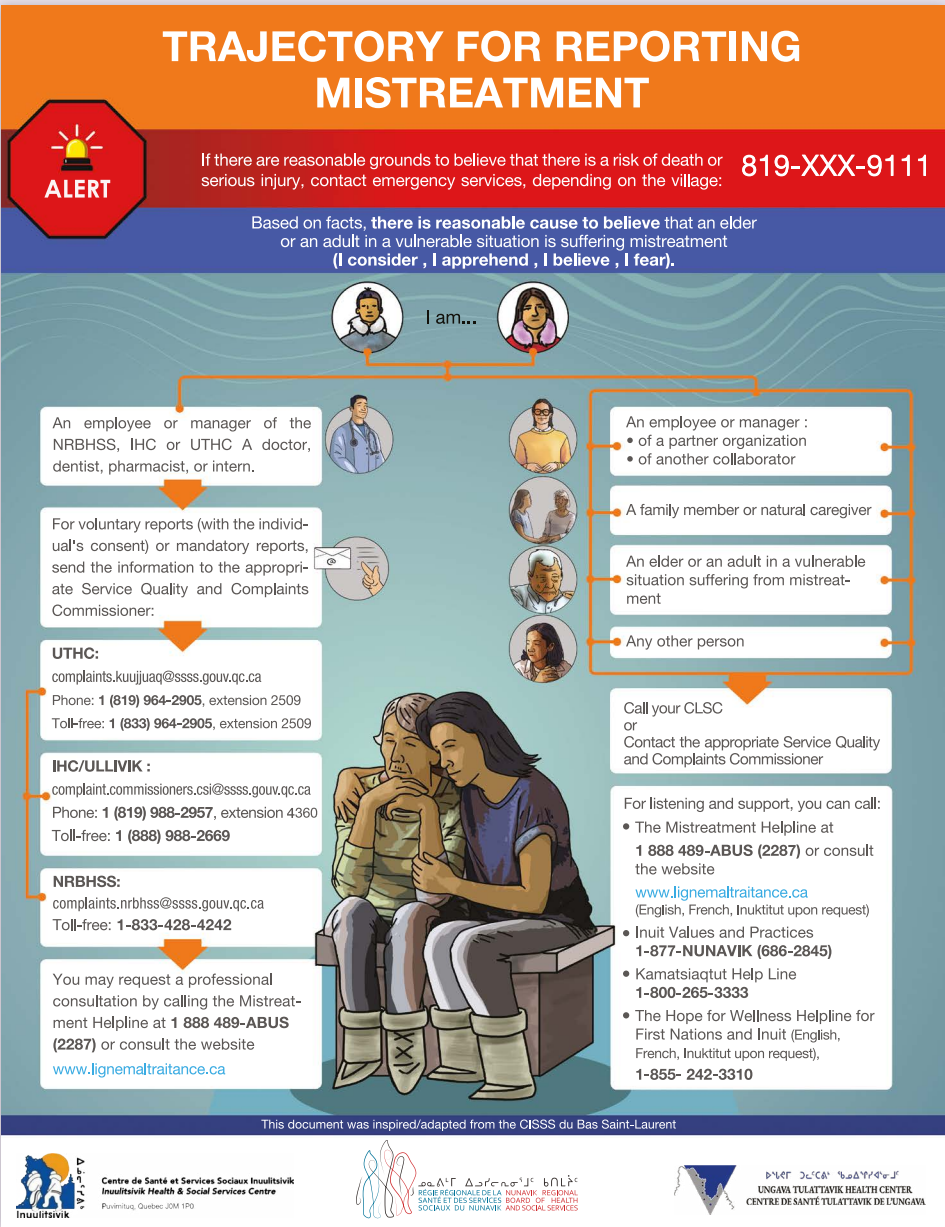
For professionals:

- Information was shared about the policy via the Quarterly Newsletter for employees.
- An awareness webinar with practical guidance will be launched in the fall.
- The trajectory for reporting mistreatment, including resources and contact information, was developed.

For elders, families and the general public:

- Posters in CLSCs, community organizations and other public places detailing signs of mistreatment and where to seek help have been dispersed.
- A vinyl decal was distributed to each household across Nunavik.
- The NRBHSS website has been updated with clear, accessible information.
- A Facebook post was shared to raise public awareness.
- A short video helping to identify mistreatment and direct people to available resources was produced and shared on the NRBHSS website and on display screens, as well as with the health centres.

These efforts strengthen awareness, prevention, and safety for elders and vulnerable adults across Nunavik.







# COMING THIS FALL

## Nunavik Elders Day Campaign!

The Nunavik Regional Board of Health and Social Services (NRBHSS) is preparing for its annual Nunavik Elders Day Campaign, which takes place throughout October 2025. This year's campaign will build on past efforts while introducing new tools and messages that promote the wellness, dignity, and inclusion of elders.

### Some Elements of the upcoming campaign:

- Facebook series: Which will include details about the campaign elements, a community call to perform "Acts of Kindness for Elders" during October.
- CBC Radio: Also, this October, tune in to CBC Radio as Martha Greig, Chairperson of the Nunavik Elders Committee, shares powerful words about the importance of elders in our communities.
- "My Safety Contact List" magnetic notepads and business cards – a project inspired by Julia Saint-Aubin, Elder Coordinator in Kangiqsualujjuaq were produced for distribution in the communities.
  - Magnetic notepad for writing safety key contacts—kept in sight, on the fridge
  - Contact card to always carry important names and contacts
  - Reflective Arm bands to wear when out and about at night



## Elder Workshop Pilot Project in High-Schools

A Day in the Life of an Elder» is a turnkey awareness workshop adapted to help youth better understand the realities of aging. Through hands-on activities simulating common challenges faced by elders—such as reduced vision, hearing loss, limited mobility, memory lapses, and emotional vulnerability—students develop empathy and gain insight into the everyday experiences of older adults.

### About the Workshop:

- This experiential approach encourages reflection on how youth can support elder well-being and contribute to a more caring, respectful community.
- The project is currently being launched as a pilot in one or two schools, with the goal of gradually expanding to more schools each year.
- It also ties into the Elder Safety Day campaign in June and the broader Elders Month initiatives in October, reinforcing the importance of intergenerational solidarity throughout the school year.

