

## Nunavik Elders Day 2025 Campaign: Protecting, Respecting, and Honoring Our Elders

**Kuujuuaq, September 29, 2025** – The Nunavik Regional Board of Health and Social Services (NRBHSS) is proud to launch the **2<sup>nd</sup> Annual** Nunavik Elders Day Campaign, a month-long initiative running throughout October 2025. This year's campaign will shine a spotlight on the invaluable contributions of Nunavik's elders, while promoting their safety, dignity, and inclusion across all 14 communities.

## Campaign Goals

The Nunavik Elders Day Campaign is designed to:

- Celebrate and recognize the role of elders in preserving culture, knowledge, and traditions.
- Provide practical tools and resources to support elder safety and wellness.
- Foster stronger intergenerational connections between youth, families, and elders.
- Raise awareness about the signs of mistreatment and available resources to report abuse

## Highlights of the 2025 Campaign

This year's campaign includes several new initiatives and resources:

- **My Safety Contact List Tools:** Magnetic dry-erase notepads and portable contact cards, developed in collaboration with Julia Saint-Aubin (Elders Coordinator in Kangiqsualujuaq), will be distributed to elders across the region, along with reflective armbands to promote safety and visibility.
- **Facebook Campaign:** Throughout October, posts will highlight resources, elder rights, as well as their social and cultural contributions. They will also share messages encouraging acts of kindness.
- **CBC Radio Segment:** Martha Greig, Chairperson of the Nunavik Elders Committee, will speak on CBC Radio about the importance of elders and how communities can support them.
- **Elder Wellness Newsletter – 2nd Edition:** Updates and stories highlighting ongoing initiatives to improve elder safety and well-being.
- **KI Pilot Project:** The workshop “*A Day in the Life of an Elder*” will be introduced in selected high schools, giving students hands-on experiences to better understand the realities of aging and strengthen empathy for elders.

## A Collective Effort

The campaign is organized by the planning and programming department, in collaboration with local partners such as elder coordinators and staff from the health centers such as the wellness workers. Together, we are working to create stronger bonds, promote respect, and ensure that Nunavik's elders feel safe, valued, and supported.

**For more information** about the Elders Day Campaign and to access tools and resources, please follow the NRBHSS on **Facebook**, visit our website or contact:  [coordinator.wellbeing.elder@ssss.gouv.qc.ca](mailto:coordinator.wellbeing.elder@ssss.gouv.qc.ca).

*The Nunavik Regional Board of Health and Social Services is a public agency created in 1978 under the James Bay and Northern Quebec Agreement. It is responsible for nearly the entire Quebec territory located north of the 55<sup>th</sup> parallel in terms of the provision of health and social services for the inhabitants of the 14 communities.*

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