



NEWFOUNDLAND & LABRADOR'S

# vitalSigns

*A province-wide check-up of the quality of life in  
Newfoundland & Labrador's communities for 2014.*

*A collaboration between  
the Community Foundation of Newfoundland & Labrador and  
Memorial University's Harris Centre.*



COMMUNITY FOUNDATION OF  
NEWFOUNDLAND AND LABRADOR



# Our population challenge

By Dr. Alvin Simms & Jamie Ward

DEPARTMENT OF GEOGRAPHY, FACULTY OF ARTS, MEMORIAL UNIVERSITY



Population is more than just a head count of people living in an area; it is an indicator, in many ways, of underlying cultural, social, and economic forces.

People tend to live, raise families, and grow old where they feel at home, where they can get the services they need to flourish—like healthcare and education—and where they can find work. And if these conditions can't be met, often they will move.

Declining population growth is not a new trend in this province. In fact, from 1951 to 2001, this province saw significant slowdowns in population growth, and even population decline in the 1990s during the early days of the Cod Moratorium, which saw much of the province's young workforce leave to look for work in places like Alberta and Ontario.

Pair this mass exodus of young workers with the dual phenomena of aging post-War baby boomers and declining birthrates—two things that plague most Western countries—and the population pyramid of the province has become inverted.

But now, 22 years after the Moratorium, the economic tides of the province have turned, and Newfoundland & Labrador is experiencing a period of unprecedented economic prosperity, and for the first time in over 60 years, population growth.

This growth, however, is small (just 1.8 per cent from 2006-2011), and is certainly not consistent across the province. In rural Newfoundland & Labrador, the story of population decline remains much the same, with some regions' populations shrinking by 15 per cent from 2006 to 2011, while the population of the Northeast Avalon—St. John's and surrounding areas—grew by more

than 10 per cent over the same time. This shift is creating a very different province than the one founded upon the vitality of remote fishing villages and a rural way of life. Currently, approximately 80 per cent of the population of the province lives within an hour of the Trans-Canada Highway.

This increased urbanization brings with it two sets of additional challenges. For urban areas like the Northeast Avalon, and other areas benefiting from the economic boom, there is more crime, more traffic, less affordable housing, and so on. For rural parts of the province that do not have access to the benefits of the drivers of our newfound prosperity—offshore oil, mining, and energy mega-projects—it is a struggle to attract the industry and employment needed to keep young families from leaving, and to provide access to services to an aging population.

The challenge now is managing economic growth, supporting innovation, and diversification so the growth of the province can be sustained over time and no one gets left behind. If there is one thing we can learn from our history,

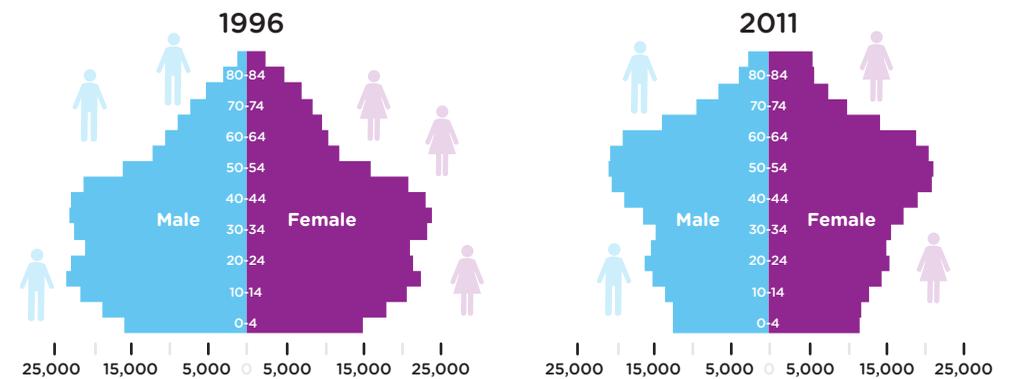
it is that dependence upon one or few industries is a recipe for uncertainty. As a large proportion of the people and wealth of the province gravitate towards urban centres, it would be very easy for the rural way of life to be left behind, but with regional collaboration and innovation, this does not have to be the case. The challenge for rural communities across the province now is to look to their neighbours, build upon their collective strengths, and work together to build strong, economically diverse regions—it's not about getting bigger, it's about getting together. ♦

*“The challenge now is managing economic growth, supporting innovation, and diversification so the growth of the province can be sustained over time and no one gets left behind.”*

## Population (2013)

Newfoundland & Labrador	526,702	100.0%
Northeast Avalon	208,372	39.6%
Avalon Peninsula	64,719	12.3%
Burin Peninsula	21,187	4.0%
South Coast	16,042	3.0%
St. George's	20,737	3.9%
Humber District	41,601	7.9%
Central	38,520	7.3%
Bonavista-Trinity	34,650	6.6%
Notre Dame Bay	36,498	6.9%
Northern Peninsula	16,467	3.1%
Labrador	25,222	4.8%

## Age pyramids for Newfoundland & Labrador



A population pyramid shows the proportion of males and females in each age group. The uppermost bulge on the population pyramid for Newfoundland & Labrador represents the Baby Boomers (those born between 1945 and 1965). The indent below represents the young workers who left the province in the mid-1990s, following the Cod Moratorium. (StatCan)

## Welcome to Newfoundland & Labrador's VitalSigns

### NL's VitalSigns 2014 Just the beginning

Newfoundland & Labrador's Vital Signs® is more than just a report. It is the beginning of an ongoing process of discussions and research about the health of the province across several key areas. CFNL and the Harris Centre will be facilitating conversations with key individuals and groups in preparation of the next report. These conversations will inform additional research in areas that may need a closer look.

### The Making of This Report

To get the best reading of our province's vital signs, we chose 13 different theme areas—all selected for their relevance and reliability—and multiple indicators for each theme. For most indicators, there was data available for the 12 Statistics Canada census divisions in the province, to give us a truly regional picture of the province. From there, our research team collected and analyzed data from a range of sources and experienced journalists began collecting expert analysis and stories from across the province. All to create a comprehensive, yet informative, look at how we are doing.

For more regional and provincial data, visit [www.cfnl.ca](http://www.cfnl.ca) or [www.mun.ca/harriscentre](http://www.mun.ca/harriscentre)

### Population Change

Newfoundland & Labrador, 1951-2011



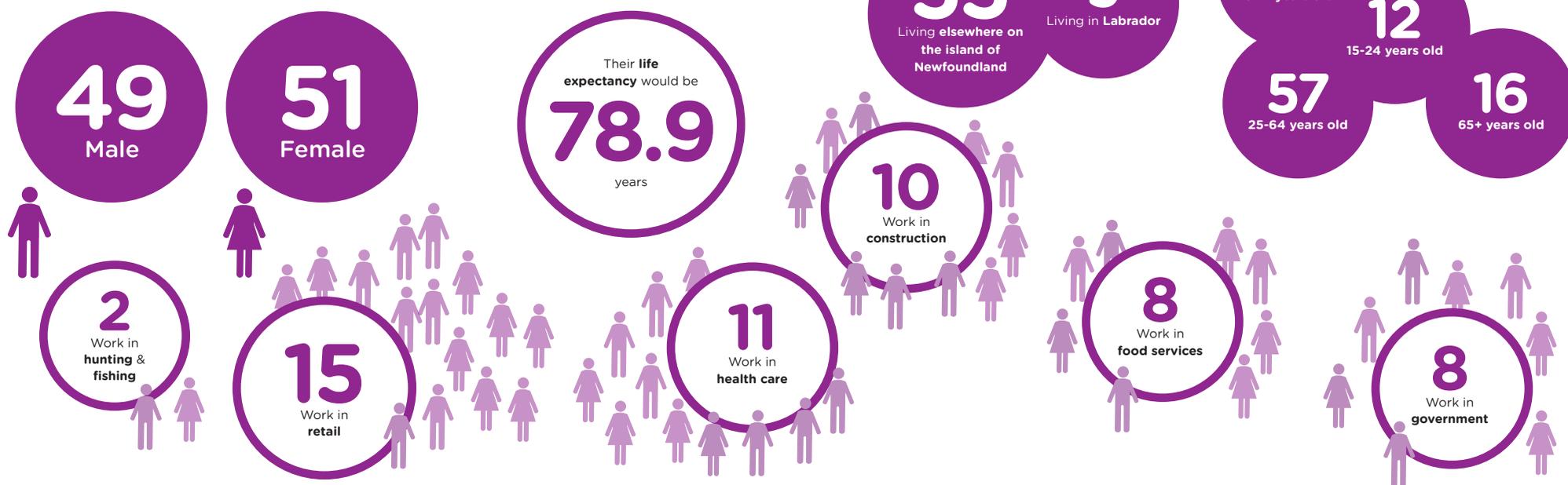
### Regions

- Nunatsiavut
- Labrador
- Northern Peninsula
- Notre Dame Bay
- Bonavista-Trinity
- Central
- Humber District
- St. George's
- South Coast
- Burin Peninsula
- Avalon Peninsula
- Northeast Avalon



# A Village of 100

If Newfoundland & Labrador was made up of 100 people, there would be...



Welcome to the inaugural edition of Newfoundland & Labrador's Vital Signs®. This report, which provides a comprehensive look at how Newfoundland & Labrador communities are faring in key quality-of-life areas, is the result of a unique partnership between the Community Foundation of Newfoundland & Labrador (CFNL) and Memorial University's Leslie Harris Centre for Regional Policy and Development.

Our goal through this report is to provide information on the key aspects of our society to help communities across the province set priorities and identify opportunities for action. We have worked alongside Memorial's Dr. Alvin Simms and Jamie Ward (Department of Geography, Faculty of Arts) to gather regionally focused information, as each region in the province has its own unique set of strengths and challenges.

At the heart of both CFNL and the Harris Centre is a focus on collaboration, action and impact—we hope this first Vital Signs report will also spark collaboration and action across the province. It is our hope that this report will provide insight, fuel discussions, inform decisions, prompt partnerships, and inspire action in our communities.

**Jennifer Guy** (Chair, CFNL)  
**Rob Greenwood** (Executive Director, Harris Centre)

## THE COMMUNITY FOUNDATION OF NEWFOUNDLAND & LABRADOR

The Community Foundation of Newfoundland & Labrador promotes and sustains healthy communities across our province by providing grants to a wide range of community organizations. CFNL combines a broad, province-wide reach with a grassroots focus on small organizations that can have a major impact in their local communities. The foundation's goal is to address community problems and to enrich the lives of community members.

## THE LESLIE HARRIS CENTRE OF REGIONAL POLICY & DEVELOPMENT

The Leslie Harris Centre of Regional Policy & Development is Memorial University's hub for public policy and regional development issues. The Centre links Memorial faculty, students, and staff with groups across Newfoundland & Labrador, supporting active community engagement throughout the research process. Working with all units at Memorial, the Harris Centre builds connections, encourages informed debate and supports collaboration to enhance the Province through mutually beneficial partnerships.

## HOW TO USE THIS REPORT

### Start conversations

Use the information in this report to talk about what's behind the data and what people are experiencing.

### Contact us

If you are looking for ways to make a difference, we can help connect you.

### Find out more

Learn about the organizations in our province working to improve things, and ask how you can help.

### Pass it on

Share this report, the information in it, and your reactions with friends, colleagues, family, or elected officials.

### Take action

If you're moved by what you read, use this report as a starting point for action.

# The Arts

*Newfoundland & Labrador has a strong artistic tradition, but artists in the province continue to earn less than their Canadian counterparts.*



Linda Yates and David Hayashida. Photo credit: King's Point Pottery

## King's Point Pottery

*Ceramic artists David Hayashida and Linda Yates are mixing art and business in rural Newfoundland—with great success.*

King's Point—a small outpost community on the North coast of Newfoundland—is home to King's Point Pottery, a small pottery studio that has become one of the most successful craft businesses in the country.

David Hayashida and Linda Yates are the husband-and-wife creative team behind it.

Public support, the recognition of their peers, and surroundings that inspire: life in rural Newfoundland can sometimes create opportunities that help artisans in the province reach new heights.

"Our outpost success is based on just one thing: teamwork," says Hayashida. "We work together as a family, as a community, as a region, as a province, and so we're able to make an impact both nationally and internationally."

"Our craft council and the provincial depart-

ment of innovation have been key elements for our business being able to move rapidly forward in the big picture... all the while living in a community of less than 650 people that is a full 6 hours from the capital!"

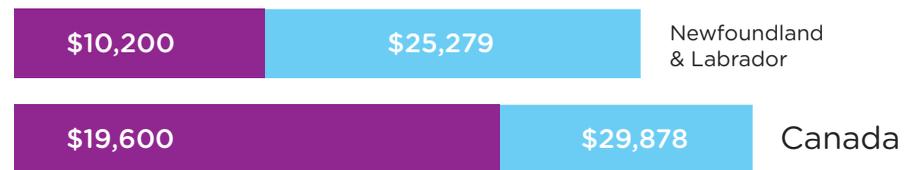
*"Our outpost success is based on just one thing: teamwork."*

Their works have travelled far beyond their outpost home, and even beyond the Atlantic region. In 2013, King's Point Pottery was named the top craft retailer in Atlantic Canada at the Atlantic Craft Trade Show, the largest wholesale craft show in Canada. One of their pieces—a 12 foot-high image of a traditional Newfoundland & Labrador tin-kettle—was selected to be used as the introductory piece of the Canadian pavilion at the Cheongju International Craft Biennale in South Korea.

"Sure, it is always going to be a lot of hard work but we are so fortunate to be able to live here in rural Newfoundland & Labrador." ♦

## Arts & culture occupations & all other occupations

Median income, 2011



*The median income of NLers working in arts and culture is 52 per cent of their colleagues across the country, and 40 per cent of the median income for all NL workers. (StatCan)*



### Reg Winsor

EXECUTIVE DIRECTOR OF THE NEWFOUNDLAND & LABRADOR ARTS COUNCIL

Newfoundland & Labrador punches above its weight when it comes to nationally and internationally renowned artists. Names like Lisa Moore, Allan Hawco, David Blackwood and Hey Rosetta! are recognized across the country and around the world.

But Reg Winsor, Executive Director of The Newfoundland & Labrador Arts Council—a non-profit Crown agency created to foster and promote the creation and enjoyment of the arts in the province—says that in spite of the handful of world class writers, actors, and musicians, many artists in the province struggle to make ends meet.

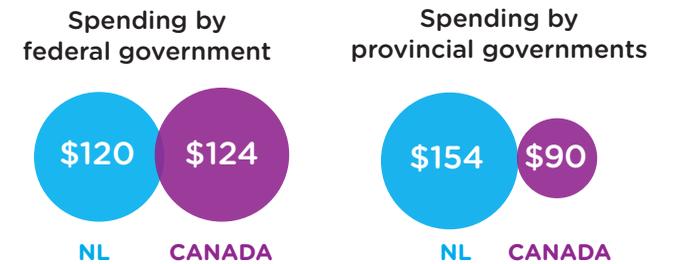
"No doubt that artists in the province struggle," he says. "Basically, there are only about 10 per cent of the artists that are making a living exclusively from their work. Most will take another job to supplement their living," he says. "And that results in less time for creating." ♦



*"Basically, there are only about 10 per cent of the artists that are making a living exclusively from their work."*

## Government Spending on Arts & Culture per capita

2009-10

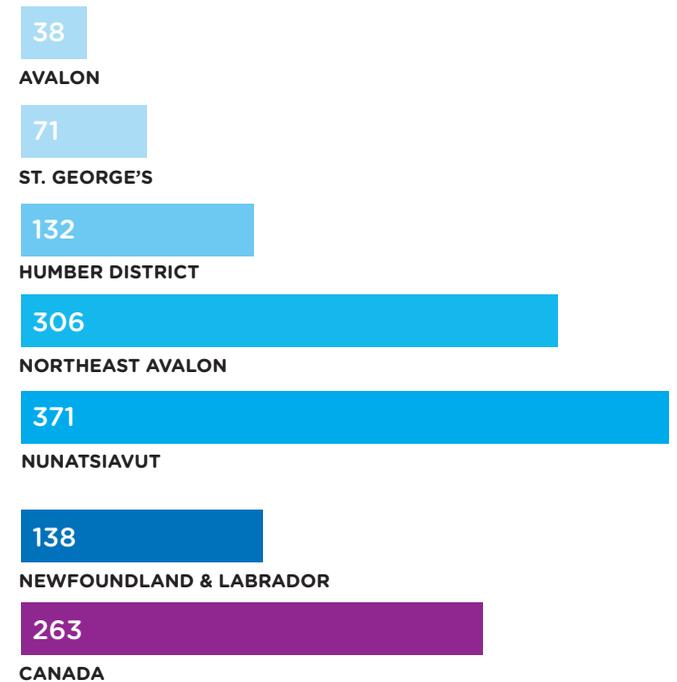


*The Federal Government spends slightly less on culture, per capita, in Newfoundland & Labrador compared to the rest of Canada, while the Government of Newfoundland & Labrador spends 71 per cent more on culture than other provincial governments. (StatCan)*



## Number of Creative & Performing Artists

Per 100,000 people, 2011



*As a province, NL has a lower number of creative and performing artists per capita than Canada. The Northeast Avalon and Nunatsiavut have more than the rest of the province. (StatCan)*

# Education

*Literacy has long been an issue for this province—how are regions faring with this in 2014? How is new technology helping?*



Andrew Mercer, online music teacher. Photo credit: CDLI

## The Centre for Distance Learning & Innovation

*Using technology to bridge the gaps between rural Newfoundland & Labrador schools.*

Young, aspiring musicians in small and remote communities across the province face different challenges than those of their metropolitan peers when it comes to learning their craft. Like many other school subjects, small class sizes in smaller, more remote communities make specialized teachers rare. This means training in styles of performance like jazz or violin would require long trips by car, plane or snowmobile to reach an area with more training options.

“For students in rural communities, there’s very little opportunity to study a variety of musical styles and musical instruments, or any kind of variation off the norm with respect to the arts,” says Andrew Mercer, an online music educator with The Centre for Distance Learning and Innovation (CDLI). “If the only guy in town plays accordion, and you really want to play harp, well, you’re out of luck.”

That’s where the CDLI—a division of the K-12 Branch of the Department of Education—came in. It was founded in 2000 to develop and deliver

distance education courses to students attending high schools in rural, remote and isolated regions of the province.

Mercer says the desire for educational equity in the province has pushed the limits of online music education.

*“Not only are they able to choose the discipline they want to explore, they can choose the level of the tutor, and refine where they want to be.”*

“Students are in way more control now. Not only are they able to choose the discipline they want to explore, they can choose the level of the tutor, and refine where they want to be,” he says.

The learning opportunities available in the smallest schools are now impressive for a school of any size. Students can collaborate on projects with other students across great distances. They’ve also, in the virtual classroom, been able to learn directly from musicians like Joel Plaskett, Lights, Danny Fernandes, and other international recording artists.

Recent additions to CDLI include internet-assisted weekly private lessons from professors and graduate students at Memorial University, ensuring that students across the province can grow into musicians, no matter how remote their home. ♦

## Caroline Vaughan

EXECUTIVE DIRECTOR OF LITERACY NEWFOUNDLAND & LABRADOR

Communities across the province face their fair share of problems. Caroline Vaughan says part of their solution is hiding in plain sight: improving adult education and literacy will help communities unlock new opportunities.

“The challenges faced in rural and urban NL—aging populations, the migration of youth to urban areas, shifting economies—are exacerbated by our province’s untapped human capital,” says Vaughan. “One of every two adults in our province still does not meet the desired proficiency level in either language or numeracy skill.”

She says it doesn’t take a costly investment to give people who need it a second chance at learning—and the benefits will be great.

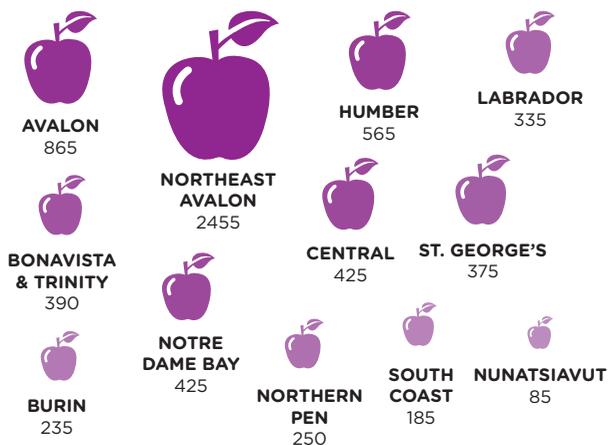
“Just as our communities need a diverse, creative, responsive, collaborative, resourceful, and resilient labour pool, so we need to encourage these same attributes within our population.” ♦



*“One of every two adults in our province still does not meet the desired proficiency level in either language or numeracy skill.”*

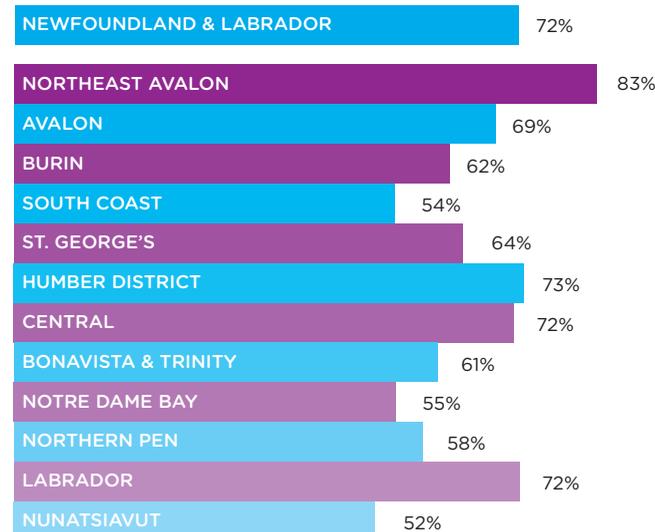
## Number of teachers

Secondary & elementary school teachers and educational counsellors. 2011, StatCan



## Percentage of population with a high school diploma

Aged 15+, 2011



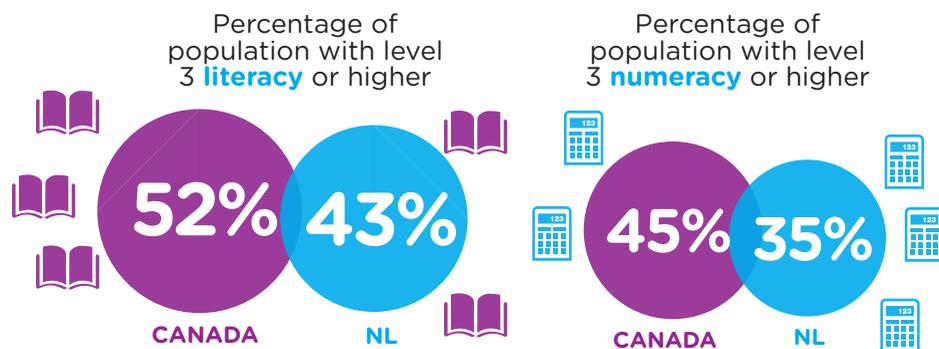
The percentage of population with a high school diploma in Newfoundland & Labrador is below the national average of 80 per cent. (StatCan)

## Tuition Fees

Full-time undergraduate students, 2013-14



Newfoundland & Labrador has the lowest post-secondary tuition fees in Canada. (StatCan)



Level 3 is the internationally-accepted level of literacy or numeracy required to cope in a modern society. (2012, StatCan)

# Environment

*Our province has some of the most pristine land and seascapes in the world; preserving them in the face of a changing climate and increased demand for resources will be a challenge for the future.*



## Dr. Kelly Vodden

ASSOCIATE PROFESSOR (RESEARCH), ENVIRONMENTAL STUDIES, GRENFELL CAMPUS

Newfoundland & Labrador has some of the most beautiful sea and landscape anywhere, and there are plenty of people across the province passionate about fishing, hunting, berry picking, and other outdoor activities.

But Dr. Kelly Vodden of Memorial University's Environmental Policy Institute, Grenfell Campus, says this connection to the land and sea is often overlooked by organizations and government.

"This strong connection to natural resources and environments represents a major opportunity for community involvement in resource management that is, of yet, largely untapped," she says.

There are examples of locals being involved in decisions around managing environmental resources—from watershed management groups to local fisheries and environmental protection committees—however, she says, these examples are not as widespread, well-networked, or supported by governments, as they could be. ♦



## Indian Bay Ecosystem Corporation

*A group of concerned citizens came together to protect the Indian Bay watershed and are now key decision-makers for that area.*

Situated on the Northeast coast of the province, the Indian Bay watershed covers an area of approximately 700 square kilometres—a system of 14 large ponds, a number of smaller ponds, and many rivers and streams, many of which can only be accessed via old logging roads.

Historically, the Indian Bay area was known in fishing circles for its large native brook trout.

However, the 1970s and 1980s saw increases in resource demands without an equal growth in resource management. Poor conservation ethic caused serious declines in the area's watershed.

So in 1988 a group of concerned citizens came together to take up the cause. Through sustainable development and management, and a variety of conservation and restoration initiatives, the Indian Bay Ecosystem Corporation has made great strides in restoring the watershed back to its former condition.

"We work with local citizens as well as academic

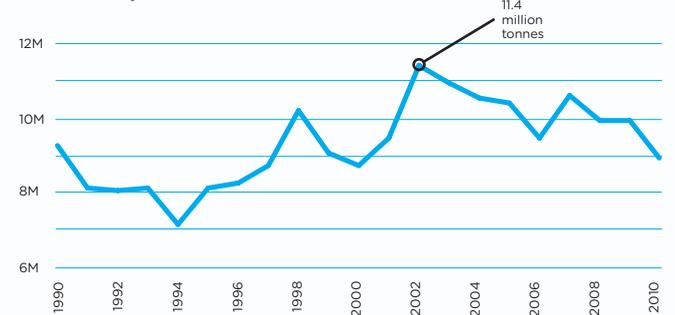
institutions, government agencies, conservation groups and others to carry out projects which gather information, promote advocacy and protect and enhance the ecosystems and natural resources of the region," says IBEC Ecosystem Manager, Stephanie Hughes.

IBEC's accomplishments include a clean-up of all waterways within the Indian Bay Watershed, public awareness campaigns, and habitat restoration activities. In addition, IBEC, along with academic and government partners, has compiled a database of habitat, life history, and fisheries-related information in the area.

Recognized as the foremost steward of the watershed, the federal government granted IBEC exclusive authority to set fishing policies for the area, which has enabled them to negotiate restrictions with commercial operations in the region. IBEC has also negotiated buffer zones with the forestry industry and other interests. ♦

## Provincial Greenhouse Gas Emissions

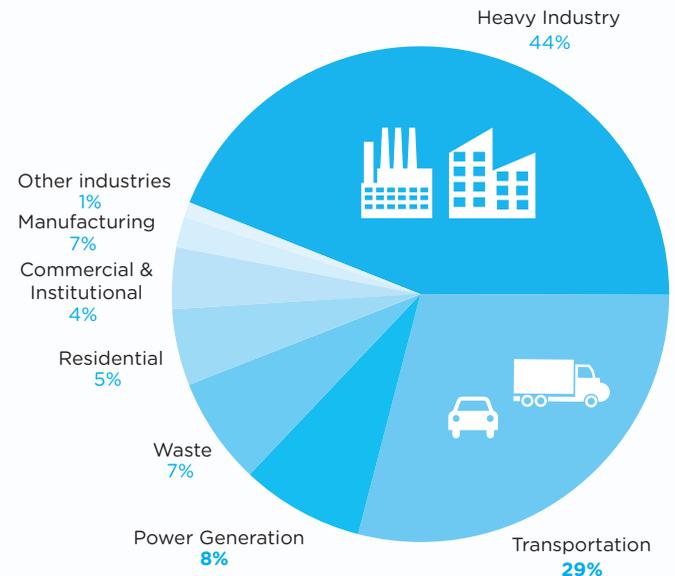
Million tonnes, 1990-2010



Greenhouse gas emissions in Newfoundland & Labrador have declined to mid-90s levels since peaking in 2002 at 11.4 million tonnes. (Environment Canada)

## Greenhouse Gas Emissions By Source

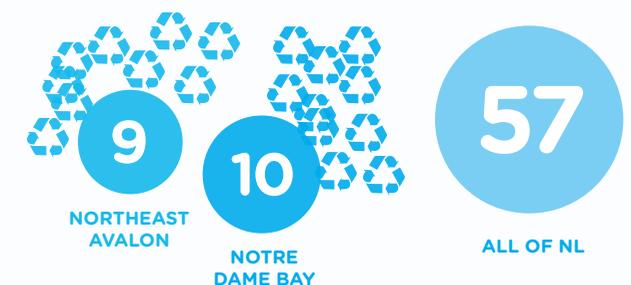
1990-2009



Heavy industry accounts for nearly half of all greenhouse gas emissions in the province. Transportation is number two. (Environment Canada)

## Recycling Depots

Multi-Material Stewardship Board, 2014



## NL Weather

1981-2010, Environment Canada

WETTEST SOUTH COAST  
**1594 mm**  
annual precipitation.

DRIEST LABRADOR  
**951 mm**  
annual precipitation.

SNOWIEST CENTRAL  
**452 cm**  
annual snowfall.

WARMEST CENTRAL  
**22°C**  
mean maximum hottest month temperature.

COLDEST LABRADOR  
**-23°C**  
mean minimum coldest month temperature.

# Making clean water more affordable

A professor at Memorial is working on technology to dramatically reduce the costs of water filtration.

When Dr. Tahir Husain of the Faculty of Engineering and Applied Science at Memorial University set out to find affordable filtration technology to supply safe drinking water in small communities in the province, he didn't think he would find a potential solution in the oil and gas industry.

But that's just what he did.

Chlorination is the most commonly used drinking water treatment in the province, and while chlorine is a highly efficient disinfectant, if precursors—such as dissolved organic carbons from decomposing plants—are present in the water prior to chlorination, by-products known as DBPs—disinfection by-products—can be created. Some of these DBPs can be harmful to health over long periods of time, and have been shown to be carcinogenic in animal studies.

One of the most effective ways to reduce the creation of these by-products is to filter out any natural organic precursors before chlorination using activated carbon filters. However, treatments like activated carbon filtration may be too expensive for many small communities.

So Husain and his team began a research study to find an affordable alternative.

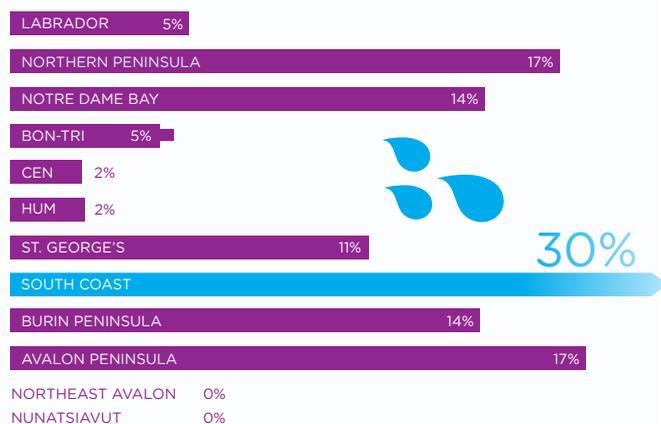
The team found that oily fly ash, a substance generated by burning heavy fuel oil—such as those burned in oil refineries and power plants—contains 80-90 per cent unburned carbon, making it a highly effective substitute for the expensive raw materials needed for activated carbon filtration.

This industrial waste by-product that would otherwise be thrown away, has shown the potential to be used as a low cost water filter, which would require minimal retrofitting, and would greatly reduce potentially harmful by-products in small water systems.

“This has been my dream,” Dr. Husain says, “to develop an affordable technology for safe drinking water in small and rural communities, for many years.”

*“This has been my dream, to develop an affordable technology for safe drinking water in small and rural communities, for many years.”*

## Proportion of Population Under a Boil Order June 2, 2014



On June 2 of this year, around 30 per cent of residents of the South Coast were under a boil order. These figures do not include boil orders necessitated by planned maintenance. (Environment Canada)

# Youth

Youth unemployment and crime rates here in Newfoundland & Labrador are higher than the national average. How can we inspire youth to connect more with their communities?



## Travis Perry

CHAIRPERSON OF THE CANADIAN FEDERATION OF STUDENTS NEWFOUNDLAND & LABRADOR

“With a tuition fee freeze, expanded student grant program, and a stronger job market in Newfoundland & Labrador, fewer graduating students feel like they need to leave in order to make a living,” says Travis Perry, Chairperson of the Canadian Federation of Students Newfoundland & Labrador.

“Despite this positive outlook, there are still many struggles that youth face in this province. Financial issues like student debt remain a concern for many youth, as does public transit, sustainability, and now, more than ever, mental health.”

“The difficulties of balancing academic life, work life, finances, and other responsibilities,” notes Perry, “are increasingly taking a toll on young people’s mental health, and many youth do not have access to adequate supports.”

# Going Off, Growing Strong

A program connecting young people with elders to bridge the generation gap and to help provide food for the community.

In isolated communities along the remote North Coast of Labrador it is an ongoing challenge to balance social, environmental and economic change with traditional ways of life. For youth, this challenge can feel even greater, with a widening generation gap growing between their changing ways of life and that of their elders—leaving many young people struggling with mental health issues. In the face of these challenges, communities like Nain are seeking ways to bridge the generational divide, sustain traditional know-how, build resiliency among young people, and improve the quality of life of all its residents.

“Aullak, sanglivallianguinnatuk” or “Going Off, Growing Strong” is a program that brings together youth and hunters and fishers in the community to teach young people about harvesting country food. The food that is harvested is then donated to the community freezer program to help improve local food security.

“Going off” is the local term for travelling out onto the land to hunt and fish.

In 2012, the program began with ten young

people. Since then, the program has served more than 350 young people, providing days out on the land with experienced hunters and the opportunity to develop their navigational and hunting skills, and learn about fishing, trapping, and cultural traditions. Those completing the program become Junior Harvesters. The youth are also involved in distributing and sharing wild meats with elders and building char smoke houses for the community to use.

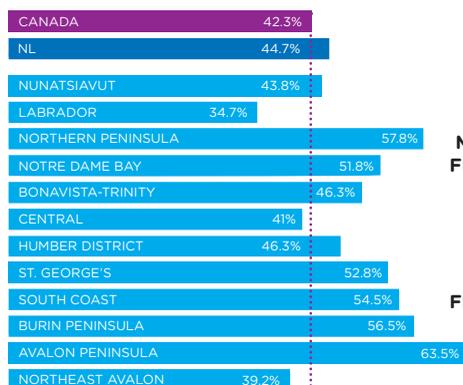
The program—the first of its kind in Canada—is a collaboration between community members, the local Nain Inuit Community Government and the regional Nunatsiavut Government.

By building relationships with positive adult role models, including hunters and harvesters, the community has found a new way to address mental health issues among at-risk youth. Community members are pleased with the results, noting the increased self-confidence demonstrated by participants, as well as their increased presence and role in the community. Furthermore, many of those that had elected to leave school chose to return.



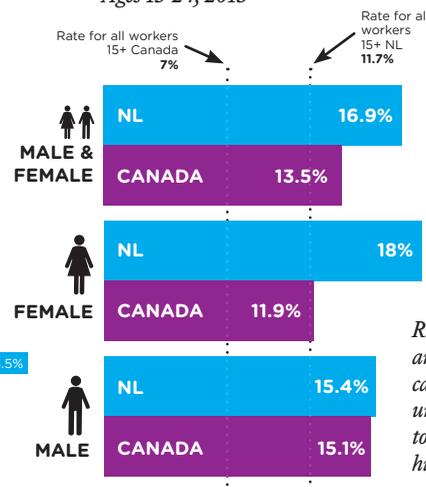
Photo credit: Dorothy Angnatok

## Young Adults Aged 20-29 Living at Home 2011



In Newfoundland & Labrador, the percentage of twentysomethings who still live at home is slightly higher than the national average. (StatCan)

## Total Youth Unemployment Rate Ages 15-24, 2013



## Youth Crime Rate

Calculated per 100,000, 2013



The youth crime rate in Newfoundland & Labrador is roughly 12 per cent higher than the national rate. (StatCan)

Right across the country, youth unemployment rates are higher than rates for all workers. This is the case in Newfoundland & Labrador, where the youth unemployment rate is more than 5 points higher than the total unemployment rate, and the female rate is 7 points higher than their peers across the country. (StatCan)

# Economy

How can rural communities take advantage of the economic boom?



Photo credit: Lei Gilongos, Designer Dynamic Airshelters

## Dynamic Air Shelters

An innovative company with a manufacturing facility in Grand Bank has become a major employer in the area.

It's said that you can't change the direction of the wind, but you can adjust your sails. As a businessperson and an experienced hot air balloon racer, Harold Warner knows a great deal about change. In the past ten years, Warner's company—Dynamic Air Shelters—has shifted its focus and its base of operations in a major way, leading to a period of smooth sailing for the company and a significant contribution to employment for the town of Grand Bank, on the Burin Peninsula.

The company, which began as a manufacturer of hot air balloons, now uses the same technology to create inflatable shelters, which can be used for anything from mobile industrial sites to temporary shelters for disaster relief efforts.

The company first came to Grand Bank in 2002 to work with the province's offshore operations on a temporary basis. At its base of operations in Calgary, Dynamic was facing a new challenge: retaining skilled workers, with the lucrative oil sands projects nearby, was proving difficult.

"Calgary has a lot of transient workers, workers that would work somewhere for three months and then move again," says Dynamic VP Operations Kay Riggs.

"In Newfoundland, in rural communities, you have, potentially, a very stable work force," says Riggs. "In Grand Bank, the workers had roots in the community, so they were not likely to uproot and look for other work."

So in September of 2006, Dynamic moved to Grand Bank on a full-time basis.

"It's been a success, most definitely," says Riggs, "though, not without its challenges. Logistically, [Grand Bank] is not ideally situated to be moving product, but you can manage that with the right skill and co-operation from a whole lot of people."

Riggs says that preparedness and proactive scheduling have been essential in the company's approach to transportation challenges. She also credits the company's relationship with the community, such as one nearby woodworking shop, which now supplies the company's shipping containers.

Since the move, the company has remained profitable, weathered

the recession in 2008, and has expanded into new global markets.

Currently, Dynamic Air Shelters employs more than 75 locals on a full-time basis, with a payroll of over \$2 million dollars, annually. ♦

*"Logistically, [Grand Bank] is not ideally situated to be moving product, but you can manage that with the right skill and co-operation from a whole lot of people."*



### Dr. Doug May

PROFESSOR OF ECONOMICS,  
FACULTY OF ARTS, MEMORIAL  
UNIVERSITY

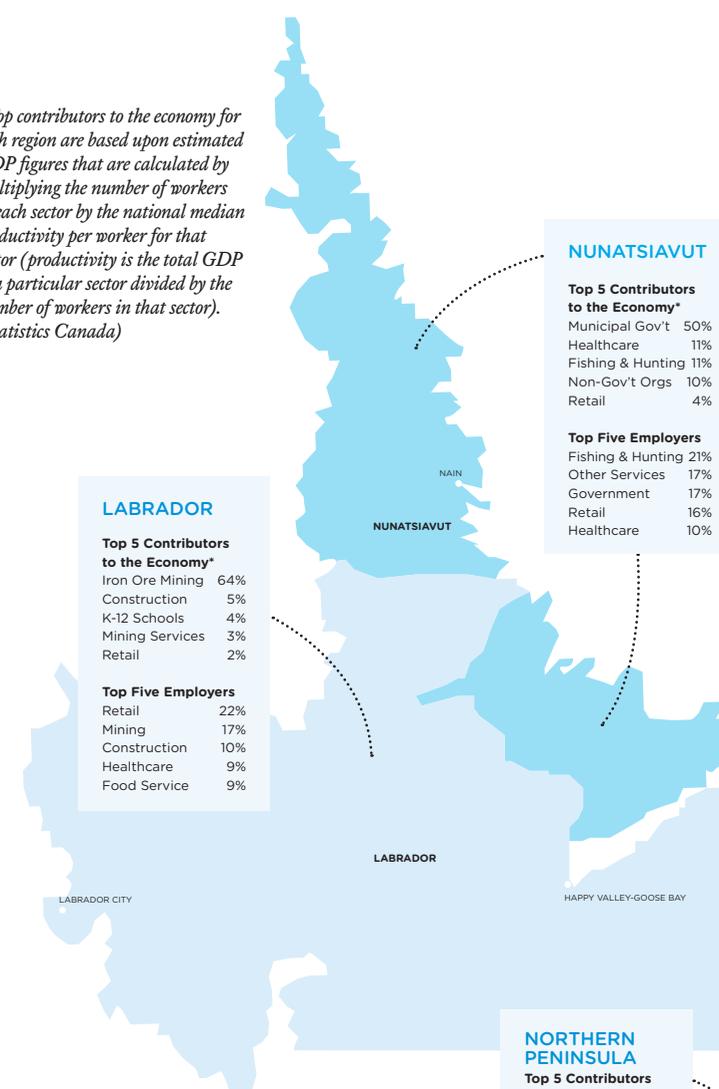
Newfoundland & Labrador's economy is certainly booming—a far cry from the economic hardship that plagued the province for decades.

"Clearly, our situation has changed, as has other people's perspective on the Newfoundland & Labrador economy," says Dr. Doug May, Professor of Economics at Memorial University. "When I go to conferences now, they talk about Alberta and Newfoundland & Labrador in the same breath."

But, Dr. May warns, the boom is tied to the fluctuations of an economy that is dependent upon the natural resource sector.

"If you think of a wave analogy, off the Atlantic, we're not at the top of the crest, which came when oil production and, primarily, oil prices, went up," he says. "There was a lot of mining effort in Western Labrador, and that will continue. Now, if you look at the latest figures, we're losing jobs compared to this time last year, but a lot of those jobs are associated with the natural contraction that comes with some parts of the resource sector." ♦

\*Top contributors to the economy for each region are based upon estimated GDP figures that are calculated by multiplying the number of workers in each sector by the national median productivity per worker for that sector (productivity is the total GDP of a particular sector divided by the number of workers in that sector). (Statistics Canada)



#### LABRADOR

##### Top 5 Contributors to the Economy\*

Iron Ore Mining	64%
Construction	5%
K-12 Schools	4%
Mining Services	3%
Retail	2%

##### Top Five Employers

Retail	22%
Mining	17%
Construction	10%
Healthcare	9%
Food Service	9%

#### NUNATSIAVUT

##### Top 5 Contributors to the Economy\*

Municipal Gov't	50%
Healthcare	11%
Fishing & Hunting	11%
Non-Gov't Orgs	10%
Retail	4%

##### Top Five Employers

Fishing & Hunting	21%
Other Services	17%
Government	17%
Retail	16%
Healthcare	10%

#### HUMBER DISTRICT

##### Top 5 Contributors to the Economy\*

Construction	21%
Retail	8%
Municipal Gov't	8%
Universities	6%
Wholesale	6%

##### Top Five Employers

Retail	22%
Healthcare	15%
Construction	11%
Food Service	11%
Manufacturing	10%

#### NORTHERN PENINSULA

##### Top 5 Contributors to the Economy\*

Healthcare	16%
Electricity	15%
Construction	11%
Municipal Gov't	10%
Retail	8%

##### Top Five Employers

Retail	26%
Healthcare	19%
Food Service	16%
Manufacturing	12%
Other Services	10%

#### ST. GEORGE'S

##### Top 5 Contributors to the Economy\*

K-12 Schools	19%
Construction	13%
Electricity	10%
Retail	10%
Wholesale	6%

##### Top Five Employers

Retail	21%
Healthcare	14%
Education	10%
Transportation	10%
Construction	9%

#### SOUTH COAST

##### Top 5 Contributors to the Economy\*

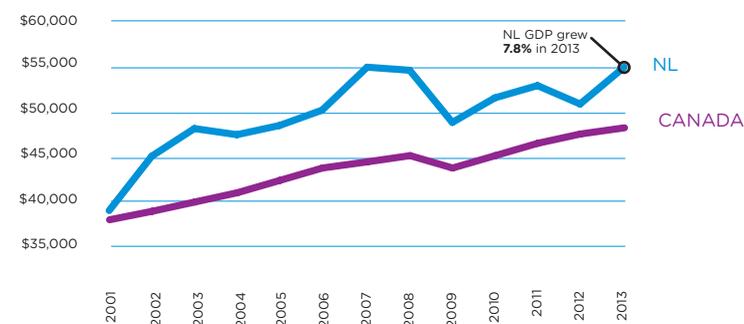
Marine Transport	12%
Electricity	12%
Municipal Gov't	12%
Banking	10%
Aboriginal Gov't	6%

##### Top Five Employers

Retail	16%
Government	16%
Fishing	12%
Manufacturing	11%
Other Services	10%

## GDP Per Capita

(2007 dollars, 2007 population)



Buoyed by offshore oil, Labrador mining, and a variety of mega-projects, Newfoundland & Labrador's economy is one of the fastest growing in the country. (StatCan)

## NEWFOUNDLAND & LABRADOR

### Top 5 Contributors to the Economy (2012)

Oil Extraction & Support Services	28%
Finance, Insurance & Real Estate	12%
Construction	9%
Mining	9%
Healthcare	7%

### Top 5 Employers (2013)

Healthcare	16%
Retail	14%
Construction	9%
Government	8%
Education	8%

Oil extraction and support activities account for 28 per cent of Newfoundland & Labrador's GDP (gross domestic product: the total goods and services produced in the province's economy). Despite this, the oil industry only accounts for 4 per cent of total employment in the province, with retail employing the most at 16 per cent. (Statistics Canada, Newfoundland & Labrador Statistics Agency, Newfoundland & Labrador Department of Finance)



Photo credit: SABRI

# St. Anthony Basin Resources Incorporated

*A not-for-profit organization dedicated to expanding the Northern Peninsula's economic base—in harmony with a rural setting and lifestyle.*

It started with 3,000 metric tonnes of northern shrimp, and has grown into an enterprise that has brought employment, prosperity, and greater stability to a large region of the province.

St. Anthony Basin Resources Incorporated (SABRI) is a not-for-profit social enterprise located on the Great Northern Peninsula. The organization was created in 1997 following a major increase in the total allowable catch of northern shrimp. The increased allocation presented a great opportunity for the region, and they wanted to handle it wisely. It was the task of the organization to manage the new revenue.

On behalf of the 16 communities in the region—each one too small to negotiate alone—SABRI set out to expand the region's economic base and improve employment opportunities in the region, balancing effective industrial governance and the region's rural sensibilities.

"In a way, we're the economic driver for the 16 communities in the region," says Sam Elliott, Executive Director of SABRI. "The revenue derived from the resources, we reinvest it into our own region. Through that investment, we were able to re-energize the fishery, and through our partnership with Clearwater [Seafoods Ltd.], we now have a state-of-the-art shrimp and crab plant."

SABRI also invested in a massive cold storage facility. Because of this and other upgrades, St. Anthony is now one of only two international container ports for the province.

SABRI has also led several other notable initiatives in the region, including an oral history project. Through this project, stories with cultural and historical significance to the region were documented, from traditional foods and remedies to labor practices. ♦



## Scott Lynch

ASSOCIATE PROFESSOR OF ECONOMICS, FACULTY OF ARTS, MEMORIAL UNIVERSITY

With a booming economy, "prosperity" is the watchword in the province.

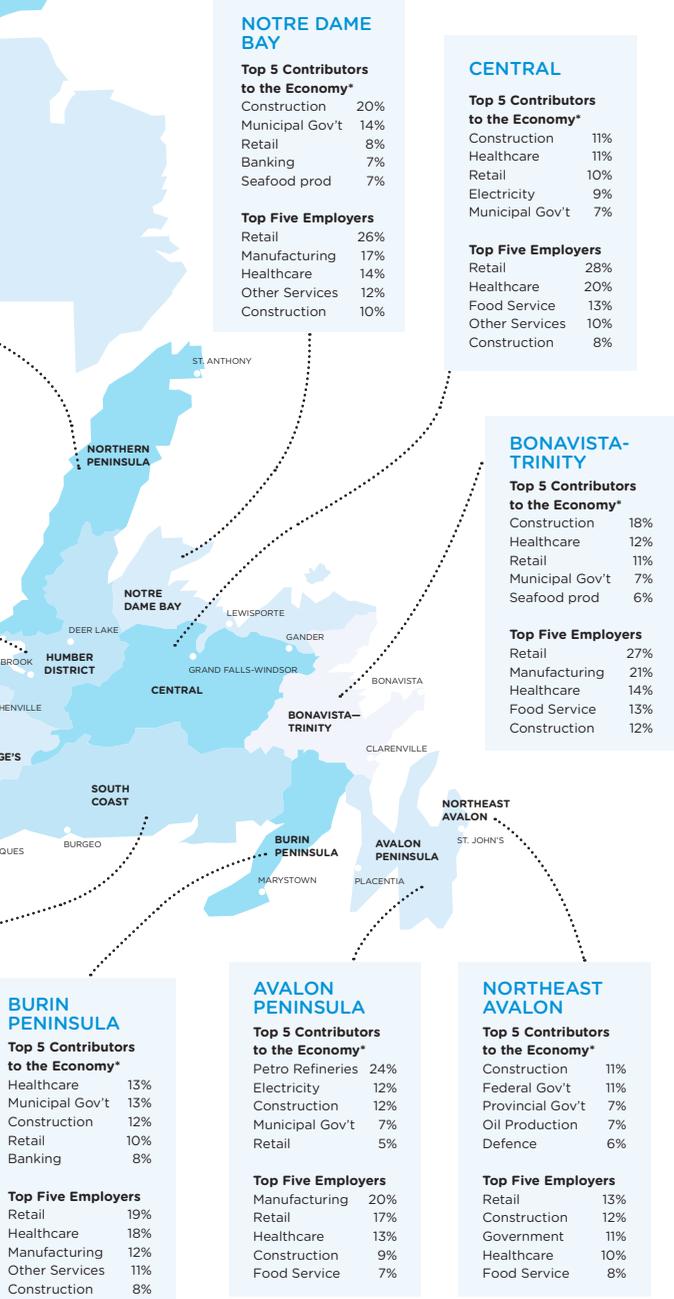
However, not everyone is reaping the benefits of the province's economic windfall.

"Our preliminary research indicates that the rising prosperity tide does not float all boats," says Scott Lynch, associate professor in the Department of Economics at Memorial. "The bottom 20 per cent never had a boat in the water, so their economic well-being has flatlined."

"Since first oil back in 1997, the top 20 per cent have increased their share of the economic pie at the expense of the middle class," says Lynch. "The only group who have a positive relationship with their share of the economic pie and their well-being appears to be the top fifth of the income distribution." ♦



*"Our preliminary research indicates that the rising prosperity tide does not float all boats."*



## EI Beneficiaries

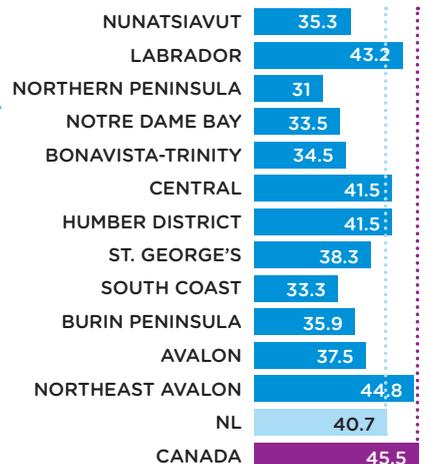
Per 100,000 people



While the number of EI beneficiaries per 100,000 people more-or-less mirrors the national rates in urban areas of the province such as the Northeast Avalon, in regions more reliant upon seasonal employment—such as tourism and the fishery—like the Northern Peninsula, the number of EI beneficiaries fluctuates significantly depending upon the time of year. (StatCan)

## Weeks Worked Per Year

Average, 2010



# Newcomers

*One way to cope with our demographic shift is to attract new people to the province. How is Newfoundland & Labrador faring?*

## MUN Med Gateway

*Medical students easing the transition for refugees arriving in the province.*

Each year, St. John's welcomes many refugee individuals and families who have fled from their home country to escape combat zones, environmental devastation, or persecution based on sex, race, religion, nationality or political opinion. In 2005, after learning about refugee health, two second-year medical students approached their professor with an idea to assist refugees who were arriving in the province and struggling to make a connection to the provincial healthcare system.

That idea led to the creation of MUN Med Gateway, a service-learning volunteer program for first- and second-year medical students in the Faculty of Medicine at Memorial University. The program increases access to healthcare for local refugees and provides medical students with experience serving people from other countries and cultures.

The program is now an established program within the Faculty of Medicine and has involved hundreds of medical students and refugees. It operates through a partnership with the Association for New Canadians and Eastern Health.

"At our weekly sessions, Gateway provides medical students with experience serving people

from other countries and cultures, as they take a health history for newcomers that includes an interview and physical screening," says MUN Med Gateway Coordinator, Kate Duff. After the initial meeting, Gateway then matches newcomer participants with a family physician, shares the health history with the physician, and makes

referrals to specialists for any needs identified through the screening. Faculty members involved with Gateway also conduct research on the health needs and issues of refugees in St. John's.

In addition to its core services, Gateway provides leadership opportunities for students who develop, fundraise for, and deliver additional initiatives that further promote health and well-being for newcomer refugees in St. John's. These initiatives have strived to meet many needs, from essentials like car seats and vitamin D supplements, to gently-used prom dresses and hosting holiday festivities.

"Experiences in Gateway stay with volunteers and participants

long after the session, shaping the way participants view their new community and the way volunteers view their future role as physicians," says Duff. ♦

*"Experiences in Gateway stay with volunteers and participants long after the session, shaping the way participants view their new community and the way volunteers view their future role as physicians."*



Medical students Gordon Stockwell and Emily Kendell working with Ramadhan Ali Ibrahim from Uganda during a Gateway session in 2012. Photo credit: Tyler John.



**Dr. Amanda Bittner**

ASSOCIATE PROFESSOR OF POLITICAL SCIENCE, FACULTY OF ARTS, MEMORIAL UNIVERSITY

"The province is not typical with regard to immigration issues, in the sense that it is a non-traditional place for folks to immigrate to," says Dr. Amanda Bittner, Associate Professor in Memorial's Department of Political Science.

"Most Canadian immigration takes place in the bigger urban centres, where there is a longer history of immigration, more volume, and more systems in place to support and welcome newcomers. Newfoundland & Labrador is developing many of these supports, and where they do exist, I would argue, immigration is a little more successful."

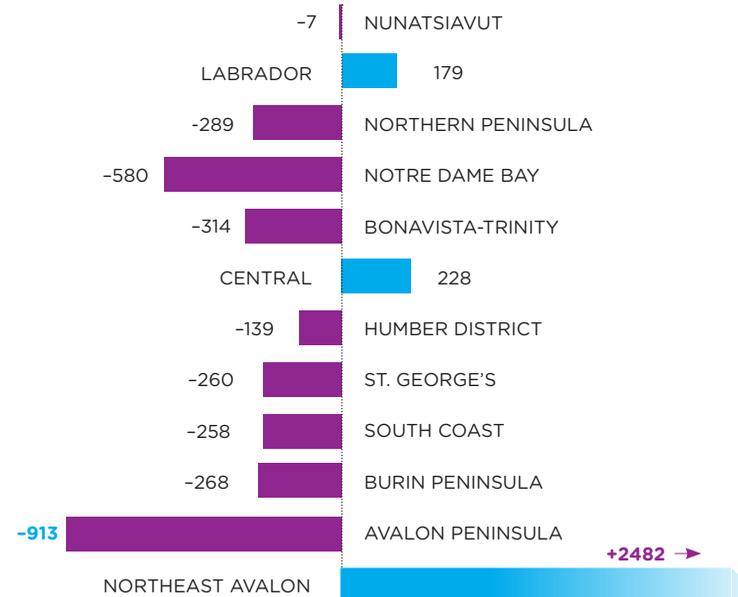
But Bittner feels that diversity in the province is really beginning to grow.

"You can see it in particular when you look around the MUN campus," says Bittner. "There are a lot more international students at Memorial today than there were ten years ago." But the challenge now is getting these students to stay in the province after they graduate, she says.

"The more supports and programs in place to ensure work placement and social supports, the likelier this is to happen." ♦

*"The more supports and programs in place to ensure work placement and social supports, the likelier this is to happen"*

## Total Population Change 2012-13



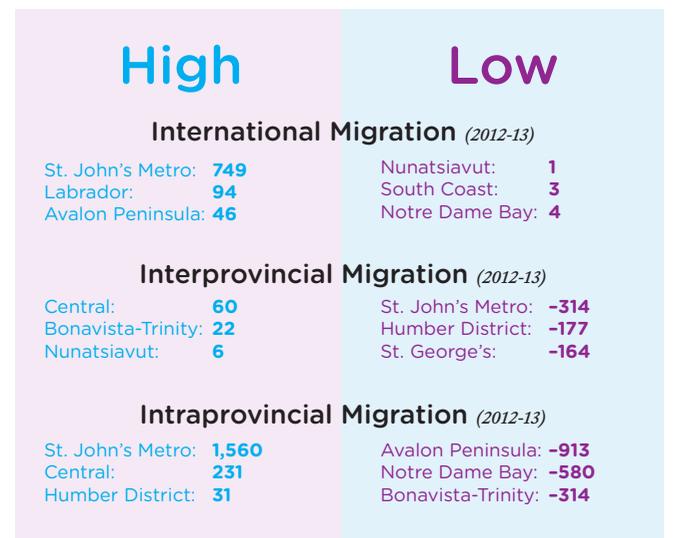
*In 2012-2013, the population of Newfoundland & Labrador decreased by a total of 139. (StatCan)*

## Natural Population Change 2012-13



*Natural population change refers to the difference between the birth rate and the death rate. From 2012-2013, the Northeast Avalon had the highest natural population growth. The Avalon Peninsula had the highest natural population decline. (StatCan)*

## Migration 2012-13



*International migration is immigrants and refugees moving to an area, interprovincial migration is people moving from one province to another province, intraprovincial migration is people from one region of the province moving to another. (StatCan)*

# Civic Engagement, Belonging & Leadership

*How connected do you feel with your government? How connected do you feel to your community?*



Photo credits: TC Media

## The Town of Branch

*Small town, big community engagement.*

From afar, the Town of Branch seems fairly typical. Located on the Cape Shore of Newfoundland, the small former fishing town is home to just over 300 individuals.

But upon closer examination, one thing that is not typical here is the voter turnout—for the municipal election in 2013 it was 92 per cent.

Of the 214 eligible voters, 197 cast their ballots for town council, making it one of the highest rates of voter turnout in the province.

There was no hotly contested council seat, and no inflammatory scandal compelling the public to get to the polls. The only mildly hot-button issue was that the town's water system is undergoing repairs and its artesian well system is due to be hooked up.

So why the high turnout?

"The people of Branch feel very connected to their community, maybe moreso than many other places," says Mayor Kelly Power, one of five people elected to the province's only all-female council.

She suggests the high level of civic engagement in Branch is rooted in the variety of activities and groups in the community. Initiatives like The Singing Kitchen, a community kitchen where seniors and others are encouraged to come enjoy each other's company and eat a nutritious meal.

These sorts of things provide both much-needed programming and volunteer opportunities for the citizens of Branch, allowing them to get more involved.

"There's something for everyone and different interests people may have," says Power, mentioning other groups like the Recreation Committee, the fire department, and the community garden.

Recently there was also a Literary Arts Festival, featuring sessions on storytelling, songwriting, and a public forum

on literacy and essential skills for the workplace.

"While many communities in recent years have started to believe that their future is limited, we feel that our future is bright," she says. ♦

*"While many communities in recent years have started to believe that their future is limited, we feel that our future is bright."*



**Craig Pollett**

CEO OF MUNICIPALITIES NL

"Engagement doesn't simply mean notification, or even consultation," says Craig Pollett, CEO of Municipalities NL. "On the government side, we're slowly realizing that engagement requires two-way communication—listening and confirming—in a way that the public actually communicates. On the public side, we're reaching out in new ways and demanding that new ideas be heard and reflected in public policy. When the two trends start to line up, we'll have something really powerful, but we're not there yet."

"The old ideas that government 'does' policy and the people 'receive' it, are falling away," says Pollett. "People are understanding they have a role in public policy and governments are realizing they are simply the stewards." ♦

Total Charitable Donations per capita (2012)

**\$155 • \$248**

Volunteers Aged 15 and Over (2010)

**52% • 47%**

Tax Filers Who Donate (2012)

**21% • 22%**

Median Charitable Donations (2012)

**\$340 • \$270**

Average Annual Spending on Recreation per Person (2012)

**\$3,831 • \$3,773**

Life Satisfaction—Satisfied or Very Satisfied (2013)

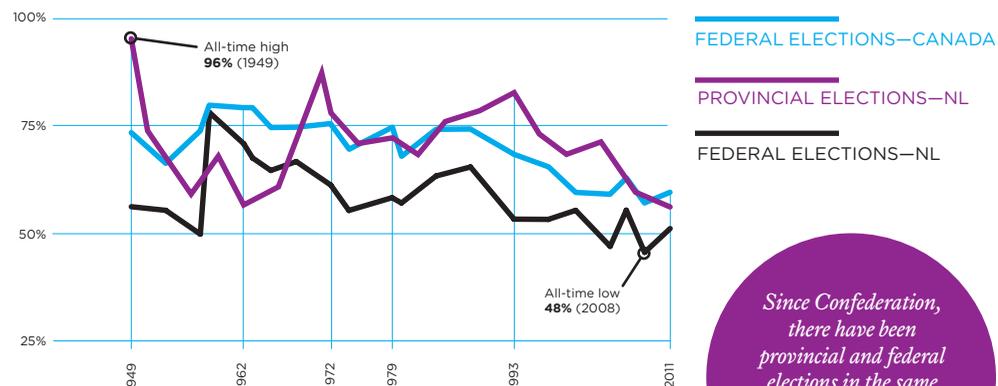
**93% • 92%**

Sense of Belonging to Local Community—Somewhat Strong or Very Strong (2013)

**77% • 66%**

*Newfoundlanders & Labradorians volunteer at higher rates than the rest of Canada, but donate to charities less. Although people here are more likely to have made a donation than anywhere else in Canada, our per capita donations are low. The median donation, however, at \$340, is higher than the national—it means half of those claiming a donation gave more than \$340, and half less. NLers also have a strong sense of belonging in their communities. (StatCan)*

## Voter turnout



*Since joining Canada in 1949, Newfoundlanders and Labradorians have always turned out in smaller numbers than the rest of Canada for Federal Elections. We tend to turn out in larger numbers for provincial elections. (StatCan)*

*Since Confederation, there have been provincial and federal elections in the same year six times. The seventh could happen in 2015.*

# Health

Newfoundlanders & Labradorians have higher rates of diabetes, obesity, smoking than national averages. We also eat fewer fruits & vegetables and exercise less.



Campers at Camp Douwanna. Photo credit: Camp Douwanna

## Camp Douwanna

Giving kids with diabetes opportunities to have fun and learn strategies to manage their health.

**W**ake-up. Flag Raising. Blood Glucose Monitoring. Breakfast. Arts & Crafts. Injections and Calibrations. Swimming. Lunch.

It's a typical morning at Camp Douwanna.

Camp Douwanna is one of twelve camps across the country operated by The Canadian Diabetes Association. The focus of the camps is to provide children living with type 1 diabetes with opportunities to enjoy an authentic camp experience while having all of their diabetes needs monitored by a dedicated team of trained medical professionals.

"These camps offer youth a chance to be independent and confident in managing their disease," says Lara Abramson, Manager, Camp & Youth Programs, for the Canadian Diabetes Association in the Atlantic region. "It also provides an enormous social support so that even when they leave camp they know that there is a community of people who they can turn to in times of need, and broadens their network beyond their family and health care providers. Campers also get

to learn new skills in managing their diabetes, like giving an injection on their own for the first time or learning how to count carbohydrates."

With the province's high incidence of diabetes, education is crucial. But the camp faces a number of challenges. Along with transportation issues

stemming from the distance between communities and the challenge of securing enough qualified medical staff to attend camp, there are significant financial issues, as well.

"Diabetes doesn't discriminate and therefore we get all types of families from various backgrounds who may not have the transportation or financial means to attend camp," says Abramson. The camp does offer "camperships"—camp scholarships—for those that cannot afford to pay the camp fee, though Abramson says that

they receive more scholarship applicants from Newfoundland than anywhere else in the Atlantic region.

"We believe in making camp as affordable as possible and we make every attempt to ensure the cost of camp isn't a barrier for families." ♦

*"Campers also get to learn new skills in managing their diabetes, like giving an injection on their own for the first time or learning how to count carbohydrates."*



### Dr. Shree Mulay

ASSOCIATE DEAN AND PROFESSOR, COMMUNITY HEALTH AND HUMANITIES WITH THE FACULTY OF MEDICINE AT MEMORIAL UNIVERSITY

In her research of rates of obesity and diabetes in Newfoundland & Labrador, Dr. Shree Mulay came across an interesting account of a survey conducted 50 years ago aboard the medical vessel MV Christmas Seal.

They had collected urine samples of people living in small coastal towns of the province, testing for tuberculosis and measuring glucose, and out of the sample size of 5,100 people, 150 people had diabetes—about three per cent.

Compared with the eight per cent it is today, that indicates a significant change.

"While we have only an approximation for that time," she says, "we do know that at present, rates of obesity, diabetes, smoking, and alcohol consumption in this province are substantially higher than the Canadian average. Inactivity rates and consumption of fruits and vegetables are substantially lower than other provinces."

So what has changed in those 50 years?

"Many things have changed," says Mulay, "but most of all the way of life [in the province] has changed dramatically." ♦



*"Many things have changed, but most of all the way of life [in the province] has changed dramatically."*

## Number of General & Family Practitioners

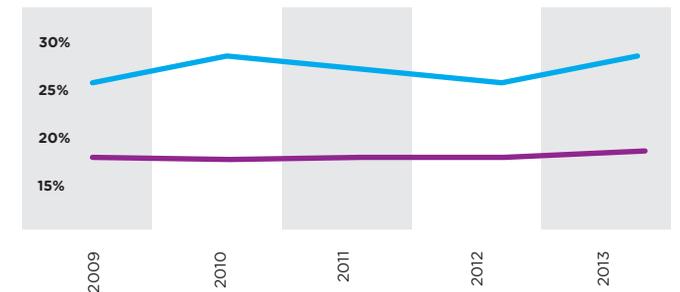


Per 100,000 — 2011 population

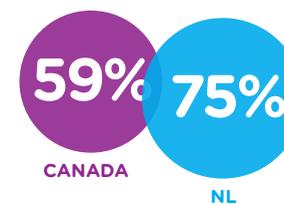


## Obesity Rates

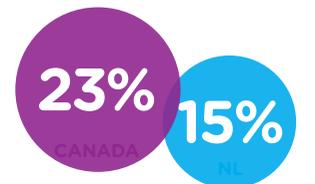
Population aged 18+



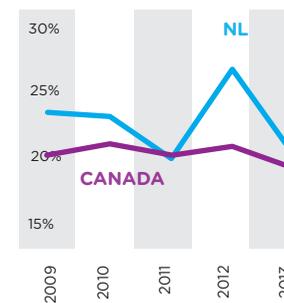
Proportion of Population Not Eating Recommended Fruits & Vegetables (2013)



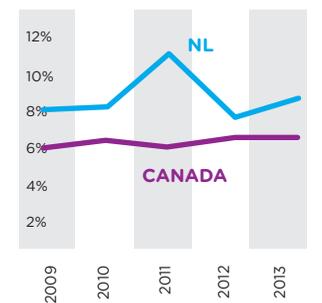
Population with Perceived Life Stress as "Quite a Lot" (2013)



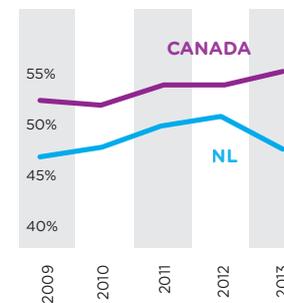
## Smoker Rates



## Diabetes Rates



Population Physically Active During Leisure Time (Moderately Active or Active)



Life expectancy (2007-2009)



All health data used here is for the population aged 12+, except in Obesity Rates, which is 18+. (StatCan)

# Transportation

Newfoundland & Labrador is heavily reliant on motor vehicles to get around. If gas prices continue to increase as they have, how will people cope?



Photo credit: The Random Age-Friendly Communities Board

## CREST Bus

New transportation pilot projects across the province are trying to help seniors maintain independence and good health.

Mass transit is not a guarantee in Newfoundland & Labrador. The St. John's metropolitan area is serviced by the Metrobus transit system. Long-haul bus companies can move people from one area of the province to another, but for seniors without their own means of conveyance in rural communities and more and more services being centralized in larger centres, isolation is a very real concern.

"Transportation is very often a major barrier to successful and healthy aging for many older adults, especially those living in rural communities," says Leo Bonnell, Chairperson for the Provincial Advisory Council on Aging and Seniors.

To help seniors rediscover their freedom and regain access to much needed services like healthcare, five transportation pilot projects for seniors have been launched in the province.

"It is hoped the results and best practices gained from the five provincial Age-Friendly Transportation pilots will help our provincial

government gain a better and more informed understanding of the transportation needs of seniors in the province of Newfoundland & Labrador," says Bonnell.

One such pilot was awarded to the Town of Clarenville, in an effort to keep its seniors connected. The Clarenville Region Extended Seniors' Transportation (CREST) — operated and managed by The Random Age-Friendly Communities Board — provides a local seniors' bus service.

The service is intended for people age 60 or over and for adults confined to a wheelchair. Operating with a volunteer base of approximately 40 drivers and assistants, the route covers the majority of a 20-kilometre radius of the town of Clarenville,

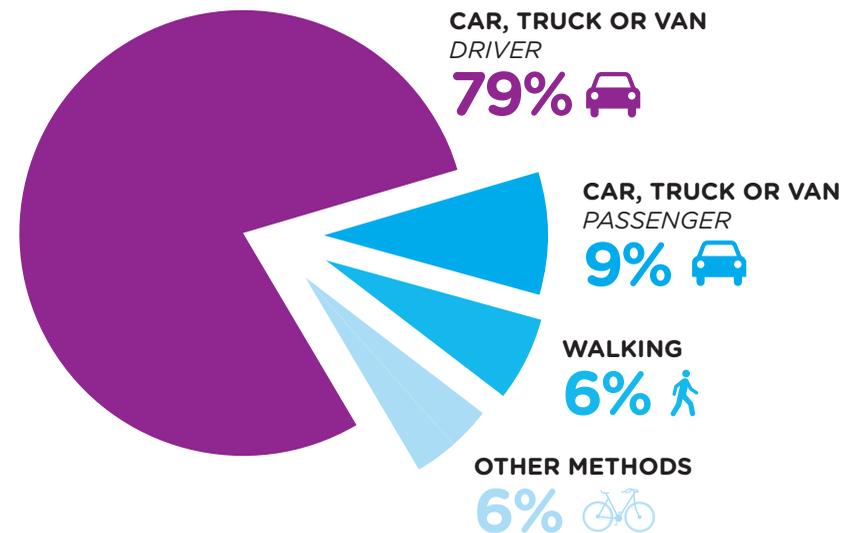
including the nearby communities of Adeytown, Deep Bight, Harcourt, Elliott's Cove and others.

The 16-passenger wheelchair-accessible bus operates on weekdays, during daytime business hours, ensuring that seniors have access to medical appointments and daily errands, for \$2 a ride. ♦

*"Transportation is very often a major barrier to successful and healthy aging for many older adults, especially those living in rural communities."*

## Mode of Transport to Work

2011



The vast majority of people in Newfoundland & Labrador drive to work, with only 9 per cent carpooling. (StatCan)

## Average commuting distance

StatCan 2011

NORTHERN PENINSULA (SHORTEST)

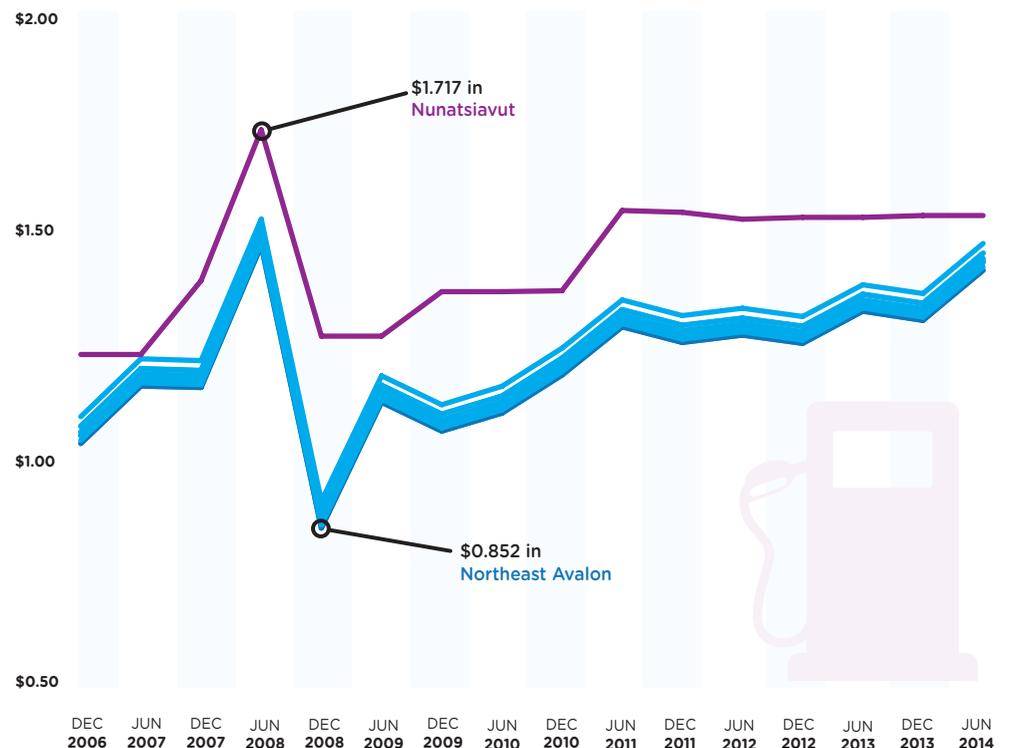


LABRADOR (LONGEST)



## Regulated Gas Prices

2006-2014, Board of Commissioners of Public Utilities



# Housing

*The province's economic boom has also meant housing boom, but high housing costs mean that some are left on the outside looking in.*



Habitat NL volunteers working on a home in Paradise. Photo credit: Holly Tobin.

## Habitat for Humanity NL

*Breaking the cycle of poverty by making housing more affordable.*

Habitat for Humanity Newfoundland & Labrador is celebrating its 20th anniversary in the province this year. Gail Ryan, the executive director for Habitat for Humanity in the province, feels the need is greater than ever—and not just for traditional urban areas, but around the province in places where families are struggling to make ends meet.

To date, the organization has built more than 45 homes for low income families around the province—including St. Anthony, Lab West, and, soon, Clarenville.

The rise in economic activity related to natural resource development has had a huge impact on the price of housing, and that leaves some people slipping between the cracks, says Ryan.

“The cost of housing has doubled in most areas, and homeownership and rental rates have become largely unaffordable for a lot of families. Salaries have not risen accordingly to keep pace for a lot of working families and they find themselves in unacceptable housing arrangements.”

“Our families are caught in the rental cycle, often

earning too much to qualify for assistance but never enough to qualify for a conventional mortgage,” she says.

Habitat for Humanity NL brings volunteers, organizations, municipalities and corporations together to build safe, affordable and modest homes which are sold to our partner families at fair market value. Habitat NL families mortgage their newly-built homes at no interest, and require no down payment. In lieu of a down payment, partner families contribute up to 500 hours of “sweat equity,” building their own homes and those of other Habitat families, or contributing through volunteer work with other groups in the community.

Ryan says that along with their expansion and a new strategic plan, the organization’s goal is to build 50 new homes in five years. The plan involves developing regional chapters around the province, led by local volunteer

community leaders.

“Our model of mobilizing the community to make safe, modest and affordable home-ownership a reality for families is breaking the cycle of poverty and providing a stable future,” says Ryan. ♦

*“Our families are caught in the rental cycle, often earning too much to qualify for assistance but never enough to qualify for a conventional mortgage.”*



### Bruce Pearce

ST. JOHN'S COMMUNITY ADVISORY COMMITTEE ON HOMELESSNESS

“No single entity, organization, or even level of government can end homelessness,” says Bruce Pearce of the St. John’s Community Advisory Committee on Homelessness.

“It’s not about shelters retooling or the housing sector doing more,” he says. “It’s about prisons not releasing people without a release plan. It’s about child and youth welfare not delivering individuals into the adult system without the necessary bridging supports—this is where we see significant entry points into homelessness.”

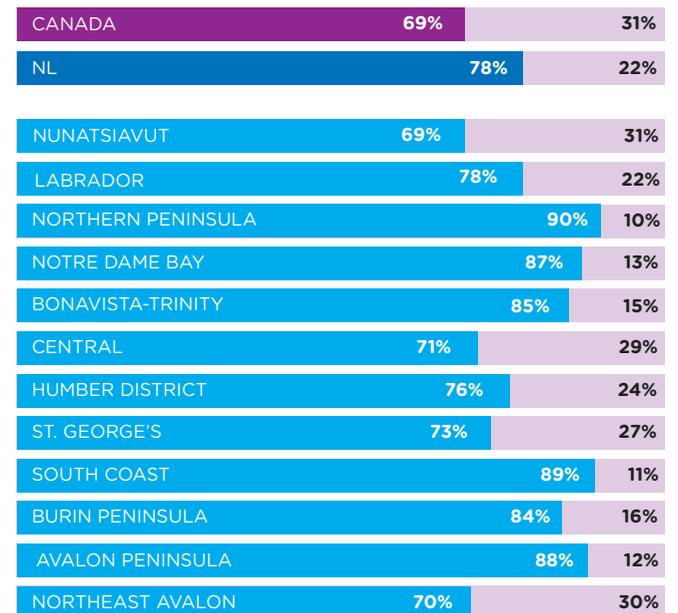
“There are certainly economic, fiscal, and tax policies that affect the housing market more broadly, but there are systemic issues in areas like corrections, child and youth welfare, and family court where there are family disputes or family breakdowns,” says Pearce. “All of these situations mean someone is moving on, and someone is needing to relocate and find new housing.”

“It’s been a creation of many hands, and it takes all those many hands to craft an approach to the problem. It takes trust, understanding, and respect to bring those silos together.” ♦



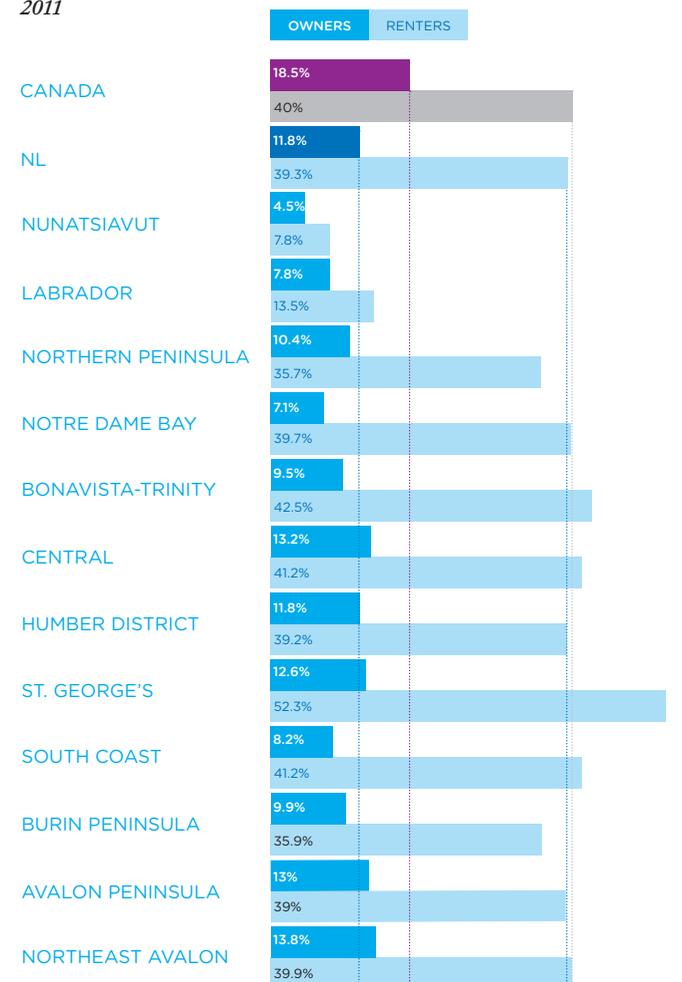
*“No single entity, organization, or even level of government can end homelessness.”*

## Proportion of Owners vs. Renters 2011



*In every region in this province, the percentage of home owners is equal to or greater than the Canadian average. (StatCan).*

## Proportion of People Spending 30% of income or more on Housing 2011



*In every region in this province, the percentage of home owners is equal to or greater than the Canadian average. Also, home owners are less likely to spend more than 30 per cent of their income on housing than the national average. On the other hand, Newfoundland & Labrador renters are as likely to spend more than 30 per cent as other Canadians. (StatCan)*

# Income Gap

Can we ensure that our booming economy benefits everyone?

## Choices For Youth

Helping young people with few options move towards employment and stability.



In the common area of the Choices for Youth building there's a mural with the inscription, "It is not the position where you are standing, but which direction you are going."

Advantages are few among Jeannie Piercey's clients. She's Program Facilitator of Choices for Youth's Jumpstart program. Many of the youth sharing the space are trying to build their lives upon fractured foundations, including criminal records, mental illness, fetal alcohol spectrum disorder, stints in the sex trade industry, child care and pre-natal needs, among other issues.

For these youth, trying to start their lives from a disadvantaged position, Piercey's program is hoping to provide the boost they need.

The Jumpstart program is a pre-employment initiative that prepares youth who are street-involved and living in unstable environments to get back on track.

"While our Jumpstart participants get involved in a variety of activities to develop employable skills like food safety training, basic cooking, and

maintenance, some of the most important things they learn are to believe in their own abilities in completing a

task," says Piercey. The program, which runs for 13 weeks with ten participants during each session, requires flexibility and creative solutions to meet group and individual needs.

It addresses various employment barriers and life challenges, and coordinators work with participants to secure

placements in school and the workplace, along with housing, legal assistance, and mental health counselling. The sessions are also supported by three youth mentors who have already completed the program.

"The youth involved have a chance to build memories with us that show them they matter," says Piercey. "They have things to offer their community and they have the ability to finish what they set out to do." ♦

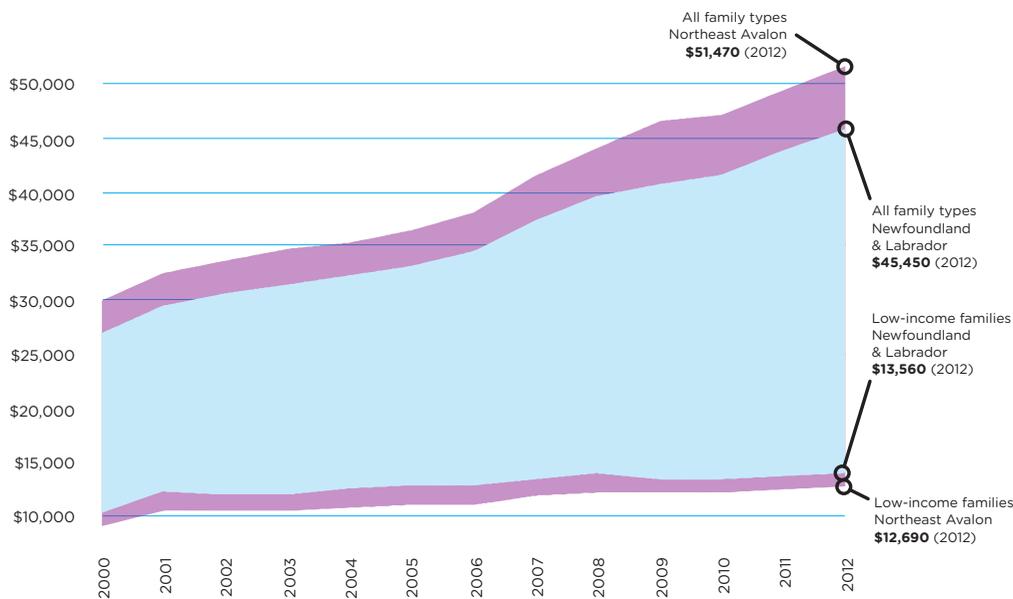


"Some of the most important things they learn are to believe in their own abilities in completing a task."

"Our character and resolve have been tested, and the residents have risen to respond."

## Gap Between Rich & Poor

All family type median income vs. low-income family median income, 2000-2012, Northeast Avalon and Newfoundland & Labrador



The gap between median incomes of all families and low-income families is widening, with high earners' incomes increasing at a much faster rate than low earners in all parts of the province, but much more-so in the Northeast Avalon. (StatCan)

# Safety

Newfoundland & Labrador has traditionally felt like a place where you can leave your front door unlocked. But in 2014, is this changing?

## Tessier Park Neighbourhood Association

In a St. John's neighbourhood plagued with crime, people are coming together to improve quality of life in their area.

Tessier Park is a neighbourhood full of brightly-painted row houses and duplexes along the steep streets that slope toward the downtown core of St. John's. The area is home to a mix of artists and oil executives, long-time and short-term residents, families, social housing residents, and students.

However, the downtown St. John's neighbourhood has also long been plagued by drug and sex trafficking, violence, and other criminal activity.

This history of violent crime came to a head in 2013, when a local resident was murdered in a home on Tessier Place—allegedly the victim of a drug deal gone bad.

In response, instead of retreating in fear, the residents of Tessier Park reached out to their neighbours and formed the Tessier Park Neighbourhood Association.

"Our character and resolve have been tested," says organizer Mark Wilson, "and the residents have risen to respond."

The group organized community clean-up events, focusing on a small green space in the neighbourhood that had been a site frequented by intravenous drug users. They also formed a Neighbourhood Watch association and are working to involve more people from the area in neighbourhood activities.

Despite the unfortunate circumstances that initially brought the group together, resident and community organizer, Mark Wilson, is positive about the neighbourhood's future, and knows there's a lot of work ahead.

"Can we all do more? Come walk Livingstone Street and make up your own mind," he says. "Have we been able to make a concrete difference in our neighbourhood? Yes." ♦



Chief William Janes

RNC CHIEF OF POLICE

According to Statistics Canada, St. John's has one of the highest crime rates among the country's metropolitan centres.

But Royal Newfoundland Constabulary Chief of Police, William Janes, says that statistic doesn't paint a complete picture.

"The Violent Crime Severity Index (CSI) showed an increase of 9 per cent from 2012 to 2013," says Janes. "This was due to the St. John's area having three reported homicides in 2013 with none reported in 2012. Incidents of homicide significantly impact the violent CSI. There have historically been one to two incidents of homicide in the St. John's area per year."

Janes also noted annual decreases in break-and-entries, violent crimes, and motor vehicle thefts. ♦

### Crime Rates

Number per 100,000 people, 2013

	Canada	Newfoundland & Labrador	Northeast Avalon
Overall	6,268	6,835	7,545
Violent Crime	1,147	1,424	1,541
Property Crime	3,304	3,646	4,346
Traffic Violations	407	401	603
Car Theft	217	100	106
Sexual Assault	76	76	60

### Police Officers

Number per 100,000 people, 2013



248



191



231

The overall crime rate in Newfoundland & Labrador is higher than the national average. This is especially true in the St. John's Metro Area, where the overall rate is 20 per cent higher than the national average. (StatCan)

# Thank You

## Acknowledgements

### Research Sources

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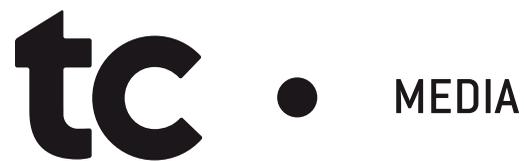
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### Case Study Subjects

King's Point Pottery  
Going Off, Growing Strong  
CREST Bus  
MUN Med Gateway  
Tessier Park Neighbourhood Association  
Habitat for Humanity NL  
Town of Branch  
Indian Bay Ecosystem Corporation  
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