



THE SALTWIRE **DEEP DIVES**

by SALTWIRE
NETWORK

The Inspiration

The SaltWire Deep Dives series was inspired by the global movement toward slow journalism — nuanced, high-quality, curiosity-driven reporting for people who want more than the daily news grind. So we asked ourselves:

“How can our journalism deepen Atlantic Canadians’ understanding of their local communities, their region and their province? ”

The Goal

The overarching goal of this series was to decode some of the most important issues shaping Atlantic Canada. Rather than simply articulating what is happening, we sought to uncover the solutions being worked on and hear from those working for change.

This initiative was also about giving our journalists a sandbox to learn about and practice Solutions Journalism. This was a concept new to many of them and rather than simply teach the concept, we wanted a project that allowed them to learn on-the-job.

Another critical goal of Deep Dives was to bring teams across the SaltWire Network together. The newsroom teams are geographically dispersed and have rarely collaborated. For Deep Dives, we created nine cross-network teams, with rotating lead editors.

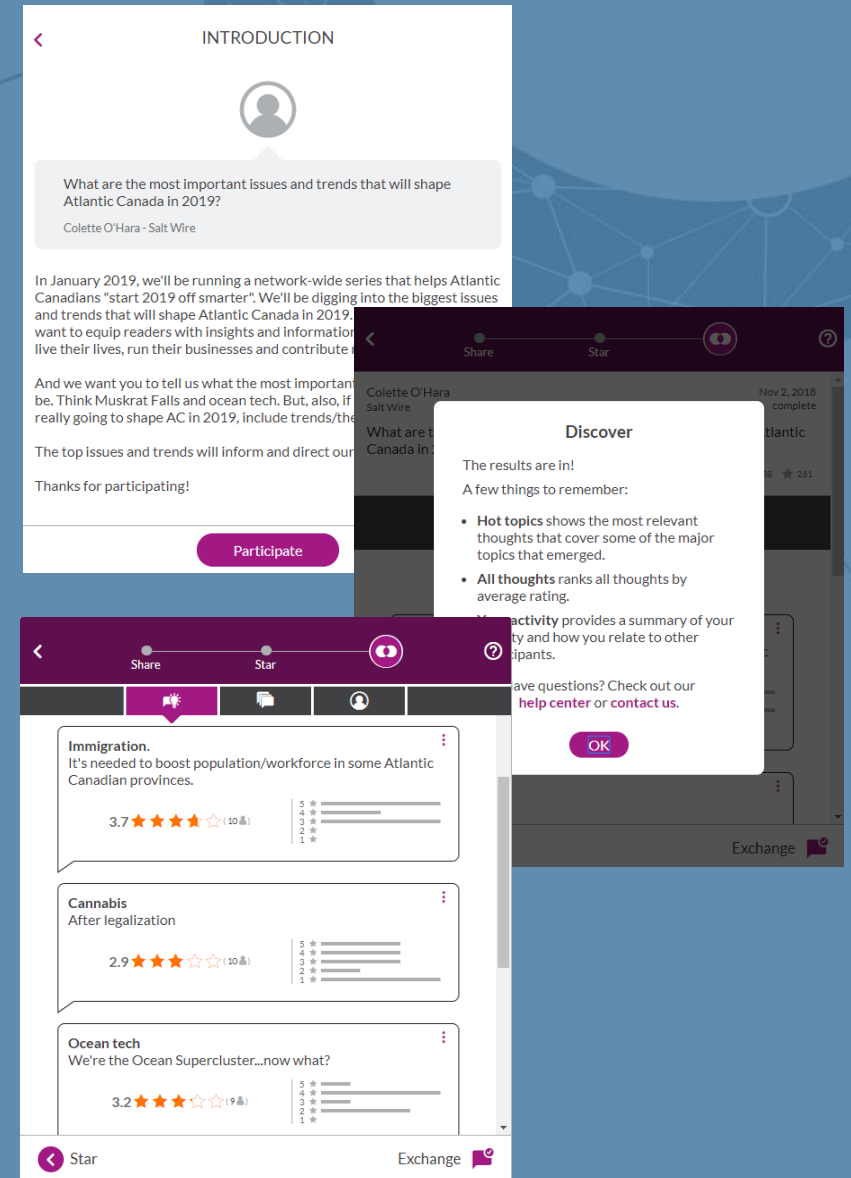
We wanted to remind our existing readers why local journalism is important and to demonstrate to prospective readers that we offer highly relevant and beautifully designed news.

Crowd Sourcing the Topics

To identify the main issues our region faces from perspectives of all three provinces we represent, we involved our team of 100 journalists through an anonymous feedback and polling tool, [ThoughtExchange](#).

Journalists were invited to submit their suggestions, and vote on their colleague's suggestions to help us identify the top nine issues shaping Atlantic Canada in 2019.

In total, we received 38 topic suggestions and received 261 ratings on these suggestions. Our senior editorial staff compiled the topics with the most votes and discussed possible story angles and determined the nine topics we would explore over the next 10 months.



What We Built

- A 10-month Solutions Journalism series aimed at decoding nine of the major issues affecting Atlantic Canadians in 2019.
- A consistent two-page spread, appearing every Friday in all five of our daily papers for 10 months, setting the conversation across all three provinces we represent.
- Serialized longform, multimedia storytelling designed for mobile readers.
- An opportunity for our journalists to team up.
- A predictable ritual for our audience to engage with each and every Friday.
- Peer-to-peer solutions journalism support and cross-newsroom teams.
- Design-first print presentation.

Design-First Print Presentation

For the first time, our creative director worked directly with our page design team to elevate and enhance the content, developing a template that could be used weekly across our five daily print publications. The template included word counts, page elements and design assets that allowed the team of journalists working on each topic to build their own “recipe”, while maintaining consistency across our publications and provinces.

Our strategy was simple: disruption. These were important topics to our local communities and worthy of attention. We wanted to ensure our readers didn't just gloss over the editorial, rather they trip on it, stop, pay attention and notice we're delivering the news in an entirely different way than they are used to.

We didn't want our series to look, feel and read like the usual sea of grey our readers are accustomed to. Using bigger pictures, larger pull quotes and a custom grid system completely unique from our regular page design that made the pages pop for our audiences.

Content Strategy

Consistency.

Each of the nine topics were addressed in a standardized format with the story building week-after-week, appearing in print every Friday (for four to five weeks) in all five of our daily publications.

Innovation.

Each topic was explored through alternative story formats, data and visuals utilizing the design-first presentation established for our series.

Templated.

Due to our publications spanning three provinces, and multiple teams, it was important we provided weekly page design templates to the project teams assigned to each topic. These templates included word counts and story elements like timelines, photography, data and style guides.

Content Strategy

Sequencing.

Every week built on the one previous and a common tone and manner was used throughout.

Week 1: The primer. Our scene-setter spread identified the key players and key issues within the topic.

Week 2: The strategy and keys to success. We helped our audiences understand the driving forces behind each topic — the background, key considerations and the barriers to change.

Week 3: Key voices. This spread aimed to shine a light on the multiple perspectives at play and dig deeper by telling personal stories of change, triumph, courage and adversity.

Week 4: Connecting the dots. Week four closed the loop on our reporting and delivered a solutions-oriented overview and insights on where to go and what's at stake.

Week 5: Originally intended to run these as 4-part series, reader feedback and story development resulted in many of our topics extending into 5-part series.

Some of the Questions we Asked

Throughout the story development we used a series of questions to guide our direction, checking in with ourselves throughout the writing process to ensure we were addressing the following with each of our nine topics:

- Does this strengthen accountability and prove problems can be addressed?
- Does it show that problems seen as unavoidable can be solvable?
- Did we put a fine point on the issue or question of concern?
- What's missing from the public understanding? Is there a lack of awareness about the problem?
- Who is doing this better?
- What questions do you have that make you uncomfortable?
- What should we all just stop debating and agree on?

The Topics

- 1 – Doctor Shortage in Atlantic Canada
- 2 – Employment After Immigration
- 3 – Economic Impact of Climate Change
- 4 – Rural Renaissance
- 5 – Caring for Seniors
- 6 – First Nations Success
- 7 – Opioid Crisis
- 8 – Next Generation
- 9 – Cannabis Legalization: One Year Later

Topic 1:

Doctor Shortage

The issue:

One in four Atlantic Canadians (175,000 people) don't have a doctor and doctor shortages in our region date back at least a quarter century, or longer in some provinces.

The questions we asked:

- What does health care delivery and all of its challenges look like for the homeless, refugees, disabled individuals and the LGBTQ community?
- What alternative clinics are out there and what do they offer the community at large?
- How many patients do most doctors have? Why can't they take on more?
- Where's the money at in medicine?
- What is the workload for doctors?
- Cynicism in the practice - when does that come in?
- What are the risks people are taking as a result?
- What barriers/redundancies exist with medical infrastructure?

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Throughout our first Deep Dive, we received so much feedback and social engagement on this topic we extended our planned four-part series to include a final wrap-up in week five and continued this throughout many of our following Deep Dives.

Topic 2:

Employment After Immigration

The issue:

Immigration is key to our economic and population growth. Attracting newcomers seems easy enough, and is leading to population growth in our region, but getting them to stay appears more complicated. Finding employment — jobs to create a life here — is a big factor.

The general public still needs a lot of education on the value of immigration in Atlantic Canada; many of us don't appreciate the values/strength that a multicultural society offers.

The questions we asked:

- Why can't trained architects and doctors practice here?
- What supports and information are in place?
- What's it like getting a job here? (non-transferable accreditations, language, social barriers).
- What are their barriers in finding work?
- What are the obstacles in hiring them?

Week 5:

THE SALTWIRE DEEP DIVES EXPLORING EMPLOYMENT AFTER IMMIGRATION IN ATLANTIC CANADA

THE WRAP UP

HEARD AROUND THE WEB

OUR SOCIAL SITES WERE BUZZING WITH OPINIONS AND FEEDBACK ABOUT THIS ISSUE. HERE ARE JUST A FEW OF THE COMMENTS THAT CAUGHT OUR ATTENTION.



A SOBER REMINDER

Tareq Hasha's is a newcomer success story. The support and welcoming he and his loved ones experienced are leading to great things — for his family, the community and the economy. Peace By Chocolate is an example of what's possible. For more such success stories to happen, and for a brighter future in Atlantic Canada, the community at large needs to appreciate and embrace the value newcomers can bring. While compiling this Deep Dive on Employment After Immigration, we had a sober reminder that anti-immigration and hate are very real. The March 15 massacre of 50 people at a mosque in Christchurch, New Zealand, was committed by extremists who were anti-immigration and anti-Muslim. These sentiments, this hate, have no place in Atlantic Canada, or anywhere else. As economists, policy makers and pundits tell us, if this region is going to survive and prosper, immigration is essential. Hopefully, this series has enlightened some who doubt that.

WHAT OUR JOURNALISTS LEARNED

BY SAM McNEISH

QUESTION: WHAT'S THE BIGGEST GAP BETWEEN CHALLENGE AND SOLUTION?

From the conversations I had with employers and groups representing immigrants and refugees, I think the biggest problem is society itself. In some places, there is acceptance of new people seeking to make a new life for themselves. And then there are those of the old school who want things to stay the same. The broad thinkers are the ones who will help make any of these programs work... and we need more of them. I feel it needs to be — as we are now a global community. The people I talked to have their vision, but there are also a lot of people out there who like to complain, many of them themselves, and dismiss these initiatives.

QUESTION: WHAT STUCK WITH YOU AFTER YOU HIT SUBMIT?

I can't believe that with all the kind and caring information and networking that is abundant around the globe, that we, as human beings, wouldn't want human beings to be kinder, nicer, gentler and of course more accepting of all races and cultures. As individuals, we are taught right and wrong, likely before we hit the age of 10, and then we make smart and intelligent choices. Why, in this situation, does that teaching go out the window?

QUESTION: WHO OR WHAT WAS A STANDOUT SUCCESS?

The people who stand out in this series for me are the ones who have taken the time to help educate and employ immigrants to help them get a fresh start in life. People like Jason Apple of Apple Computers and American and Russ Mallard, president, Atlantic Beef Products, the two folks at Rutherford Learning Program, and those with the Immigration Services Association of Nova Scotia and the Association of New Canadians in N.S. John's and District Area of Ocean Group Canada Ltd. in St. John's and P.E.I., were all valuable assets in explaining the plethora of issues immigrants and refugees face, not on a daily basis, but sometimes minute to minute. And there are just the people I have spoken with. The newcomers, experts and policy makers featured all pointed a vivid image of what needs to be done to enact change.

BY ANDREA GUNN

QUESTION: WHAT'S THE BIGGEST GAP BETWEEN CHALLENGE AND SOLUTION?

It seems to me like there's no one real cohesive idea about challenges and solutions in attracting and retaining newcomers — because immigration is such a varied and complex area it's difficult to pin down one or even a few particular areas. Instead, the issues (and associated solutions) vary from person to person and community to community. But as shown by my sources, that doesn't mean we can't identify areas where we are lacking — whether those areas are policy based, or larger societal shortcomings — and work towards doing better.

QUESTION: WHAT'S THE ONE PIECE OF RESEARCH YOU EXPECTED TO FIND, BUT DIDN'T?

It wasn't so much research but I found a lot of the people I interviewed, though quite well versed in the topic as a whole, focused a lot on anecdotal evidence and broad topics like. As a political reporter and someone who thinks rather analytically, I like looking at specific policies and their implications, especially since that was the initial aim of my story. I was hoping more of my sources would be able to say "this subsection of the Immigration and Refugee Protection Act is problematic because of A, Y or Z and these are the changes we need to make to fix it." I think what that shows is that the issues facing attracting and retaining immigrants, a large and complex topic, are more legislative in nature and less focused on a particular policy or law.

QUESTION: WHO DID YOU TRY TO INTERVIEW, BUT DIDN'T GET TO?

The one type of person I really wanted to interview was an immigration lawyer, one in particular but anyone who was really well-versed in the particular challenges that exist in Atlantic Canada would have been great. A lawyer would have been a good addition to the immigration story as they could really shed light on very specific issues with immigration law that cause roadblocks for those who want to make Atlantic Canada home. I had an interview we set up with one very highly regarded immigration lawyer but we kept having to reschedule, and other calls I put out to other lawyers were not returned.

7/06/2020

A long-term goal of 2016's Atlantic Growth Strategy is to attract 1,000 newcomers to the region by 2020.

JOBS FOR EVERYONE

"Canada, for whatever reason, do not seem to want to exist in the kitchen anymore." — Joe McGowan, Irishman

Topic 3:

Climate Change

The issue:

We know our world is changing. Weather events are more frequent and violent and it's a fact, sea levels are rising and waters are warming. So what does that mean for the Atlantic Canadian economy?

The questions we asked:

- What's missing from the public understanding?
- How does the warming ocean affect the fishing industry in Atlantic Canada?
- How does unpredictable weather affect our agriculture exports and food security?
- What seasonal jobs are being disrupted?
- What are the quick solutions? (Are we researching new fishing stocks?)
- How do we as a region evaluate our policies and laws to adjust for climate change?

THE SALTWIRE DEEP DIVES

THE ECONOMIC IMPACT OF CLIMATE CHANGE IN ATLANTIC CANADA

PART THREE

DOLLARS AND DEGREES

BY IAN FAIRCLOUGH,
KATRY JOHNSON,
COLLIN MACLEAN
AND STEPHEN ROBERTS

THE FINANCIAL COSTS OF CLIMATE CHANGE AND EXTREME WEATHER TO ATLANTIC CANADIANS ARE BECOMING MORE APPARENT WITH EVERY SEASON. FROM MILLIONS OF DOLLARS IN DAMAGE TO CROPS BY LATE FROSTS, TO THE GROWING PRICE TAG TO REPAIR STORM DAMAGE AND DEAL WITH COASTAL EROSION, THE BILL IS STARTING TO ADD UP.

MILLIONS DISPLACED

Since 2008, an average of 26.4 million people worldwide have been displaced from their homes by natural disasters – equivalent to one person every second.

- International Association of Insurance Supervisors

BILLION DOLLAR LOSSES

Global economic losses from natural disasters in 2017 amounted to US\$45 billion – the second highest annual figure ever. Eighty-three per cent of the losses were concentrated in North America.

- International Association of Insurance Supervisors

IT'S GETTING WORSE

Total economic losses from hurricanes in 2017 were nearly five times the average of the preceding 10 years. Losses from wild fires were four times higher, and losses from other severe storms were 60 per cent higher.

- Aon Refford risk, retirement and health consultancy firm

TALLYING THE HIDDEN COSTS

Economists on the economic impacts of climate change naturally tend to change such as forestry, agriculture and fishing. But there are others, hidden, economic costs, says a Saint Mary's University professor.

Kate Ervine, of the university's school of the environment, says with climate trends and the increased levels of destruction from extreme weather events, "what they're talking is coming is getting more certain every year. I think with that, we're getting better data on what the economic impacts are going to be."

"She says the bit of what's a little scaring, but there are many lessons that don't always come to mind in discussing the economic costs of climate change."

"When we talk about the health impacts of extreme heat, it doesn't necessarily have a climate change price tag on it," she says.

Her words, like the one that killed more than 30,000 people in Europe in 2003, can put more people in the hospital, leading down an already overcrowded health care system.

"That's one of those hidden costs. When you have public health-care systems that are already struggling because there isn't adequately funded, and then the numbers begin to increase because you have more of the extremes in heat, or you have droughts and the spread of epidemic disease or people who are injured in these situations could become they can't afford the persons that are coping with it," she said. "It's another cost that we haven't fully comprehended at this point."

EXTREME WEATHER, EXTREME DAMAGE

With wildfire, hurricanes and flooding happening on a global scale, Ervine says insurance companies "are beginning to see climate change as a major factor in how their business model becomes they can't offset the persons that are coping with it."

"We're actually getting up into the billions of dollars when we think about the cost that isn't yet adequately captured in climate change costs," Ervine says.

The spike in damage to coastal towns has been especially apparent since the 2017 Atlantic hurricane season in the United States, where two had hurricanes Harvey and Irma and Maria, it was absolutely devastating, and some studies now put the cost at roughly \$300 billion for those three events combined.

The sets a lot of insurance companies also provide agricultural insurance, and are valuing less because of payouts for crop insurance following extreme heat events.

80% OF DISASTERS CLIMATE RELATED

Revised by the World Meteorological Organization

In 2017 and 2018, new research revealed that 80 per cent of natural disasters between 2010 and 2015 were in some way climate-related.

Some researchers estimate that climate change.

Damage to houses can be a hidden cost; also, crops, because "we often hear them individually. If there's flooding in your house, or the high winds are taking down trees, we need not to put the climate change price tag on it, but we know there is a connection there in terms of the increased frequency of those types of events."

Economically, the cost of climate change is growing every year. "And it's really going to get worse," she says.

"What scenarios have an average of raising the global air temperature to 1.5°C to 1.8°C. Global warming of 1.5°C will cause a 15 to 25 per cent reduction in net per capita global economic output by the year 2050. At the decrease of 1.4°C, the reduction is more than 30 per cent."

"We're talking about trillions of dollars in damages to economies," Ervine said.

HIDDEN COSTS – THE SMALLER PICTURE

William Spurr knows that climate change is costing him money, but it's not in the obvious ways.

Last year, the Spurr Brothers Farm in Annapolis County, N.S., lost half its corn crop and saw three-quarters of all its hectares of apples wilting during a late frost in June. In July, water in the system and heavy rains in the fall.

"It helps that we're very diversified, having apples, having potatoes, having onions, having carrots, having sweetcorn. Nothing did grow. A couple of things did, but we had a couple of other things to help us out," Spurr said.

But the financial impacts aren't limited to crops for the farm. Fewer crops meant fewer people being brought in to work on and harvest them.

"We had about half as many workers as we normally do," Spurr said, noting that there was no money being spent on the land area.

Some of the dates or as temporary foreign workers who couldn't be brought on for the rest ended up working on other farms.

"We wanted to make sure they were able to do that, because we didn't want their families to not have as much," Spurr said.

There weren't any new orders in on October farm, and wasn't he coming back. That means new workers will have to be hired and cover spring planting days.

Fewer farmers in winter would be ideal, Spurr said.

"The economy is getting a little more uncertain than what they have been. The flow is getting heavier, the rain are going heavier [and] it's just everything. If that was all divided out we'd be OK."

But if those conditions became the norm, as climatologists are predicting, without drastic climate action, Spurr and his family to start looking at new crop options.

"We've been growing Superior (potatoes) forever. We may have to look at how they're growing down south because they are realized that that... Nova Scotia grows some of the best flowering [potatoes], northwestern, and it's because of the temperatures. The flowerings that's like hot, but weather. That's the real thing, and if we keep getting that his weather we may have to grow more Idaho. They like the heat," he said.

With the climate and weather changing, he said, the

farm has to prepare for all possibilities.

"We might have to move on water and irrigation, it's really going to be huge," Spurr said.

"They keep on saying the word drought, and I totally agree with that. We're seeing drought almost every summer now."

"They keep on saying the word drought, and I totally agree with that."

"We're spending more every summer now."

"While spending more on irrigation, the farm is also spending more to prevent the frequent heavy rains from washing out fields and crops. And with the possibility of more loss from the 2018 dewatering cold snap, "we may have to look at something like wind machines, or water for the grapes, which we have never even looked at before."

The water would save the blossoms to prevent from damage, similar to how farmers protect tomatoes.

"With berries, it's just open a little smaller growth, what you're dealing with trees, that's why we're becoming farmers," Spurr said.

"That's not a small cost."

CANADA NOT RISING

Costs of climate change could increase about \$3 trillion per year by 2035 in Canada, and thousands of jobs in the energy sector could be lost by 2035, according to a report from the Government of Canada.

FEELING THE HEAT

Between 1970 and 1990, the federal government used an average of 130 million cubic metres of water to dissipate heat, valued at 124 million. By cutting the Parliamentary Budget Office estimates that weather events connected to climate change over the next few years will cost the federal government \$105 million annually.

CLIMATE CHANGE EMERGENCIES

One by one, municipalities across Canada are declaring climate change emergencies.

Informed by actions by the United Nations Intergovernmental Panel on Climate Change (IPCC) Special Report on Global Warming of 1.5°C, released last October, with the early warning that action needs to be taken now, municipalities are sharpening their pencils to further reduce carbon footprints to reduce their carbon footprint.

"We – along with all residents of planet Earth – are faced with all climates of planet Earth."

The IPCC developed constitutes an emergency for HMMA.

The IPCC report highlights a number of climate change impacts that could be avoided by halving global warming by 1.5°C compared to 2°C in the future. For instance, by 2100, global sea level rise would be 176 centimeters lower with global warming of 1.5°C compared with 2°C.

The likelihood of an Arctic Ocean free of ice in summer would be once per century with global warming at 1.5°C compared with at least once per decade with 2°C.

Overall results would be that by 70 to 90 per cent with global warming of 1.5°C, whereas virtually all would be lost with 2°C.

THE SALTWIRE DEEP DIVES
THE ECONOMIC IMPACT OF CLIMATE CHANGE IN ATLANTIC CANADA

PART FOUR

WHAT EVER WEATHER

BY STEPHEN ROBERTS

LATE FROSTS, SUMMER DROUGHTS, WETTER WINTERS, SPRING FLOODS — THE INCREASED VARIABILITY OF OUR WEATHER IS ONE OF THE BIGGEST CLIMATE CHANGES TO HIT ATLANTIC CANADA SO FAR. AND FOR MANY OF YOU, WHERE YOU LIVE WILL ALSO AFFECT HOW THE WEATHER AFFECTS YOU.

GLOBAL POOL DECLINE

A 2.5-degree increase in temperature is likely to result in a 2.5 to two per cent decrease in gross domestic product globally, with higher losses in most developing countries. — United Nations

HIGHER PROJECT COSTS

Making development projects more resilient to climate impacts is expected to increase project costs anywhere between five and 20 per cent. — United Nations

DEVELOPING COUNTRIES

The true cost of adapting to climate change in developing countries could reach up to \$300 billion per year in 2030 and climb to \$500 billion per year in 2050. — United Nations

THE FORECAST CALLS FOR CHANGE

Increasing year-to-year variability in the environment is one of the biggest changes we have been seeing in Atlantic Canada, according to a review conducted by the Atlantic Council of Canada.

This includes not only the temperature, but things like variability in the freshwater outflow, and the amount and timing of ice coming out of the Arctic, says Dr. Pierre Pepin, who has studied climate change and population dynamics for most of his career.

Pepin explains the difference between climate and the weather when discussing climate change. The fact that people have a tendency to confuse weather is happening in a particular weather system to climate change, but when that is a probably a combination of climate change and weather.

Variability, Pepin explains, refers to how much the weather can vary from a designated period of time to the next. Increasing variability means it has become more difficult to predict the weather based on previous, as well as an increase in the occurrence of extreme temperatures and weather events.

"Generally, in the past, you could say if I lived west of St. John's, you could say this winter was going to be the next that different," he explains. "Well, now, it's becoming much more difficult to say how similar or different the winter from one year to the next is going to be."

For example, winter storms in recent years have been a little bit more severe than in the past, says Dr. Lawrence B. Coffin, an expert on the Gulf of St. Lawrence and St. Lawrence Bay.

According to Pepin, what has made the weather more severe more unpredictable is an increase of energy, created by global warming, in the system.

"These kinds of weather events become even a lot harder to come to because there's more energy in the system, because the planet is warming there's more energy in the system," he explains. "And when you have more energy in the system, your ability to predict how what happens in one part of the world will influence what happens in your part of the world becomes more difficult."

Dr. Nicola Cunniff, head of geography at Memorial University in St. John's, agrees.

Cunniff said the increasing weather variability that Atlantic Canada is going to be a harder for the public to deal with because of the weather.

For example, he explains that if you know every year you were going to have less snow than the last, then you can prepare accordingly for that.

But that's not how climate change works.

Instead, the amount of snow we receive each year may fluctuate; one winter may feature heavy snowfall while the next may be a snowless winter.

It is totally unpredictable.

That's going to make adapting more difficult for businesses who depend on the snow, for example, or sectors who are trying to budget how much to spend on snow clearing.

ADVICE:
Dr. Pierre Pepin is senior vice president with Fisheries and Oceans Canada.

BELOW: A boat built specifically for the waters of the Gulf of St. Lawrence in the 1930s off the coast of St. John's.

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PESTS, PATHOGENS AND NEWCOMERS

With generally warming trends, Atlantic Canada is likely going to see more new fairs in future — some visitors, some not so much.

While the island of Newfoundland tends to be more isolated, in an ocean, from pest and pathogen emerging from the south, the same is not true for the Maritimes.

In places like New Brunswick, where there's a direct connection to the south, Memorial University's Norm Cunniff says he's seen birds fly over the ocean from the U.S. to the Maritimes. Cunniff says he's seen birds fly over the ocean from the U.S. to the Maritimes. Cunniff says he's seen birds fly over the ocean from the U.S. to the Maritimes.

One of the main issues here is the issue of pests and pathogens. When West Nile virus has been found within the bird population.

The virus being in the bird population does not mean humans will get it, he explains, but it does mean the presence of it.

In Newfoundland, cases of birds carrying Lyme disease and West Nile virus have been reported on the Avalon Peninsula; however, no humans have contracted it yet.

Cunniff adds that while this is not endemic to Newfoundland, the moment, if the summer continues to warm, the presence may start to see it more frequently.

West Nile virus is contracted by the blood, either from a mosquito or from a blood transfusion.

The European green crab has made an appearance, making its way further north with the warming Gulf Stream. The Department of Fisheries and Oceans says the "European green crab is one of the most invasive species in the world."

The crab is a large, hard-shelled crustacean which is highly resilient, compared to other species, and it's highly adaptable to different environments. It's also a voracious eater of the native species.

It's the Gulf Stream, which is a warm ocean current, that's bringing the crab north.

Cunniff says the crab has the potential to make its way further north, up to the Northern Peninsula.

Changing ocean temperatures could mean a lot of new warm water species further north and much colder water species.

You could see an increase in the northern range of something like trout, it's also to come.

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99%

KEEL BLEACHING
Recent estimates suggest that 99 per cent of keel bleaching may result in 10 per cent of keel bleaching in 2040.

SPECIES THREATENED
Climate change is a leading threat to biodiversity. Species that are most vulnerable to climate change include: marine mammals, birds, fish, and plants.

TEMPERATURE RISE
Marine life is most vulnerable to warming. A rise of just 1.5 to 2.5 degrees could increase the number of species that are vulnerable to warming by up to 10 per cent.

SEA-SURFACE TEMPERATURES
In 2010, the Arctic Sea, St. Peter Bay, and the Gulf Stream had their warmest and coldest temperatures on record. The St. Lawrence Gulf had its warmest and coldest temperatures in 2010.

HAVE YOUR SAY

Have your say, build on the report, and let us know what you think about the findings of the report. We want to hear from you.

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DIFFERENT STROKES FOR DIFFERENT FOLKS

A lot of what Atlantic Canadians can expect from climate change in the coming years is going to be depend on where they live.

Line along? The weather/climate change impacts are likely going to be different from that of you're in the north.

Dr. Nicola Cunniff, head of geography at Memorial University in St. John's, explains that the climate change impacts are likely going to be different from that of you're in the north.

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Dr.

Week 5:

THE SALTWIRE DEEP DIVES THE ECONOMIC IMPACT OF CLIMATE CHANGE IN ATLANTIC CANADA

PART FIVE

CONNECTING THE DOTS

BY IAN FAIRCLOUGH,
KATHY JOHNSON,
COLIN MACLEAN,
STEPHEN ROBERTS

CLIMATE CHANGE IS ALREADY CHANGING THE LIVES OF ATLANTIC CANADIANS, BUT WHAT CAN WE DO TO STOP IT, OR ADAPT TO IT, OR SOFTEN THE EFFECTS? WE ASKED PEOPLE FROM ACROSS ATLANTIC CANADA WHAT THEY SEE AS THE BIGGEST IMPACTS ON THEIR OWN LIVES AND WHAT – IF ANYTHING – CAN BE DONE TO DEAL WITH THEM.

TIME IS MONEY

The cost of inaction is greater than the cost of action: climate change could cost Canada \$21 billion (\$43 billion per year by 2050).
— Government of Canada

CONSUMER DEMAND

The global market for low-carbon goods and services is worth over \$5.5 trillion, which is projected to keep growing at a rate of three per cent per year.
— Government of Canada

EFFICIENT SAVINGS

Residential energy efficiency improvements could save Canadians over \$25 billion in energy costs in 2015, an average savings of \$869 per household.
— Government of Canada

BUILDING NET-ZERO

Federal, provincial, and territorial governments will work to develop and adopt increasingly stringent model building codes, starting in 2020, with the goal of net-zero energy model building code by 2050. These building codes will take regional differences into account.
— Government of Canada

AN AFFORDABLE OPTION

Construction costs for net-zero energy buildings have dropped 40 per cent in the past decade, and they are continuing to fall. Estimated operating costs for a net-zero energy-ready house is 10 to 20 per cent less than a typical house, depending on region, fuel type, and occupant behaviour.
— Government of Canada

EYES ON EMISSIONS

The transportation sector accounted for about 23 per cent of Canada's emissions in 2014, mostly from passenger vehicles and freight trucks. Transportation emissions are projected to decline slightly by 2020 if no further action is taken.
— Government of Canada

FOCUSED ON OUR COASTS

Governments at all levels are looking at coastal areas in Atlantic Canada vulnerable to rising sea levels, extreme storms and ocean waves, through both existing programs as well as new initiatives.

The Department of Fisheries and Oceans (DFO) 2012 risk assessment on climate change identified rising sea levels as one of the major factors that Atlantic Canadians will have to deal with in the next decade.

DFO senior oceanographer Pierre Pepin says it's a problem the region is already facing.

According to Pepin, rising sea levels, in and of itself, is not necessarily critical yet, however, there are situations where, when combined with a storm surge, a greater wall of water may come over your shoreline, eroding houses. And it doesn't help that storms are becoming more unpredictable.

Pepin says we are seeing different kinds of storms at seasonal times of the year and season, and they have become more frequent, causing more damage.

Such often as reports of extensive erosion as a consequence of a changing of a bank or something like that. Pepin explained, "Often, those things are consistent with what we would expect under increasing sea level rise, storm surge, and so forth."

COASTAL PROTECTION ACT

Pepin points out that the steel coast highway program under DFO has a 20-year plan to reinforce dunes, breakwaters, and other infrastructure to protect shoreline from sea level rise and stronger storm surges.

Improving coastal infrastructure, he says, should be one of the major things to mitigate the effects of climate change. He also says we have to step back as close to the river.

Other initiatives are underway. In Nova Scotia, a new Coastal Protection Act is in the works.

Bill 195 was introduced on March 12 by N.S. Environment Minister Margaret Miller. It received a second reading on March 14 and was read out to the committee on law amendments, the next step in the process.

During second reading, Miller said the Coastal Protection Act "will set out clear rules for what can and can't be done in coastal protection areas... it will ensure new development in our coastal protection areas takes climate change into account in the planning stage... The legislation is not about having government move existing buildings. It's not about building breakwaters or retaining walls. Instead, this legislation deals with future construction and it's meant to prevent future problems from happening to someone's house, business and cottage. We can't change the past, but we can ensure that new construction is built in safer places where it's not at a high risk of flooding or coastal erosion."

For the fisheries, "any kind of business that needs the coastal protection, say it's a fish plant or it's a fisher that

needs to have his wharf and have access to the ocean, those all would be exempt as well from the program," said Miller.

IMPACT OUTLOOKS

Moving away from the ocean, dealing with impacts on our fisheries is a tougher challenge. "While scientists have been tracking the trend of warming waters, longer seasons and higher acidity in some parts of the region, the full impacts on maritime species is hard to project."

Regular stock assessments may show the health of a specific species is decreasing but identifying specific causes for such changes is hard.

"How much of that (change) is due to climate change and how much of that is due to the ocean's dynamics in itself – because one species may be coming up while the other species may be coming down – that's still unclear," Pepin says, adding that alterations in stocks take time to detect.

Therefore, he advises that strategizing about how to manage specific species should switch to a medium-term outlook of about three to five years, instead of the short-term of one to two years.

"That's not going to take their livelihood or in the short-term and so I think it's better to be realistic about the opportunities people have about the availability of resources, how productive the system is, and having managing strategies that aim to be more strategic," he said. "I think what needs to be in people's minds is that changes are not immediate, they're more gradual. They take a decade, five to 10 years, to occur."

"While opportunities may arise for some species, such as lobster, they may not recover fast enough to offset the decline of other species."

And harvesters may suffer.

"During that period, if the stocks you're relied on in the past are going down and the stocks that you would like to rely on in the future haven't reached levels where you can compensate for that, then there may be some challenges there," he said.

HOW CAN WE HELP

While some of the specific impacts may be area-specific, species or even industry-specific, Memorial University geographer professor Steve Coffin says people should also keep the bigger climate change picture in mind and look for solutions.

"When it comes to mitigating the emissions of greenhouse gases, Canadians need to reduce their carbon footprint and not major emitters. Individuals reducing their carbon footprint are not going to make a substantial difference as climate change is more broadly a societal problem."

But that doesn't mean you should do nothing.

"You can always come back to the argument that if each person does something, then that's better than each person doing nothing," Coffin said.

You can get using disposable plastic bags, drive less, or use energy-efficient appliances. For example, "If you change the total amount of gas paid in by the house as a whole by a very large amount," he said, "then it does mean that that you are making a contribution and you can perhaps influence other people, politicians, other countries, whatever, to also start making contributions."

Around Atlantic Canada, people are coming to grips with what climate change means for them. Like the weather, it varies from place to place – from a coastal town worried about erosion and storm damage, to a church minister grappling with a transportation dilemma. The challenges vary but the determination to find solutions does not.



JEAN LEUNG
CONCERNED ABOUT THE IMPACT OF RISING SEA LEVELS ON LOCAL FOOD SECURITY

"When I live, we did a quick survey of the value of agricultural products that grow down our road about seven years ago. At that point there was about \$12 million in agricultural products and services delivered to the short road I live on. That was just a few farmers. If you think about the impact of food loss on the cost of milk, the cost of poultry, the cost of Kentucky Fried Chicken, everything is going to be impacted if food is compromised."

"I put solar panels on the roof. It seems to me that that's a low source of energy... If we could reduce the use of electricity from coal-fired and oil-fired generators, if every single family had solar panels on their roof, that would make a huge impact. It's happening in other places, and the government has to get behind it and say 'we want this to happen.' I think that would make a big difference."

—Jean Leung lives in North Grand P.S., N.S., near Lunenburg, surrounded by fields that grow his food. He's a high school teacher some days, with current projections of a three-foot rise in sea levels because of climate change.



BARB GEORGE
WANTS TO WORKSHOP IDEAS ON HOW SMALL, COASTAL COMMUNITIES CAN COPE WITH WIND, RISING SEAS

"We all live by the coast, OK, and we've seen all the winds that we've had lately. All that is going to impact us. We have built our houses for winds of a maximum of 140 km/h, but the winds are going stronger than that. It could be by devastating for all those little communities. And if we get hit by high waves and our roads get washed, how many times will it continue, because we're all living next to the sea, before someone says, 'You've got to move.' Where do we move to? Do we move inland, or do we move to a community that isn't burdened on the coast? It's going to impact our property and it's going to impact everybody in the community."

"I think we need a workshop on climate change and the impact of wind and coastal communities."

I haven't really thought about it, but I know if we don't build better structures and if we don't build further back from the coast, as much as we like the ocean, it will be a problem.

—Barb George, mayor of Meads Brook, N.S., and the owner and operator of Duckman Lodge, an outdoor lodge on the Great Northern Peninsula.

UNIQUE CLIMATE CHANGE CHALLENGES TO COME

All four Atlantic provinces will face unique challenges in dealing with climate change.

NEWFOUNDLAND AND LABRADOR
Little water and means it is facing real food security issues.

NOVA SCOTIA
Will see increase in crop diversity potential in agricultural heartland of the Annapolis Valley (peaches) but this will take a lot of time to get used to.

PRINCE EDWARD ISLAND
Already facing problems from our long history of industrial production. Something I have to look out for is the decrease in profits that will take advantage of the changing climate, our reliance on our crop (potatoes) and P.E.I. lack of a hangover program, which is more environmentally friendly but creates opportunities for the poor.

NEW BRUNSWICK
Similar to P.E.I. in that a warming climate will bring some opportunities, but also more challenges in the form of new pests, diseases and severe weather systems.

—Barb George, mayor of Meads Brook, N.S., and the owner and operator of Duckman Lodge, an outdoor lodge on the Great Northern Peninsula.

MEG HODGES

TOWN COUNCILLOR WHO WANTS TO REIMAGINE RURAL TRANSIT



"For the personal economic costs, I feel like a frog in a boiling pot of water. It's just been happening, and it's large, happening, and I've never known it not to be happening. The (town) board that I sit on has been really devastating to my own crops that we grow. That really affected me food-wise because we grow quite a lot of our food and a lot of it was raised by fruit. That was really around where we had put all the money into making. Knowing that that happened to a lot of the large-scale farms, I just can't imagine the financial burden."

"The trying to make Kings Transit a better service and a more attractive service to people in Kings County to more people can be like that. They don't want to drive their cars and they can rely on our public transit. I feel like we need to have a completely different approach to transit and consider how we need to get the road away of Kings County serviced, not just the cars."

"She said her family buys local meats and vegetables to try to reduce emissions associated with trucking in food from mass producers from afar. It's more expensive, but we don't have the choice and we don't fly, we don't travel, so the things that we don't do in life we can make up for with really great food that we have locally. That's how, as a family, we try to reduce our impact."

—Meg Hodges, N.S., Counciling Hodges

ANDREW RICHARDSON

A MINISTER WHO IS ASKING MORAL QUESTIONS ABOUT THE CARBON IMPACT OF THE CHURCH



"To my current job I travel a lot by car and by plane, and at some point we, as a church, are going to have to look at that. What is the carbon cost of doing, for example? I fly a lot. I've been to Newfoundland in the past month. Can we keep doing that? As a church it is morally acceptable to do that? To the church, we're going to have to look at that."

"Currently, the United Church has some very interesting grants for churches who are retrofitting their buildings for green energy. So there are the things I think we're going to have to look at. We're going to have to reduce our footprint."

—Andrew Richardson, United Church of Canada minister and regional minister, P.E.I.

THE CHANGING LANDSCAPE

ATLANTIC CANADIAN FARMERS HAVE THREE MANTRAS TO LIVE BY: MANAGE, ADAPT AND DIVERSIFY. THESE ARE THE FEW THINGS THEY CAN MAINTAIN CONTROL IN AN INCREASINGLY VOLATILE ENVIRONMENT.

In the future, Atlantic Canada can expect slightly warmer average temperatures and faster growing seasons with the majority of the precipitation coming in three more months.

Daniel Burton is a professor at the Dalhousie Agricultural Campus in Truro, N.S., is focused on helping farmers prepare for the future.

"The big challenge, the major problem that agriculture in Atlantic Canada is going to face, is the variability of the climate. More intense rainfall, longer periods of drought, earlier frosts, later frosts. So our biggest challenge is agriculture is to take advantage of that opportunity of a changing climate being more variable," Burton said. "You're not in a control zone anymore."

Burton's latest work involves ways to manage and adapt farming to climate change by reducing greenhouse gas production by agriculture and increasing soil organic matter – the latter is more important than a farmer might realize, he said.

When living organic matter in soil will allow it to retain more moisture, prevent run-off and erosion and increase fertility.

"By increasing the soil organic matter content across Atlantic Canada, we can increase the resiliency of those systems to climate change," said Burton.

How do you prepare for something so completely outside your control as a long spring frost?

Burton's answer: Manage, adapt and diversify.

"How do you respond to a changing climate? Well, how does biology respond? It increases diversity. Biology always moves to diversity as a way to become more resilient. Resilience is a word you're going to be hearing more and more and more."

OPPORTUNITIES IN CLIMATE CHANGE

With a longer growing season, farmers can expect to



grow new crops they have not traditionally been able to raise. Potatoes are not traditional crops on P.E.I., but Island farmers went from planting just 700 acres of potatoes in 2014 to more than 8,000 acres in 2016.

Burton said he expects to see a lot more of that kind of diversification in the future on the Island and elsewhere in the region as local conditions allow.

How much work is being done to respond to climate change?

"I think there is a ton of work going on in it. But I don't think most of the people who are doing that work would say they are doing it in response to climate change," said Burton. Farmers and almost everyone in the industry tend to be concerned with year-over-year crop yields rather than crop 20 years from now. Climate change is just too big of a concept for many people to feel like they can lower their impact on it. But that doesn't mean dealing with those short-term problems doesn't help with climate change.

"In the end, those are solutions to the longer climate change issue. That's the problem with climate change: it's just not manageable, in all sectors. It's too intractable to actually be a business objective."

NO ONE OWNS CLIMATE CHANGE

SUPPORT FOR FARMERS LOOKING TO ADAPT

Is looking for ways for the Atlantic Canada to adapt to and deal with the numerous effects of climate change, there's also the question of how to pay for it.

"What if it is supported from government programs or putting additional costs on to consumers, how much farmers get paid is another important factor."

"In something we've got to make part of the conversation," Burton said, "increasingly as the consuming public becomes more aware of these issues they make buying decisions that help producers be able to afford to deal with those things."

"One of the big problems – is agriculture who's price goes down as there's a down in the price of the product. That's a really tough thing to sell to the banker when you're trying to get your mortgage renewed," said Burton.



Topic 4:

Rural Renaissance

The issue:

Interprovincial migration is a certainty and the days of our rural economies surviving on one industry are long gone, so how is rural Atlantic Canada staying relevant in this modern age?

The problem isn't that people are leaving, it's a perception problem; the reality check we offered was that rural life is not what it used to be and that's by design. We uncovered the resiliency and scrappiness needed to thrive in rural outposts and highlighted the interesting, left-of-centre thinkers who are building community wherever they land.

The questions we asked:

- What problems does outmigration create?
- Who is succeeding beyond expectation?
- What's the new definition for living/thriving in rural environments?
- Why was the time right for rural revival?
- What can rural be?
- What's the real value here: lower overhead costs, quality of life, advantages and challenges
- Are there new industries percolating?

Week 1:

THE SALTWIRE DEEP DIVES HOW UNEXPECTED IDEAS ARE LEADING TO A NEW RURAL ECONOMY

PART ONE

A NEW RURAL ECONOMY

BY EVAN CARRON

THERE IS NO QUESTION THAT RURAL REGIONS ARE IMPORTANT TO SOCIETY. THE STATE OF RURAL REPORT OF 2015 NOTES THE IMPORTANCE OF RURAL AS THE SITE OF FOOD PRODUCTION, RESOURCE EXTRACTION, ENERGY GENERATION AND CLEAN WATER AND AIR. EVIDENCE SHOWS THE DESIRE FOR A RURAL LIFESTYLE IS STRONG – MOST WHO LIVE IN A RURAL COMMUNITY DON'T WANT TO LEAVE AND THOSE SEEKING A MORE RELAXED WAY OF LIFE WOULD DITCH URBAN FOR RURAL LIVING. BUT WILL RURAL CONTINUE TO EXIST ACADEMICS ACROSS ATLANTIC CANADA HAVE STUDIED THE QUESTION AND FOUND ALL PROVINCES FACE SIMILAR CHALLENGES AND OPPORTUNITIES.

A RURAL WAY OF LIFE

Of the Atlantic provinces, Newfoundland and Labrador has the highest proportion of population (50 per cent) living in rural areas.

URBAN: RURAL RATIO

New Brunswick has maintained a 1:1 ratio in rural rates of population for the past 50 years, while during the same period the rest of Canada has evolved to a 3:1 ratio in total cities.

CULTURE OF VOLUNTEERISM

The provincial volunteer rate in Nova Scotia is higher than the national average, 7.7 per cent, collectively higher annual average of volunteer hours than any province in Canada.

THE FACTS

LONG LIVE RURAL

Rural Canada is important to the country and it is the site of food production, resource extraction, energy generation, clean water and air, and of increasing importance to culture preservation.

145,211

Prince Edward Island is the smallest province in Canada in size and population. Current population (2015) is 145,211. Its largest municipalities – Charlottetown and Summerside (pop. 32,500 and 14,500, respectively) would be considered small towns or other settlements.

26%

In 2014, about 26 per cent of P.E.I.'s workforce was employed in public administration and health care services compared to 18.1 per cent for Canada as a whole.

82%

According to the 2011 Census, 82 per cent of the population in Newfoundland and Labrador lives in rural areas.

THRIVING OR JUST SURVIVING? WHAT'S AT PLAY IN ATLANTIC CANADA'S RURAL OUTPOSTS?

It's not a situation that's unique to Atlantic Canada.

As the Rural Business Development Agency and with other federal, provincial and municipal governments, the question is: What will happen if younger people don't choose to live in rural communities?

"Who will take up the mantle and sustain the rural way of life? And the services industries?"

At an Atlantic Canada roundtable, academics and researchers are working to understand the challenges, strengths and opportunities of rural communities.

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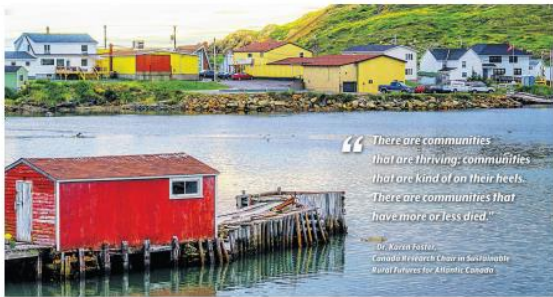
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“There are communities that are thriving; communities that are kind on their heels. There are communities that have more or less died.”

Dr. Karen Foster
Canada Research Chair in Sustainable Rural Futures for Atlantic Canada

THE ANALYSTS

FOR DECADES, SOCIAL AND ECONOMIC ACADEMICS HAVE BEEN STUDYING RURAL REGIONS, EXAMINING HOW LIVES IN RURAL REGIONS AND WHAT MAKES RURAL ECONOMIES TICK, ANALYZING THE CHALLENGES FACED BY RURAL COMMUNITIES AND THE POSSIBILITIES FOR THE FUTURE.

SOCIOLOGISTS AT UNIVERSITIES ACROSS ATLANTIC CANADA HAVE WRITTEN NUMEROUS REPORTS AND STUDIES SHOWING THE FACE OF

RURAL IS NOT ALWAYS THE SAME IN EACH SMALL TOWN. WHILE MANY RURAL REGIONS RELY ON RESOURCE-BASED INDUSTRIES, THERE IS DIVERSITY IN THE CHALLENGES AND OPPORTUNITIES BEARING DOWN ON EACH SMALL TOWN IN ATLANTIC CANADA.

THE CONSENSUS AMONG THE RESEARCHERS, HOWEVER, IS THAT NO MATTER THEIR DIFFERENCES, THE PEOPLE WHO LIVE IN RURAL COMMUNITIES SHARE RESILIENCE AND A DETERMINATION TO SURVIVE.

DR. KAREN FOSTER
CANADA RESEARCH CHAIR IN SUSTAINABLE RURAL FUTURES FOR ATLANTIC CANADA

RURAL TOWNS DO BETTER THAN URBAN CENTRES

Dr. Karen Foster is an associate professor, department of sociology and social anthropology, at Dalhousie University, Nova Scotia.

She is also Canada Research Chair in Sustainable Rural Futures for Atlantic Canada.

Currently she is involved in a five-year research project (2018 to 2023) focusing on the sustainability of rural life in Atlantic Canada.

“There are a number of different potential futures for rural Atlantic Canada, depending on what parts of the economy governments decide to focus on.”

One trend she does think will continue is the movement of people from smaller communities to larger towns within the rural setting.

“The places that tend to do well are those that are within a reasonable driving distance from urban centres, which still have their own identity and rural feel. People don't want to be completely isolated, they want access to services.”

On the other hand, she says, “There are some rural communities that are doing really well.”

One of the reasons for this, she says, is that some rural communities have a strong identity and a strong sense of community.

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THE FACTS
GET COOPERATIVE

The cooperative sector is rapidly growing in Nova Scotia, with 100 co-ops operating in rural areas compared to 70 in urban areas. Although there is no specific data on rural co-ops, many of the co-ops in rural areas are in the food and agriculture sector.

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DR. LAURIE BRINKLOW
UNESCO CHAIR IN ISLAND STUDIES AND SUSTAINABILITY

EMOTIONAL TIES PULLING PEOPLE TO RURAL

Dr. Laurie Brinklow is co-director of the Institute of Island Studies at the University of Prince Edward Island, the UNESCO Chair in Island Studies and Sustainability and a board member of the Canadian Rural Rehabilitation Foundation (CRRF).

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DR. GWEN ZWICKER
RURAL AND SMALL TOWN RESEARCH GROUP, PRESIDENT

YOUNGER PEOPLE LOOKING FOR SIMPLER LIFE

Gwen Zwickler spent nearly 30 years involved in rural research as the director of the Rural and Small Towns Programme at Mount Allison University.

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Week 2:

THE SALTWIRE DEEP DIVES HOW UNEXPECTED IDEAS ARE LEADING TO A NEW RURAL ECONOMY

PART TWO

LUCK, PLUCK AND A DASH OF CREATIVITY

BY JONATHAN PARSONS

FOR SOME SMALL TOWNS IN ATLANTIC CANADA, THE PATH TO SURVIVAL HAS BEEN ONE OF LUCK AND PLUCK, OR SHOULD THAT BE THE OTHER WAY AROUND? AFTER ALL, THE ADAGE “THE HARDER YOU WORK THE LUCKIER YOU GET” HAS BEEN PROVEN TIME AND AGAIN BY RURAL RESIDENTS. IF YOU WANT AN EXAMPLE, LOOK TO THE NORTH EAST COAST OF NEWFOUNDLAND, TO TRINITY BAY, WHERE THE CITIZENS OF CHAMPNEY’S WEST TOOK A DO OR DIE ATTITUDE AND PUT IT INTO ACTION. IN THE YEARS FOLLOWING THE CLOSURE OF THE NORTHERN COD FISHERY AND DECIDED IF THEY DIDN'T ALL PULL TOGETHER, THEY WOULD SIMPLY FALL APART.

VOLUNTEERISM RUNS DEEP

45.4 per cent of the citizens of Newfoundland and Labrador contribute, on average, 120 volunteer hours annually. In P.E.I. and N.S., more than 50 per cent of residents in contribute more than 179 hours annually.

GROWTH IS REAL

Prince Edward Island is the smallest province in Canada with the fastest population growth, at an average rate of 0.5 per cent per year. The rate of growth in the province is 0.5 per cent per year.

SILVER TSUNAMI

Atlantic Canada continues to grow faster than the rest of Canada, more than 20 per cent of the population are aged 65 years and older. There are now more Atlantic seniors than children and teenagers.

IMAGINATION, CO-OPERATION HAVE SECURED A FUTURE FOR SMALL NEWFOUNDLAND OUTPORT

It's not for land work and imagination, Champney's West might seem a quiet town.

"Only for volunteers, we would have nothing left," says Wendy Papp, one of the residents of this small community in Trinity Bay, Newfoundland and Labrador.

"The people are the biggest asset we've got," Papp and Ben Freeman are two of the year-round population of about 30 in the coastal town. The population needs to triple digits to people return to their vibrant homes.

After the northern cod fishery collapsed in 1992, local coastal communities in the province took on a economic life. Plans like Champney's West emerged and others didn't last.

But the people of this little town decided they wouldn't go down without a fight.

They turned to their own creativity. They decided to laugh their way over, staying an old-fashioned fishing town or fish plant. Instead, during the Queen Anne War in the 18th century, and Champney's West is becoming a place of interest in tourism brochures.

"That's a bit to be proud of," says Freeman. Papp agrees.

"It's a wonderful place to live."

An apartment and cafe, and the Fox Island Walking Trail, are just two of the latest attractions.

"While this town was a Trinity Bay town, it was not a significant population growth, they were so in building itself as they had seen it go."

Thinking like the apartment – acquired with imagination and funding – are helping, providing some seasonal work for local people and a reason for residents to make the right turn past Freeman to see something different.

In the summer, says Papp and Freeman, the apartment is open to the community.

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THE

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WHO BEAT THE ODDS

COMMUNITIES ARE LOOKING INWARD AND TURNING THEIR UNIQUE TREASURES AND ASSETS INTO OPPORTUNITY

1 A TASTE OF SUCCESS IN ELLISTON, N.S.

On the tip of the Braspen Peninsula, N.S., the small town of Elliston (population 300) was once a community that almost passed by.

Following the closure of the northern cod fishery in 1992, residents thought hard about survival. With a dwindling fish base, the town made headlines when it was unable to afford to keep street lights on – leaving it literally and figuratively – in the darkness.

Then they had to do something. They looked to their history and culture, specifically, the over 100 local cod boats that had been used over the centuries to mine crabs over the waters. With donor marketing, the town was able to secure a new life.

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2 CELEBRATING THE ARTS IN OXFORD, N.S., THROUGH NEW POETRY FESTIVAL

Oxford, Nova Scotia, is known for its blueberries. The first event last year drew a handful of people. The second festival, this past April, drew over 100 – some of them from across Canada and the surrounding Canadian provinces and local business and volunteers the Elusive Country, set the festival as becoming a "year of shared phenomena."

A few years ago, the idea of a poetry festival was floated. The first event last year drew a handful of people. The second festival, this past April, drew over 100 – some of them from across Canada and the surrounding Canadian provinces and local business and volunteers the Elusive Country, set the festival as becoming a "year of shared phenomena."

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THE SALTWIRE DEEP DIVES
THE ECONOMIC IMPACT OF CLIMATE CHANGE IN ATLANTIC CANADA

PART FIVE

CONNECTING
THE DOTS

BY IAN FAIRCLOUGH,
KATRY JOHNSON,
COLIN MACLEAVE,
STEPHEN ROBERTS

CLIMATE CHANGE IS ALREADY CHANGING THE LIVES OF ATLANTIC CANADIANS, BUT WHAT CAN WE DO TO STOP IT, OR ADAPT TO IT, OR SOFTEN THE EFFECTS? WE ASKED PEOPLE FROM ACROSS ATLANTIC CANADA WHAT THEY SEE AS THE BIGGEST IMPACTS ON THEIR OWN LIVES AND WHAT — IF ANYTHING — CAN BE DONE TO DEAL WITH THEM.

TIME IS MONEY

The cost of inaction is greater than the cost of action: climate change could cost Canada \$21 billion (\$45 billion per year by 2050).
— Government of Canada

CONSUMER DEMAND

The global market for low-carbon goods and services is worth over \$5.9 trillion, which is projected to keep growing at a rate per cent a year.
— Government of Canada

EFFICIENT SAVINGS

Residential energy efficiency improvements helped Canadians save \$12 billion in energy costs in 2012, an average savings of \$869 per household.
— Government of Canada

BUILDING NET-ZERO

Federal, provincial, and territorial governments will work to develop and adopt increasingly stringent model building codes, starting in 2020, with the goal that provinces and territories adopt a "net-zero energy ready" model building code by 2025. These building codes will take regional differences into account.
— Government of Canada

AN AFFORDABLE OPTION

Construction costs for net-zero energy buildings have dropped 40 per cent in the past decade, and they are continuing to fall. Estimated operating costs for a net-zero energy ready house is 30 per cent to 35 per cent less than a typical house, depending on region, fuel type, and installed equipment.
— Government of Canada

EYES ON EMISSIONS

The transportation sector accounted for about 23 per cent of Canada's emissions in 2014, mostly from passenger vehicles and freight trucks. Transportation services are projected to decline slightly by 2020 if no further action is taken.
— Government of Canada

FOCUSED ON
OUR COASTS

Governments at all levels are looking at coastal areas in Atlantic Canada vulnerable to rising sea levels, extreme storms and storm surges, through both mitigation programs as well as new initiatives.

The Department of Fisheries and Oceans (DFO) 2002 risk assessment on climate change identified rising sea levels as one of the major factors that Atlantic Canadians will have to deal with in the next decade.

DFO senior oceanographer Pierre Pepin says it's a problem the region is already facing.

According to Pepin, rising sea levels, and, as of now, in our seasonally critical yet, however, there are streams where, when combined with a storm surge, a greater wall of water may come over your shoreline, eroding lands. And it doesn't help that storms are becoming more unpredictable.

Pepin says we are seeing different kinds of storms at annual times of the year and season, and they have become more energetic, causing more damage.

"And others are reports of extensive erosion on a coastline or a changing of a bank or something like that," Pepin explained. "Often, these things are consistent with what we would expect under increasing sea level rise, storm surges and so forth."

COASTAL PROTECTION ACT

Pepin notes that the small craft harbours program under DFO has a 25-year plan to reinforce docks, breakwaters and other infrastructure to protect harbours from sea level rise and stronger storm surges.

Improving coastal infrastructure, he says, should be one of the major things to mitigate the effects of climate change. He also says we'll have to step building up close to the coast.

Other initiatives are underway. In Nova Scotia, a new Coastal Protection Act is in the works.

Bill 796 was introduced on March 12 by N.S. Environment Minister Margaret Miller; it received a second reading on March 14 and was sent off to the committee on law amendments, the next step in the process.

During second reading, Miller said the Coastal Protection Act "will set our clear rules for what can and can't be done in coastal protection areas. It will ensure new developments in our coastal protection zones take climate change into account in the planning stages."

The legislation is not about having government move existing buildings. It's not about building breakwaters or retaining walls. Instead, this legislation deals with future construction and it's meant to prevent today's problems from becoming tomorrow's headaches, businesses and cottages. We can't change the past, but we can ensure that new construction is built in safer places where it's not at a high risk of flooding or coastal erosion."

For the future, "any kind of business that needs the coastal properties, say it's a fish plant or it's a fisher that needs to have his wharf and have access to the coast, those it would be exempt as well from the program," said Miller.

As for the impact of the program, Miller says it's a problem the region is already facing.

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Around Atlantic Canada, people are coming to grips with what climate change means for them. Like the weather, it varies from place to place — from a coastal town worried about erosion and storm damage, to a church minister grappling with a transportation dilemma. The challenges vary but the determination to find solutions does not.



JEAN LEUNG
CONCERNED ABOUT THE IMPACT OF RISING SEA LEVELS ON LOCAL FOOD SECURITY

"Where I live, we did a quick survey of the value of agricultural products that grow down my road about seven years ago. At that point there was about \$2 million in value to agricultural products and services delivered in the short road I live on. That was just a few farmers. If you think about the impact of food loss on the cost of such, the cost of produce, the cost of Kennedy Road Children, everything is going to be impacted if food is compromised."

"I just also think on the cost it seems to me that there's a few sources of energy — if we could reduce the use of electricity from coal-fired and oil-fired generation, if every single family had solar panels on their roof, that would make a huge impact. It's happening on other plans, and the government has to get behind it and say 'we want this to happen.' I think that would make a big difference."

— Jean Leung lives in North Grand Pré, N.S., near landlocked protected by dikes that now are only a foot higher than high tide some days, with current projections of a three-foot rise in sea levels because of climate change.



BARB GENGE
WANTS TO WORKSHOP IDEAS ON HOW SMALL, COASTAL COMMUNITIES CAN COPE WITH WINDS, RISING SEAS

"We all live by the coast, OK, and we're one of the winds that we've had lately. All that is going to impact us. We have built our homes for winds of a maximum of 60 km/h, but the winds are getting stronger than that. It could be very devastating for all those little communities. And if we get hit by high winds and our roads get washed, how many times will it continue, because we're all living near to the sea, before someone says, 'You got to move.' There's no move for us we move inland, or we move to a community that isn't bordered on the ocean? It's going to impact our property and it's going to impact everybody in the community."

"I think so need a workshop on climate change and the impact on our small coastal communities."

I haven't really thought about it, but I know if we don't build better structures and if we don't build further back from the ocean, as much as we like the ocean, it will be a problem."

— Barb Genge, mayor of Moncton, N.B., and the former mayor of Saint-James, N.B., is co-chairing help-on-the-Great Northern Peninsula.

UNIQUE CLIMATE CHALLENGES TO COME

All four Atlantic provinces will face unique challenges in dealing with climate change

NEWFOUNDLAND AND LABRADOR

LITTLE remote and remote it is being and food security issues

NOVA SCOTIA

Will see increase in crop diversity presented in agriculture but worried of the impact of rising sea levels on the coast

PRINCE EDWARD ISLAND

Already facing problems from sea level rising and reduction in crop production. Something it has to look out for is the increase in pests that will take advantage of the changing climate, or reduction in crop (potatoes) and P.E.I.'s high level of transportation, which is more environmentally friendly for people

NEW BRUNSWICK

Similar to P.E.I. in that a warming climate will bring some opportunities, but also more challenges in the form of new pests, diseases and severe weather systems

QUEBEC

Quebec, Chief Justice, professor of Dalhousie Agriculture and Forestry, P.E.I.

MEG HODGES

TOWN COUNCILLOR WHO WANTS TO RETHINK RURAL TRAVEL



"For the personal economic costs, I feel like a bug in a hell of a lot of money. It's just been happening, and it keeps happening, and I've never known it to be happening. The land from there but we have your really devastating to my own crops that we grow. That really affected me food-wise because we grow quite a lot of our food and a lot of it is now reduced by frost. That was really stressful when we had put all the money into seed. Knowing that that happened to that of the large scale farms, I just can't imagine the financial burden."

The thing is to make Kings Transit a better service and a more attractive service to people in Kings County so more people can feel like they don't need to drive their cars and they can rely on our public transit. I feel like we need to have a completely different approach to transit and consider how we need to get the rural areas of Kings County covered, not just the cities."

She said her family has local meats and vegetables to try to make mistakes associated with working in food from rural producers from afar. "It's more expensive, but we don't buy new clothes and we don't buy, we don't travel, so the things that we don't do in life we can make up for with really good food that we have locally. That's how, as a family, we try to reduce our impact. We're using really local, we're just using little family."

— Kings County, N.S., Councilor Meg Hodges

ANDREW RICHARDSON

A MINISTER WHO IS ASKING MORAL QUESTIONS ABOUT THE CARBON IMPACT OF THE CHURCH



"My current job I would love to be in the place, and at some point we, as a church, are going to have to look at that. What is the carbon cost of things, for example? If I fly to New Brunswick two or three times in the past month. Can we keep doing that? As a church it is morally acceptable to do that? To me, these are questions we're going to have to think about."

"Currently, the United Church has some very interesting green for churches who are considering their buildings for green energy. So these are the things I think we're going to have to be about. We're going to have to reduce our footprint."

— Andrew Richardson, United Church of Canada minister and regional minister, P.E.I.

THE CHANGING LANDSCAPE

ATLANTIC CANADIAN FARMERS HAVE THREE MANTRAS TO LIVE BY: MANAGE, ADAPT AND DIVERSIFY. THESE ARE THE FEW WAYS THEY CAN MAINTAIN CONTROL IN AN INCREASINGLY VOLATILE ENVIRONMENT.

In the future, Atlantic Canada can expect slightly warmer average temperatures and wetter growing seasons with the majority of that precipitation coming in more severe storms.

David Burton is a professor at the Dalhousie Agricultural Campus in Truro, N.S., is focused on helping farmers prepare for the climate change.

The big challenge, the major problem that agriculture in Atlantic Canada is going to face, is the variability of the climate. More intense rainfall, longer periods of drought, wetter or drier, less frost. So the biggest challenge is agriculture is to take advantage of that opportunity of a changing climate by managing weather," Burton said. "Every year is a crop year."

Burton's latest work involves ways to manage and adapt farmers to climate change by reducing greenhouse gases produced by agriculture and increasing soil organic matter — the latter is more important than a farmer might realize, he said.

More being organic matter in soil will allow it to retain more moisture, prevent run off and erosion and increase fertility.

"By increasing the soil organic matter content across Atlantic Canada, we can increase the resiliency of these systems to climate change," said Burton.

How do you prepare for something so completely outside your control as a late spring frost?

Burton's answer: Manage, adapt and diversify.

"How do you respond to a changing climate? Well, how does biology respond? It increases diversity. Biology always responds to diversity as a way to become more resilient. Resilience is a word you're going to be hearing more and more and more."

OPPORTUNITIES IN CLIMATE CHANGE

With a longer growing season, farmers can expect to



grow new crops they have not traditionally been able to have.

Pulses are not traditional crops on P.E.I., but Island farmers were from planting just 750 acres of pulses in 2010 to more than 3,000 acres in 2014.

Burton could be expected to see a lot more of that kind of diversification in the future on the Island and elsewhere in the region as local conditions allow.

How much work is being done to respond to climate change?

"I think there is a ton of work going on in it. But I don't think most of the people who are doing that work would say they are doing it in response to climate change," said Burton.

Farmers and almost everyone in the industry tend to be concerned with how much crop, rather than the crop 20 years from now. Climate change is just one bit of a concern for most people and that's the one that has an impact on it. But that doesn't mean dealing with those short-term problems doesn't help with climate change.

"In the end, there are solutions to the longer climate change issue. That's the problem with climate change it's just too long-term, in all sectors, it's too long-term to actually be a business objective."

"We're not going to have a climate change."

SUPPORT FOR FARMERS LOOKING TO ADAPT

In looking for ways for the Atlantic Canadian to adapt to and to live with the numerous effects of climate change, there's also the question of how to pay for it.

"Whether it be support from government programs or private additional costs on to consumers, how much farmers get paid is another important factor."

It's something we've got to make part of the conversation," Burton said. "Surprisingly as the consuming public becomes more aware of those issues, they make buying decisions that help producers be able to afford to deal with those things."

Because that's the big problem — agriculture is often the price taker, so there's a strong thing you can do to adapt to climate change but we're not going to give you another nickel for your product. That's a really tough thing to sell to the banker when you're trying to get your mortgage renewed," said Burton.



Topic 5:

Caring for Seniors

The issue:

The population in our region is rapidly aging, so what are the health and societal effects of isolation and loneliness among seniors? What are some seniors doing to take the matter into their own hands?

The questions we asked:

- Is the government and our aging population relationship where it should be?
- Do we have adequate funding for healthy aging? What type of funding is available?
- Where are the imbalances?
- What do other provincial governments across the country have in place to support this demographic?
- What is the incidence of depression in seniors?
- What are some companies doing to help people combat loneliness?
- What are the results of people who have felt this way and found community?
- Does loneliness have an impact on health care services?
- Are seniors returning to the workforce for something to do/earn money?

Week 3:

THE SALTWIRE DEEP DIVES CARING FOR SENIORS. ARE WE DOING ENOUGH FOR OUR AGING POPULATION?

PART THREE

THERE'S A WILL, IS THERE A WAY?

BY JOHN MCCREE
SALTWIRE NETWORK

THE CHALLENGE IN CARING FOR SENIORS WITH OFTEN CHRONIC AND COMPLEX NEEDS IS FINDING THE RIGHT BLEND AND LEVEL OF STAFFING. HEALTH ADVOCATES SAY MORE CREATIVITY IS NEEDED IN THE APPROACH, AS WELL AS MORE SUPPORTS TO HELP PEOPLE LIVE AT HOME. RIGHT NOW, A SHORTAGE OF LONG-TERM CARE SPACES IS SENDING SOME PEOPLE TO HOSPITAL WHO DON'T NEED TO BE THERE.

A BIG NEED

"There's a big need, and with an aging population we need support. Long-term care facilities for long-term care, instead of occupying acute care beds and acute care staff who are needed to deal with other issues."

—Glenis, N.L. Mayor Peter Ford, quoted in The Northern Post, June 2018

FEELING THE CRUNCH

In New Brunswick, the 2016 Auditor General's report revealed that nursing homes are operating at 98 per cent capacity and that demand is growing at an alarming rate.

—The Crapington Privatization of Health Care in New Brunswick, N.B. Health Coalition, 2017

BY THE NUMBERS

Atlantic Canada has the highest proportion of seniors in Canada, with about 21,500 residents in 470 long-term care facilities.

—Atlantic Canada's Aging Population, Atlantic Canada Health Network

FROM EMERGENCY ROOMS TO LONG-TERM CARE FACILITIES, BOTTLENECKS IN THE SYSTEM ARE KEEPING PEOPLE FROM WHERE THEY NEED TO BE FOR OPTIMUM CARE

New Scotia's Health Minister Randy Delaney said it will take time to come up with a detailed plan on staffing and pressure care before the recommendations of the Report of the Advisory Panel on Long Term Care can be implemented.

"Before increasing staffing, we need to better understand the care needs, which can vary from facility to facility, and implement the needs of the facility," Delaney said in a recent interview. "That work is ongoing to understand the needs of care that have been identified."

The minister couldn't say when the plan would be ready, saying the process is "ongoing" and that he would work right rather than waiting a specific deadline.

The Liberal government has come under fire for not adding any nursing home beds since coming to power in 2013. Mr. Delaney said his department has spent \$60 million on expanding home care, reducing wait time for nursing services and beds and other initiatives.

"We're not alone in this," he said. "We're one of the few in the world that are doing this."

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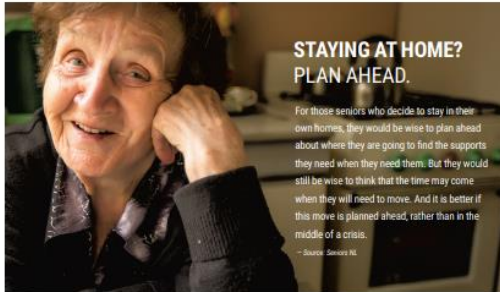
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STAYING AT HOME? PLAN AHEAD.

For those seniors who decide to stay in their own homes, they would be wise to plan ahead about where they are going to find the supports they need when they need them. But they would still be wise to think that the time may come when they will need to move. And it is better if the move is planned ahead, rather than in the middle of a crisis.

—Source: Seniors NL

LACK OF PRIMARY CARE ACROSS REGION 'PARTICULARLY HARD' ON SENIORS

A chairwoman of a provincial advisory panel last year, Jessica Keith-experienced first-hand the need of long-term care in Nova Scotia.

The Mount Saint Vincent University professor and director of the Nova Scotia Centre on Aging visited nursing homes and rehabilitation centres across the province. She came away with a sense of the extensive challenges society faces in caring for seniors who are in need of care.

"The majority of families still have no idea what to do when their loved one is in need of care," she said.

"It's really complex," Keith said in a recent interview. "There's a lot of good things that happen to seniors here. But often all we hear is the negative. It's really important to show a light in what things are working, but there's also places where people are quite happy and they improve. That has a better quality of life. Most of the time they become more of a burden."

But as Keith's advisory panel pointed out in its final report, comprehensive change is needed to tackle the challenges in long-term care.

COMPLEX CONDITIONS

Long-term care and long-term care homes are complex conditions with many people in need of care.

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Week 4:

THE SALTWIRE DEEP DIVES CARING FOR SENIORS. ARE WE DOING ENOUGH FOR OUR AGING POPULATION?

PART FOUR

MAKING THE SYSTEM SUSTAINABLE

BY ASHLEY FITZPATRICK
SALTWIRE NETWORK

WHILE THERE'S NO ONE SOLUTION TO THE CHALLENGES IN SENIORS CARE STEMMING FROM ATLANTIC CANADA'S AGING POPULATION, MANY IDEAS FOR ADAPTING THE SYSTEM AND IMPROVING AT-HOME SUPPORTS HAVE BEEN DISCUSSED AND PILOTTED. CURRENTLY, "HOME FIRST" IS A MANTRA AND MORE PROGRAMS ARE BEING ROLLED OUT TO HELP PEOPLE LIVE AT HOME, OFFERING THE PROMISE OF BETTER OUTCOMES.

RIGHT PLACE AT RIGHT TIME

"Measures to reduce the number of alternate care of care patients in acute care hospitals... could contribute substantially to improved value for money in long-term care."

—C.D. Howe Institute, Long-term care for the elderly: Challenges and policy options (2015)

CHANGING APPROACH

"Since 2013, home care programs have focused on increasing access to care, expanding the range of services offered, facilitating integration and integration, and recognizing the vital role of the family caregiver."

—Atlantic Canada's Aging Population, Atlantic Canada Health Network

WAY OF DOING BUSINESS

"Employees perceived that the most effective benefit was to come to work, expanding the range of services offered, facilitating integration and integration, and recognizing the vital role of the family caregiver."

—Atlantic Canada's Aging Population, Atlantic Canada Health Network

HELP FOR SENIORS BEGINS AT HOME

There is no denying Canada's aging population is aging. In 2018, one out of every 10 Canadians was 65 years of age or older. By 2038, that number is projected to rise to one out of every five.

The median age has increased by 29 years since 1981, when it was 39.5 years.

The numbers are stark, and they need to be taken into account when planning for the future.

But the numbers are also a source of hope. As the population ages, so do the services that support them.

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Healthcare
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Seniors NL
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THE CHALLENGE

Here's a look at some of the challenges facing today's aging population.

CHALLENGE: SENIOR-FRIENDLY HOUSING

IT'S DIFFICULT FOR SENIORS TO LIVE AT HOME IN A HOUSE THAT WAS NOT DESIGNED FOR PEOPLE WITH LIMITED MOBILITY AND AGILITY.

The municipality of Colborne, Ont., was aware that its population was aging and it was facing an increasing demand for age-friendly housing for seniors.

In 2009, according to a report from the Canada Mortgage and Housing Corporation (CMHC), the town decided to do something about it.

It created a policy that would see any new housing developments have to offer at least one new place with universal design features, such as wider hallways and doors, handrails, counters of varying heights and plug outlets installed higher up on walls so they can be reached more easily.

Many of the seniors want to stay in Colborne as they age. "We're not going to move," said one senior citizen.

The town's new policy was a win-win for everyone. It helped seniors stay in their homes, while also ensuring that new housing developments were built to last.

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CHALLENGE: SOCIAL ISOLATION

FOR SENIORS WHO LIVE ALONE, THE LACK OF SOCIAL CONNECTION CAN HAVE SEVERE HEALTHY EFFECTS.



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Healthcare
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DOMINO EFFECT

MORE THAN 35

The number of people contributed by the report the independent panel on long-term care, to understand the challenges and how to improve them.

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\$14 MILLION

The amount of money that was spent on long-term care in Nova Scotia in 2018.

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BEFORE YOU DECIDE

Long-term care is a big decision. It's important to think about all the options and what you need before you decide.

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SUPPORTS FOR HELPING THE PEOPLE DEALING WITH A SYSTEM IN DEEP OF IMPROVEMENT.

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ALMOST 20%

The number of people who are in long-term care in Nova Scotia in 2018.

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% OF CAREGIVERS RECEIVE MONEY THROUGH RELEVANT FEDERAL TAX CREDITS

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Topic 6:

First Nations Success

The issue:

First Nations youth are the fastest-growing population in the country. Their economic impact is significant — they're highly educated, they understand the potential they have and want to become self-sufficient. We looked at how communities like Glooscap, Millbrook, Membertou, Eskasoni have a vision and are building something bigger than themselves.

The questions we asked:

- What social and economical challenges are First Nations youth in our region experiencing?
- Who are the Indigenous Peoples who are leading the charge and making change in their communities?

Week 1:

THE SALTWIRE DEEP DIVES CHALLENGES AND SUCCESSSES OF ATLANTIC CANADA'S INDIGENOUS PEOPLE.

PART ONE

A CHANGING TIDE FOR INDIGENOUS COMMUNITIES

BY ERIN POTTIE

A POSITIVE SHIFT IS HAPPENING. THROUGHOUT ATLANTIC CANADA, INDIGENOUS COMMUNITIES ARE TAKING CONTROL OF THEIR DESTINIES. A GROWING POPULATION, COMBINED WITH ECONOMIC, EDUCATIONAL AND CULTURAL ADVANCES ARE UPHOLDING IN RENEWAL. TOGETHER, YOUNG AND OLD ARE WALKING ON A PATH TOWARD SELF-DETERMINATION.

150,000 CHILDREN

More than 150 institutions were located across the country, with their establishment dating to the 1870s. These government-funded, church-run schools were designed to eliminate parental involvement in the intellectual, cultural and spiritual development of indigenous children. It's estimated that roughly 150,000 children were taken from their families. Reports of abuse by school survivors is widespread.

1860 – NEW DISTRICT

The Mi'kmaq are divided into a number of bands. Those based on land in the Miramichi watershed (Mi'kmaq) were traditionally distributed across hunting districts, with its own chief. In 1860 the Mi'kmaq settled another district, Teganaskia, in New Brunswick. (Teganaskia refers to northern Newfoundland.)

EDUCATION ON THE RISE

According to the 2016 Census, 10.9 per cent of indigenous people overall aged 25 and over had a bachelor's degree or higher, up from 7.7 per cent in 2006. The proportion of indigenous people with a college diploma also rose from 16.7 per cent in 2006 to 22.5 per cent in 2016.

22,419

Large indigenous events, such as the Mi'kmaq Powwow, are held in the Miramichi watershed. The event is held in the Miramichi watershed, with its own chief. In 1860 the Mi'kmaq settled another district, Teganaskia, in New Brunswick. (Teganaskia refers to northern Newfoundland.)

FOR THOUSANDS OF YEARS, CANADA'S FIRST PEOPLES SURVIVED IN THEIR OWN

They relied on the land for food, clothing, shelter, medicine and tools. Their existence was separate from Mi'kmaq, and at the time, through common descent to being part of the same community. But the reality was that they could not be the same. Their land was the other way around – that the land was theirs, and the people were the Mi'kmaq. The Mi'kmaq were the people of the land, and the people were the Mi'kmaq.

Believing they were a natural part of the changing land, indigenous people began to rely on them for survival. The Mi'kmaq people began to rely on them for survival. The Mi'kmaq people began to rely on them for survival. The Mi'kmaq people began to rely on them for survival.

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Indigenous Bands in Atlantic Canada

(REGISTERED)

NEWFOUNDLAND AND LABRADOR

NOVA SCOTIA

NEW BRUNSWICK

PRINCE EDWARD ISLAND



THE DIFFERENCE MAKERS

ANDREA COLFER
CONNECTION
ELDER AND KNOWLEDGE KEEPER

Andrea Colfer has literally put her hands on the New Brunswick education rights and defended her career to improve it for First Nations Canadians, something inspired by her father who made her a musician a group performance around a 100th day.

"It would hardly be the work," she said, "but it was." Colfer, a 50-year-old mother of three, first studied education at Western University, then went to Bachelor of Education and Master of Education at University of New Brunswick.

Colfer, 48, was first introduced to the work by a leading group from Chippewas First Nation when he was 10. He had been a student at the time of the 1970s when he was 10. He had been a student at the time of the 1970s when he was 10.

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40%

The number of registered indigenous living in the Miramichi watershed is up from 34,000 in 2006 to 48,000 in 2016.

DO YOU KNOW?

Newfoundland and Labrador has the highest number of indigenous people in the country, with 28,293 registered in 2016.

125

Thompson's (Shishana) Mi'kmaq band is the largest indigenous band in the Miramichi watershed, with 125 members.

NEXT FRIDAY

AS PART OF OUR DEEP DIVES AT INDIGENOUS SUCCESS, WE'LL BE TALKING TO THE ELDER AND KNOWLEDGE KEEPER ANDREW COLFER.

THE MAPS THOSE COMMUNITIES ARE MOVING FORWARD IN THE FACE OF ADVERSITY.

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GILBERT SARK

CONNECTION
KIPPER OF THE DRUM

A social connection between a teaching mentor and Gilbert Sark, Sark and members of his Mi'kmaq singing group, they are in the Miramichi watershed, something inspired by her father who made her a musician a group performance around a 100th day.

"It would hardly be the work," she said, "but it was." Sark, a 50-year-old mother of three, first studied education at Western University, then went to Bachelor of Education and Master of Education at University of New Brunswick.

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CATHRYN ANDERSEN

CONNECTION
SPECIAL ASSISTANT TO DEPUTY MINISTER

Cathryn Andersen did not set out with any personal aspirations when she took on her role as special assistant to the prime minister of Atlantic Canada, she was in the Miramichi watershed, something inspired by her father who made her a musician a group performance around a 100th day.

"It would hardly be the work," she said, "but it was." Andersen, a 50-year-old mother of three, first studied education at Western University, then went to Bachelor of Education and Master of Education at University of New Brunswick.

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Week 2:

THE SALTWIRE DEEP DIVES CHALLENGES AND SUCCESSSES OF ATLANTIC CANADA'S INDIGENOUS PEOPLE.

PART TWO

THE LONG ROAD TO PROGRESS

BY ANDREA GUNN

AS PART OF SALTWIRE'S DEEP DIVES, WE'VE BEEN GETTING TO THE HEART OF THE ISSUES THAT MATTER TO ATLANTIC CANADIANS. THIS STORY, AS PART OF OUR DEEP DIVES AT INDIGENOUS SUCCESS, EXAMINES SOME OF THE MODERN BARRIERS FACED BY THE REGION'S INDIGENOUS COMMUNITIES AND THE WAYS THESE COMMUNITIES ARE MOVING FORWARD IN THE FACE OF ADVERSITY.

52 YEARS

Amount of time Northern Pictou has used the Pictou Landing treatment facility to treat wastewater from its mill.

\$217 MILLION

Estimated cost of cleaning up the tidal estuary at Pictou Harbour.

2015

The year Northern Pictou was ordered to halt the practice and come up with an alternative plan as well as a replacement treatment facility by 2020, or face being shut down.

THE FACTS

2,300

Number of youth needed to meet the needs of the Pictou community.

THREE TIMES HIGHER

Amount of time Northern Pictou has used the Pictou Landing treatment facility to treat wastewater from its mill.

FIVE TO SEVEN TIMES HIGHER

Amount of time Northern Pictou has used the Pictou Landing treatment facility to treat wastewater from its mill.

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THE FACTS

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Topic 7: Opioid Crisis

The issue:

At least 348 people have died due to opioid overdoses in Atlantic Canada since 2016. The phrase "opioid crisis" has crept into our conversations and naloxone kits are common in our communities. We wanted to know how bad the crisis is, and what we're really facing.

The questions we asked:

- What is being done to combat the crisis in Atlantic Canada?
- Who are the key players working for change?
- How is addiction treated in our health care system?
- How is the opioid crisis impacting our community, and who are the most effected groups?
- How is the stigma of drug addiction impacting those seeking help? How do we change the stigma?

Topic 8:

Next Generation Politics

The issue:

Young voters are apathetic, but if the U.S. midterms are any sign of a sea-change among formerly disenfranchised youth, the results of the upcoming federal election could be decided by the youth vote.

The questions we asked:

- Where does the apathy come from? Is it that nothing ever changes?
- What are parties doing to mobilize the youth vote?
- What's resonating with this demographic?
- What does the next generation of voters care about?
- Who are the young politicians stepping up to lead the next generation?
- What are the attitudes of young voters who do vote? What about those who don't?

THE SALTWIRE DEEP DIVES
NEXT GENERATION POLITICS IN ATLANTIC CANADA

PART THREE

**MOTIVATING
MILLENNIALS**

BY COLIN CHISHOLM

| ELEVEN | TWENTY-NINE | THIRTEEN |
|---|--|--|
| <p>Number of years remaining before climate goals becomes irreversible, according to report issued earlier this year by the Intergovernmental Panel on Climate Change</p> | <p>Percentage of millennials and GenXers (those born between 1965-85) who see climate change as the most important issue facing the world, far more than any other category</p> <p>(Source: Deloitte Global Millennial survey, 2018)</p> | <p>Average number of years it takes Canadian to save a 20 per cent down payment on a house in 2018. The new record in Atlantic Canada (near the lowest) is 36 years in 2018</p> <p>(Source: Generation Savings, Stroudling & Goss, 2018)</p> |

"I could see the kind of analysis that's going on among the youth is really impressive," she said. "It's about collective action and that's really exciting for us."



The survey found that millennials are passionate about the economy and social progress, they're not satisfied with their lives, their jobs or how their data is being used. They desire corporate motives.

Millennials do value experience, however, and their money is ways they believe align with their values. They are quick to quit spending if they perceive a value mismatch.

Generation Squawc, taking its cue from the Canadian Mortgage and Housing Corporation (CMHC), is seeking

"One, political parties would have an incentive to capture their voters and this may mean policies on the table that speak to young people's real interests, such as climate change, as well as the quality of public education," said Martin.

"Second, if people vote young — and schools worked hard to ensure students understand the rights of nonpayment of a right to vote, it may instill voting as a habit long-term. At least more likely than they are, now. Habits are much easier to instill at a young age."

PROTECT REGIONS WHERE AFFORDABILITY HAS NOT ALREADY BEEN LOST

100


The Conservative Party is polling much better in Prince Edward Island than I thought they would," said Desrosiers. He said it was easy for many voters to feel turned off by local politics, as "party after party after party" promises

The Canadian government and security services are also waking up to the threat of neo-Nazi terror attacks, in the wake of the Christchurch and El Paso massacres.

"I'm optimistic that the forces of democracy and social justice will win out over barbarism in the long run," he said.

— Pam Dixon

THE SALTWIRE **DEEP DIVES**
NEXT GENERATION **POLITICS IN ATLANTIC CANADA**



PART FOUR

HOW MILLENNIALS CAN ROCK THE VOTE

BY FRAM DINGSHAW
AND COLIN CHENHOLM

The 2018 federal election will be the first in which all voters born between 1980 and 2000 — meaning the broad

| 35 PER CENT | 44 PER CENT | 62 PER CENT |
|--|--|--|
| Percentage among decided voters who vote Conservative, according to an Abacus poll released on Sept. 14. The data indicate a dead heat between the two parties, with 35 per cent support for the Conservatives and 34 per cent for the Liberals. | Percentage among decided voters in Atlantic Canada who would vote for the Liberals, according to the same Abacus poll. The Conservatives would take 26 per cent; the Greens are third with 16 per cent and the NDP are at 12 per cent. | Percentage of voters under the age of 40 who are prepared to switch the party again according to Abacus. Among 30-44, 51 per cent say they will switch their vote during the campaign. |

THE ENVIRONMENT

"There's a subset who are intensely concerned

The Conservative Party is polling much better in Prince Edward Island than I thought they would," said Desrosard. He said it was easy for many voters to feel turned off by electoral politics, as "party after party after party," promises

The Canadian government and security services are also waking up to the threat of neo-Nazi terror attacks, in the wake of the Christchurch and El Paso massacres.

"I'm optimistic that the forces of democracy and social justice will win out over barbarism in the long run," he said.

— Pam Dixon

Topic 9:

Cannabis Legalization: One Year Later

The issue:

On Oct 17, 2018, Canada changed. That's the day Canada became just the second country in the world to legalize recreational marijuana and we turned heads doing it. One year later, we wanted to know how it was going.

The questions we asked:

- What kind of pushback is there today?
- Did the pardons come into place and what effect did legalization have on these families?
- Did our tax revenue dreams come true?
- How has legalization impacted policing, primary care, schools and the workplace?

The Content Marketing Plan

To drive readership and engagement with our series in print, we used multiple platforms to promote our topics including print, social media and outdoor.

PRINT:

As our series appeared in print every Friday, and Saturday is our highest readership day, we ran teaser banners in our Saturday print editions promoting the current topic and encouraging readers to find the series in print (or online) every Friday.

We leveraged our community weekly publications with weekly banner ads to drive readership to their closest daily publication.

Every Friday on all five our dailies we ran a special front page banner to let single copy and casual readers know that there was unique content inside.



The Content Marketing Plan



SOCIAL:

Through paid social ad campaigns and boosting content on Facebook, Instagram and Twitter, we promoted our series to a large social following multiple times each week.

We highlighted the topics in advance and encouraged our followers to pick up the print edition or to read the content online, also engaging our digital audience.

The Content Marketing Plan

OUTDOOR:

We utilized digital billboard contra available in our markets to promote the series to a mass audience, focusing on commuter routes and high traffic areas.

Because this was through a contra arrangement, we did not have to pay cash for this promotion, reducing our marketing budget and increasing our visibility.

