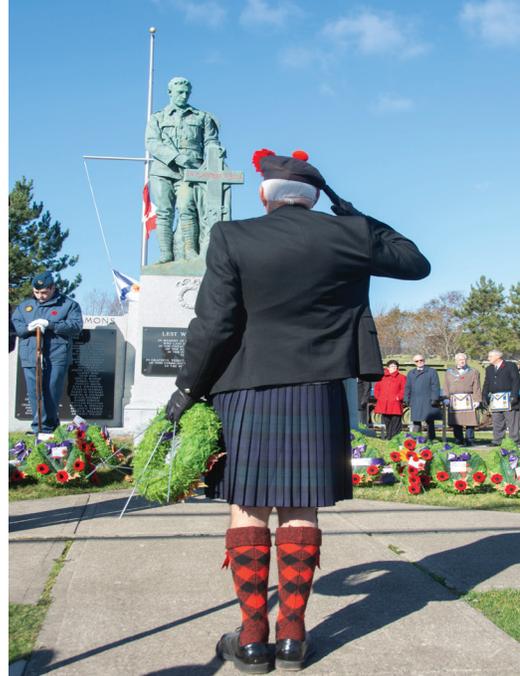




PICTOU COUNTY **VitalSigns**[®]



COMMUNITY FOUNDATION
FONDATION COMMUNAUTAIRE
OF NOVA SCOTIA
DE LA NOUVELLE-ÉCOSSE

WELCOME TO VITAL SIGNS



Vital Signs® is a community checkup conducted by community foundations across Canada, measuring the vitality of our communities and identifying significant trends in a range of areas critical to quality of life.

Vital Signs® is coordinated nationally by Community Foundations of Canada, with special thanks to the Toronto Foundation for developing and sharing the Vital Signs® concept. For more information, visit: communityfoundations.ca/initiatives/vital-signs/



This report was coordinated by the Community Foundation of Nova Scotia (CFNS), an action centre for philanthropy. CFNS provides knowledge and support for communities, charities, and citizens to realize their potential. Through our work, we aim to inspire Nova Scotians to Gather, Give, and Grow.



GATHER

We act as a convener and facilitator, bringing people and communities together in many different and exciting ways, such as our annual Inspired Conversations Series, various funds, Vital Signs® initiatives, and much more. We work with private donors, businesses, communities, and charitable organizations to build the financial and social capital our communities need, both today and tomorrow.

GIVE

We support more than 80 funds that together support people, projects, and progress in communities across the province. We promote charitable giving and facilitate effective philanthropy for strategic impact on the issues and causes that matter to our communities.

GROW

We build the financial assets that make things possible. We pool gifts, large and small, for greater growth to provide a sustainable source of funding for charities, scholarships, and grants to other community projects.

✓ Address:
806-1888 Brunswick Street Halifax, NS B3J 3J8

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Web: cfns-fcne.ca



PURPOSE & DEDICATION

The purpose of creating a Vital Signs® report for Pictou County was to collect and share data that might help focus community action based on identified needs.

The report is a snapshot and is but one of many possible stories about life in Pictou County. In some focus areas, there was plenty of data to choose from, while in others, reliable information was difficult to find. The report is not perfect.

Hopefully, the Pictou County Vital Signs® project will succeed as intended by sparking conversations that lead to planning, collaborations, and collective action for big impact in our community. That was the vision and dream of Jessica Smith, Executive Director of the United Way of Pictou County.

An extraordinary champion of collaboration and positive change in our community, Jessica passed away on September 4, 2019. With the deepest admiration and appreciation, the Pictou County Vital Signs® report is dedicated to Jessica Joe Smith.

»» HOW TO USE THIS REPORT

We invite you to dig into this report. Share it with friends, family, and colleagues. Talk about what it really means. Think about what's most pressing and where you want to make a difference and get involved. Find your passion and support the many local organizations already at work addressing these and other needs in Pictou County.

Vital Signs® pushes our community to ask "what?" "so what?" and "now what?" How do we position ourselves for the future? How do we ensure everyone in our community has an equal opportunity to be happy, to be healthy, and to thrive? Where do we want Pictou County to be in five, ten, or twenty years?

If you or your organization are moved or motivated by what you read, use this report as a tool for positive action.

CONVERSATION STARTERS

HEALTH & WELLNESS

How might we help to make healthy choices the easiest choices?

What are some ways we could work as a community to improve our mental health?

EDUCATION, EMPLOYMENT, & INCOME

Do we have the right educational opportunities to support learning across the lifespan?

How can we build on economic successes and support local business and employers?

Are we a community that cares about eliminating poverty and the impacts it has on health and quality of life?

HOUSING & HOMELESSNESS

Are we able to make housing safe and affordable for all in Pictou County?

Can we do more to expand our rental housing options?

GETTING AROUND

How much consideration is given to community members who do not own a car?

Do we make it feasible for people to walk or bike to work and other activities?

ENVIRONMENT

Are there ways that we could reduce the energy we use and move to more renewable sources?

How can we decrease the amount of waste and pollution we produce?

HEALTHY LIVING

Are we making physical activity a priority in our day-to-day lives?

How could we make healthy eating more affordable for all in our community?

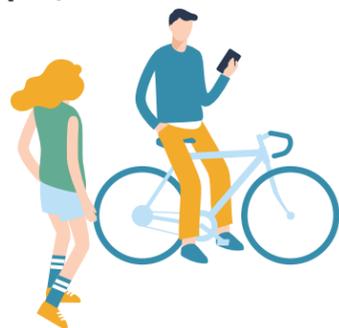
BELONGING

How do we build more excitement around civic engagement?

Do we offer enough opportunities for all people in our community to build and maintain a sense of belonging?

VILLAGE OF 100

If Pictou County was made up of 100 people, there would be approximately...



INDIGENOUS PEOPLES

4 Indigenous people



COMMUNITIES

7 people live in the Town of Pictou

10 people live in the Town of Stellarton

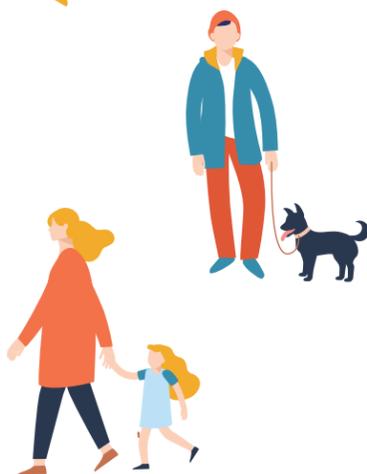
47 people live in the Municipality of the County of Pictou

1 person lives in Pictou Landing First Nation

21 people live in the Town of New Glasgow

6 people live in the Town of Trenton

8 people live in the Town of Westville



EMPLOYMENT

7 adults unemployed

43 adults not in the labour force

50 adults employed



AGE

15 children (14 & under)

10 youth (15-24)

52 adults (25-64)

23 seniors (65+)



VISIBLE MINORITIES

3 people who identify as a visible minority



CITIZENSHIP

6 people born in Canada to at least one newcomer

91 people born in Canada to Canadian parents

3 people born outside Canada



PEOPLE LIVING ALONE

31 people living in 1 person households



Sources: Village of 100 is based on 2016 Census data for Pictou, County (Census division). For additional information regarding information sources used throughout the report, please refer to Pictou's Vital Signs® Source Document at cfns-fcne.ca/en/vitalsigns.

HEALTH & WELLNESS



When we consider health and wellness, our first thoughts often go to health care, but the health of a population is influenced by a wide range of factors beyond the health system. The sections that follow in this report include some of these health indicators.

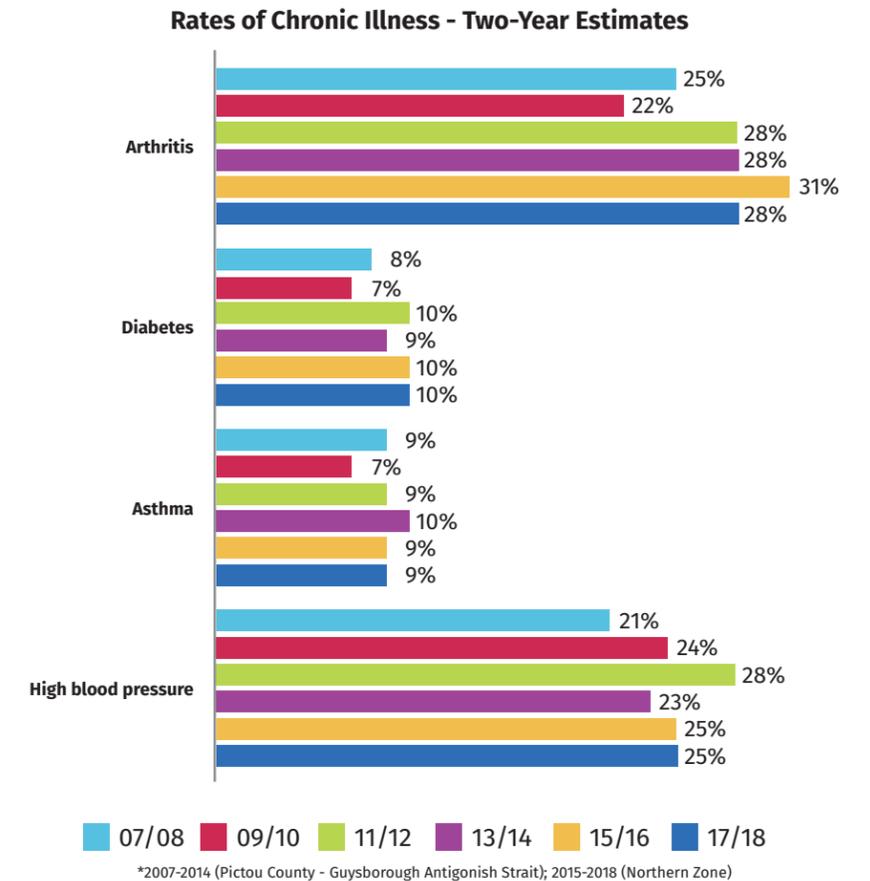
The health system does provide important data on how we are doing with respect to physical and mental health. Pictou County is part of the Nova Scotia Health Authority's Northern Zone, which also includes the areas of Colchester-East Hants and Cumberland. Some available health data is for the entire zone and not specific to Pictou County. Comparing health data over time can be challenging due to changes in how the health system has been organized geographically.

DID YOU KNOW?

If you do not currently have a primary care provider, you can register online through the Nova Scotia Health Authority to be put on a waitlist. Adding your name is the best way to access a family doctor or nurse practitioner as quickly as possible. According to the "Need a Family Practice Registry," 4,100 people in Pictou County were without a family doctor or nurse practitioner in October 2019.

CHRONIC ILLNESSES

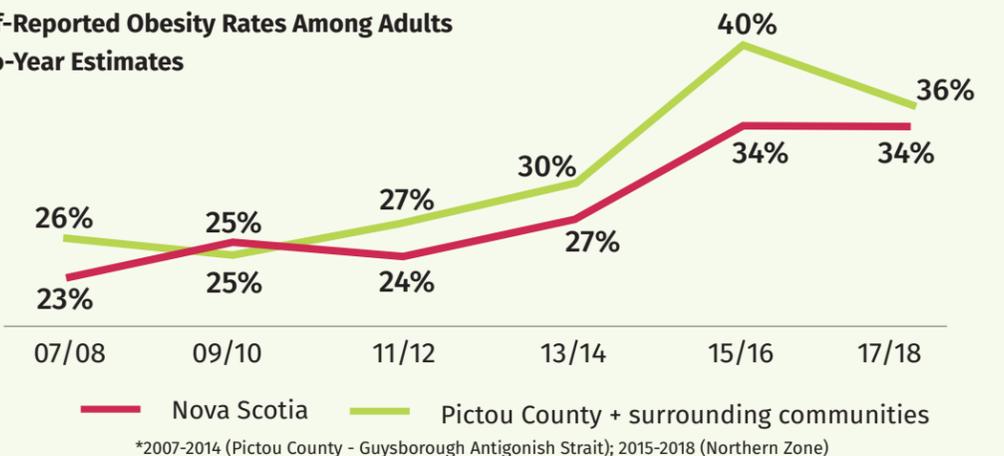
For many people, chronic illness is a fact of life. A chronic illness is a long-term health condition that may not have a cure. Rates of chronic illnesses have stayed the same or increased in Pictou County* since 2007.



OBESITY

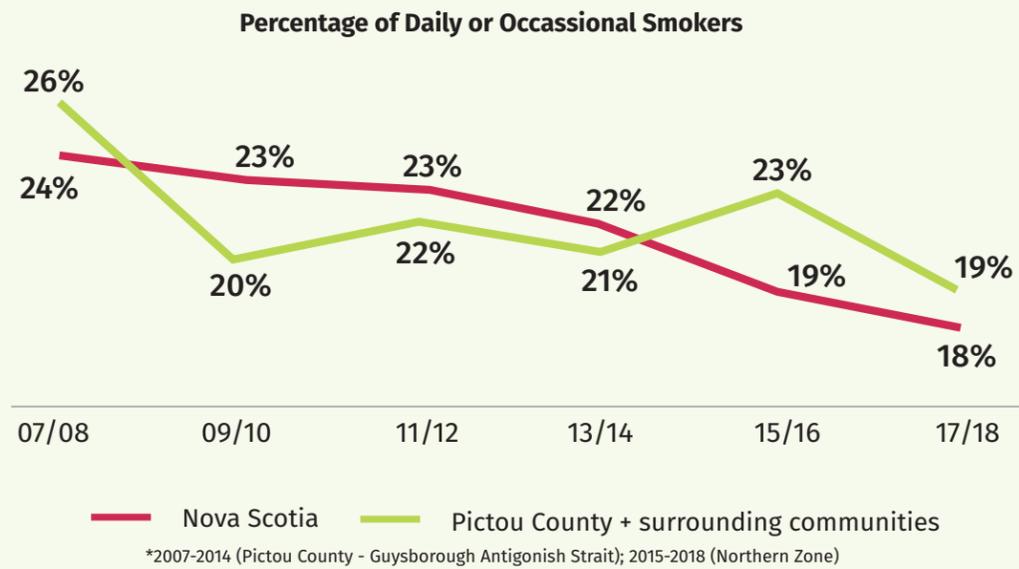
One contributing factor to chronic disease and illness is obesity. Obesity is a complex issue that is influenced by many social factors including marketing of unhealthy foods, low income, and lack of walkable communities. Rates of obesity have gone up both provincially and locally.

Self-Reported Obesity Rates Among Adults Two-Year Estimates



SMOKING

Lifestyle changes, like quitting smoking, can help to lower the prevalence of chronic disease and illness. In Pictou County* and across Nova Scotia, smoking rates have decreased since 2007.

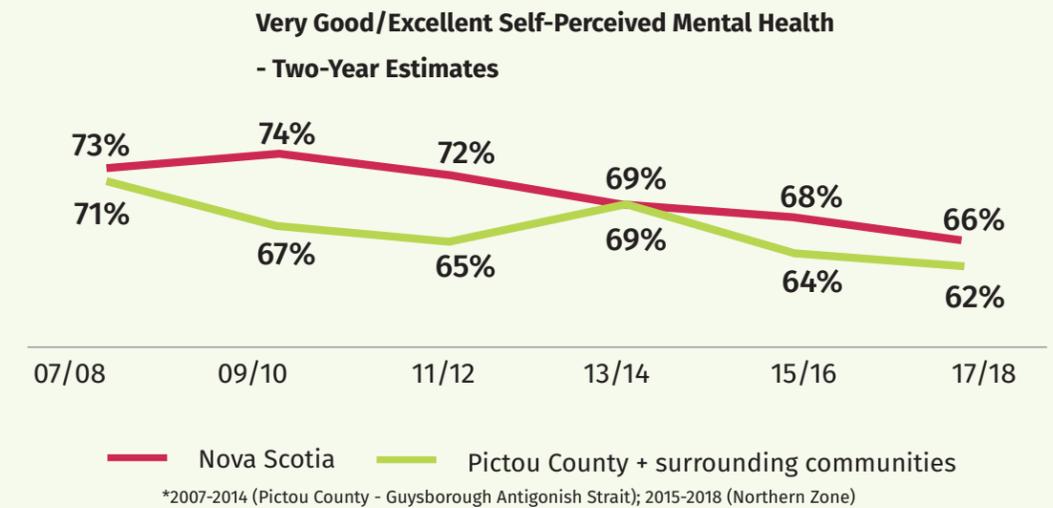


HEAVY DRINKING

In addition to smoking, heavy drinking can also impact obesity and chronic illness. In Pictou County, 20% of residents identify as heavy drinkers, consuming 4 or more drinks (females) or 5 or more drinks (males), on one occasion, at least once a month in the past year.

MENTAL HEALTH

Along with physical health, mental health plays a significant role in day-to-day life. The majority of people in Nova Scotia and Pictou County* report very good or excellent self-perceived mental health, but these rates are declining.



In April 2017, the Pictou County Mental Illness Family Support Association launched the Bright Smiles Project, which provides free dental work for people living with mental illness. Participants are set up with transportation (if needed) and are able to receive exams, x-rays, cleaning, extractions, and fillings, and can also access oral surgery through the resident program at the Victoria General Hospital in Halifax if necessary.

DID YOU KNOW?

EDUCATION EMPLOYMENT & INCOME



Education, employment, and income are three important determinants of our community's health. Thriving communities provide opportunities for people to obtain a quality education, find fulfilling employment, and earn enough money to support their families and participate in community activities.

Enrollment

Pictou County public schools include the Celtic Family of Schools in the Chignecto Central Regional Centre for Education (CCRCE) and the Pictou Landing First Nation School.

School Enrollment (2018-2019)

6,390

CCRCE

62

Pictou Landing
First Nation School

Program Participation

There are a number of unique ways for young people to learn and grow in Pictou County.

Early Literacy Support

293

Students supported

French Immersion Programs

477

Students enrolled

International Baccalaureate (IB) Program

46

Pre-IB students (Gr. 10)

56

IB students (Gr. 11 & 12)

DID YOU KNOW?

There are four African-Nova Scotian Student Support Workers in the CCRCE's Celtic Family of Schools who are available to students looking for classroom, other academic, social, and home liaison supports.

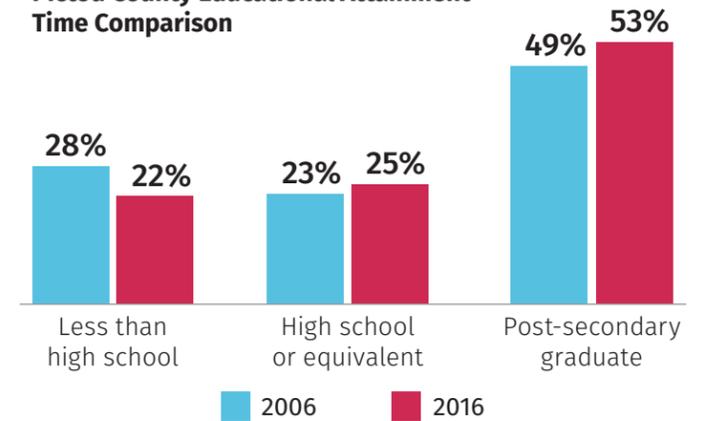
Educational Supports

CCRCE has a number of specialists who support inclusion in the classroom. Pictou County is home to 6.5 Reading Recovery teachers, 1.5 Autism Support teachers, one Parent Navigator, and 108 Educational Assistants, among others.

Educational Attainment

The percentage of the population with a post-secondary education is slightly lower in Pictou County (53%) than in Nova Scotia as a whole (55%). However, educational attainment for Pictou County residents has increased over time.

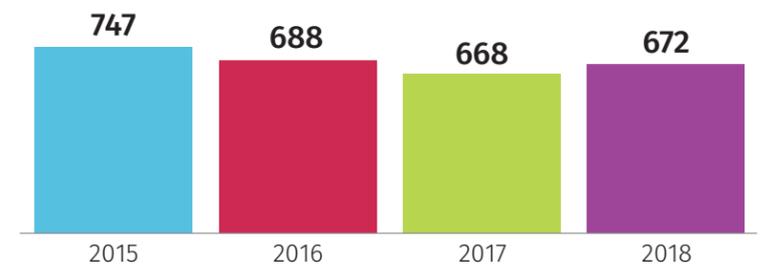
Pictou County Educational Attainment Time Comparison



Post-Secondary Education

Pictou County is home to one of Nova Scotia Community College's (NSCC) 13 campuses across the province. The Pictou Campus offers 24 diploma and certificate programs.

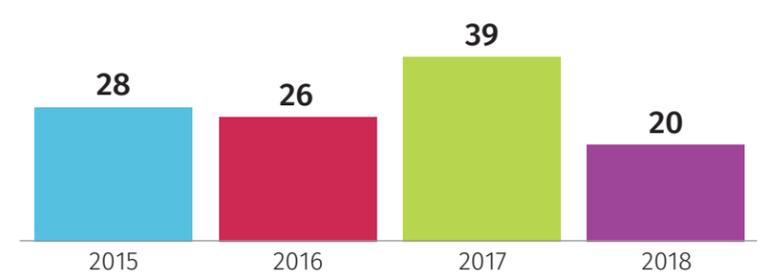
NSCC Pictou Campus Enrollment - Fall Semester



Adult Learning at NSCC

In addition to post-secondary education, NSCC has an Adult Learning Program that provides adults with the opportunity to earn a high school diploma. The program offers incentives such as \$0 cost tuition, full-time, part-time, and online study options, and multiple enrollment dates throughout the year.

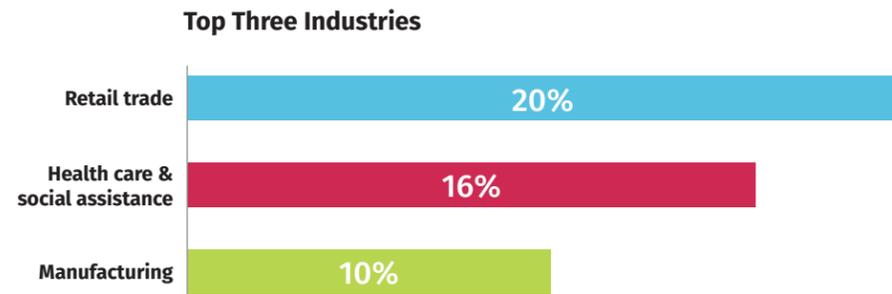
NSCC Pictou Campus Enrollment - Fall Semester



Employment Industries

Finding sustainable employment makes it easier for people to live in healthier neighborhoods, secure child care services, buy more nutritious food, and participate more fully in the community.

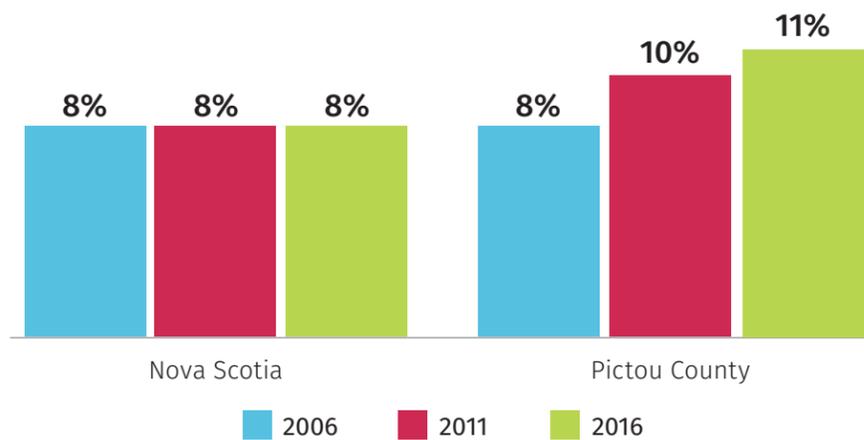
Across Pictou County, people work in a variety of industries. Retail trade, health care and social assistance, and manufacturing employ the greatest number of people.



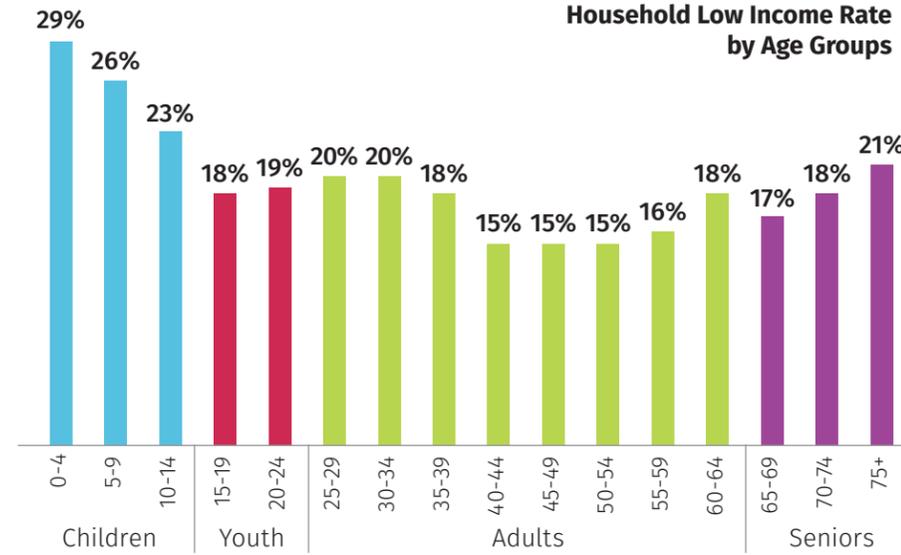
Unemployment

There are many long-standing employers and new and growing businesses in the county. Still, rates of unemployment for the 25-64 age group have gone up since 2006 while provincial rates have remained steady.

Unemployment Over Time (25-64 year olds)



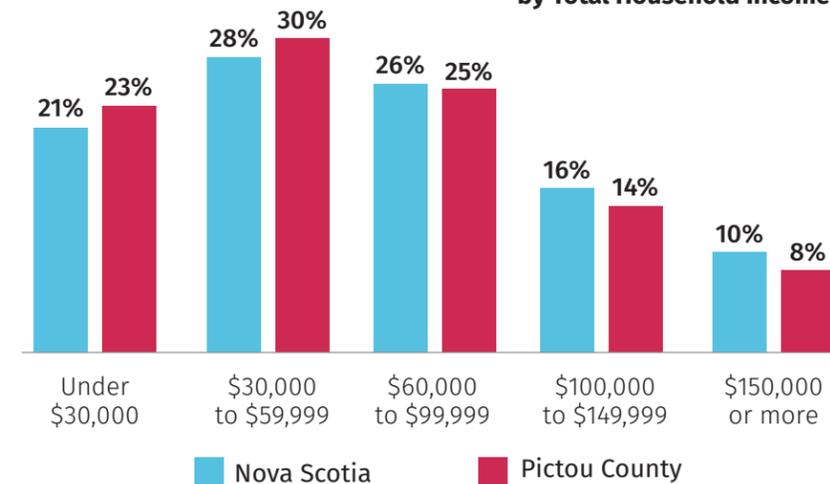
Household Low Income Rate by Age Groups



Low Income

In Pictou County, 29% of children aged zero to four are living in low-income households. Having a low income can make life more challenging for food, housing, childcare, transportation costs, and more.

Distribution of Households by Total Household Income



Income Inequality

While some find it challenging to make ends meet, others have very comfortable household earnings. Income inequality is the extent to which income is unevenly distributed in a community. Those in the highest income category make at least five times the amount of those in the lowest income group.

In Pictou County, the median household income is \$56,066. This means that half of the households in our community make more and half make less than this amount.

HOUSING & HOMELESSNESS



Affordable Housing

Housing is defined as affordable when the mortgage or rent payments plus utilities are less than 30% of a household's total income. Many renters (42%) in Pictou County are living in unaffordable housing, and 16% of these spend over half of their income on rent and utilities.

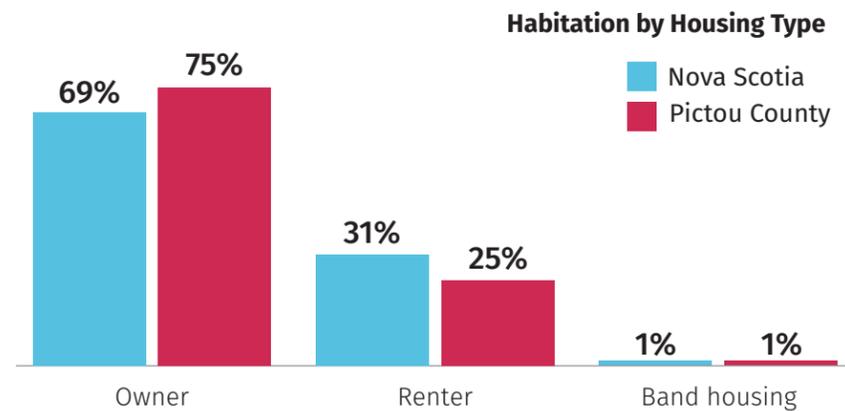
Shelters

Though comparative data is not available to the prevalence of homelessness and emergency shelter needs in Pictou County, there are some essential organizations working to address these concerns in our communities.

Housing is a basic human right. Pictou County residents have a high rate of homeownership compared to Nova Scotian averages. Still, there are some in Pictou County that cannot find or afford a safe, comfortable place to live.

Owners and Renters

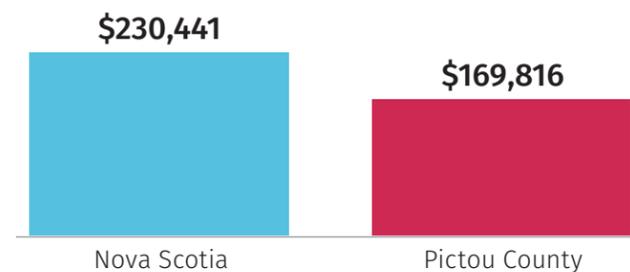
The majority of people in Pictou County own their own homes, and a quarter of residents live in rented spaces.



Average Home Value

The average house costs considerably less in Pictou County than in the province as a whole.

Average Value of Dwellings



Pictou County Shelter Support 2018-2019

	Pictou County Roots for Youth	Tearmann House	Viola's Place
# of Beds	11	15	8
# of Individuals Served	30	100	66
# of Staff	6	20	1
# of Volunteers	23	10	18

Public Housing

Public housing supports low-income earners in finding safe and affordable housing. Public housing gives priority to survivors of family violence, those whose homes have been condemned, or those who need to live near a hospital. There are 105 public housing units in Pictou County. For comparison, Colchester County has 20 units and Cumberland County has 127.

DID YOU KNOW? ⏪

Housing Realities

“Like poverty, housing challenges can be a hidden epidemic because it does not directly affect those of us who are not faced with the inability to find safe, affordable, and adequate housing. However, those who work with populations that face barriers (due to poverty, cognitive delays, gender, family violence, discrimination, and a number of other factors) frequently hear shocking stories of people trying to obtain a place to live. We hear about rat infested homes with no support provided to get rid of the infestations. We hear of transgender people who have been evicted or refused housing based on discrimination. We hear of men with cognitive delays who are shown one unit and when they turn up to move in, learn that they are being placed in a different unit which is in disrepair, dirty, and unsafe. We hear of families who cannot open their windows in the heat of the summer because there are no screens, which is a safety concern for their young children. We hear of homes where heating units have been replaced by electric space heaters that drive up electric bills, forcing people to choose between eating and heat in the cold of winter.

What we know is there are many who are unaware of the challenges faced by the alarming predicaments of housing poverty in our own community. Collectively it is our responsibility to help right this wrong. It is time we rise to the challenge and demand that safe, affordable housing be a human right for all citizens in Pictou County.” – Pictou County Community Support Worker

Nursing Homes

Seniors deserve quality resident-centered care in comfortable nursing homes when needed.



Supportive Housing

There are two organizations in Pictou County that offer housing support for individuals with disabilities.

Highland Community Residential Services (HCRS) supports individuals with an intellectual disability or mental health challenge to live independently in the community. HCRS homes and apartments are located throughout New Glasgow, Stellarton, Trenton and Westville.

Riverview Home provides facility and community-based services for individuals with intellectual and physical disabilities, acquired brain injuries, and long term mental illness.



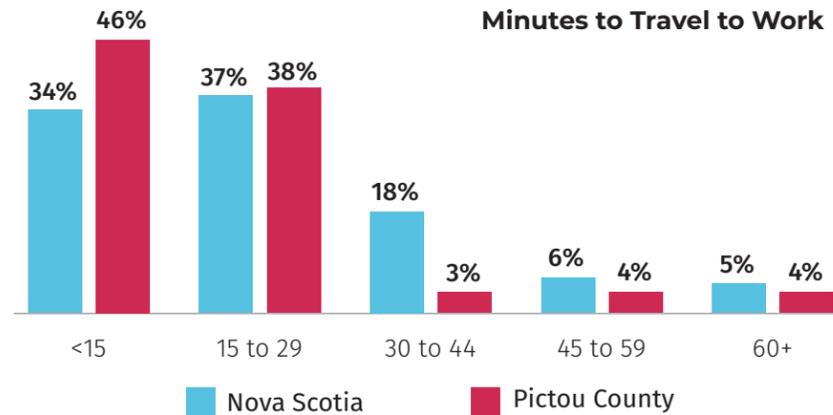
GETTING AROUND

The ability to get where you need to go when you need to be there is critical to your quality of life. In rural areas, where transportation options are limited, how do people get around?



Time to Get to Work

Nearly half of Pictou County residents travel less than 15 minutes to get to work. This is a high number of residents with a short commute compared to provincial data.



Means of Travelling to Work

The majority of people in Pictou County travel by car to get to work.



DID YOU KNOW?

Taxi services provide additional transportation options in our communities with many offering flat rates to specific locations. For example, one taxi service charges \$25 each way for travel from downtown Pictou to the Aberdeen Hospital. These services are an important transportation option for residents, but can still pose a financial barrier.

Alternative Transportation

Not everyone wants or can afford to own their own car, and alternative transportation options are somewhat limited. Considering the geographic size of Pictou County, this can pose a challenge for people needing to access services, programs, and basic needs, including employment opportunities.

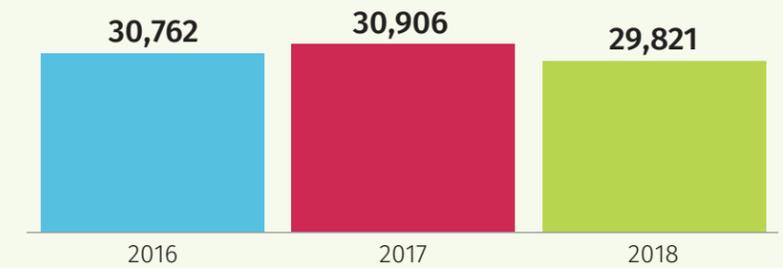
While riding a bike or walking to work or appointments is an option for some, roadside maintenance issues are cited as a barrier for these alternatives in Pictou County. According to the 2018 Physical Activity Community Survey conducted by Nova Insights Inc., 58% of people say that infrastructure is a barrier to cycling and 43% of people say it is a barrier to walking.

Buses

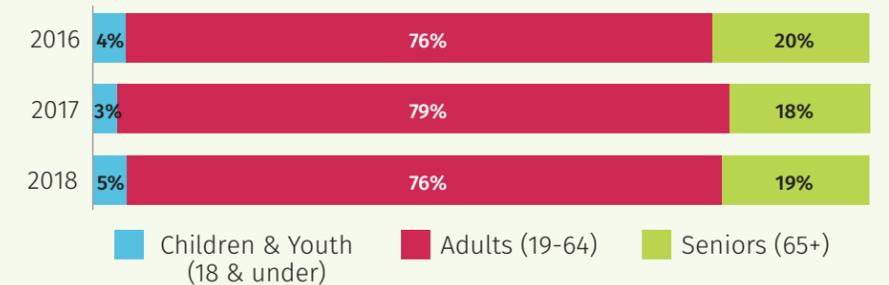
CHAD Transit is a service available to all residents of Pictou County. CHAD is an accessible, door-to-door transportation option.

Of the roughly 30,000 rides given per year, CHAD's ridership is primarily made up of adults aged 19 to 64 years of age. CHAD reports that roughly 60% of their ridership is made up of Summer Street clients.

CHAD Rides Given by Year



Portion of CHAD Transit Users by Age



Transportation Realities

"Having use of the CHAD bus to get back and forth to dialysis is like a God send to my family. It allows other members of my family the freedom to do their own chores and look after other family affairs. We do not have the financial resources for other means of transportation. The drivers are always very prompt, help open doors and very friendly. The fare is more than reasonable and very much appreciated." - senior who requires three trips a week to dialysis in Pictou

DID YOU KNOW?

In 2020, New Glasgow and Stellarton will be launching a fixed bus route for commuters in partnership with CHAD. At \$3/ride, community members will be able to reach seven primary destinations: NSCC - Pictou Campus, Foord Street, Aberdeen Hospital, New Glasgow Library, Dover Avenue and High Street, Highland Square Mall, and the Pictou County Wellness Centre.

ENVIRONMENT



We need to interact with the environment to obtain our food, water, fuel, medicines, building materials, and more. The balance between humans and the environment can impact quality of life and is not always easy to achieve.

Energy Efficiency

Efficiency Nova Scotia offers free energy efficient products to people across the province. One of Efficiency Nova Scotia's partners will install free products in your home such as LED lighting, faucet aerators, or smart power bars. These changes help reduce energy use and related costs. Pictou County residents have embraced this opportunity on a large-scale and have demonstrated leadership in energy efficiency.

Program Participation in Pictou County Since 2013

5,895

Participants



217,594

Products Installed

Boil Water Advisories

A Boil Water Advisory is made to protect people's health by asking residents to boil tap water before using for consumption, washing fruits and vegetables, cooking, or dental hygiene. Since 2006, only 3% of advisories across the province have occurred in Pictou County.

Air Quality

Each hour, Nova Scotia Environment's Air Quality Unit monitors Carbon Monoxide, Nitrogen Oxides, Ozone, Sulfur Dioxide, and more through local stations.

Data from 2017 indicates that the Pictou station has remained at Level Orange, or

the second most concerning level, since 2013. However, significant reduction in the ambient concentrations of fine particulate matter (aerosols, smoke, fumes, dust, ash and pollen) has been observed beginning in mid-2015.

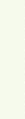
Community Feed-in Tariff Program (COMFIT)

From 2011-2016, COMFIT allowed community-owned groups to own locally-distributed renewable electricity projects. "Feed-in" means that energy produced by these projects fed in to the province's electricity grid. The government hoped to add 100 megawatts of renewable electricity capacity through COMFIT (enough to power about 100,000 homes), and Pictou County alone contributes over 32% of this goal annually.

COMFIT in Pictou County by the Numbers

21

Wind Energy Sites



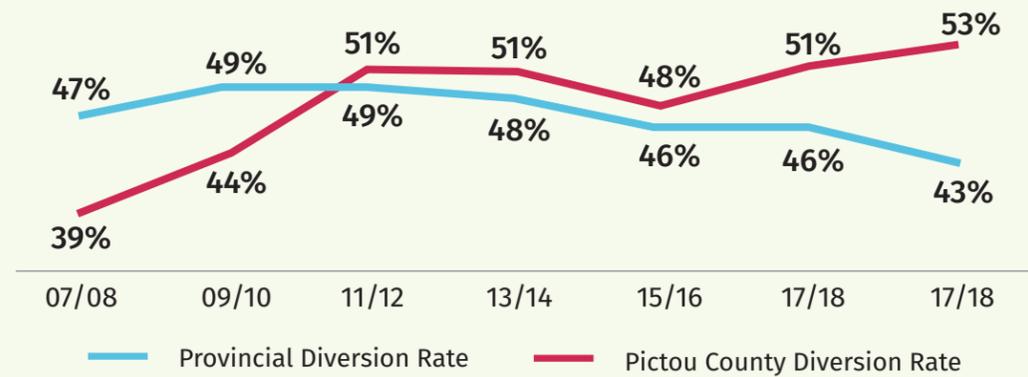
32.3

Megawatts of Energy Produced Annually

Solid Waste

Pictou County is known for being an innovative leader when it comes to recycling and diverting waste. Since 2013, Pictou County has boasted a waste diversion rate above the provincial average. Residents and businesses in Pictou County have been very engaged in the local waste diversion programs and services and are proud of their successes.

**Waste Diversion Rate Comparison
Nova Scotia and Pictou County**



Pictou County Go Clean Get Green

From 2011 to 2018, there were 19,784 participants in the Go Clean Get Green community litter clean-up program with a recorded 42.86 tons of waste collected.

Year	Participants	Tonnage Collected
2011	3220	6.98
2012	3000	3.72
2013	2970	7.09
2014	3299	5.84
2015	1325	3.92
2016	3240	12.14
2017	2730	3.17
2018	3613	6.24
Average	2925	9.91

» DID YOU KNOW?

Residential and commercial organics are processed into compost at the Pictou County Solid Waste Compost Facility. Each May, during Compost Week, a Compost Giveaway is held at the site in Mount William. Pictou County residents can pick up two free bags of compost at that time and purchase more if desired.

» DID YOU KNOW?

For many years, Pictou County has been faced with a divisive debate around the economic and environmental implications of the effluent plant near A'se'k/Boat Harbour. Part of the traditional fishing territory of Pictou Landing First Nation, the introduction of this industry permanently changed the relationship of this community with the land. This debate has impacted many relationships in our community. How it plays out will continue to have life-changing effects for the people of Pictou Landing First Nation and a generation of families whose livelihoods have depended on the local pulp and paper industry.

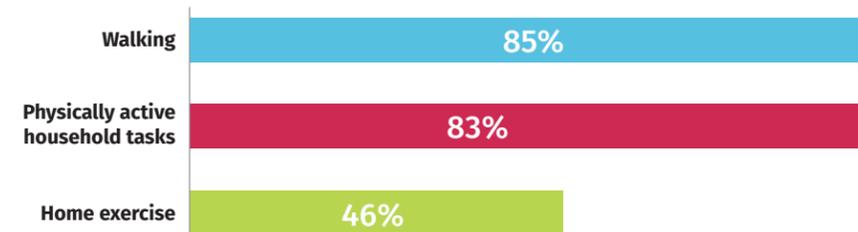
HEALTHY LIVING



Populations that are healthy tend to have fewer barriers to healthy lifestyle choices and more supports for individuals and families to make the healthiest choices possible.

In order to live a healthier lifestyle, it's essential to participate in regular physical activity and eat healthy, nutritious food.

Top Three Forms of Weekly Physical Activity Among Adults



Most Popular Types of Physical Activity

There are numerous ways that people in Pictou County choose to be physically active. The most popular form of weekly physical activity for adults in the county is walking.

Top Barriers to Physical Activity

Many people experience barriers to participation in physical activities. Three categories stand out as particular challenges for Pictou County residents.

INFRASTRUCTURE

Condition and maintenance of bicycle lanes and roadsides for walking

SOCIAL BARRIERS

Having someone to be active with

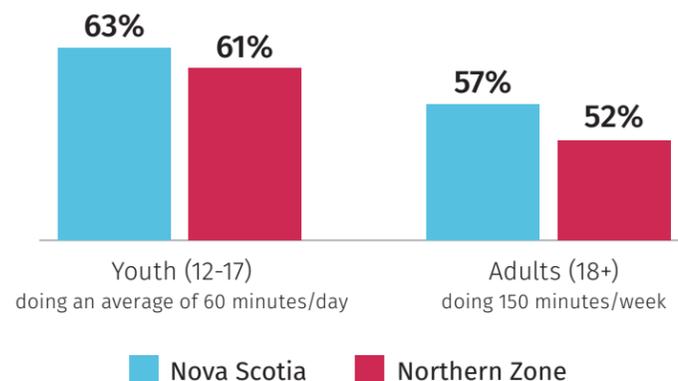
FINDING TIME

Working activity into daily life and around schedules

Physical Activity

Physical activity has many health benefits. People of all ages need to move more and sit less to help them achieve their best health. In Pictou County, part of the Nova Scotia Health Authority's Northern Zone, rates of physical activity are slightly below the provincial rate.

Getting Enough Exercise



Trails

A strong trail system encourages exercise and other healthy outdoor activities. Pictou County is home to almost 40 trails totaling over 230 kms of opportunity to connect with nature.

DID YOU KNOW?

The Pictou County Wellness Centre is a multi-sport and recreation facility that features two ice surfaces, community meeting rooms, and the YMCA of Pictou County. The Y operates the facility's fitness centre, gymnasium, day care, child minding and aquatics centre. The Wellness Centre's indoor walking track is used by Pictou County's 'Walk with a Doc' program, a free activity for anyone interested in taking steps toward a healthier lifestyle.

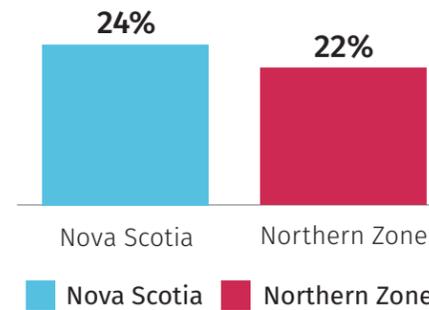
» DID YOU KNOW?

Some members of our communities experience food insecurity. Food insecurity means not having reliable access to sufficient quantities of affordable and nutritious food. Without food security, people are at a higher risk for serious health, economic, and social problems, including chronic disease, stress, depression, and social isolation.

Healthy Eating

Maintaining a healthy, balanced diet is the perfect partner to physical activity. In the Nova Scotia Health Authority's Northern Zone, only 22% of people are consuming fruits and vegetables five times or more per day, which is slightly below the provincial rate.

Eating Enough Fruits and Vegetables



Costs of Healthy Eating

The National Nutritious Food Basket is a tool that can be used to estimate the cost of eating a basic nutritious diet. The monthly cost to buy nutritious food in Pictou County is slightly lower than the provincial average.

Nova Scotia
(Family of Four)

\$935.11

Pictou County
(Family of Four)

\$911.98

» DID YOU KNOW?

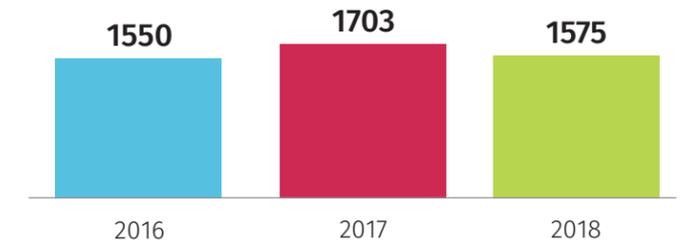
In July 2019, Kids First and the New Glasgow Farmers Market announced the launch of the Nourishing Communities Food Bucks Pilot Study. Part of a provincial initiative, partner organizations select participants who will benefit from reduced food insecurity and increased social inclusion through "food bucks", an anonymous alternative currency that can be redeemed at any vendor stall at the Market.

Food Bank Usage

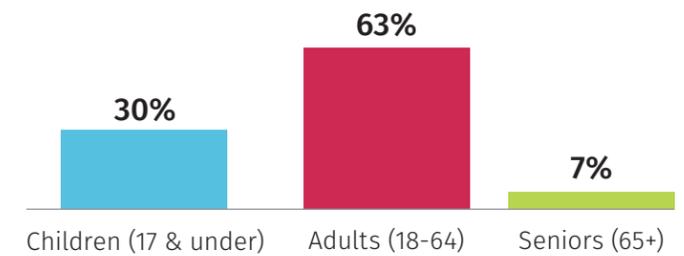
The 2016 Census population of Pictou County was 43,748 people. Roughly 4% of the population utilizes food banks.

Food insecurity affects people of all ages. However, children make up a disproportionate amount of food bank clients. In Pictou County, about 20% of the population is children (0-19), but they make up 30% of all food bank clientele.

Number of Individuals Served at Food Banks



Pictou County Food Bank Clients by Age



Farming

Farms also play a valuable role in protecting food security by growing local, healthy foods for our citizens. Pictou County makes up 7% of all farms in Nova Scotia, with meat, poultry, and eggs as the most prevalent types of food production.

» DID YOU KNOW?

There are eight community gardens in Pictou County: Family Garden, From the Ground Up, The Giving Garden, Kids First Community Garden, New Glasgow Library Learning Garden, New GlasGROW Community Garden, Pictou Landing School Garden, and Seeds of Hope. Community gardens help people learn and connect with food sources as they produce plentiful harvests to support our community.

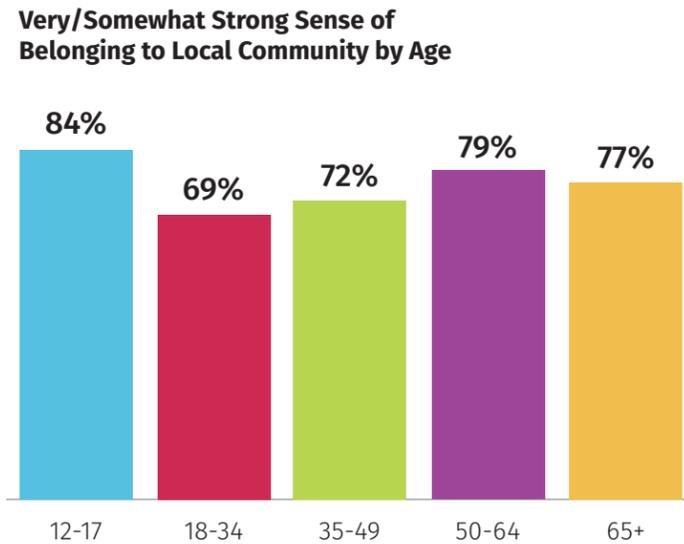
BELONGING

Belonging is about communities sending signals of acceptance and inclusion, and about individuals cultivating their own connections to community. A sense of belonging brings purpose to our lives and is important for building safe, vibrant, healthy communities.



Sense of Community Belonging

Feeling like you belong to your community is essential to building the ties to stay. While youth, aged 12-17, show the highest rates of community belonging, young adults, aged 18-34 show the lowest rates. With outmigration as an issue facing Pictou County, it is important that we find ways to help young adults feel that they belong.



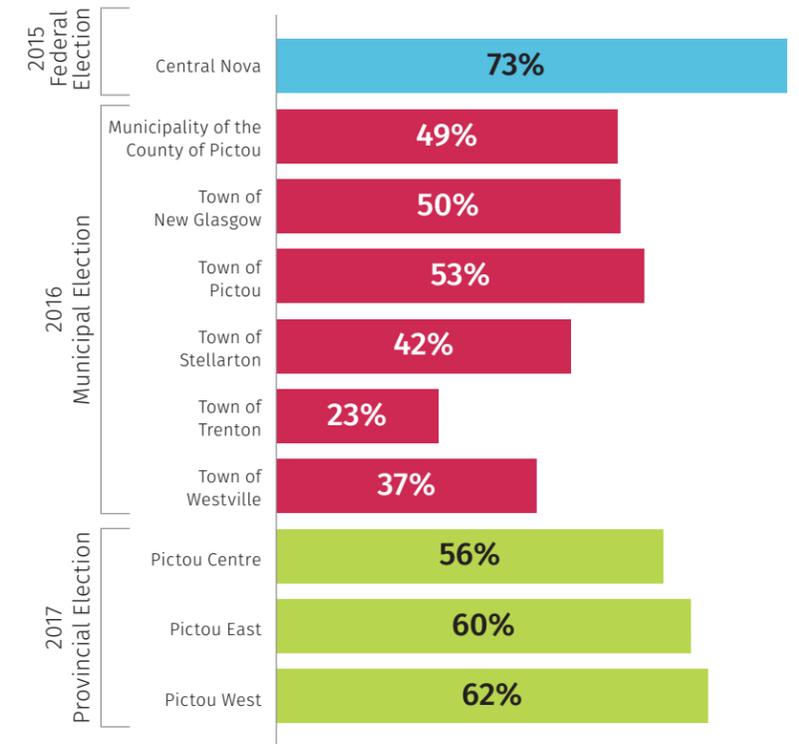
DID YOU KNOW?

The Pictou County Council of Seniors provides essential supports for seniors in our communities by building partnerships, offering navigation support, and coordinating community development activities. Thanks to a dedicated group of volunteers, in 2018-2019 alone, roughly 1,200 seniors participated in "Lunch and Learns" across the county, and over 2,000 seniors and their families received support in times of crisis and assistance in navigation of health and wellness resources.

Civic Engagement

Participation in our political system can be a useful measurement tool for understanding people's sense of belonging and engagement with their communities. Statistics for Pictou County from recent municipal, provincial, and federal elections show that federal voter turnout was highest, followed by provincial, with municipal elections in Pictou County showing the lowest level of engagement.

Voter Turnout

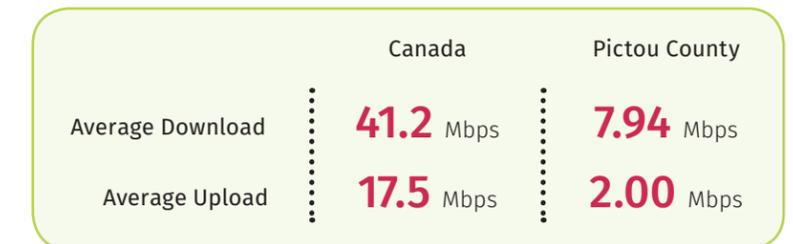


DID YOU KNOW?

There are a number of programs and supports available for LGBTQ2+ community members in Pictou County. The Pictou County Rainbow Community Association runs a Participant Driven Discussion Group for parents and adults of significance to LGBTQ2+ youth, a Rainbow Mobile Group, and a Rainbow Rec Program for youth. The Pictou County Sexual Health Centre offers one-on-one support and consultation, print resources and material, Safer Spaces training for organizations, businesses, and the general public, and much more.

Internet

Nationally, 7 in 10 Internet users say they would be unlikely to purchase a home in an area that didn't have high-speed Internet, making Internet speed (measured by megabits per second) an essential consideration for community growth.



» DID YOU KNOW?

- The Multicultural Association of Pictou County (MAPC) is a volunteer-based, non-profit organization that serves people of diverse cultures living in Pictou County. MAPC is focused on encouraging and promoting all aspects of multiculturalism and it hosts the annual Multicultural Fusion Festival.
- The festival provides an opportunity for newcomers, residents, and guests to come together and celebrate a growing cultural diversity.

Inclusion in Sports and Recreation

Acceptance and inclusion are major contributors to a sense of belonging. Having a disability can close many doors to participation in sports and recreation. Nova Scotia is the most recent of only three provinces in Canada that have passed legislation on Accessibility. Eight percent of community sports organizations in the Nova Scotia Health Authority's Northern Zone, which includes Pictou County, have an inclusion policy.



Languages

There are more than 40 languages spoken in Pictou County.

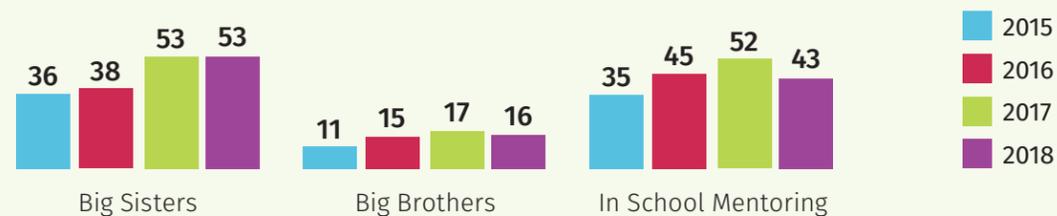
Top Five Mother Tongue Languages Spoken by Number of Speakers



Big Brothers Big Sisters of Pictou County

Creating spaces and opportunities for young people helps to build strong communities. Big Brothers Big Sisters positively changes the lives of children and youth in the community through the power of mentoring.

Big Brothers Big Sisters - Participants by Program



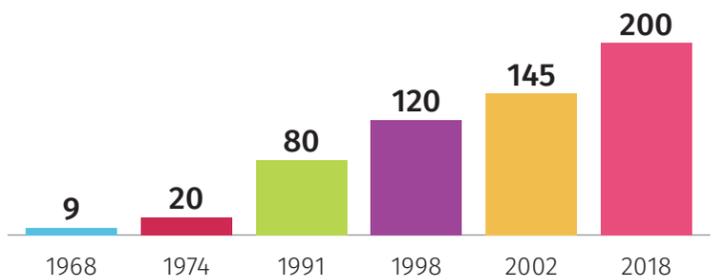
» DID YOU KNOW?

- Inspired by Henderson Paris' remarkable Run Against Racism, Pictou County is home to the annual Marathon Of Respect & Equality (MORE) that incorporates each community in Pictou County. Held each May, MORE encourages respect for diversity and support of all people, regardless of their circumstances.

Summer Street

Getting out, participating, and exercising are excellent ways to build community belonging. Finding meaningful work helps to build community ties as well. Summer Street is an organization that creates and facilitates opportunities for people with intellectual disabilities, both in-house and throughout the community.

Number of Summer Street Clients by Year



» DID YOU KNOW?

In 2019, the Pictou County Chamber of Commerce conducted a study on the financial and social impacts of Pictou County's non-profit sector. Forty-four organizations were interviewed, and this sample group was found to have total annual budgets in excess of \$48.5 million. Collectively, they employ nearly 344 full-time and 539 part-time employees. They fundraise over \$3 million annually and have more than 1,500 volunteers supporting their work in the community. On average, the participating organizations have been serving local residents for 30 years.

"This was a small sample of the estimated 300 non-profits in our community. These organizations are at the heart of Pictou County. We are so fortunate to have them and are grateful for the immeasurable contributions they bring to residents each and every day. Thank you to the Chamber of Commerce for highlighting their importance and the impact they have on life in Pictou County!" – Pictou County community volunteer and businessperson

THE PROCESS

Local Data

Vital Signs® reports employ a community-based research strategy in order to determine community priorities and highlight community strengths. Wherever possible, this report has drawn information from local data, such as data from local business and non-profit organizations. The report also draws extensively from the most recently available data from national and provincial sources, such as Statistics Canada and the Government of Nova Scotia, to provide a high-level snapshot of community vitality on a wide variety of indicators. For additional information regarding information sources, please refer to CFNS's Pictou County Vital Signs® Source Document located at cfn-fcne.ca/en/vitalsigns.

Local Leadership and Community Engagement

Vital Signs® is an evidence-based report that is used to measure community well-being, start conversations with local leaders, and identify trends to help communities act on priorities such as poverty, food insecurity, youth unemployment, and more. The goal of Vital Signs® is to offer a readable and engaging report that encourages dialogue and action from all segments of a community, including citizens, non-profit organizations, institutions, and political leaders.

The researchers connected with community members to seek their perspectives for this project and they supported the identification of priority areas, collected data, and provided final edits to the report. Representatives from many community partners played a key role in providing high level recommendations and advice to ensure this report addressed the priorities and needs of the community, and were instrumental in achieving the community outreach and engagement goals of Vital Signs®.

Challenges and Limitations

The reader should keep in mind the following:

Throughout the process, Pictou County community members identified issues they would like to see addressed in the report. Unfortunately, due to data availability and space limitations, not all of these are included.

This report uses secondary data from multiple sources over various years. Data was collected using a variety of survey methods for many geographic catchment areas. The researchers made every effort to be explicit regarding the parameters of the data and to ensure that the data used in the report was comparable.

ACKNOWLEDGEMENTS

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Thank you to our community photographers

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To all those who contributed to the local team, participated through community conversations, helped link us to local data sources, reviewed content, and supported the project along the way - you know who you are, and we thank you. Let's keep talking!

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