



NEWS RELEASE

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FACEBOOK: THE KMHB AND ITS PIVALLIANIQ PROGRAM TAKE THE LEAP!

Kuujuuaq, September 24, 2014 – Today, the Kativik Municipal Housing Bureau (KMHB) is demonstrating, once again, its desire to always improve its service to tenants of the 14 Nunavik communities by launching its Facebook page. Accessible over the last few hours, this new platform represents a source of information for the Nunavimmiut who can now follow the latest news about renovation and construction of housing in Nunavik, learn more about the various responsibilities of the KMHB, understand the various departments of the organization, and be on the lookout for available jobs, and much more.

Over the past years, KMHB has been listening to its tenants and has taken steps to take the pulse of the population regarding their needs, concerns and, at times, their dissatisfaction. "Last fall, we developed an analysis to illustrate the behaviour of Nunavik residents as well as their patterns of consumption of digital platforms. The analysis allowed us to draw interesting conclusions regarding time, frequency and the means of communicating with our tenants, and we wish to apply the recommendations raised to better serve our customers and future generations of tenants," said Watson Fournier, Director General of KMHB.

"The Internet has become very quickly rooted in the daily lives of people over the past years. Remote places such as Nunavik are not escaping this trend. The use of digital channels is more than just young people; all age groups are almost equally represented. In the context where the issue of housing remains a priority in our region, it is essential to use a platform like Facebook to strengthen the link between our organization and the Nunavimmiut," added Josee Levesque, Head of Communications for the KMHB.

As part of the launch of its Facebook page, KMHB has also taken the opportunity to announce its new Facebook page for its Pivallianiq program. This exclusive page will aim at sharing the latest news about the MAINTENANCE TEAM, the NANUK Tour and the SAY NO TO VANDALISM Campaign. In addition, the page will provide practical advice related to the maintenance of dwellings in addition to sharing several videos and photos.

ABOUT THE KMHB

Created in 1999, at the request of the Kativik Regional Government, KMHB'S mandate is to manage and maintain in good condition the 2,800 social housing in northern villages in the Kativik region. It is one of the largest employers in Nunavik with more than 125 full-time employees, of which 75% are Inuit.



ABOUT THE PIVALLIANIQ PROGRAM

The Kativik Municipal Housing Bureau established the Pivallianiq Program in February 2012. It is a vast undertaking financed by the *Société d'habitation du Québec* that covers all Nunavik communities. Pivallianiq, an Inuktitut word meaning "change for the better", is a program of awareness, education and action that aims to beautify Nunavik homes and living environments through sustained efforts in maintenance and by fighting vandalism.



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