



Société
d'habitation
Québec

PRESS RELEASE

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More alive than ever after 18 months of activity

PIVALLIANIQ RAISES ENTHUSIASM AMONG OUR YOUTH!

Kuujjuaq, June 17, 2014 – The Inuktitut word Pivallianiq, meaning “change for the better”, and adopted by the Kativik Municipal Housing Bureau (KMHB) as the name for the program launched in February 2012, has become a household word for Nunavik's youth.

"In recent months, the Pivallianiq Program gained extraordinary momentum thanks to the success of the NANUK workshop that involved hundreds of students throughout Nunavik's 14 villages and the SAY NO TO VANDALISM campaign that benefited from the commitment, listening skills and drive of three streetworkers in four of Nunavik's communities: Puvirnituq, Inukjuak, Salluit and Kangirsuk. Meanwhile, the Makeover Team is at the ready: their team of eight Pivallianiq agents will soon begin a round of visits to certify families that maintain their units properly and pay their rent or make acceptable payment arrangements with the KMHB. We expect to surpass the threshold of 800 accredited families and create a veritable movement," said KMHB director general Watson Fournier.

Housing Day, on September 10, is approaching, when winners of prestigious prizes from amongst certified families will be announced directly from Salluit. This wonderful news shows the real interest the Nunavimmiut have for the Pivalliniq Program, the Pact for Better Living in Nunavik.

THE PIVALLANIQ-NANUK TOUR

Six months to design a workshop tailored to Nunavik's cultural realities, plan a 14-village tour and raise student awareness about the Pivallianiq Program: a lofty goal that the team achieved with gusto. **"Today's classrooms are filled with our future tenants. As a municipal body wishing to improve the housing situation in Nunavik, we have the duty to make them aware of vandalism, the importance of taking care of our homes and building new ones, and the need to adopt acceptable civic behaviours. Education is key to adopting sound lifestyle habits and we wish to play a bigger role with this highly promising generation,"** said Mr. Fournier. In all, more than 550 students in over 50 classrooms across Nunavik participated in the interactive workshop and earned the Pivallianiq-Nanuk diploma.

THE SAY NO TO VANDALISM CAMPAIGN: BEGIN BY REDUCING VIOLENCE AND BULLYING

Dance workshops, training sessions, Inuktitut lessons, colouring and graffiti on paper or canvas, waste paper collection drives, or simple walks outside; all are good reasons to bring kids together and have spontaneous talks about their concerns. Over the past three months, streetworkers and hip-hop dancers Zig, Dr. Step and Shatterstar visited four Nunavik communities (Puvirnituq, Inukjuak, Salluit and Kangirsuk) to improve the quality of living environments, fight violence and bullying and ultimately reduce vandalism through activities and workshops whose design called on their creativity. **"One thing is sure, the names Zig, Dr. Step and ShatterStar have not stopped making the rounds in the communities because there will be more sessions in Fall 2014,"** noted Mr. Fournier.

PROUD PARTNER OF THE "PERFORMANCE ARTS" PROGRAM

This year, the KMHB wanted to use the Pivallianiq Program to encourage the region's initiatives to support academic perseverance and the commitment of Nunavik youth. Consequently, the organization was happy to serve as a partner to YOUTH FUSION's "Performance Arts". Having designed the SAY NO TO VANDALISM campaign, the KMHB believes in the importance of creating enjoyable, fun and diversified opportunities for young Nunavimmiut in music, sport and culture. **"The KMHB is proud to be associated with the kind of event that allows young people to discover their talents and actualize themselves... and Nunavik is bursting with young talent,"** concluded Mr. Fournier.

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 battling vandalism. For more information, visit www.pivallianiq.com

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