

# **Clayoquot Biosphere Trust Final Report For Yu-cluth-aht Holistic Celebration of Health**

October 3, 2007

## **Results/ Achievements**

We feel that we met our goals of reaching our youth and community members with the message of healthy living, following ones culture and avoiding the use of alcohol and drugs is a far better way of living. Our numbers of those attending were not as high as we were hoping but still there were lots who attended and partook in the workshops being offered. Our plan remained the same throughout the project. To reach as many people as possible and get the message out to avoid alcohol and drugs and to become involved in cultural activities. We had many tourists attend from all over Canada and several other countries as well. The public all had the opportunity to experience First Nations music and culture first hand. Many benefited from the variety of health related workshops offered. This grant enabled us to reach many people and although it is still too early to see the long term results we believe this grant enabled us to have a positive impact on many people in a whole variety of areas. It is our hope that we have encouraged those who attended to pursue music and culture in their everyday lives and quite alcohol and drugs. We especially hope that the youth pursue their culture and listened to the message that the groups gave them.

## **Effect on community/organization**

The effect on our community has been positive, there appears to be more interest in attending community events and everyone would like us to keep doing these type of events as there has never been anything this big done here in the past. Our organization also had positive benefits as a result. We all had to become involved in the planning and execution of this event. We learned to work together as a team. In our jobs many of us rarely have the opportunity to work together on the same project. It appears that doing this as a team approach has made us understand what we can accomplish when we come together on a common goal. Our overall goal is work towards the betterment of our band and community members. This project fit well with that in mind. Almost all of our staff volunteered in some capacity to make the event a success.

## **Target Group**

Our target group was the community members here and especially our youth. Many of the youth volunteered and many more attended both the music and the workshops that were offered. We had many families in attendance and believed we were able to reach our target groups.

## Inclusiveness

We had several brain storming sessions and all participants views were considered before make decisions and final plans. Everyone was encouraged to attend our planning meetings and no one excluded from the process. Our volunteers came to us from as far away as Vancouver and from our neighboring communities of Ucluelet and Tofino as well as our own community. We kept with culturally appropriate ways by having our local chiefs and the Mayor of Ucluelet welcome everyone into Ucluelet territory and the town of Ucluelet.

## Factors Influencing Outcomes

Some of the factors that made for a positive outcome were collaborating with the Parks and Recreation Department of the Town of Ucluelet. We had several meetings and phone calls. This resulted in full use of their facilities which made the whole project possible. We needed to use their recreation field and hall to have a large enough place to hold the event. The town of Tofino contributed a substantial amount of bottled water to us as well as funds. These really helped as we did not need to purchase water to give to our performers and volunteers. The many financial contributors must also be recognized in making it a success. It was the result of many phone calls, mailings and emails that enabled us to achieve our goal.

## Collaboration/partnership

Our main partnership was with the Town of Ucluelet. We ran into no real difficulties in working with them on the use of their facilities. At one point a stage that we were to have use of fell through mainly because they did not have the use of the stage we were both going to use. This was only a minor setback and we soon secured to use of a stage for our performers. Our band council was supportive throughout and provided funds as well. We also had the involvement of The West Coast Women's Resource Centre they provided workshops for us that involved the youth in attendance.

## Innovation/demonstration

We believe that the pairing of music, culture and health was innovative and contributed to the overall outcome. Although it worked well we found that there were some difficulties in scheduling of the workshops. These were overcome by being flexible and working with the presenters. We found this approach of pairing music, culture and health a lot of extra work but worth the effort and would do it again.

## Publicity/media

Yes we did receive media coverage included is a write up from a first Nation news paper. In our advertising campaign we found the most limiting factor was the costs involved in advertising. We did make use of every opportunity to secure free publicity and advertising. In future we would plan a higher budget for advertising and start sooner. We did acknowledge all of our contributors publicly and online through our website as well as on local radio and in our program guide.

### Evaluation process

Although we had planned on handing out evaluation forms to help us in future plans, it did not happen. This was a result of not having anyone assigned to do the evaluations and becoming too busy to initiate it. This one area we learned from in that it fell through the cracks of the planning process. In future this will not become overlooked.

### Advisory Committee goals

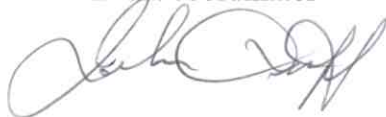
We believe that we have achieved the goals outlined. We have exposed a large number of people to our workshops and message to avoid the use of alcohol and drugs. The youth have learned the pitfalls involved in ongoing use of drugs or alcohol. The families who were there learned that alcohol and drugs lead to family violence, job loss and poverty. Our keynote speaker addressed all these areas so even those who did not attend one of the workshops still got to hear the message. We worked with several local agencies for counselors to provide workshops. Any reduction in alcohol and drug use or family violence is a step in the right direction although we can not claim anyone defiantly quit as a result of attending our event we think we have planted the seeds which may grow if reinforced. So we will continue to try and get the message to them that healthy living, following one's culture and avoiding alcohol and drug use is the way to go. We also were able to promote the musicians and music in general as positive.

### Budget

We found our costs were higher than our original projection. Attached is an outline of our revenues and expenses.

We thank you for believing in our idea and supporting us in making it happen. At present we feel it would be best to skip a year before trying to do this again as the North American Aboriginal Games are to be held in Duncan at approximately the same time period.

John Duff  
Event coordinator

A handwritten signature in cursive script, appearing to read 'John Duff', written in black ink.