





# Team 38



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# Situation

## Inuit population

**28%**

of individuals had blood concentrations of mercury over acceptable levels.

Unintentional injuries was

**4.3x**

higher in Nunangat vs Canada as a whole

**77.6%**

is prevalence of food insecurity in Nunavut.

The cost of a healthy diet for a family of four is

**1.95x**

vs southern Canadian cities.

The suicide ratio is

**9.0**

times higher than in non-indigenous people.

**13%**

of the population experienced a high level of psychological distress

## Challenges



Thinner ice layers



Intensification of climate conditions



Population drop of principal food sources



Expensive, usually rotten and unhealthy store-bought foods



Decrease of knowledge transmission



People face social and psychological stresses incurred by rapid social change

**Climate change**

**Food security**

**Mental health**





# Reduction of Environmental Health Disparities Program



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Aqsarniit najugaq

*Northern lights place where one resides*

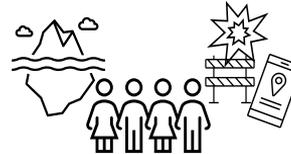
**Core idea:** Preserving, disseminating and adapting Inuit culture to new challenges

How?

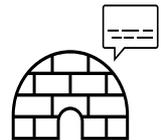
Developing climate adaptation skills and knowledge



Facilitating change food adaptation



To strengthen the Inuit cultural identity

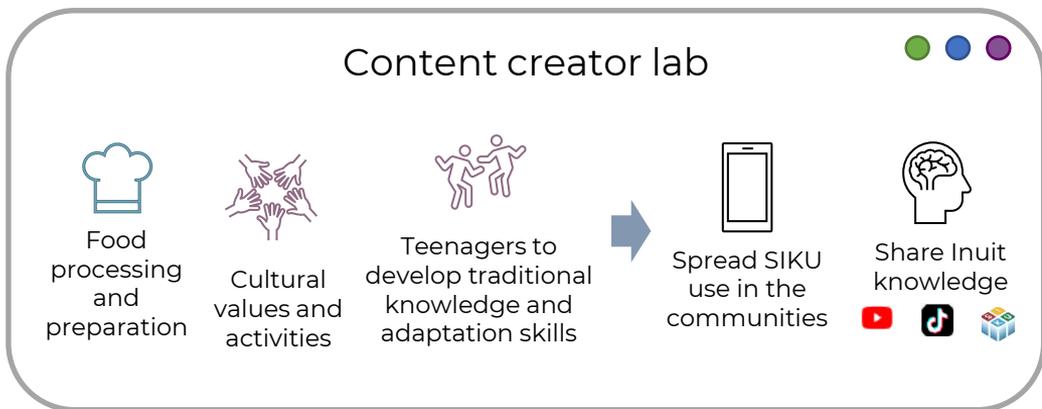
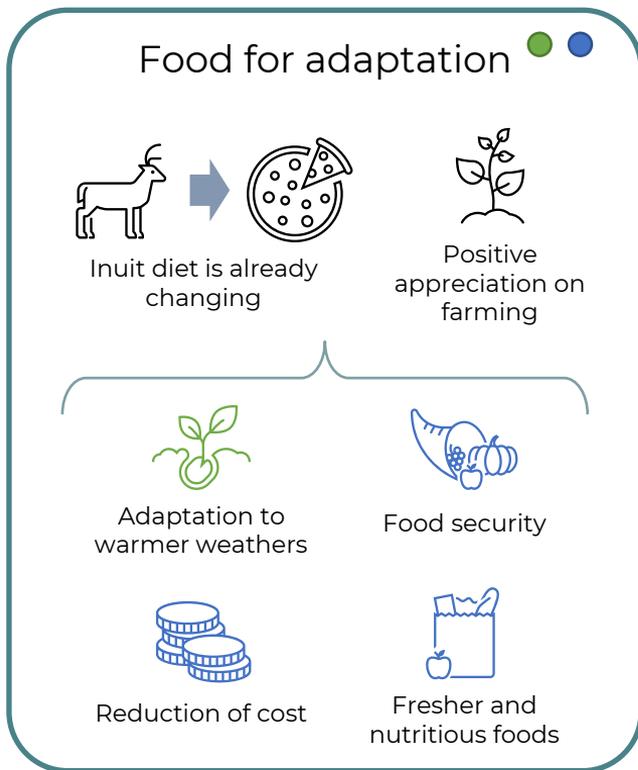
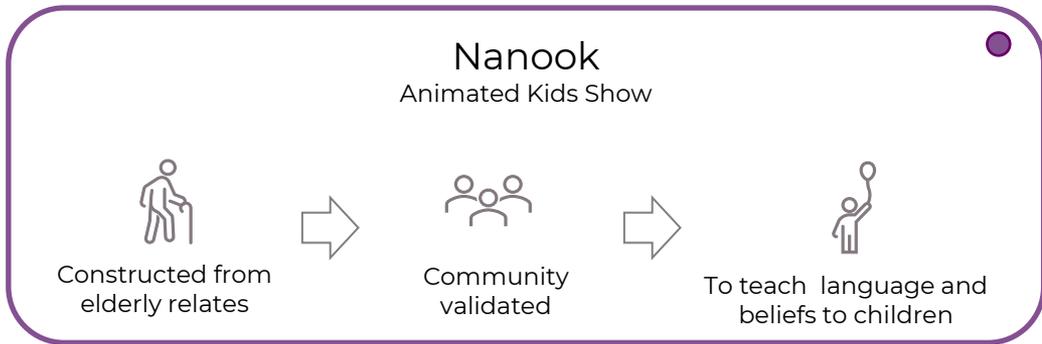


Strengthening community ties





# Program Strategies

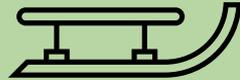




# Goals

Through the preservation of oral tradition:

## Climate change



To reduce accident injuries due to ice thickness unawareness of recognition



To decrease the suicide rate

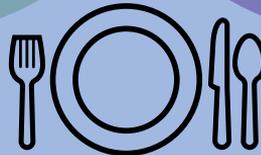


To reach climate adaptation skills

## Mental health



To improve practices of food processing and water safety



To decrease the prevalence of food insecurity



To enhance cultural identity

## Food security





# Phase 1: Situation analysis

4-Phased approach

Situation Analysis

Year 1

Implementation

Year 2-4

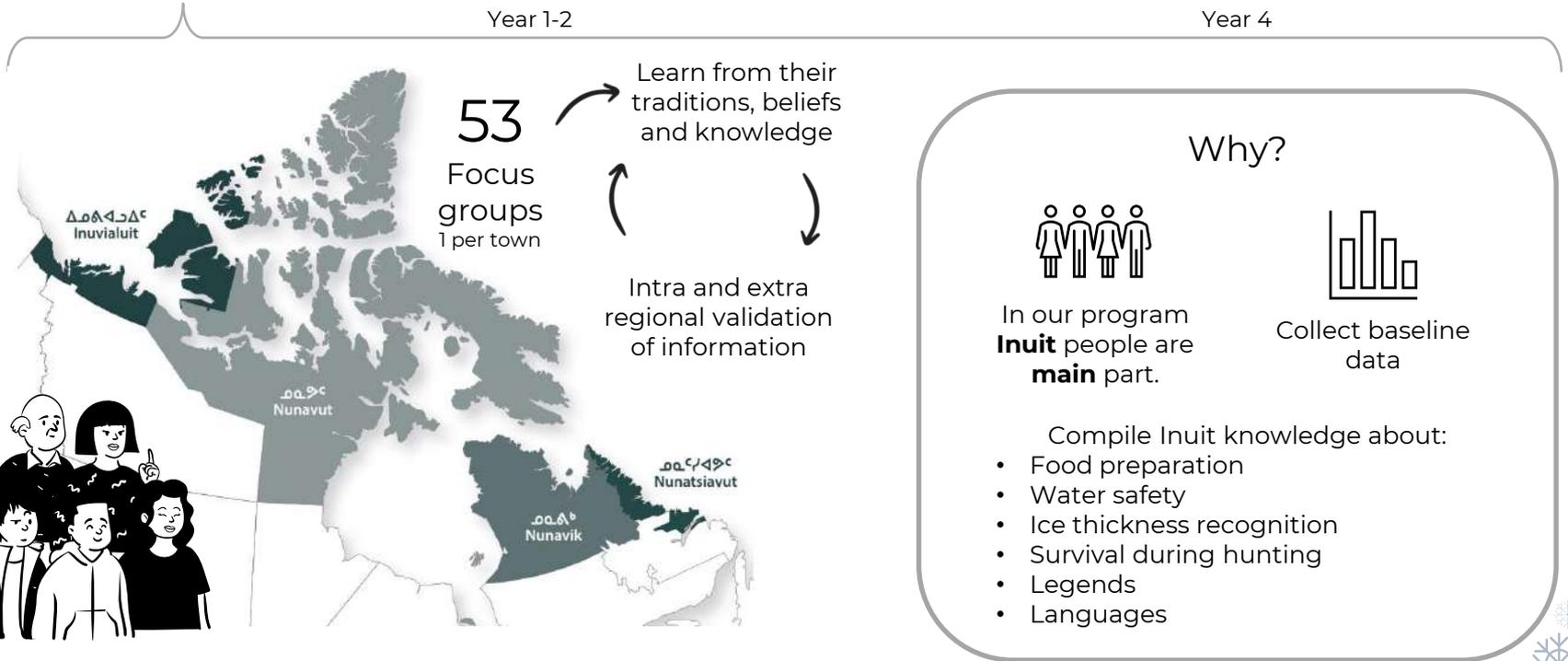


Pilots

Year 1-2

Evaluation

Year 4





ΔΕΥΤΕΡΟ ΜΕΡΟΣ ΤΗΣ ΣΕΙΡΑΣ

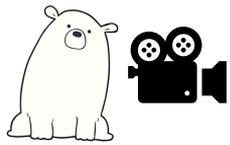
# Animated Kids Show

Ages between 0-9 years









# Content Creator Lab

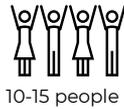


Year 1-2

Year 2-4

Year 4

## Pilot



Focus groups to find out information and skills to communicate

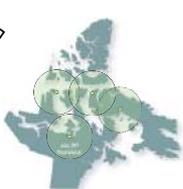
10-15 people

Partnership with notorious indigenous influencers and influencer marketing expert



Group of teenagers make videos

Videos broadcast



## Implementation

Validation between communities of topics and skills selected

Selection of topics and information to share

How to cook food to reduce PCBs and methylmercury risk

How to identify ice thickness



Groups of 3-5 people between 10-24 years film videos.

- At least 50 people involved in the process of making and publishing the videos.
- Topics divided in short videos.
- 20-30 short videos published in the apps.
- For TV adaptation videos within the same topic will be presented together.

Influencers, youtubers and experts in influencer marketing support the film makers



- Monetization of videos through apps that pay for views.
- Profits obtained will be used to invest in more videos and capacitation of producer teams



## Evaluation



Performance indicators

Indicator	Term	Frequency	Goal
Videos created	Short Medium	Weekly	1 video a week
Perception	Medium Long	Quarterly	People look for the videos to find information and seek guidance
Views	Medium Long	Weekly	11Mviews with engagement of 60-70% 740000 subscribers
Mortality rate ice-break accidents	Medium	Quarterly	60 per 100.000
Community members participating	Short	Monthly	At least 50% of teenagers involved in some part of the process







# Food for adaptation



Year 1-2

Year 2-4

Year 4

## Pilot



Partnership with McGill University CINE & ITK



Team build up and training:

- Community members
- CINE guider



Import nutrient dense food organic seeds and other agricultural inputs



For the development of a greenhouse hydroponics pilot in Cambridge Bay



## Implementation



They will lead in their towns



Grow nutritious unexpensive foods



10 Hydroponic greenhouses will be constructed and equipped

\*Towns will be prioritized by population and prevalence food insecurity

### Outputs



Longer-lasting and unexpensive food availability

Safer foods

Spaces for community sharing

Nutritious fresh foods

### Outcomes



New ways to feed

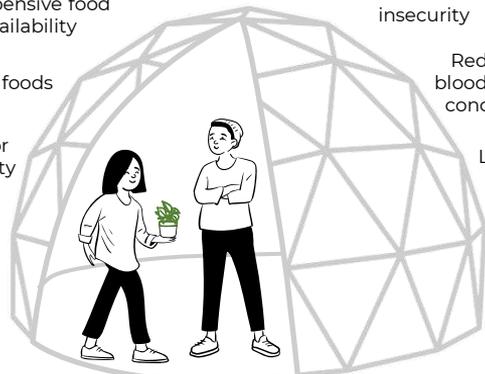
Climate change adaptation

Decrease food insecurity

Reduction in blood pollutants concentration

Lower levels of distress

Healthier diet



## Evaluation



Performance indicators

Indicator	Term	Frequency	Goal
Constructed greenhouses	Short	Semi-annually	Y2: 4
Perception	Short / Long	At the end of each phase	Good over 80%
Ratio harvested vs caught/sold foods	Medium	Quarterly*	100%
Food security prevalence	Medium	Quarterly*	Y2: 65% Y3: 55% Y4: 40%
Blood pollutants concentration	Medium	Semi-annually*	Y2: 20% MeHg 9% PCBs Y3&4: 10% MeHg 5% PCBs
Farming trained people	Long	Quarterly*	100% of participants
Engagement of community members	Medium	Quarterly*	Over 90%

\*Since end of construction and first seed



# Phase 4: Evaluation



Situation Analysis

Implementation

Year 1

Year 2-4



Pilots  
Year 1-2

Evaluation  
Year 4

- Goal:** To enhance cultural identity  
Indicator: 80% children Inuktitut speakers
- Goal:** To improve practices of food processing and water safety  
Indicators: 5% PCB and 10% mercury blood concentrations over recommendations & ratio harvested vs caught/sold foods 100%
- Goal:** To reach climate adaptation skills  
Indicator: 100% of participants farmer trained
- Goal:** To decrease the suicide rate.  
Indicator: Suicidal rate to 2-digit values
- Goal:** To decrease the prevalence of food insecurity  
Indicator: Prevalence of food insecurity reduction to 40%
- Goal:** To reduce accident injuries due to ice thickness unawareness of recognition  
Indicator: Mortality rate of injuries from accidents due to ice thickness to 60 per 100,000

Monitoring

Percentage of children who recognize Inuit legends

Ratio harvested vs caught/sold foods

Participant engagment

Prevalence psicological distress

Ratio harvested vs caught/sold foods

# Accidents due to to ice thickness unrecognition

Evaluation

Children and teens inuktitut speakers

PCB and mercury blood concentrations

% Participants farmer trained

Suicide rate per 100,000

Prevalence of food insecurity

Mortality rate caused by unintentional injuries to 60

**Challenges for program developing**

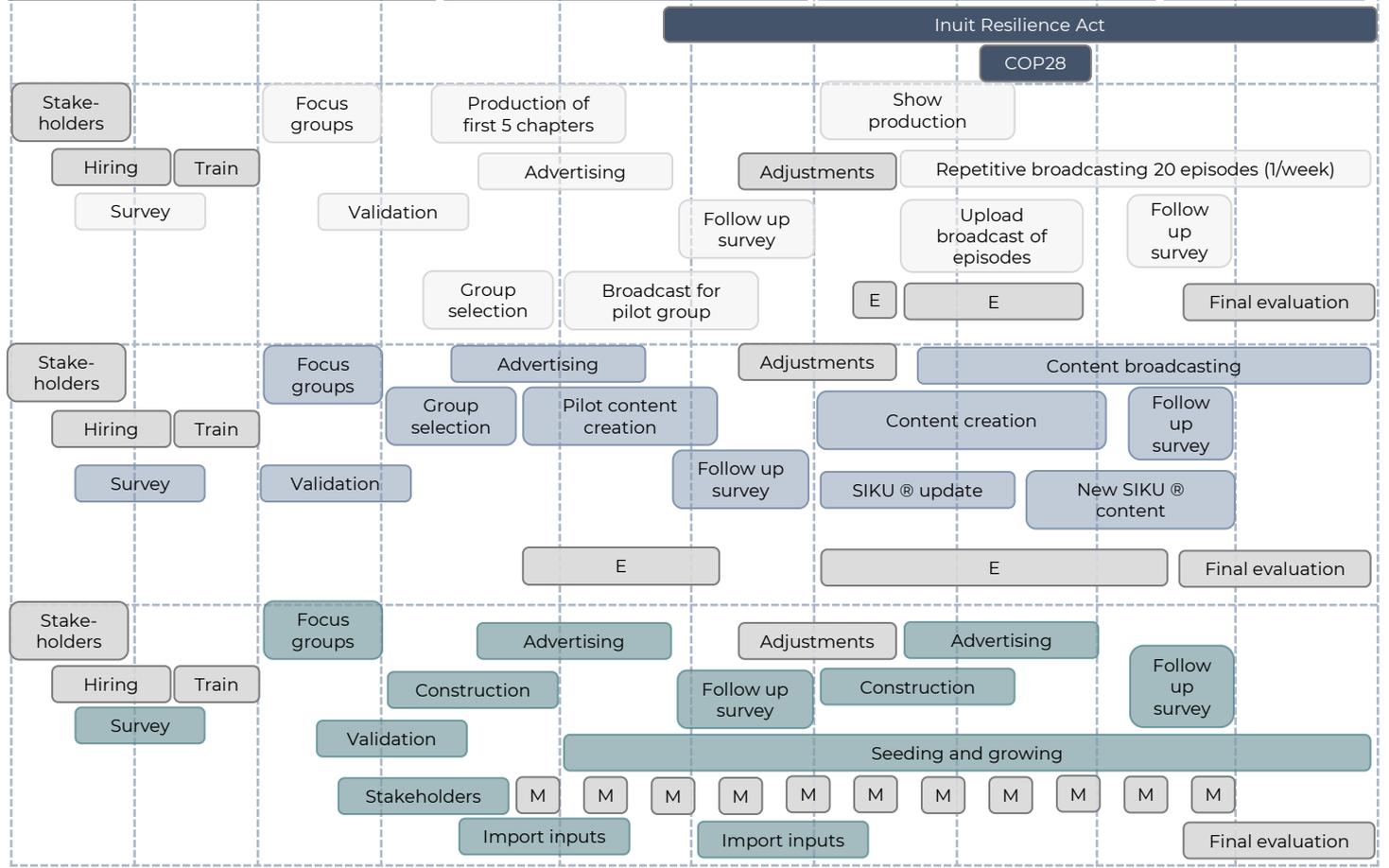
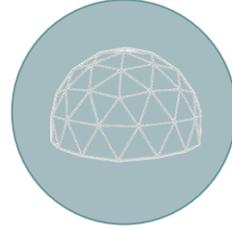
Logistical challenges of transportation (Time delays contemplated in our cronogram)

Some towns have access only by air (Cost of air travel in budget)

Resistance to change from Inuit (Situational analysis includes and co-creates with the Inuit)



# Timeline



Inuit Resilience Act  
COP28

E is for periodic evaluation





# Partnership/Stakeholders



## Implementing



## Technical



Indigenous Working Group

## Engineering



## Visibility



Influencers



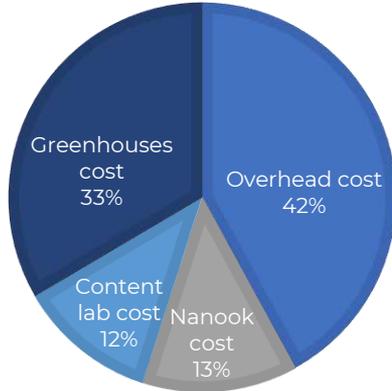


# Budget

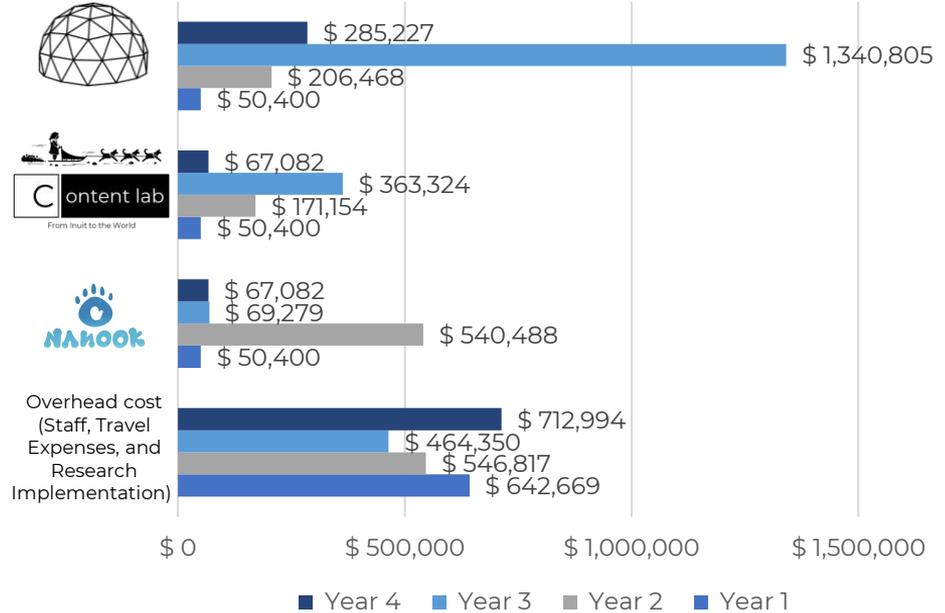
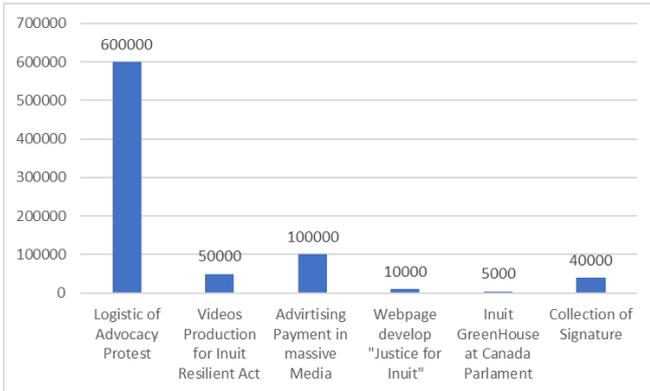


**5,628,938 USD + 1.5M USD**

Program value



**1.5M USD For advocacy**



**150k**  
for logistic of advocacy protest per every city (Montreal, Toronto, Vancouver and Ottawa)





# Sustainability

## Sale of cultivated food

Up to **3,000lb** of fruits and vegetables, a year per Greenhouse = Up to **6613USD** a year per Greenhouse

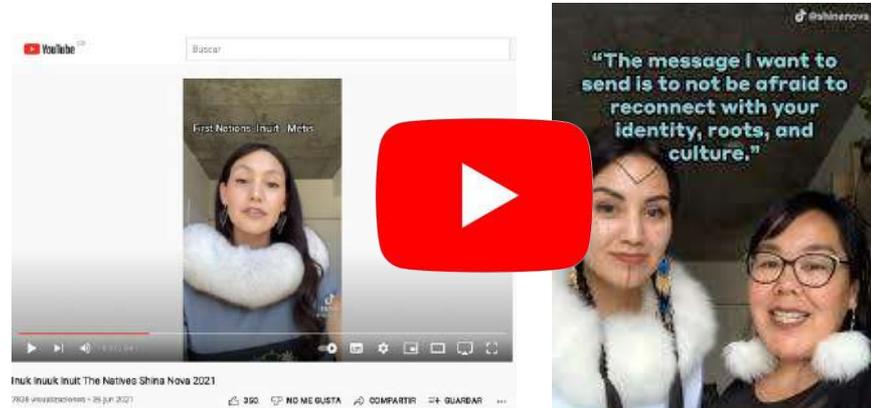
Source: <https://modernfarmer.com/2013/10/arctic-farming/> <https://preciosmundi.com/canada/precios-supermercado>



Source: Scientific American

## Views monetizing

Source: Shina Novalinga TikTok



Source: Erin Juliana Aquino Youtube channel

Up to **93,604USD** per channel Year

<https://influencermarketinghub.com/es/calculadora-de-dinero-en-youtube/>





# Program legacy



Inuit culture preservation



Climate change resilient population



Happier individuals



Food security

*“To know where you are going, you first must know where you have come from”.*  
—Inuit Proverb

