

REGIONAL EXPOSURE AND ENGAGEMENT

The 2024 Pingngupaa Challenge & Tour

The 2024 Pingngupaa Challenge marked a significant advancement in Isuarsivik's commitment to fostering community wellbeing and cultural responsiveness to recovery across the region. With the enthusiastic participation of 186 individuals and generous contributions from 452 supporters, Isuarsivik raised approximately \$38,000. This amount will benefit the communities by supporting Isuarsivik and reinforcing its presence through the Continued Care Services.


This year's introduction of the Pingngupaa Challenge Tour was a pivotal development. It directly engaged 14 communities through innovative counselling activities and walk-in sessions aimed at addressing the disruptions caused by the pandemic. Despite facing logistical challenges such as severe weather conditions and overlapping commitments, the Tour managed to deliver essential services, though adjustments were needed due to unforeseen cancellations in some communities. Nevertheless, we managed to reach nine communities.

Our collaboration with organizations like the Secrétariat aux relations avec les Premières Nations et les Inuit, MakeWay and Community Foundations of Canada fortified our network and extended our impact. These partnerships not only supported the logistical aspects of the Challenge but also broadened our reach and deepened our community Engagement. This year's edition also featured approximately 75 prizes generously provided for our participants and sponsors, not to forget roughly \$72,000 to fund the Tour, with substantial support from various partners during the planning phase.




One of the Tour's highlights happened in Kangirsuk, where Continued Care Counsellor Annapik Eetok organized a country food feast and an informal presentation on the cycle of addiction, fostering a welcoming and educational environment. More than 40 Kangirsumiut attended, and the outcome was all but positive!

As Isuarsivik reflects on the successes and learning experiences of the 2024 Pingngupaa Challenge, the Centre is reminded of the community's strength and resilience and the transformative potential of collaborative initiatives. Moving forward, Isuarsivik is committed to refining its approach, expanding the partnerships, and continuing to innovate in ways that respect and uplift the cultural values and health needs of Nunavimmiut. The path laid out by this year's Challenge sets a promising direction for future engagement, aiming to leave a lasting impact on the communities and individuals involved.

A group of people are seated at a wooden table in a bar or pub. The background features a brick wall with a Guinness sign and several speakers. The scene is dimly lit, with warm ambient lighting. The text is overlaid on the upper portion of the image.

"I haven't drunk since April. It was my choice, not anyone else's. I have been crying sometimes when I think about how alcohol affected my life and health. My decision to stop drinking alcohol in April has helped me take care of myself and my children. I encourage others who are also struggling with addiction so we can overcome it together! Thank you Pingngupaa team for the support. Nakurmiik kaillatuijikka"

– Pingngupaa'24 Participant



"My wife and I have been participating in this Pingngupaa challenge and we've been sober for the past two years now. It has been a life-changing experience for this family. We have 3 kids, 1 boy and 2 girls. My wife and I used to drink a lot of alcohol almost every weekend for the past 10 years, and I thought alcohol was a must-have, but when we decided to quit drinking, it was the best decision we made. Thank you."

– Pingngupaa'24 Participant



Sober Event

02.29.2024

On the last day of the Challenge, Isuarsivik organized a Sober Event in Kuujjuaq, which attracted approximately 70 attendees. In collaboration with Statera, Isuarsivik provided complimentary non-alcoholic beverages to all participants. The event featured live music, games, and prizes. Noteworthy speeches were given by our Executive Director, Etua Snowball, and our Board of Directors's Vice-President, Mary Aitchison, alongside her granddaughter, who has been sober for six years thanks to the Pingngupaa Challenge. This event was one of the significant successes of the Tour.

