# Canada's IPY Northern Coordination Offices: Education, Communication and Outreach

The Canadian IPY Program Office established four "IPY Northern Coordination Offices" (NCOs) located in Whitehorse, Yukon; Inuvik, Northwest Territories; Iqaluit, Nunavut Territory and Kuujjuaq in northern Quebec.

Promoting International Polar Year through various education, communication and outreach products and activities has been a key aspect of the NCOs' work across Canada's North. Here are some highlights:

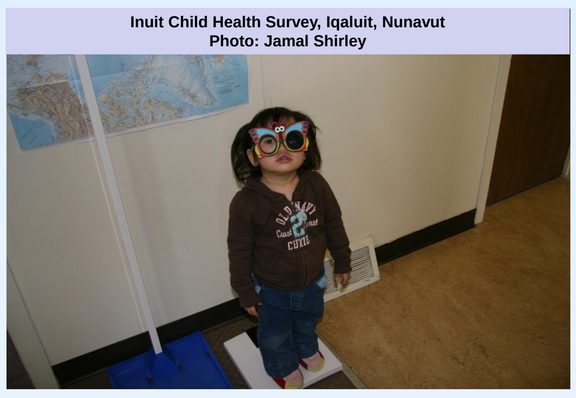
## Schools

- Encouraged and assisted Northern and Aboriginal students in applying for scholarships to participate in IPY Arctic and Antarctic Youth Expeditions with Students on Ice, giving them opportunities to interact with scientists, environmental educators and Arctic leaders, as well as other students from around the world
- Made presentations at job fairs and to schools to raise awareness of IPY and interest youth in careers in science and research
- Organized tours of two museum exhibits on climate change and the Arctic to Northern communities and schools to stimulate dialogue and interest in IPY
- In the Northwest Territories, children and youth were involved in summer day camps at the Aurora Research Institute

## Media

- Fostered relationships with media and contributed to numerous TV, radio and newsprint interviews across Canada, as well as supporting and advising IPY researchers on media activities in the North
- The NWT coordinator invited the Native Communications Society of the NWT (CKLB Radio) to accompany her on a community tour to gather stories for IPY Radio - The Ends of the Earth
- The Yukon coordinator co-chaired the local committee that convinced the Canadian Science Writers' Association to hold their annual conference in the North for the first time (Whitehorse, May 2008), which provided opportunities for IPY presentations to leading science journalists

**Inuit Child Health Survey, Iqaluit, Nunavut**
**Photo: Jamal Shirley**



**Nunavut participants - Students on Ice – Antarctic Expedition 2008**
**Photo: Geoff Green**

**Summer day camp - Aurora Research Institute NWT**
**Photo: NWT Northern Coordination Office**

## Public Outreach

- Made numerous presentations to community groups, Aboriginal/Northern organizations and schools, as well as at conferences and trade shows
- In Nunavik, the Snowfestival proved to be a great opportunity to have a regional launch for IPY, as this festival draws people from all over the region. To bring attention to IPY a polar bear snow sculpture was supported.
- The Nunavut IPY Coordinator has traveled to various communities across Nunavut to educate Nunavummiut about the IPY program through community, regional and territorial trade shows. To date, the Nunavut IPY Coordinator has participated in at least 13 trade shows.

## Communications

- Created information materials like IPY fact sheets, newsletters and magazine articles to effectively disseminate IPY science news and issues across Northern Canada
- To increase awareness of the International Polar Year within the region of Nunavik the column Polar Point of View was started. This column is reserved for scientists to submit articles highlighting their IPY sponsored research in Nunavik. To date, 23 articles featuring IPY science have appeared in the Polar Point of View.
- In the Yukon, commemorative envelopes with Canadian and American IPY stamps were carried by Yukon Quest dog sled teams from Fairbanks, Alaska to Whitehorse, Yukon

**Nunavik Snowfestival polar bear sculpture**
**Photo: Nunavik NCO**

**Students view Arctic: A Friend Acting Strangely, Deline, NWT**
**Photo: Alana Mero**

**Youth learning to press plants, Old Crow, Yukon**
**Photo: PPS Arctic**

## To Contact Canada's Northern Coordinators

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