

National Elders Day: Celebrating elders across Nunavik!

Kuujuuaq, September 25, 2026 – October 1 is **National Elders Day**, and from **September 28 to October 2**, the Nunavik Regional Board of Health and Social Services (NRBHSS) will celebrate with a week-long campaign.

Elders Day is a great time to recognize the precious place elders hold in Nunavik communities and the vital role they play in preserving Inuit culture, passing on traditions and keeping the collective memory alive. We are very grateful for their presence, their voices and life experience and the many ways in which they continue to guide us and **strengthen future generations.**

The Elders Day campaign also reminds us of the importance of helping elders feel **respected and valued** by including them in decisions that affect their lives and their communities, and by **respecting their choices**.

Campaign elements:

The NRBHSS will share information and key messages through **Facebook** and **TNI radio**, while campaign **posters** and **pamphlets** will be distributed to communities across Nunavik.

Additionally, the team will travel to Kuujuaq to celebrate the 20th anniversary of the **Nunavik Elders Committee** and share updates on the **key discussions, emerging priorities and next steps resulting from the Nunavik Elders Dialogue.**

Celebrating Elders across Nunavik:

Small moments of connection can make a difference: Call a family member. Share a meal. Listen to a story. Ask how they are doing. Or simply spend some time together.

The NRBHSS invites everyone across Nunavik to take part in **National Elders Day** by taking this week as an opportunity to celebrate our Elders and show them that they matter.

Happy Nunavik Elders Day!

The Nunavik Regional Board of Health and Social Services is a public agency created in 1978 under the James Bay and Northern Quebec Agreement. It is responsible for nearly the entire Quebec territory located north of the 55th parallel in terms of the provision of health and social services for the inhabitants of the 14 communities.

– 30 –

Source: Nunavik Regional Board of Health and Social Services
For information: Stephanie M. Jacques
Communication Advisor, NRBHSS
Email: stephanie.jacques.rr17@ssss.gouv.qc.ca