

## THE CISSS DE LA CÔTE-NORD TAKES STOCK EIGHT MONTHS AFTER THE LABOUR SHORTAGE SUMMIT AND LAUNCHES A RECRUITMENT DRIVE

**Baie-Comeau, December 3<sup>rd</sup>, 2018** – In a press conference, the Centre intégré de santé et de services sociaux (CISSS) de la Côte-Nord took stock of the ongoing projects following the Labour shortage summit held on April 4<sup>th</sup>, 2018, which brought together some 170 people in Sept-Îles. During the event, union representatives, managers, administrators and employees discussed about solutions to implement in order to counter the labour shortage affecting the establishment.

Thereafter, a prioritization team composed of about fifteen people was formed, as well as four work teams on different themes, including staff attraction and recruitment, recognition, work climate, psychological health, mobilization, and work organization.

This work resulted in the identification of several projects, some of which have been carried out or are being carried out. These projects were submitted by employees involved in the work groups and are also carried out by them.

### **Recruitment drive**

One of the important elements raised by everyone during the summit consisted in reviewing and modernizing our methods in terms of recruitment to attract people of the region and outside the region in order to encourage them to work in the health and social services network. Therefore, the CISSS de la Côte-Nord makes the digital shift as part of an important recruitment campaign aiming to face the current labour shortage.

Thus, an online and social media advertising campaign will take place over eight weeks, from December 3<sup>rd</sup> to 16<sup>th</sup> and from January 7<sup>th</sup> to February 17<sup>th</sup>, 2019. A microsite is online in order to present the job offers and to encourage visitors to apply. Everything is planned in order to ensure it is easy, user-friendly and fast to browse through from a mobile device. Of course, this campaign spotlights visual concepts emphasizing the region's natural beauty and quality of life, accompanied by catchy slogans.

"The labour shortage affects all Québec, but particularly the North Shore. Thus, it is important to review our recruitment methods. This digital campaign adds to the other ongoing recruitment initiatives in the establishment, notably the presences in the different job fairs across Québec, in universities and in cegeps, as well as the international mission with Recrutement Santé Québec", mentions Marc Fortin, President and executive director of the CISSS de la Côte-Nord.

The CISSS de la Côte-Nord experiences recruitment difficulties for various job titles, including nurse, nursing assistant, pharmacist, health care attendant and psychologist. We currently have 338 vacancies.

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