

# Understanding Inuit Youth Wellness Through Social Entrepreneurship

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## BACKGROUND INFORMATION

Igloolik is located in Nunavut, Canada and ~94% of the community is Inuit.



This was a community-led partnership with Carleton University

## PROJECT GOALS

Learning about the outlook Inuit youth had on their roles within the community



Understanding how Inuit youth believed they could add to overall community wellness

Investigating the positive effects of designing a social enterprise on Inuit youth





## OUR APPROACH

### CBPR:

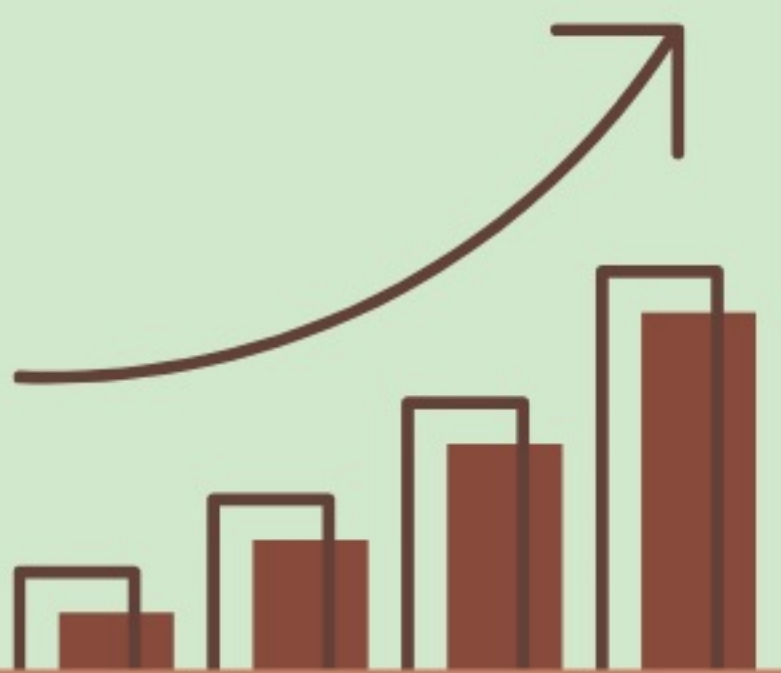
Community-Based Participatory Research that focuses on equity, mutually beneficial research, and a strength-based approach.



2-10 INUIT STUDENTS

15 ZOOM SESSIONS

OVER 4 MONTHS



A business plan for a social enterprise was used to understand the youth perspectives of their community

## OUTCOME

### A HOLISTIC VIEW OF YOUTH WELLNESS

Inuit youth wanted to actively serve their community.



YOUTH ENGAGEMENT AND EMPOWERMENT



LEADING PROJECTS + SERVING COMMUNITY = VALUABLE SERVICE



PRESENTING IDEAS + PLANNING SOCIAL ENTERPRISE = INSPIRATION + SENSE OF PRIDE



INCREASED YOUTH CONFIDENCE