

Annex 2-A: Key Audiences

General Public

Parents, youth, and children
 Seniors
 Aboriginals
 Persons with disabilities
 Hearing and visually impaired
 French-speaking Nova Scotians

Governmental

Public Health Agency of Canada
 Health Canada (including First Nations and Inuit Health Branch)
 Department of National Defence
 Other provincial Departments of Health
 Other provincial chief medical officers of health
 Emergency Management Office
 Department of Environment and Labour (Minister responsible for Occupational Health and Safety)
 Department of Community Services
 Department of Education
 Department of Justice
 Department of Agriculture
 Department of Finance
 Office of Economic Development
 Department of Tourism, Culture and Heritage
 Seniors' Secretariat
 Office of Aboriginal Affairs
 Public Service Commission
 Communications Nova Scotia
 Cabinet
 MLAs
 Government Caucus Offices
 Disabled Persons Commission
 Regional housing authorities

Partners

South Shore Health
 South West Health
 Annapolis Valley Health
 Colchester East Hants Health Authority
 Cumberland Health Authority
 Pictou County Health Authority
 Guysborough Antigonish Strait Health Authority
 Cape Breton District Health Authority
 Capital Health
 IWK Health Centre
 Nova Scotia Association of Health Organizations
 Doctors Nova Scotia
 Nova Scotia Government and General Employees Union
 Nova Scotia Nurses Union
 Pharmacy Association of Nova Scotia
 Nova Scotia Dental Association
 College of Physicians and Surgeons
 College of Registered Nurses
 College of Licensed Practical Nurses
 Nova Scotia College of Paramedics
 Red Cross
 Victorian Order of Nurses
 Abilities Foundation of Nova Scotia
 Continuing Care Association of Nova Scotia
 Public Health Association of Nova Scotia
 Dalhousie Medical School
 Long-term care facilities (publicly and privately funded)
 Residential care facilities
 Community Based Options
 Nova Scotia municipalities
 Canadian Mental Health Association
 Children's aid societies
 Nova Scotia Association of Social Workers
 Child Care Connections
 Continuing Care Association of Nova Scotia
 Nova Scotia Residential Agencies Association

Adult Residential Centre/Regional
Rehabilitation Centre Association

Private Sector

Large employers (Imperial Oil, Aliant, Nova
Scotia Power, Irving, Sobeys, Atlantic
Superstore,
Michelin, Neenah Paper, Stora, Bowater)
Halifax International Airport Authority
Halifax Port Authority
Chambers of commerce

Media

Chronicle Herald
Transcontinental Media
Eastlink
CTV Atlantic
Global
CBC TV
CBC Radio
RDI Radio and TV
Rogers Radio
Community radio stations
MRG
The Coast
Community weeklies
University papers and radio
Church bulletins
Programs for Seniors