

Quebec campaign promotes need to stay in school

"Hooked on School Days" is a campaign to combat the drop-out rate



MONTREAL GAZETTE

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Still from "Journées de la persévérance scolaire 2018" promotional video. *JOURNÉES DE LA PERSÉVÉRANCE SCOLAIRE 2018 / YOUTUBE*

Hooked on School Days — a campaign to combat Quebec's drop-out rate — runs from Monday to Friday.

Symbolized by a green-and-white ribbon, the campaign aims to encourage young people to finish high school. The drop-out rate among high school students in Montreal (<http://www.reseautreussitemontreal.ca/perseverance-a-montreal/perseverance-et-decrochage/decrochage-scolaire/>), decreased to 18 per cent in 2014 from 25 per cent in 2009.

Among boys, the rate was 20 per cent, while among girls it was 15 per cent.

Across the province,

(<http://www.education.gouv.qc.ca/references/publications/resultats-de-la-recherche/detail/article/taux-de-decrochage-annuel/>), the rate was 14 per cent — 17 per cent for boys and 11 per cent for girls.

While there's been a marked improvement, much still needs to be done to persuade students, especially boys, to finish high school, according to Montreal Hooked on School, which represents 33 educational institutions, including school boards and the Quebec Education Department.

The drop-out rate at English Montreal School Board was close to the Montreal average in 2014 — 17 per cent overall, with 19 per cent for boys and 15 per cent for girls.

At Lester B. Pearson board, it was 13 per cent overall, with 16 per cent for boys and 11 per cent for girls.

Some English boards outside of Montreal had among the highest drop-out rates in the province — 29 per cent at the Eastern Townships School Board, 30 per cent at the Western Quebec School Board and 21 per cent at the Eastern Shores School Board.

Journées de la persévérance scolaire 2018



This year, “Hooked on School Days,” or Journées de la persévérance scolaire as the public-awareness campaign is known in French, has signed on some well-known personalities to promote school perseverance.

Montréal Mayor Valérie Plante, Québec solidaire Member of the National Assembly Gabriel Nadeau-Dubois, Parti Québécois leader Jean-François Lisée and Quebec entertainers like Yan England, Éliane Gagnon, Felix-Antoine Tremblay, Karl Walcott, Frédérick Lemay and Katherine Levac have all lent their support.

This year’s campaign will include videos and messages posted on social media to encourage young people to stay in school.

With additional reporting by La Presse Canadienne.