



PRESS RELEASE

For immediate publication

Launch of Hooked on School Days in Estrie under the theme of superheroes

Sherbrooke, Wednesday, February 10th 2016 — The *Table estrienne de concertation interordres en éducation* (TECIÉ) and *Partners for Educational Success Estrie (Projet PRÉE)* are pleased to launch the 7th edition of Hooked on School Days (HSD) at Sherbrooke Elementary School. This event is taking place from February 15th to the 19th, 2016 and represents an opportunity to mobilize the entire Estrie community around a priority issue for the region: the educational success of our youth. Several activities will mark the event in the coming days.

Staying in school is everyone's business!

Dozens of people, young and adults, parents, grandparents, teachers, elected officials, business people and the media were invited to take part in the launch of the 7th edition of the HSD in Sherbrooke Elementary School's gymnasium. "The HSD are now part of the annual calendar. In February, we talk about school perseverance throughout Québec. Of course, school perseverance and educational success are important issues all through the year. However, it is important to take a moment to review the current situation and to reiterate, loud and strong, that staying in school is everyone's business. School perseverance is not just a parental responsibility and a responsibility of the educational community. It is a collective challenge", says Ms. Lucie Laflamme, co-chair of the TECIÉ. Employers, business people and elected officials also have a role to play in educational success, which is a key issue for the economic growth of communities. It is important to act early and pull together for our children in order to have a real impact on their education and on their school perseverance. We all have a role to play. A favourable environment, positive and inspiring role models, a support system and quality services (health, childcare, libraries, parks, playgrounds, schools, community centers, etc.) all contribute to the healthy development of our youth. As the saying goes, *it takes a village to raise a child*.

Heroes of school perseverance: stories to share

A hashtag: #JPS2016

Everyone knows someone who has made a difference in his or her education or in that of a young person. The Estrie partners and the general population are invited to identify heroes of perseverance (teacher, parent, intervention worker, principal, professional, business owner, elected official, etc.). And we can't forget the students themselves, who through their efforts and accomplishments are the first heroes of school perseverance! "As part of the 2016 HSD, we wanted to recognize the involvement of various people who make a difference in their community by producing a video that will be broadcast in its grand premiere this morning. This video will circulate through our social media channels. We want to create a veritable tidal wave of school perseverance superheroes across the entire province of Québec! People are therefore invited to nominate superheroes and to share the stories of how they support school perseverance in their networks, on their Facebook page or Twitter account, by using the hashtag **#JPS2016**", explains Josiane Bergeron, coordinator of Partners for Educational Success Estrie (*Projet PRÉE*).



2016 HSD: a full schedule

The 2016 HSD are overflowing with activities: a media campaign throughout Québec, activities in schools and community organizations, meetings between students and elected officials, raising of the green and white flag in various municipalities and MRCs, the “*Deviens jeune reporter*” contest in collaboration with Radio-Canada, the distribution of school perseverance ribbons, free of charge, in affiliated Uniprix pharmacies, a Sherbrooke Phoenix hockey game dedicated to school perseverance, a breakfast conference for the certified employers with School-Work Balance Estrie, the launch of the new ParentEstrie.com web platform, etc. The 2016 HSD calendar provides more details on the activities organized in the region.

The situation in Estrie

During the past year, the dropout rate fell and remained under the 20% mark for the first time, and this, for all of Estrie’s school boards. As for the graduation rate in Estrie (after 7 years of high school, in the public system), it has increased from 65.2% to 73.5% in ten years. Additional information is available in the Partners for Educational Success Estrie’s [2014-2015 annual report](#).

Christian Provencher, co-chair of the TECIÉ: “Despite the fact that our regional consultation model has proven its worth and the various partners are actively engaged in the pursuit of success, the fact remains that mobilization and commitment are still major issues. In the current context of government structure reorganization and the continual reduction of resources, both human and financial, it seems clear to us that the coming months and years will be crucial in maintaining the achievements that have been made in the recent years regarding educational success and above all, to continue to do things well. Educational success must remain a high-level priority. We must, together, be creative and collaborative in order to continue towards our goal of positioning Estrie among the best regions in Québec in terms of school perseverance, as well as the qualification and graduation rates of our young people”.

For more information about the HSD:

- Visit JPSEstrie.ca
- Like the [School Perseverance Estrie](#) Facebook page

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