



**Behind every
accomplishment,
there's
perseverance.**

Perseverance
will take you far.



FROM FEBRUARY 16 TO 20, 2026

**HOOKED
ON SCHOOL
DAYS**

#JPS2026

Promotional Toolkit for Partners

HSD 2026 Campaign

R3USSIR

Education Employment Estrie



Hooked on School Days: What Are We Talking About?

Introduction to the HSD

- ✦ Born in Montréal in 2004, the Hooked on School Days (HSD) are a time dedicated to **mobilization and awareness-raising** to highlight school perseverance and the educational success of young people.
- ✦ Now celebrated across Quebec, the SPD are led at the national level by the Réseau québécois pour la réussite éducative (RQRE), together with the 18 Regional Consultation Bodies (IRC) focused on school perseverance and educational success, including R3USSIR.
- ✦ The HSD take place during the **third week of February**, a pivotal moment in the school year when **students may experience lower energy levels and a dip in motivation**. The HSD provide Quebec society with a platform to encourage them and support their motivation.

HSD at a Glance

Date: Monday, February 16 to Friday, February 20, 2026

Who: Led by the Quebec Network for Educational Success (RQRE) and implemented regionally by its members, including R3USSIR.

Spokesperson: Laurent Duvernay-Tardif

Website: journesperseverancescolaire.com/en/estrie

Social media:

 [@R3USSIR](#)

 [@ r3ussirestrie](#)

Hashtag: #JPS2026



2026 Theme: Perseverance Will Take You Far.

In today's fast-paced world, where we tend to value immediate results, it's vital to remember that success takes time.

Success happens by overcoming challenges, through trial and error and, above all, with unwavering commitment.

And it is perseverance—the ability to keep going despite the obstacles—that lets us overcome hurdles we once thought insurmountable. And behind every person who perseveres, there's someone who believes in them.

[Read More](#)

HSD Spokespersonole

For the 8th consecutive year, **Laurent Duvernay-Tardif** is the proud spokesperson for the HSD.

“Perseverance means moving forward despite obstacles, supported by the strength of those who believe in us. Their presence, encouragement, and trust remind us that, even in difficult moments, we are never alone. For the eighth year as spokesperson for the Hooked on School Days, I want to invite as many people as possible to join the movement and support everyone engaged in an educational journey. No matter the field, teamwork always helps us move forward.”





Join Us in
Celebrating and
Promoting the HSD!

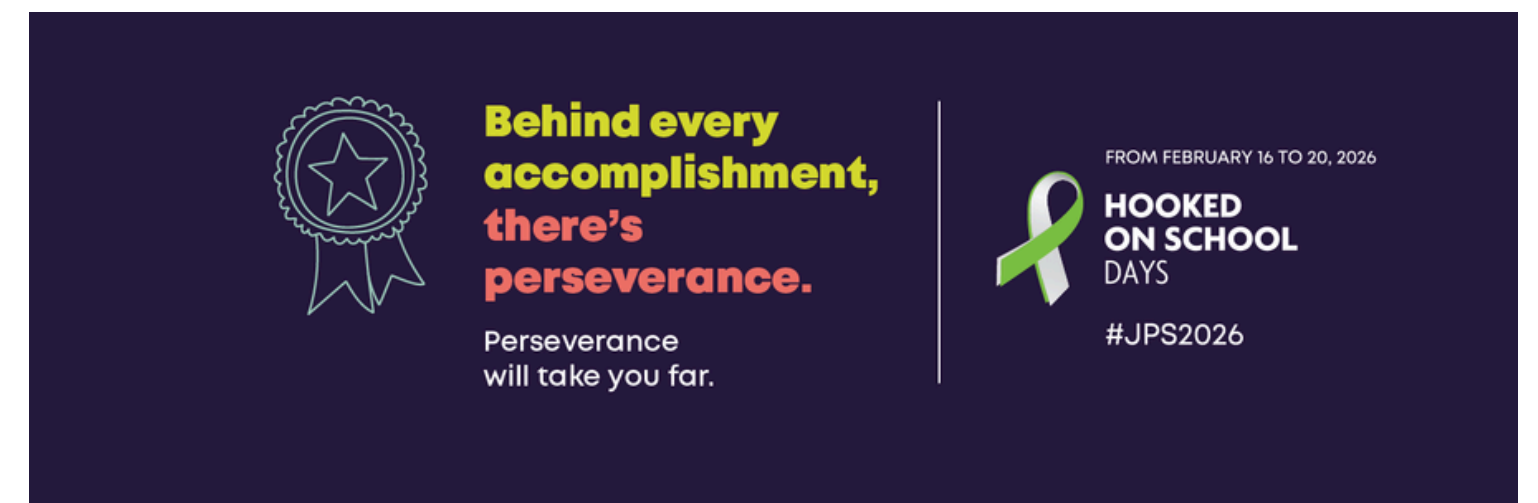
There are many ways to participate

**February
16–20, 2026**

DOWNLOAD AND SHARE the campaign visuals in your workplace or on your social media.



5 Campaign Posters



Social Media Visuals

There are many ways to participate

February
16–20, 2026

CELEBRATE and RECOGNIZE perseverance with an encouragement card and a certificate of recognition.



Certificates for Children, Teenagers, Adults, and Organizations

Encouragement
Cards

There are many ways to participate

**February
16–20, 2026**

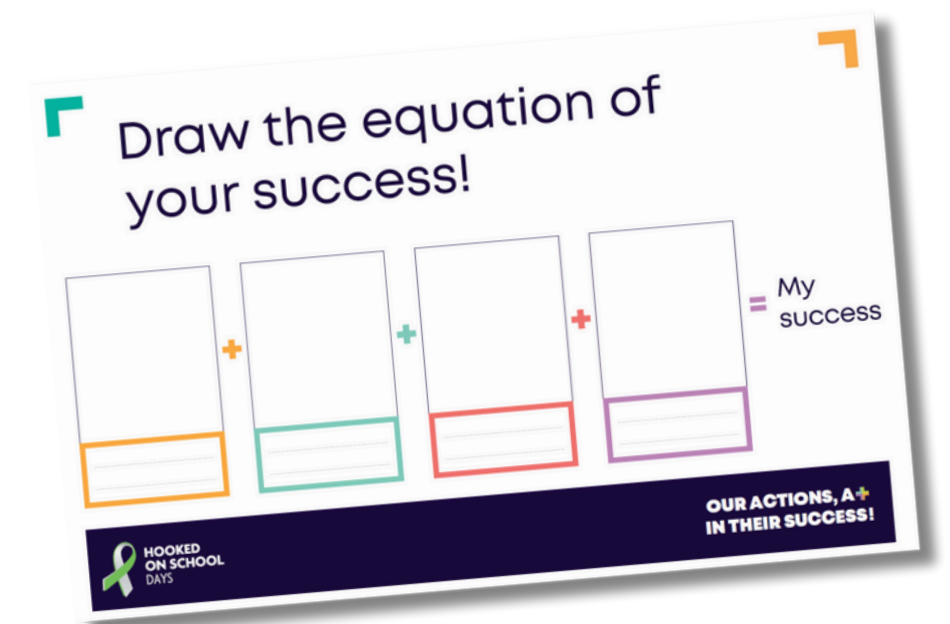
GET INSPIRED BY OUR ACTIVITY IDEAS to organize with young people to motivate and encourage them. Discover our suggested activities for both children and teens.



Printable Photobooth Props



Tree of Perseverance



Draw the Equation of Your Success

There are many ways to participate

February
16–20, 2026

WEAR the white and green ribbon as a sign of commitment to school perseverance.

ORGANIZE perseverance-themed activities to bring HSD to life for your youth! Find [inspiration here](#) and explore our [ready-to-use activities](#)!

REGISTER [your activities](#) on the [calendar](#) for a chance to win **\$1,000 at the *Biblairie GGC***! You might also receive a visit from our [HSD Squad](#)!

JOIN Green Thursday on February 19 and the [“All in GREEN” contest](#). **3 prizes of \$250 to be won!**



To share starting
November 25

Social Media Post Suggestions

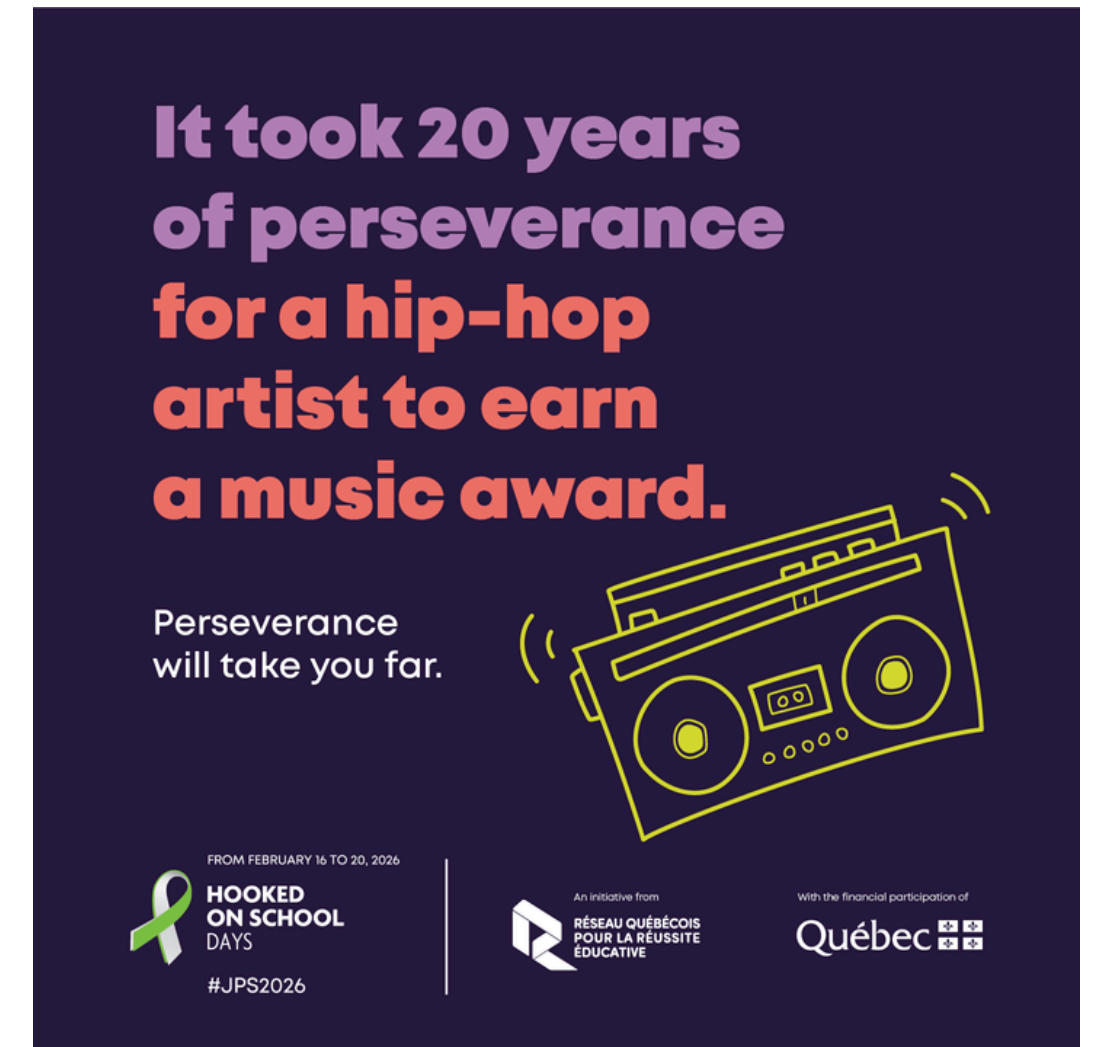
Suggestion 1

[**ORGANIZATION NAME**] is proud to support the Hooked on School Days! A key moment to motivate, recognize, and encourage everyone who is learning, progressing, and persevering. And behind every person who perseveres, there's someone who believes in them.

Join the movement! Download the visuals, explore the featured activities, and discover how you can get involved to celebrate perseverance around you:
<https://www.journeesperseverancescolaire.com/en/estrie/>

Perseverance will take you far!

#JPS2026



Download one of the social media visuals

To share starting
November 25

Social Media Post Suggestions

Suggestion 2

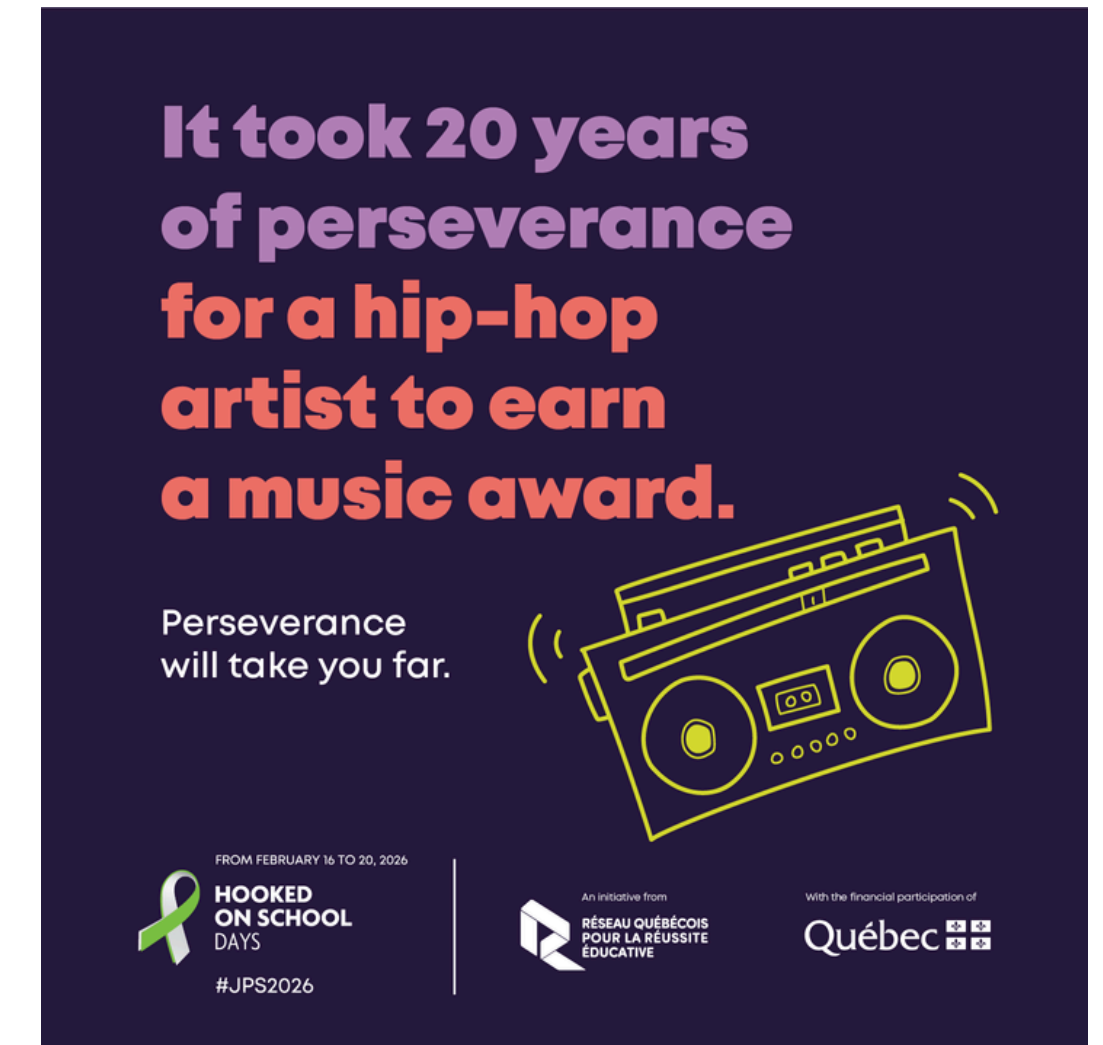
As the 2026 Hooked on School Days approach, let's get ready to celebrate the efforts and determination of everyone who learns and perseveres! ❤️

Want to get involved?

- ✓ Download and share the campaign visuals and tools
- ✓ Get inspired by our suggested activities to organize for young people
- ✓ Prepare your encouragement message or your own perseverance story to share starting February 16 using the hashtag #JPS2026

There are many ways to participate! Find all the details on the campaign website: <https://journeesperseverancescolaire.com/en/estrie>

Together, let's celebrate perseverance.
Because perseverance will take you far!



Download one of the social media visuals

To share on
February 16, 2026

Social Media Post Suggestions

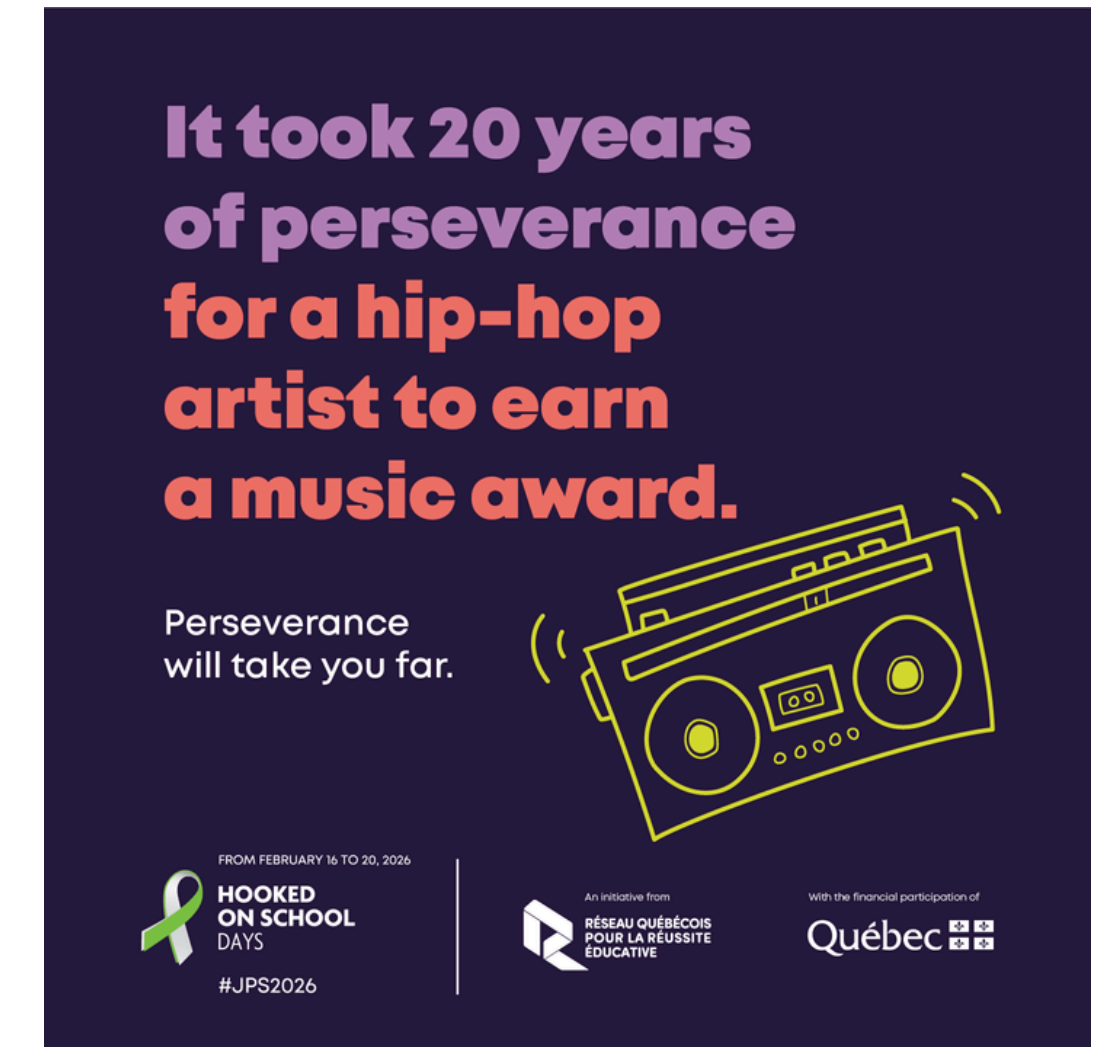
Suggestion 3 – HSD Launch

We are proud to celebrate the 2026 Hooked on School Days, starting today! In today's fast-paced world, where we tend to value immediate results, it's vital to remember that success takes time. And behind every person who perseveres, there's someone who believes in them.

School perseverance takes root in environments where every gesture of support nurtures confidence and the desire to move forward.

Join the movement to mark the 22nd edition of the HSD:
<https://journeesperseverancescolaire.com/en/estrie>

#JPS2026



Download one of the social media visuals

To share from
February 16 to 20, 2026

Social Media Post Suggestions

Suggestion 4 – Ribbon

[ORGANIZATION NAME] is proud to support and celebrate the Hooked on School Days. We wear the green and white ribbon, representing youth and hope, which has been the symbol of the HSD since 2010.

Together, let's continue to build a culture of perseverance, where every young person and adult in learning feels supported and encouraged to pursue their journey. ✨
#JPS2026.

Suggestion 5 – Green Thursday (February 19)

Our team has taken up the challenge and proudly wears green to show its commitment to school perseverance! ❤️

Now it's your turn! We challenge you to join Green Thursday: wear green and show it proudly to demonstrate your support using the hashtag #perséVERT2026.

Green, a symbol of youth and hope, reminds us that every young person needs recognition and encouragement to keep persevering.



Thank you for helping
make HSD a success!

For any questions or requests for clarification,
contact DominiqueVyboh Poirier :

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