

Communication toolbox

For social media

#JOURNÉE DU REFUS DE L'ÉCHEC SCOLAIRE

Remove educational barriers. Open up new paths.



**Education
on the Ballot.**

Equal opportunity
is not an option in Education.

**SEPTEMBER
23th
2026**

ROCLOD

REGROUPEMENT DES ORGANISMES
COMMUNAUTAIRES QUÉBÉCOIS
DE LUTTE AU DÉCROCHAGE

Context

Another school year, another round of shortages: of qualified teachers, support staff, school funding and even resources for community organizations. As official student count is just days away, let's remember that inequities in our school system don't only hurt the most vulnerable young people and families. **When the education system lets struggling students fall through the cracks, our whole society pays the price.**

With Quebec's provincial election around the corner, the ROCLD and its allies are asking every party hoping to form the next government: **What will you do to support our community's youth and remove the barriers to educational success?**

Investing in prevention, solidarity and meaningful support means making a collective choice to help every kid succeed.

When barriers come down, new paths open up.
That's how student success becomes a shared responsibility.

#JOURNÉE DU REFUS DE L'ÉCHEC SCOLAIRE

Remove educational barriers. Open up new paths.

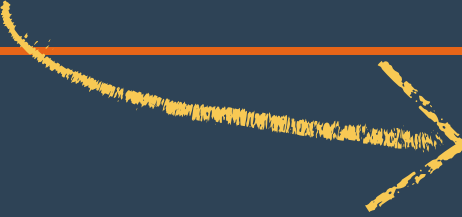
This day is **a call to action**. The ROCLD, its members and all of our partners are calling on every candidate hoping to form Quebec's next government to commit to tackling school dropout head-on.

If school dropout exposes the cracks in our education system, it also reminds us of something important: **dropping out is not inevitable**. Because it is largely shaped by social, economic and school conditions, we can change the outcome through collective action and **inclusive policy decisions**.

From September 16 to 23, 2026, join this important conversation by posting on social media and speaking directly to your local candidates from *all parties*:

What will you do to support young people and remove the barriers to their educational success?

Invite your partners to share your posts on their own pages and to use the campaign banner as their cover photo!



AS OF SEPTEMBRE 16!

Our slogan for this 8th edition of the JRES:

Remove educational barriers. Open up new paths.

With Quebec's election underway, this year's Journée du Refus de l'Échec Scolaire is a key opportunity to bring school dropout at the forefront of public debate.

The final leaders' debate will take place on September 23.

Let's make sure school dropout gets the attention it deserves by calling on every political party to take action.

Between September 16 and 23, take to social media:

- Tag the candidates from all parties running in your riding.
- Ask them: What will you do to support young people and remove the barriers to their educational success?
- Share YOUR organization's solutions for tackling the inequalities young people face and helping them stay on track in their education.

And don't forget to tag us: [@ROCLD on Facebook](#) and [LinkedIn](#), or [@R_OCLD on Instagram](#).

Use the campaign visuals and add #JRES2026 to your post.

The campaign

All visuals for JRES 2026 can be [downloaded here](#).

For more information on this campaign, visit refus-echec-scolaire.ca

Social media post template

September 23 marks the Journée du Refus de l'Échec Scolaire [#JRES2026](#), led by [@ROCLD](#).

School dropout is not inevitable. Even for kids facing the greatest challenges. We can open up new paths through collective action and policies that support youth by removing the barriers they face.

And to [@ \[the candidates from all parties running in your riding\]](#): What will you do to support young people and remove the barriers to their educational success?

At [your organization], we are calling on the government to address the inequalities that hold young people back and open up more possibilities along their educational paths.
[Share YOUR solutions.]

When we remove educational barriers, we open up new paths. Visit refus-echec-scolaire.ca to learn about this collective call to action.

[#élections2026](#) [#éducation](#) [#polqc](#)

#JOURNÉE DU REFUS DE L'ÉCHEC SCOLAIRE

Remove educational barriers. Open up new paths.



Add the **visuals** with your post for **#JRES2026**

Calendar for JRES 2026

From September 16,
put up the JRES banner
on your social pages.

From September 16 to 23, ROCLD will publish
one issue brief daily on dropout and its causes.
Let's spread the word!

Post at least
once on your
socials between
September 16
and 23

Let's build
momentum
before the
leaders' debate:
ask your partners
to share the
campaign!

If candidates respond, share
their answers with your
community!
(And while you're at it, use the
opportunity to set up a meeting
if you haven't already!)

We'll be publishing an open letter that
week. Follow the ROCLD on Facebook,
Instagram and LinkedIn, and share it
with your network!

School dropout, let's talk about it

Too often, school dropout is framed as a matter of individual choices or behaviour. But what if we listened to young people who have struggled in school, the community organizations that support them, and what the research tells us about the realities behind school dropout?

Drawing on 30 years of experience on the ground, the ROCLD has developed a series of issue briefs to help unpack the causes of school dropout and spark conversations in your communities.

For the moment, this material is only available in French.

[Find the 6 issue briefs on our website!](#)

Click on each item to view the material.



Parlons-en!



Parlons-en!



Parlons-en!



Parlons-en!



Parlons-en!



Parlons-en!

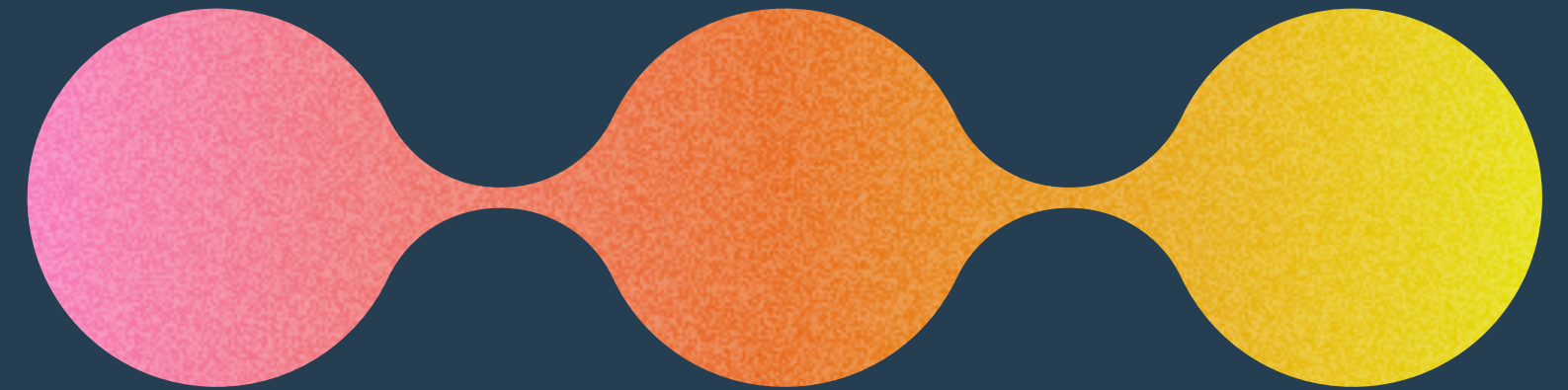
New rules

Because #JRES2026 falls right into the official electoral period, we must be aware of and abide by the new rules on political communications.

That's why it is imperative to tag the candidates from *all political parties* in your public posts!

ROCLD has put together a very simple tool to make communication easier under the new rules, [available here](#) in French.

To find out who's running for each party in your riding, check the [official list from Élections Québec](#). Note that this list will be finalized on September 17th.



**Express yourselves confidently,
knowing the rules of the game!**

Partners in the fight against dropout

Community organizations working to prevent school dropout can count on a strong network of partners who support young people, families and their educational journeys.

To help spread the word and invite them to take part in the Journée du Refus de l'Échec Scolaire, here is a sample paragraph you can use in an email or newsletter.

You can also add the [event banner](#) to your email signature or newsletter.

Add your voice to ours and to the Regroupement des organismes communautaires québécois de lutte au décrochage (ROCLD) on **September 23, 2026** for the Journée du Refus de l'Échec Scolaire (JRES). With the official student count just days away, let's remember that inequalities in our school system do not only affect the most vulnerable young people and families. When the education system lets struggling students fall through the cracks, all of society pays the price.

With Quebec's provincial election approaching, the ROCLD and its allies are asking every party hoping to form the next government: What will you do to support young people and remove the barriers to their educational success?

Investing in prevention, solidarity and meaningful support is a collective choice to help every young person succeed. **Remove educational barriers. Open up new paths. And make educational success a shared responsibility.**

We are calling on actors across the education system, on organizations that support young people and their educational journeys, to mobilize in defence of public education and the services that support students and their families. Join the **#JRES2026** conversation on social media by sharing our posts between September 16 and 23, and by using the campaign banner as your cover photo starting September 16.

The entire school dropout prevention network is joining the public debate!
To take part in this action and download the campaign visuals, visit refus-echec-scolaire.ca.

3 actions

To be an **ally** to the Journée du Refus de l'Échec Scolaire

**Post on your
socials and put up
the campaign
banner**

Download the [visuals here](#).

**Sign our opinion
letter!**

[click here to signify your
interest.](#)

For partner organizations (our
members are already included). We
will send you the letter by email.

**Share our posts
from September
16 to 23**

Follow us on [Facebook](#),
[LinkedIn](#) and [Instagram](#)!