

Tel-jeunes: at the heart of the adolescent experience, and all things youth!

UP CLOSE AND PERSONAL WITH YOUTH

The Youth Advisory Committee is Getting Involved

Working for young people means putting them first in everything we do. It means taking an interest in everything that inspires them, drives them, intrigues them, and worries them. And no one is in a better place than they are to help us learn more about them!

That's why we have worked so closely with the Youth Advisory Committee over the past three years. Every year, a new group of adolescents forms this committee and actively contributes to our content, and our projects. In 2022–2023, we pushed this work even further by involving the committee more directly in our initiatives to connect with even more young people.



"My experience on the committee was definitely fun, but I also learned a lot about how to help young people feel comfortable in their skin and overcome challenges in their lives. I also learned that small actions can have a huge impact on the people you are trying to help. The Committee is a great opportunity to make friends, to learn how to work in a team, and to develop your creativity while also supporting people of our generation. Don't be afraid to sign up!"

Marianne, Member of the Youth Advisory Committee

Perception Survey

This survey, developed by the Expertise and Innovation Department, has enabled us to get insights from over 300 adolescents using services offered by Tel-jeunes. As part of their role as ambassadors, Youth Advisory Committee members have significantly contributed to the success of this fieldwork initiative.

Breaking the Ice

Always looking for projects that will enable the organization to connect with adolescent boys, Tel-jeunes organized numerous brainstorming sessions with the Youth Advisory Committee, which eventually led to the idea of the Breaking the Ice pilot project. This simple and effective initiative focuses on the relationship between coaches, who are often seen by young athletes as healthy male role models, and their pupils. This pilot project will be launched during the 2023–2024 fiscal year.



"My experience was so enriching! The projects are super interesting, and everyone on the team is really nice and welcoming. I understand Tel-jeunes much better now, and my experience on the Committee has given me a sense of belonging. I would have liked to have done more! It's definitely worth signing up, you won't regret it!"

**Catherine,
Youth Advisory
Committee member**

Tel-jeunes is on TikTok

To more effectively fulfill our mission to support young people, we must walk the same path as they do; in 2022–2023, that means being on all their social media platforms.

And there's no bigger platform right now than TikTok! Since the creation of our TikTok channel last year, we have:

5,300 followers.

In addition to increasing our visibility on the platform most used by youth, we have also taken advantage of TikTok trends to destigmatize the idea of asking for help and accessing our services. In short, it's a **success!**



"TikTok has enabled Tel-jeunes to present itself in a totally new way: because we have joined them in dancing, singing, and laughing, they have seen us as real people, and so have adults! We've been able to inform and interact with thousands of adolescents, who now understand the range of our services. This is a first for our team, but everyone has joined in on the movement, and I'm very pleased with the excitement both within our team and beyond."

**Adrienne,
Social Media
Manager**

Supporting Families: *active listening, real support*

100% PRESENT FOR PARENTS

Parenting an adolescent is quite the adventure! As experts in this unique period of life, we offer parents their own space to talk, vent, and get support for the reality of their role as a solid pillar of support for their kids.

Tel-jeunes' professional intervention service remains an essential lifeline for parents who feel burnt out, overwhelmed, or are struggling in the face of a lack of resources to help their adolescent. Our specialized knowledge about the universal realities of young people, along with understanding the social and technological changes, can be an invaluable aid.

In 2022–2023:



19,000 parents
called Tel-jeunes'
professional
intervention service.



Key topics for
40% of parents
include: supervision
at home, rules for daily life,
communication, and family
conflict resolution.



One parent in four
has talked to us about
their child's mental
health: anxiety (especially
performance anxiety),
negative thinking, mental
health diagnosis,
and self-esteem.

"When I discovered that my kid was using drugs and may have lied to me about it, the counsellor listened to me and gave me useful advice about how I could discuss the topic openly with my son. I needed information and reassurance, and that's exactly what Tel-jeunes gave me."

**Parent who called
the professional intervention service**

"Hearing a sympathetic opinion from a third party about how 11-year-olds experience love helped me to see things differently. Thank you for your guidance."

**Parent who called
the professional
intervention service**