

Jean Lapointe's Prevention Strategy

2025-2026



What is Jean Lapointe's Prevention Strategy?

Jean Lapointe's prevention strategy aims to inform, raise awareness and empower individuals, thereby mitigating the risks associated with addiction and promoting a healthy and balanced lifestyle.

Among the prevention programs offered in Canada, Jean Lapointe's prevention programs shine due to the scarcity of evidence-based programs, which is the first necessary condition for effective prevention. Evidence-based prevention relies on programs, strategies, and policies that have been rigorously researched and proven their ability to delay or reduce substance use in adolescents (Pentz, 2003). The components that make up Jean Lapointe's prevention strategy meet all of these criterias!

Brief History

In 2004, with funding from the Montreal Health and Social Services Agency, Maison Jean Lapointe began deploying awareness workshops on problem gambling. In 2008, prevention efforts expanded to include alcohol and other substances, with the launch of a workshop now known as My independence.

In response to growing concern about young people's screen use and its impacts, MJL added another string to its bow in 2015 by creating a workshop on screen habits that highlights youth intelligence, critical thinking, and positive intentions.

In recent years, two conferences for parents have been added, providing practical tools to help them play an active role in preventing risks related to substance use and screen habits.

All of these activities help adolescents, and the adults who play a key role in their lives, build the skills needed to prevent the onset or worsening of problems linked to alcohol and substance use, gambling, and unbalanced screen use.

Jean Lapointe's Prevention Strategy, an overview



- Programs that have reached more than one million people throughout Quebec since 2004
- 10 workshops and conferences with an interactive group approach conducive to dialogue
- An early intervention program for adolescents with emerging consumption problems
- Scientifically evaluated programs used by more than 18 partner community organizations
- Bilingual services based on the beliefs of young people (behavioral, normative, and efficacy beliefs)

Typical Workshop Unfolding

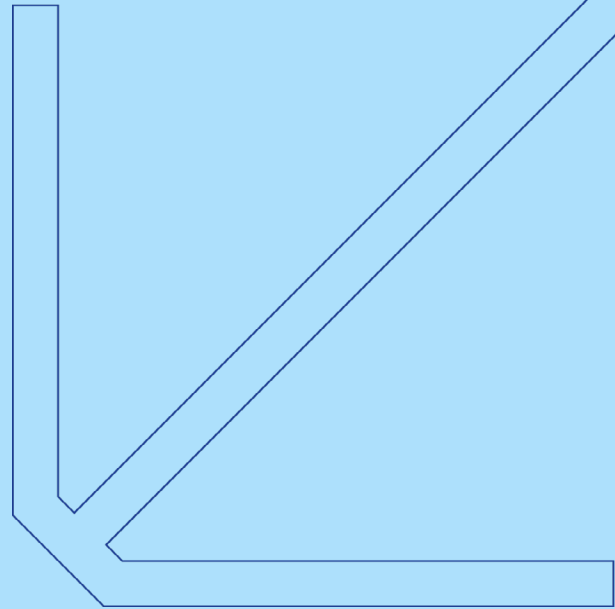
The workshops revolve around an interactive PowerPoint presentation lasting between 60 to 75 minutes, depending on the length of class periods. Throughout the activity, the prevention agent encourages young people to interact by asking them questions, as the goal is to assess their beliefs, correct them if necessary, and ensure their overall understanding of the topic. Since the workshop may lead some individuals to reflect on their own attitudes and habits or those of a loved one, the final slide of each workshop provides resources for additional information or support when needed.

At the end of the workshop, the group's responsible person and participants complete a satisfaction assessment. This questionnaire includes eight elements related to the workshop. A response scale allows participants to express their opinions confidentially. Space is also available for leaving comments. The prevention agent then collects and completes their own evaluation allowing us to gather essential information to further improve workshops.

Jean Lapointe's Prevention includes.....

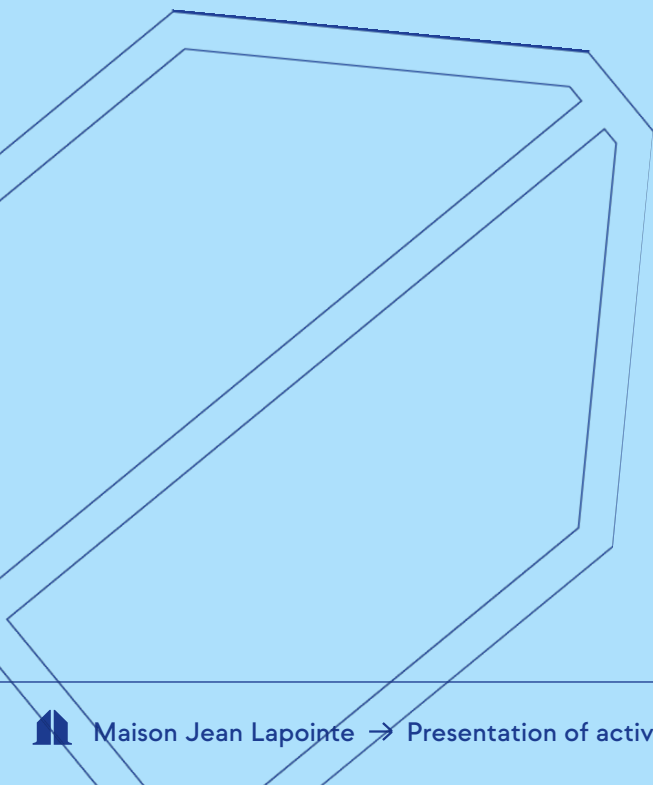
Diverse, flexible, and adaptable content

- for various activity settings: schools, community centres, correctional facilities, etc.;
- for different types of substances and addictions: alcohol, cannabis, nicotine, other substances, gambling, video games, screens;
- for various levels of consumption: from nonconsumption to problematic consumption;
- tailored to the sociodemographic characteristics of participants



Structured programs that encompass

- several different activities planned to increase the reach and intensity of preventive actions;
- workshops with clear objectives, appropriate implementation methods, and tools that align with the Ministry of Education's Healthy Schools approach;
- activities addressing the main spheres of influence on young people (friends, environments, and media);
- harmonized, unambiguous, and nuanced prevention messages that promote the coherence of interventions.



ALCOHOL AND OTHER SUBSTANCES

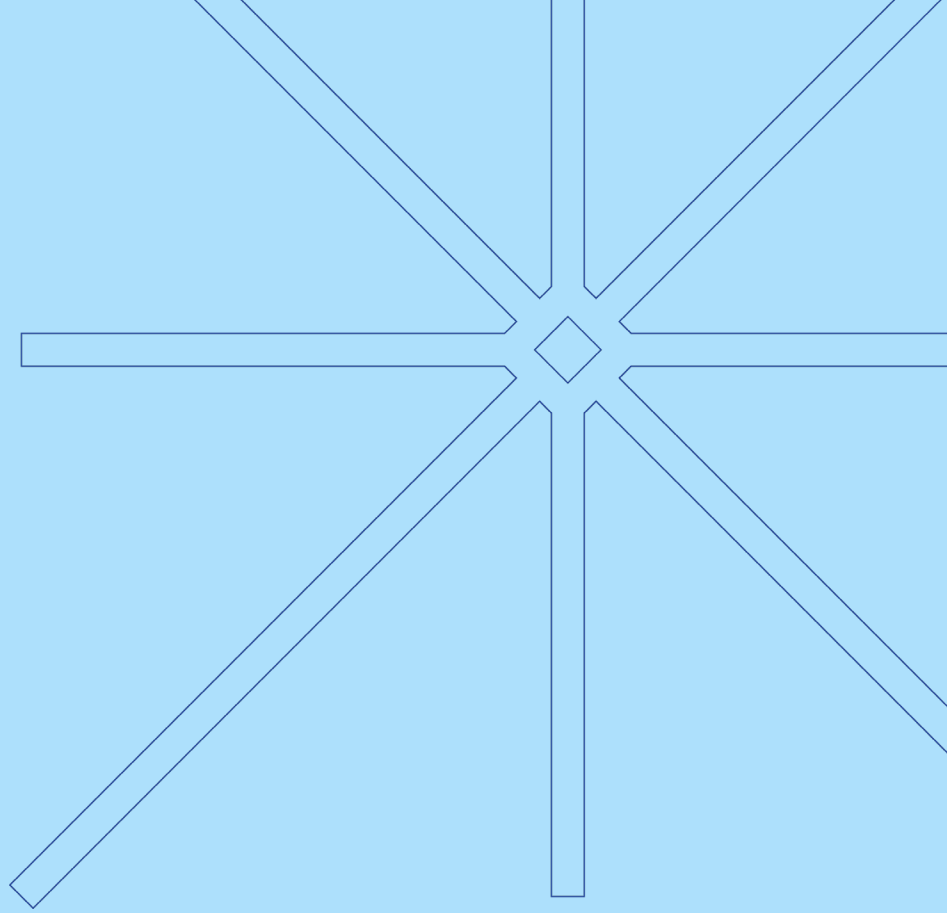
Element	Type of activity	Audience
My Independence	Awareness workshop Duration : 60 à 75 minutes	Grade 7 students
My Influences	Three universal prevention workshops Green profile : non-consumers Yellow and/or Red profiles : occasional, regular or problematic users	Grade 8 to 11 students
My Value	Up to 8 individual meetings - Targeted prevention Yellow profiles : occasional, regular or problematic users	Grade 7 to 11 students
Parent-Teen conference	Awareness workshop	Adults Parents / guardians of teenagers
Teacher's Program	Virtual e-learning workshop for teachers	Teachers of high school students

GAMBLING

Element	Type of activity	Audience
My Turn	Awareness workshop Video games and gambling Duration : 60 à 75 minutes	Grade 10 and 11 students
My Turn II	Awareness workshop Video games and gambling Duration : 60 à 75 minutes	Adults Community / general public / Detention Centres / facilitators/ CEGEP and Universities, etc.

HYPERCONNECTIVITY

Element	Type of activity	Audience
My Balance	Awareness workshop Duration: 60 à 75 minutes	Grade 8 to 10 students
Parent-Teen conference	Awareness workshop Duration : 75 à 90 minutes	Adults Parents / guardians of teenagers



Description of universal prevention workshops



My independence

Offered to Grade 7 students, My independence presents basic concepts related to the risks of consumption and the importance of making autonomous decisions. The workshop is specifically adapted to students' stage of development. The first objective of the workshop is to prevent early initiation by delaying initial consumption as long as possible.

WORKSHOP OBJECTIVES				
Delay the first consumption as long as possible	Develop critical thinking and direct young people towards the proper resources	Strengthen protective beliefs by harmonizing messages about consumption young people receive from those around them, media and other influences	Teach young people different avoidance strategies and tools to assert themselves in order to deal with certain risky situations	Allow young people to develop their own opinion in relation to the use of alcohol and other drugs, in order to enhance independent decision-making

Content

During the workshop, young people will acquire knowledge and skills about the following aspects :

- Definition of a drug and the types of consumption;
- Mechanisms and symptoms of addiction;
- Key protective and at-risk beliefs held by young people alcohol and drug use, as well as alternatives to using;
- Strategies of empowerment and risk reduction associated with consumption.

Deployment

This workshop is led by prevention agents from Maison Jean Lapointe, by contractual facilitators as well as by facilitators working for partner organizations. Since its creation in 2008, My independence has promoted alcohol and other drugs awareness to more than 630 000 adolescents.



My influences

Following My independence are three My influences workshops. These activities address themes affecting the three major spheres of influence of young people : friends, environnements and media. The workshops can be presented in whole or in part to students in Grades 8 to Grade 11.

MY INFLUENCES		
Environnements	Friends	Média
Identify the degree of risks associated with alcohol and drug use	Familiarize with and debunk the decision-making process	Reflect and decipher arguments from the media and their influence on people
Anticipate, reduce and avoid risky situations	Make a thoughtful decision when it matters!	Develop critical thinking towards messages and techniques conveyed by

Content

During the three activities, the concepts of the law of effect and the stages of alcohol intoxication are explained.

My influences wants to correct false beliefs and strengthen protective beliefs by taking into account three consumption profiles of young people.

The activities of the green profile are aimed at delaying the initial age of consumption for as long as possible.

The activities of the yellow and red are aimed at teens who have begun to experiment, with the aim of preventing the onset or worsening of the risks associated with alcohol and other substances use.

Deployment

Since 2018, these activities reached more than 200 000 young people across eleven regions of Quebec. In recent years, the majority of activities have been led by the Maison Jean Lapointe team. In addition, some school teams who have been trained to carry out the workshops themselves.

The prevention departement of Maison Jean Lapointe offers trained facilitators comprehensive training, as well as ongoing support.



My turn

My turn is a workshop geared mainly towards young people aged 15 and over in high schools, trade schools, social reintegration organizations, francization classes or even college classes. The workshop aims to raise awareness on the basics of gambling and video games.

WORKSHOP OBJECTIVES			
Debunk the traps that influence problem gambling	Present the evolution of video games in connection with gamification and gambling	Demystify the different strategies used by the industry to entice players	Raise awareness on the signs and consequences of problem excessive gambling and gaming and present the available resources

Content

- Definition of chance;
- Different reasons that motivate people to play games;
- Three traps that increase the risk of developing a gambling-related problem: not understanding the independence of turns, illusions of control and the negative rate of return;
- The role of the reward circuit during gambling and gaming.

Why?

In recent years, a decline in the use of traditional gambling habits has been observed, and studies show instead an increased participation in online gaming practices. With the line between video games and gambling getting more and more blurry, some people don't realize they are partaking in gambling and will become initiated through video games.

Deployment

My turn workshop is presented by prevention agents from the Maison Jean Lapointe team in Montreal. Since the program began in 2004, the prevention of Maison Jean Lapointe has raised gambling and gaming awareness among more than 184 000 people.



My balance

The My balance workshop is presented to grade 8 high school students. This universal prevention workshop revolves around the general theme of balanced screen use and sound management of time.

WORKSHOP OBJECTIVES			
Start thinking about a balanced use of screens	Develop young people's critical thinking by promoting knowledge, skills, and attitudes	Address the issue of self-esteem in connection with social media	Differentiate the characteristics of online versus offline communication

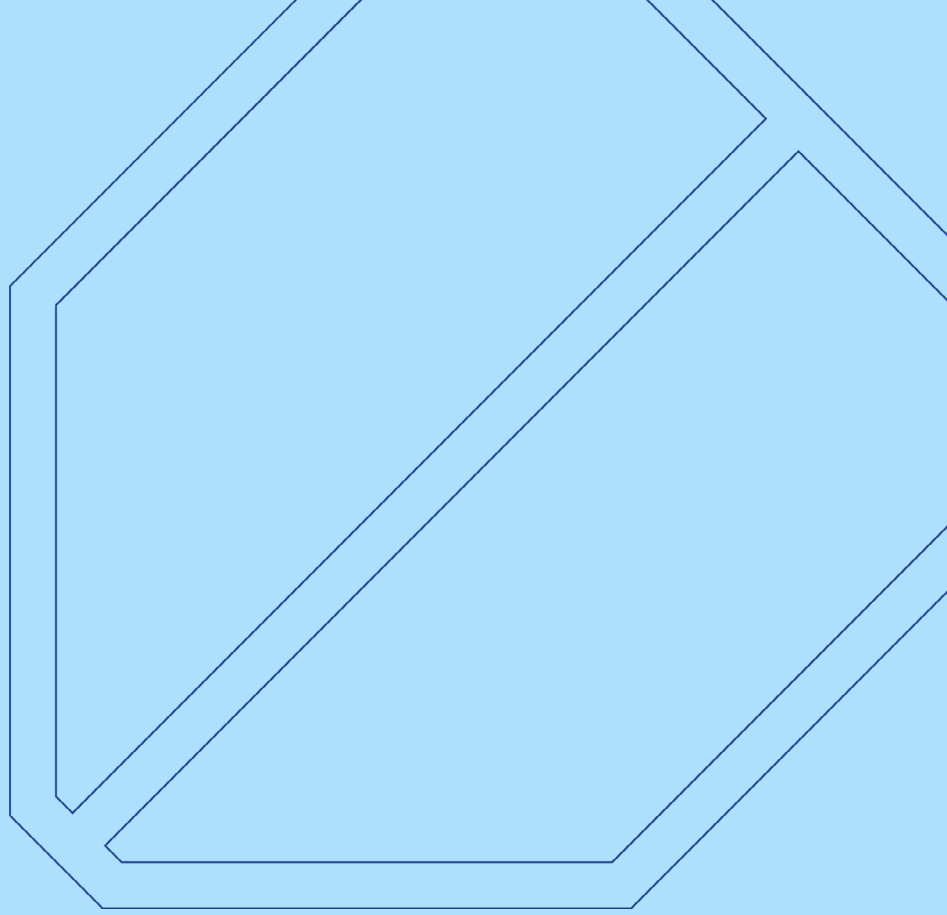
Content

During the workshop, the following themes are discussed :

- The distinction between appeal and excess;
- The notions of virtual citizenship and online etiquette;
- The role of dopamine during screen time;
- The impact of blue light on the quality of adolescents' sleep;
- The concrete consequences of an imbalance use of screens;
- Practical solutions for self-regulation.

Deployment

The My balance workshop is given by prevention agents from the Maison Jean Lapointe team in Montreal. Since its creation in 2015, this workshop has enabled the prevention of Maison Jean Lapointe to reach more than 120 000 young people.



Early intervention program



My value

Individual preventive intervention (targeted prevention, front line) is aimed at students aged 12 to 17 who are experiencing emerging substance consumption problems or are at risk of developing more significant substance-related issues. Early intervention offers young people with support, DEP-ADO screening services, and individual meetings tailored to their needs.

INTERVENTION OBJECTIVES		
Prevent the escalation of substance consumption among at-risk youth (yellow profiles)	Modify risky beliefs and strengthen protective beliefs.	Enhance the sense of competence in making healthy and informed choices.

Foundations

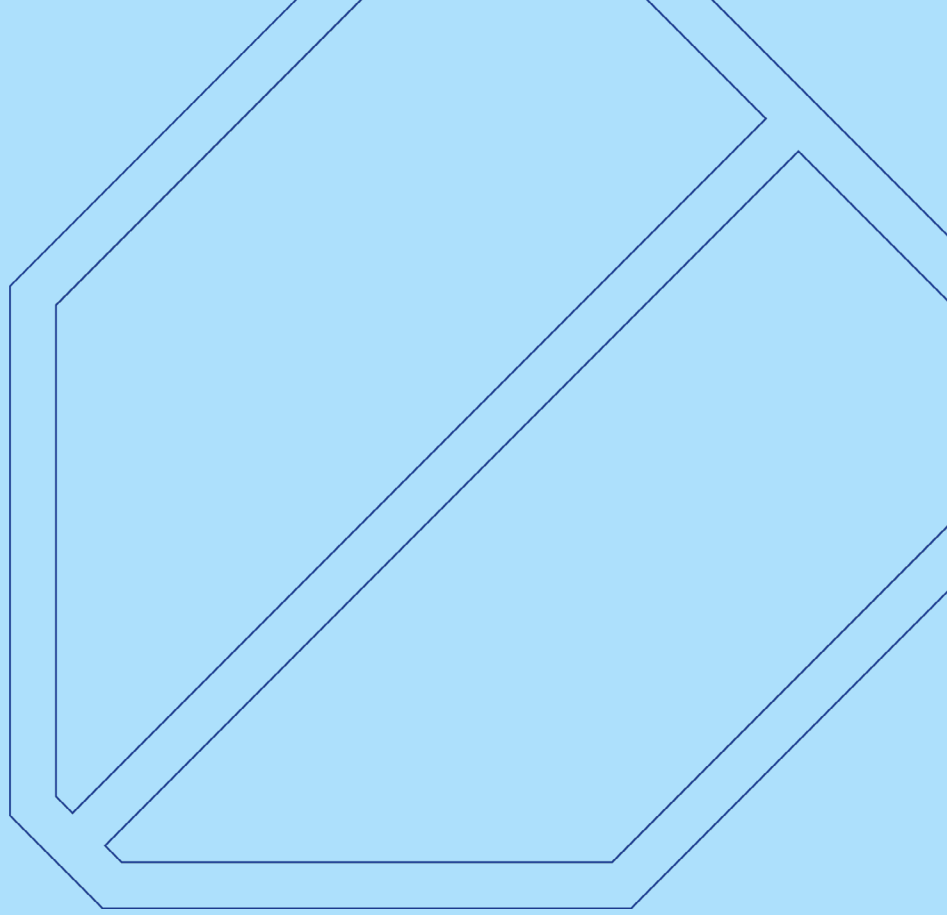
Jean Lapointe's early intervention program is scientifically grounded and relies on the following theories :

- Integrative Model of Behavioral Prediction (Fishbein and Yzer, 2003);
- Media Priming Theory (Domke et al., 1998);
- Motivational Approach (Miller and Rollnick, 1991);
- Cognitive-Behavioral Approach (Phan, 2004).

The My value program allows for the evaluation of students' progress from the beginning to the end of interventions by providing concrete measures of change.

Deployment

This service is provided by the intervention staff from the prevention department of Maison Jean Lapointe. This service is always delivered in collaboration with existing school staff or counselors.



Parent- Teen conferences



Parent-teen conference

This conference, intended for parents of high school students, offers practical tools to help them play a proactive role in preventing the risks associated with their teens' substance use. Interactive in nature, it addresses the fundamental principles of addiction prevention and introduces communication strategies that promote a positive parenting approach.

About Maison Jean Lapointe

For 20 years, MJL has been dedicated to prevention. Its prevention strategy has successfully reached more than a million teens.

More than 85% of teens consider their parents a credible source regarding the subject of substances. Therefore, to maximize the impact of our actions it is crucial to involve significant adults, namely parents.

This conference is facilitated by MJL's team of prevention experts.

Content

During the conference, lasting one to two hours, the following topics are discussed :

- The definition of prevention and MJL's approach;
- The characteristics of certain substances and the law of effect;
- Risk and protective factors;
- Overview of substance use amongst teens;
- Tools for healthy communication with your teen;
- Available resources.

OBJECTIVES OF THE CONFERENCE

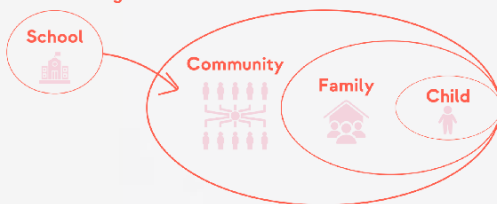
Reinforce harmonized prevention messages for teenagers.

Understand the motivations behind youth substance use and intervene as a protective factor.

Encourage open and non-judgmental dialogue.

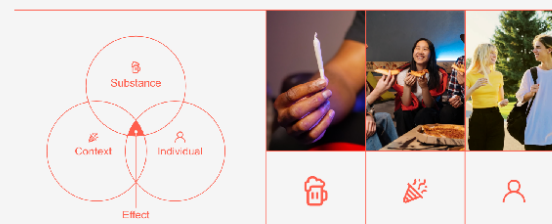
As the saying goes...

It takes a village to raise a child !



Snapshots of the conference

Law of effect





Parent-teen conference

This conference, intended for parents of high school students, offers practical tools to accompany them in managing their children's relationship with screen use. Interactive in nature, it addresses fundamental principles of online addiction prevention, as well as healthy solutions and strategies to promote a balanced use of electronic devices.

About

Maison Jean Lapointe

For 20 years, MJL has been dedicated to prevention. Its prevention strategy has successfully reached more than a million teens.

Parents play a key role in the supervision of teenagers regarding their screen use. By aiming for a relationship based on trust, and by exchanging strategies for maintaining healthy online habits, our conference supports parents by offering practical tools.

This conference is facilitated by MJL's team of prevention experts.

Content

During this conference, lasting one to two hours, the following topics are discussed:

- The definition of prevention and MJL's approach;
- Reinforcing messages from the "My Balance" workshop;
- Risk and protective factors;
- Overview of screen use in teens;
- Healthy strategies and solutions for a balanced use of online devices;
- Available resources.

OBJECTIVES OF THE CONFERENCE

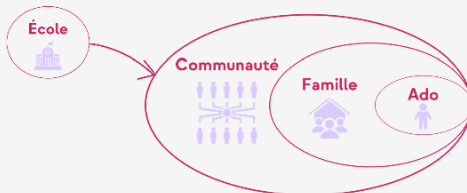
Reinforce harmonized prevention messages for teenagers.

Understanding the motivations behind teenagers' excessive screen use and intervening as a protective element.

Encourage open and non-judgmental dialogue, as well as offer healthy strategies for a balanced use of online devices.

L'adage dit...

Ça prend un village pour élever un enfant !



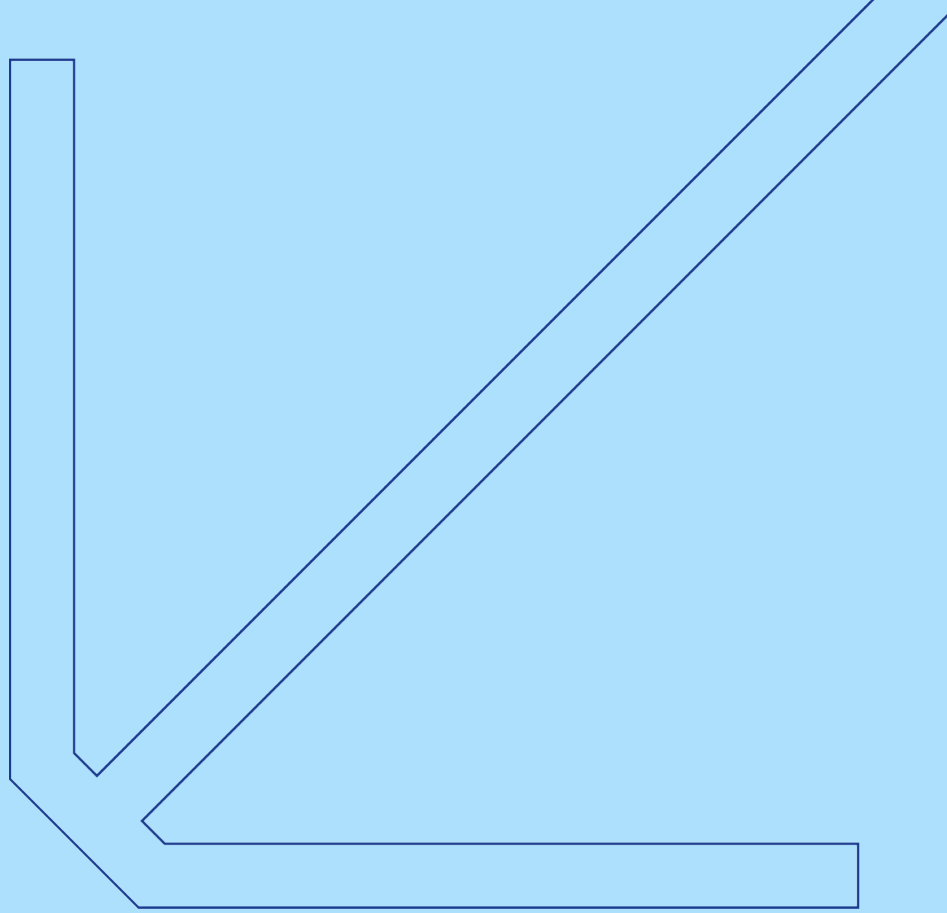
Snapshots of the conference

Contenu de l'atelier

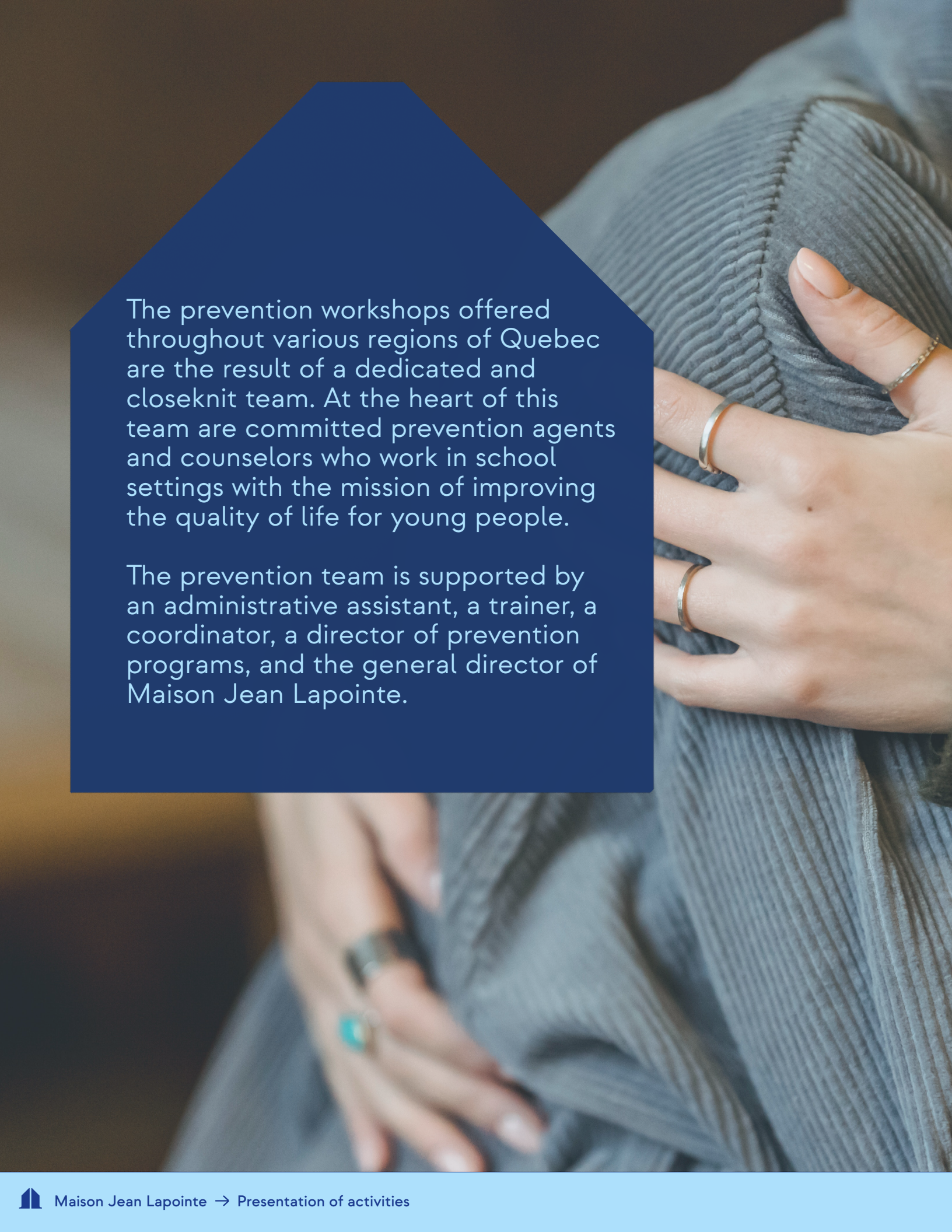
? Dopamine

En quoi le circuit de la récompense joue-t-il un rôle dans notre utilisation?





The Prevention Team



The prevention workshops offered throughout various regions of Quebec are the result of a dedicated and closeknit team. At the heart of this team are committed prevention agents and counselors who work in school settings with the mission of improving the quality of life for young people.

The prevention team is supported by an administrative assistant, a trainer, a coordinator, a director of prevention programs, and the general director of Maison Jean Lapointe.

General Training of the Prevention Team

All prevention personnel have in-depth knowledge in addiction and have an equivalent of university-level training in the field or related disciplines.

Upon their arrival, comprehensive training is provided to new team members. Throughout the year, ongoing personal research and periodic knowledge updates are required for prevention agents and counselors.

Training focuses on mastering workshops and their facilitation. Although each facilitator may have their own unique style, Maison Jean Lapointe ensures that the workshop content remains as consistent as possible, regardless of who is delivering it. Special attention is given to potential iatrogenic effects that may occur during a workshop, which refers to an effect that is contrary to the intended outcome. To manage this, it's crucial to use appropriate language and examples when addressing topics like alcohol and other substances with young people.

The workshops generate many questions from young participants. Facilitators must always take the time to answer these, even in the midst of activities. Mastery of facilitation requires practice and observation, which is why new staff are supported by more experienced colleagues and by the MJL training coordinator. Weekly team meetings are also held to share techniques and provide mutual support.

School-based counselors at Maison Jean Lapointe, in addition to facilitating workshops, offer our targeted intervention service in one or more schools. These individuals receive comprehensive and ongoing training on early intervention programs, motivational approach, cognitive-behavioral therapy (CBT), as well as clinical support meetings with external partners to support and deepen their interventions with young people.

Maison Jean Lapointe takes pride in every person it trains, whether within its own team or among partners implementing our prevention programs.

Training Content

- History of the Maison Jean Lapointe prevention project;
- Training of the workshops of the prevention strategy;
- The importance of prevention among young people in a school environment and best practices;
- Effective addiction prevention strategies for young people;
- Effective animation techniques;
- Observations of workshops facilitated by peers;
- Accompaniment and feedback by the person in charge of training, during the first workshops and periodically throughout the year;
- Tools related to virtual facilitation;
- Training on DEP-ADO (for counselors only);
- Motivational interviewing and cognitivebehavioral therapy (for counselors only);
- **Clinical support related to the early intervention mandate (for counselors only).**

Planning Prevention Workshops

For more information or to implement
Jean Lapointe's Prevention activities
in your environment, contact us :

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