

School Health Promotion: Choices Rewired Campaign

Presented by: Kiley Alderson, MPH
Health Promotion Manager (A)
September 2, 2026



choices rewired

Observe • Engage • Lead

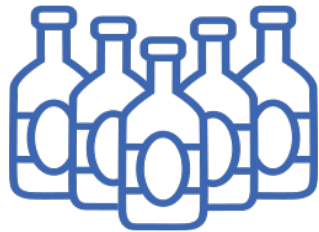


Youth Substance Use in Wellington-Dufferin-Guelph



1 in 6

Grade 9-12
students say
they vaped
in the past year.



Nearly **1 in 4**
Grade 9-12
students who use
alcohol reported
binge drinking.



More than **1 in 5**
Grade 7-8 students
used cough syrup to
get high.



Nearly **1 in 7** Grade
7-8 students say they
used prescription pain
pills without a
prescription.

Youth Screen Use in Wellington-Dufferin-Guelph



Students reporting 3+ hours of screentime outside of school per day:

Grades 4-6: 50%

Grades 7-8: 74%

Grades 9-12: 86%

The recommended maximum recreational screen time for Canadian youth is 2 hours.



1 in 4 youth report being cyberbullied. This has increased since 2019.



43% of youth report being distracted. This has increased since 2023.



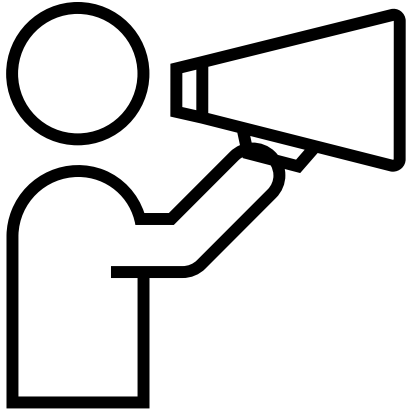
45% Grade 9-12 students spend more than 2 hours/day on social media. **35%** of Grade 7-8 students.

Parents & Guardians can follow the 3 Step Strategy:

Observe • Engage • Lead

- Notice the signs.
- Start meaningful conversations.
- Model healthy choices.

Community Engagement and Knowledge Sharing



- Collaborative partnerships
- Media
- Website and social media
- Blog
- Infographic Distribution

Next Steps



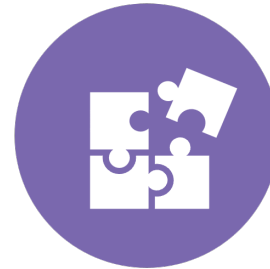
Update campaign to reflect 2026 WHY survey data



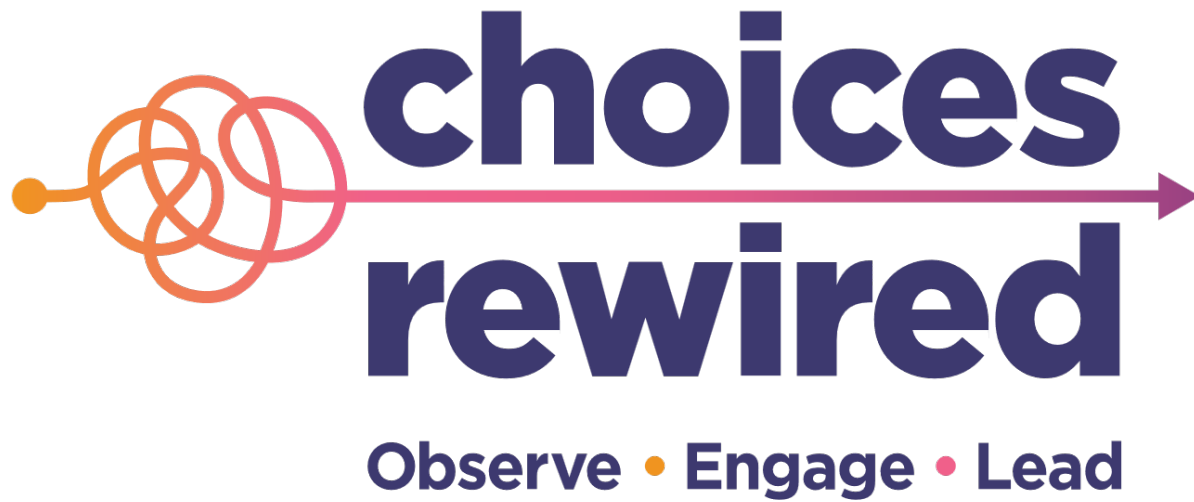
Continue to partner with school boards and community partners



Explore additional research around screen and social media use



Carry out alongside other interventions promoting youth health and well-being



Learn more, watch videos, and find strategies:
ChoicesRewired.ca