

Brodeur Presenter Template for the NRMLC Program

Name: Jacques Brodeur

Title: Controlling Digital Tech Rather than Letting It Control Teens' Life

Presentation Overview:

Public health authorities are searching for strategies to prevent screen addiction among adolescents. Essential part of any media education program includes the power to turn off screens in order to reflect upon, and critically examine, media consumption and risk of addiction. The Screen-Free Challenge was introduced in Québec schools as an educational "game" between students and professional captologists. Teens are trained to face a team of thousands of pros in two industries: digital entertainment and marketing.

3 Goals of This Presentation:

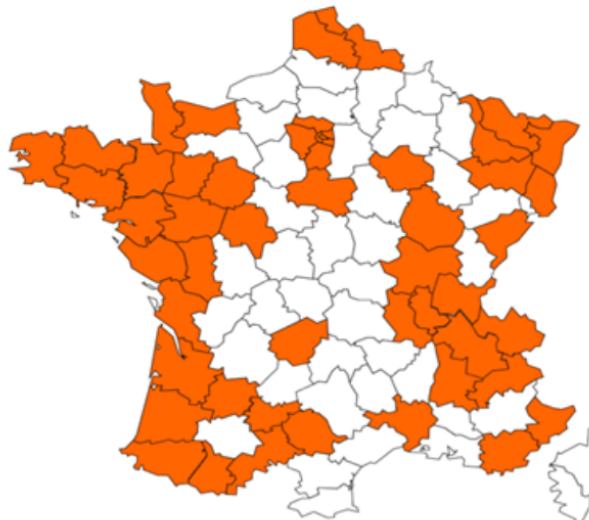
- Provide tools for teachers who want to increase students awareness about digital addiction, and prevent digital dementia.
- Provide training for adolescents who need protection against attention problems and screen-time increase.
- Share the benefits of educational & playful approach to screen-time reduction.

Target Audience: Secondary school teachers (all grades).

Images that Capture the Essence of This Presentation:

Progression of Screen-Free Challenge in France, 2008-2018

Défis sans écrans 2018 depuis 2008



Addictive tech ---> school drop-out ?



One or More Linked Resources for Further Inquiry:

1. [Technology Is the Master of Modern Slavery, 2017](#)
2. [Introducing A New Ultimate Fighting Sport in School](#)
3. [Tools Against Corporate Censorship, WSF, 2016](#)
4. [Facing the Screen Dilemma, CCFC](#)
5. [Digital Dementia](#)