

September - December

2026



# CALENDAR OF AWARENESS DAYS

Digital Media Literacy Resources  
for the Classroom



# SEPTEMBER 2026

| Sun                                                                                                          | MON                                                                                             | TUE                                | WED                                                                                                                                                                                                                                         | THU | FRI | SAT                                                                                                                       |
|--------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|---------------------------------------------------------------------------------------------------------------------------|
|                                                                                                              |                                                                                                 | 1                                  | 2                                                                                                                                                                                                                                           | 3   | 4   | 5                                                                                                                         |
| 6<br>Read a Book<br>Day<br> | 7                                                                                               | 8<br>International<br>Literacy Day | 9                                                                                                                                                                                                                                           | 10  | 11  | 12<br><br>National<br>Video<br>Games Day |
| 13                                                                                                           | 14                                                                                              | 15<br>Day of<br>Democracy          | 16                                                                                                                                                                                                                                          | 17  | 18  | 19<br>Talk Like a<br>Pirate Day<br>    |
| 20                                                                                                           | 21<br>Day of Peace                                                                              | 22                                 | 23                                                                                                                                                                                                                                          | 24  | 25  | 26                                                                                                                        |
| 27                                                                                                           | 28<br>International<br>Day for<br>Universal<br>Access to<br>Information<br>National<br>Soto Day | 29                                 | 30<br><br>International<br>Podcast Day<br><br>Orange<br>Shirt Day<br> |     |     |                                                                                                                           |

# OCTOBER 2026

Cyber Security Awareness Month  
Women's History Month  
Global Diversity Awareness Month

| SUN                                              | MON                                               | TUE | WED                       | THU            | FRI                  | SAT                           |
|--------------------------------------------------|---------------------------------------------------|-----|---------------------------|----------------|----------------------|-------------------------------|
|                                                  |                                                   |     |                           | 1<br>Music Day | 2                    | 3                             |
| 4<br>World Animal Day                            | 5<br>World Teachers' Day<br>Do Something Nice Day | 6   | 7                         | 8              | 9                    | 10<br>World Mental Health Day |
| National Family Week (Oct. 4 - Oct. 10)          |                                                   |     |                           |                |                      |                               |
| Mental Illness Awareness Week (Oct. 4 - Oct. 10) |                                                   |     |                           |                |                      |                               |
| 11<br>International Day of the Girl Child        | 12                                                | 13  | 14                        | 15             | 16<br>World Food Day | 17                            |
| 18                                               | 19                                                | 20  | 21                        | 22             | 23                   | 24                            |
| 25                                               | 26                                                | 27  | 28<br>Digital Citizen Day | 29             | 30                   | 31<br>Halloween               |
| Media Literacy Week (Oct. 26-30)                 |                                                   |     |                           |                |                      |                               |

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| NOVEMBER 2026                                          |     |     |                                                   |           |                                |                      |                                                                                     |
|--------------------------------------------------------|-----|-----|---------------------------------------------------|-----------|--------------------------------|----------------------|-------------------------------------------------------------------------------------|
| SUN                                                    | MON | TUE | WED                                               | THU       | FRI                            | SAT                  |                                                                                     |
| 1                                                      | 2   | 3   | 4                                                 | 5         | 6                              | 7                    |                                                                                     |
| International Stress Awareness Week (Nov. 2 - Nov. 6)  |     |     |                                                   |           |                                |                      |                                                                                     |
| 8                                                      | 9   | 10  | 11                                                | 12        | 13                             | 14                   |                                                                                     |
|                                                        |     |     |                                                   |           | Social Media Kindness Day      |                      |                                                                                     |
|                                                        |     |     |                                                   |           | World Kindness Day             |                      |                                                                                     |
| 15                                                     | 16  | 17  | 18                                                | 19        | 20                             | 21                   |                                                                                     |
| International Day of Tolerance                         |     |     |                                                   | Men's Day | Transgender Day of Remembrance | World Television Day |                                                                                     |
|                                                        |     |     |                                                   |           | Universal Children's Day       |                      |  |
| Digital Health Week (Nov. 16 - Nov. 22)                |     |     |                                                   |           |                                |                      |                                                                                     |
| National Addictions Awareness Week (Nov. 19 - Nov. 27) |     |     |                                                   |           |                                |                      |                                                                                     |
| 22                                                     | 23  | 24  | 25                                                | 26        | 27                             | 28                   |                                                                                     |
|                                                        |     |     | Day for the Elimination of Violence Against Women |           | Buy Nothing Day                |                      |                                                                                     |
| 29                                                     | 30  |     |                                                   |           |                                |                      |                                                                                     |

# DECEMBER 2026

# SEPTEMBER 2026

| Sun                                                                                                      | MON                                                                              | TUE                             | WED                                                                                                                                                                                                                               | THU | FRI | SAT                                                                                                                   |
|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|-----------------------------------------------------------------------------------------------------------------------|
|                                                                                                          |                                                                                  | 1                               | 2                                                                                                                                                                                                                                 | 3   | 4   | 5                                                                                                                     |
| 6<br>Read a Book Day<br> | 7                                                                                | 8<br>International Literacy Day | 9                                                                                                                                                                                                                                 | 10  | 11  | 12<br><br>National Video Games Day |
| 13                                                                                                       | 14                                                                               | 15<br>Day of Democracy          | 16                                                                                                                                                                                                                                | 17  | 18  | 19<br>Talk Like a Pirate Day<br> |
| 20                                                                                                       | 21<br>Day of Peace                                                               | 22                              | 23                                                                                                                                                                                                                                | 24  | 25  | 26                                                                                                                    |
| 27                                                                                                       | 28<br>International Day for Universal Access to Information<br>National Sons Day | 29                              | 30<br><br>International Podcast Day<br>Orange Shirt Day<br> |     |     |                                                                                                                       |



## **READ A BOOK DAY (SEPTEMBER 6)**

### **LESSON PLANS**

#### **Once Upon a Time (Grades 3-6)**

Students become aware of the idea of stereotyping and the role that stereotypes play in the stories and movies that they enjoy. They learn how media techniques can affect how we feel about a character and how that can contribute to stereotyping, and consider how stories may be different when told from different points of view. [Click here](#)

#### **Comic Book Characters (Grades 5-7)**

In this lesson, students learn how shapes are used in character design in comics and animation and look at how male and female characters are depicted in comic books. [Click here](#)

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## **INTERNATIONAL LITERACY DAY (SEPTEMBER 8)**

### **LESSON PLANS**

#### **Media Literacy 101 (Grades 4-6)**

To help teachers introduce the key concepts of media literacy to elementary students, MediaSmarts developed a suite of videos on each of the key concepts. Each video is accompanied by a lesson plan that reiterates the main ideas from the videos and helps students expand and apply what they've learned. [Click here](#)

## **Understanding artificial intelligence (AI) tools (Grades 6-12)**

How do algorithms work? How can we tell if something was made with AI? How can we make sure that algorithms are used fairly? [Click here](#)

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## **NATIONAL VIDEO GAMES DAY (SEPTEMBER 12)**

### **LESSON PLANS**

#### **Rules of the Game (Grades K-3)**

In this lesson, students consider the importance of the written and unwritten rules that make it possible to learn and play together, online and offline. [Click here](#)

#### **Representing ourselves online (Grades K-3)**

Students talk about dressing up and taking on identities that are similar to or different from them. They are then introduced to the idea of avatars as a kind of “dressing up” inside video games and consider the ways in which the technical, generic and aesthetic limitations on avatar creation and customization affect their choices and their ability to represent themselves online. [Click here](#)



## NATIONAL VIDEO GAME DAY (CONT'D)

### LESSON PLANS

#### Avatars and body image (Grades 4-6)

In this lesson students are introduced to the concept of “avatars” and share their experiences creating and playing avatars in video games and virtual worlds.

Students will consider the influence of avatars in games and virtual worlds on identity and body image and create a media product that communicates their self-perception and desired representation. [Click here](#)

#### Game Time (Grades 4-6)

In this lesson, students consider the positive aspects of video games as well as the ways in which games may take time away from other activities they enjoy. Students are introduced to the idea of balancing game and screen time with other parts of their lives and learn about the reasons why they may be tempted to spend more time playing games or find it difficult to stop playing. [Click here](#)

#### Video Game Verbs (Grades 4-8)

In this lesson, students learn that video games are unlike other media because they are interactive, allowing players to do things and make choices. [Click here](#)

#### Playing With Privacy (Grades 7-8)

In this lesson, students are introduced to the idea that their gaming experiences may compromise their personal information. [Click here](#)

#### Video Games (Grades 7-9)

In this lesson, students are introduced to the ways video games may impact their mental and physical health. Students start with a reflection on their use of video games, specifically the amount of time they play and the role of games in their lives. [Click here](#)

#### First Person (Grades 9-12)

In this lesson students consider diversity representation in video games by identifying examples of diversity in the games they play, comparing their findings to statistics on diversity in the Canadian population. [Click here](#)

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## **INTERNATIONAL DAY OF DEMOCRACY (SEPTEMBER 15)**

### **LESSON PLANS**

#### **Digital Skills for Democracy: Assessing online information to make civic choices (Grades 9-12)**

In this activity, students think about the importance of making sure they have trustworthy information before they make a decision on a political or electoral issue; explore a series of scenarios designed to teach five strategies for verifying information: find the original, verify the source, check other information, read fact-checking articles, and turn to places you trust; and reflect on the impact of false and misleading information in politics.  
[Click here](#)

#### **Reality Check: Authentication and Citizenship (Grades 9-12)**

In this lesson, students consider the ways in which misinformation can have an impact on history and politics. After discussing a number of historical examples of misinformation, they examine the ways in which news sources may be biased and use an interactive online game to practice skills in getting more context on a story. Finally, students read a current news story and use what they have learned to find the context they need to understand it.  
[Click here](#)

## **Watching the Elections (Grades: 8-12)**

Students look at how elections are media events, then compare American and Canadian elections to other mass media events and then watch one or both debates with an eye to analyzing them as media constructs. Students will then study advertising techniques frequently used in political ads, then watch American and Canadian campaign ads from past years.  
[Click here](#)

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## **TALK LIKE A PIRATE DAY (SEPTEMBER 19)**

### **GAMES**

#### **Privacy Pirates (Ages 7-9)**

In the game children assemble a map leading to a pirate treasure (to introduce the idea that personal information has value). As they do this, they will be asked a variety of questions about privacy and personal information on the Internet. Correct choices will be rewarded with an additional piece of the map. [Click here](#)

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## **INTERNATIONAL DAY OF PEACE (SEPTEMBER 21)**

### **LESSON PLANS**

#### **Rules of the Game (Grades K-3)**

Students consider the importance of the written and unwritten rules that make it possible to learn and play together, online and offline. [Click here](#)

#### **Behaving Ethically Online: Ethics and Empathy (Grades 4-6)**

Students are introduced to the idea that “hot” emotional states such as anger or excitement can make it harder for them to control how they act. They also discuss the concept of empathy and look at the ways in which digital communication can make it harder to feel empathy for other people. [Click here](#)

#### **PushBack: Engaging in Online Activism (Grades 7-9)**

This lesson explores how young people can use online media for activism on issues that matter to them. [Click here](#)

#### **Behaving Ethically Online: Ethics and Values (Grades 7-8)**

Students consider how we come to hold values and how they affect our behaviour, especially online. [Click here](#)

#### **Digital Storytelling for Community Engagement (Grades 9-12)**

In groups, students will create a Digital Story which addresses a topic, theme or issue that is affecting them. All stages of production will be covered, including research, storyboarding their idea into a visual organizational layout, practicing capturing quality photographs and interviews, and finally weaving their Digital Story into a finished project using computer editing software. [Click here](#)

#### **Digital Outreach for Community Engagement (Grades 9-12)**

This lesson asks students, in groups, to take their issue and solution to the streets. In order to enact real change through action for the benefit of the larger community, each chosen topic will need to be exposed to and understood by other members of the community. [Click here](#)

### **MORE INFORMATION AND RESOURCES**

[Tip sheet – Do the right thing](#)

[Tip sheet – Establishing a positive presence online](#)



## **INTERNATIONAL DAY FOR UNIVERSAL ACCESS TO INFORMATION (SEPTEMBER 28)**

### **LESSON PLANS**

#### **Understanding the Internet: Communication and Social Media (Grades 4-6)**

In this lesson, students will compare and contrast a variety of online social networking platforms and build an understanding of how they work to share messages. They will reflect on basic online rules and explore concepts of safety and privacy when accessing and sharing information online. [Click here](#)

#### **Privacy Pursuit: Protecting Your Privacy (Grades 4-5)**

In this lesson, students review what the word “privacy” means in an online context and learn key privacy-related vocabulary. They explore different privacy risks and then learn practical techniques and strategies to manage and protect their privacy. [Click here](#)

#### **Privacy Pursuit: The Value of Privacy (Grades 6-7)**

Students learn how their personal information is key to how most of the “free” apps and platforms they use make money. They learn practical strategies and tools for managing their privacy and plan how these can be used to limit what audiences have access to their personal information. [Click here](#)

#### **Who Knows? Your Privacy in the Information Age (Grades 8-10)**

In this lesson, students explore issues relating to privacy through a series of activities, surveys and quizzes. The unit begins with a quiz about access to personal information. [Click here](#)

#### **The Privacy Dilemma: Lesson Plan for Senior Classrooms (Grades 9-12)**

In this lesson students consider and discuss the trade-offs we all make on a daily basis between maintaining our privacy, and gaining access to information services. [Click here](#)

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## **NATIONAL SONS DAY (SEPTEMBER 28)**

### **LESSON PLANS**

#### **Girls and boys on television (Grades 3-6)**

In this lesson, students discuss television programming aimed at children and how girls and boys are portrayed in it. Students illustrate what they dislike about portrayals of girls or boys and then create their own TV character who will counter the illustrated negative portrayals. [Click here](#)



## INTERNATIONAL SONS DAY (CONT'D)

### LESSON PLANS

#### Media Kids (Grades 4-7)

In this lesson, students deconstruct gender portrayal and depictions of boys and girls in the media. They begin by looking at the appearance and mannerisms of boys and girls in TV, movies, ads and comic books and identify any stereotypes that are used. In a series of group activities, students explore gender stereotypes and representation in greater depth, as well as compare these representations to their own life experiences. [Click here](#)

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## INTERNATIONAL PODCAST DAY (SEPTEMBER 30)

### LESSON PLANS

#### Making Media for Democratic Citizenship (Grades 11-12)

In this five- or six-day unit, students create a video podcast to present balanced, unbiased perspectives on global development issues. They voice their perspectives through the language, codes and conventions of a visual medium. [Click here](#)

### MORE INFORMATION AND RESOURCES

[Audio media: Podcast](#)

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## NATIONAL DAY FOR TRUTH AND RECONCILIATION (ORANGE SHIRT DAY) (SEPTEMBER 30)

### LESSON PLANS

#### Bias and crime in media (Grades 7-12)

In this lesson students are introduced to the key media literacy concept that media are constructions that re-present reality and consider how representations of crime in news and entertainment media may influence how we perceive members of particular groups. [Click here](#)

#### Bias in news sources (Grades 9-12)

Students are introduced to the key media literacy concept that media contain ideological messages and have social and political implications in considering why it is particularly important to consider possible bias in news reporting. [Click here](#)

#### Miscast and seldom seen (Grades 9-12)

In this lesson students consider how well their favourite TV shows, movies and video games reflect the diversity of Canadian society. [Click here](#)

### MORE INFORMATION AND RESOURCES

[Diversity in media: Indigenous People](#)

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# OCTOBER 2026

Cyber Security Awareness Month  
Women's History Month  
Global Diversity Awareness Month

| SUN                                                                                                        | MON                                                   | TUE | WED                       | THU                                                                                                  | FRI                  | SAT                                                                                                      |
|------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|-----|---------------------------|------------------------------------------------------------------------------------------------------|----------------------|----------------------------------------------------------------------------------------------------------|
|                                                                                                            |                                                       |     |                           | 1<br><br>Music Day | 2                    | 3                                                                                                        |
| 4<br><br>World Animal Day | 5<br>World Teachers' Day<br><br>Do Something Nice Day | 6   | 7                         | 8                                                                                                    | 9                    | 10<br>World Mental Health Day                                                                            |
| National Family Week (Oct. 4 - Oct. 10)                                                                    |                                                       |     |                           |                                                                                                      |                      |                                                                                                          |
| Mental Illness Awareness Week (Oct. 4 - Oct. 10)                                                           |                                                       |     |                           |                                                                                                      |                      |                                                                                                          |
| 11<br>International Day of the Girl Child                                                                  | 12                                                    | 13  | 14                        | 15                                                                                                   | 16<br>World Food Day | 17                                                                                                       |
| 18                                                                                                         | 19                                                    | 20  | 21                        | 22                                                                                                   | 23                   | 24                                                                                                       |
| 25                                                                                                         | 26                                                    | 27  | 28<br>Digital Citizen Day | 29                                                                                                   | 30                   | 31<br>Halloween<br> |
| Media Literacy Week (Oct. 26-30)                                                                           |                                                       |     |                           |                                                                                                      |                      |                                                                                                          |



## CYBER SECURITY AWARENESS MONTH

### LESSON PLANS

#### Wacky Media Songs: Privacy and Security (Grades K-3)

This lesson series contains discussion topics and extension activities for teachers to integrate the TVOKids Original series Wacky Media Songs. This lesson focuses on essential skills for managing students' privacy, reputation and security online such as making good decisions about sharing their own content, understanding data collection techniques, protecting themselves from malware and other software threats, and being aware of their digital footprint. [Click here](#)

#### Shields Up! Cyber Safety (Grades 7-9)

Drawing on their own online experiences, students will identify common risks and explore practical tools to manage them. Through guided discussion and independent practice, students will work in teams to match different cybersecurity strategies and “tools” —including the CIRA Canadian Shield app—to the risks they're designed to prevent. [Coming soon](#)

#### Secure Comics (Grades 9-12)

In this lesson, students read an interactive online comic that teaches them key concepts and skills relating to three cybersecurity topics: malware, passwords and privacy from geotracking devices. Following this, students research their own cybersecurity topics and learn how non-fiction comics are made in order to create their own Secure Comic. [Click here](#)

### GAMES

#### Data Defenders (Grades 4-6)

Data Defenders is an interactive game that teaches children and pre-teens the concept of personal information and its economic value, and introduces them to ways to manage and protect their personal information on the websites and apps they enjoy. [Click here](#)

#### Click if you agree (Grades 7-9)

Click if You Agree is an educational game that helps young people between the ages of 12 and 14 develop the skills and confidence to read privacy policies and terms of use instead of blindly clicking on the “I agree” button. [Click here](#)

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## WOMEN'S HISTORY MONTH

### LESSON PLANS

#### Media Stereotypes (Grades 3-6)

This lesson familiarises students with stereotypes and helps them understand the role that stereotypes play in television's portrayal of life. [Click here](#)

#### The girl in the mirror (Grades 7-9)

Students look at how gender stereotyping may discourage young women from becoming involved in politics. [Click here](#)

#### Marketing to teens: Gender roles in advertising (Grades 8-12)

Students explore gender roles in advertising by taking an ad campaign they have seen which is specifically directed to one gender and redesigning the campaign to target the opposite gender. [Click here](#)

#### Suffragettes and iron ladies (Grades 10-12)

This lesson considers how the media portrays women in politics. Students explore capsule biographies of female political leaders, from ancient times to current events – crafted from snippets of media coverage such as newspapers, magazines, TV news and encyclopedias – to understand bias in how female politicians are portrayed. [Click here](#)

### MORE INFORMATION AND RESOURCES

[Women working in media](#)

[The Economics of gender stereotyping](#)

[Resisting stereotypes and working for change](#)

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## GLOBAL DIVERSITY AWARENESS MONTH

### INFORMATION AND RESOURCES

#### Diversity in media

While there is growing demand for more and better diversity in media, North American entertainment and news media are not balanced in their portrayal of racial and cultural diversity. These articles look at representation and participation by racialized groups in different media and how they are addressed in Canadian broadcasting policy. [Click here](#)

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## INTERNATIONAL MUSIC DAY (OCTOBER 1)

### LESSON PLANS

#### Wacky Media Songs: Making and Remixing (Grades K-3)

This lesson series contains discussion topics and extension activities for teachers to integrate the TVOKids Originalseries Wacky Media Songs. This lesson focuses on enabling students to make media and use existing content for their own purposes. [Click here](#)

#### Popular music and music videos (Grades 9-12)

Popular Music and Music Videos is part of a three-lesson unit designed to introduce students to the concept of popular culture and the role that it plays in their lives. [Click here](#)

### MORE INFORMATION AND RESOURCES

[Audio media: Music](#)

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## WORLD ANIMAL DAY (OCTOBER 4)

### LESSON PLANS

#### Do Sharks Love Ice Cream? (Grades 7-9)

Students learn how science news articles are written and how to read them with a critical eye. They analyze elements such as peer review, correlation, and bias, and then write a science article based on an actual press release. [Click here](#)

### GAMES

#### Break the Fake Quiz (Grades K-3)

See if you can tell which of these animal images are real and which are fake! [Click here](#)

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## WORLD TEACHERS' DAY (OCTOBER 5)

### FREE RESOURCES

#### Digital and Media Literacy Outcomes by Province & Territory

This section provides detailed information on media education for each province and territory, information on provincial/territorial media education organizations, and a listing of media education curricular outcomes, by grade, with links to supporting MediaSmarts resources. [Click here](#)



## **WORLD TEACHERS' DAY (CONT'D)**

### **FREE RESOURCES**

#### **USE, UNDERSTAND & ENGAGE: A Digital Media Literacy Framework for Canadian Schools**

What exactly is digital media literacy, and how can we ensure that students are learning the skills they need in school? MediaSmarts classifies competencies for digital media literacy according to four main principles: access, use, understand and engage. These principles form the basis for our media literacy framework. [Click here](#)

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## **DO SOMETHING NICE DAY (OCTOBER 5)**

### **LESSON PLANS**

#### **Wacky Media Songs: Ethics and Empathy (Grades K-3)**

This lesson series contains discussion topics and extension activities for teachers to integrate the TVOKids Original series Wacky Media Songs. This lesson focuses on students' social-emotional skills and empathy towards others as well as their ability to make ethical decisions in digital environments when dealing with issues such as cyberbullying. [Click here](#)

#### **Wacky Media Songs: Community Engagement (Grades K-3)**

This lesson series contains discussion topics and extension activities for teachers to integrate the TVOKids Original series Wacky Media Songs. This lesson focuses on students' ability to influence positive social norms in online spaces and to speak out as active, engaged citizens. [Click here](#)

#### **Behaving Ethically Online: Ethics and Empathy (Grades 4-6)**

In this lesson, students are introduced to the idea that "hot" emotional states such as anger or excitement can make it harder for them to control how they act. They also discuss the concept of empathy and look at the ways in which digital communication can make it harder to feel empathy for other people. [Click here](#)

#### **Calling out versus calling in: Helping youth respond to casual prejudice online (Grades 6-8)**

This lesson introduces students to the idea of "calling in" – reaching out to someone privately with the assumption that they didn't mean to do any harm – and explores how this idea can be applied both to casual prejudice online and when responding to stereotyping and other negative representations in media. [Click here](#)



## DO SOMETHING NICE DAY (CONT'D)

### LESSON PLANS

#### Behaving Ethically Online: Ethics and Values (Grades 7-8)

In this lesson, students consider how we come to hold values and how they affect our behaviour, especially online. [Click here](#)

#### Introduction to online community engagement (Grades 9-12)

Students are introduced to civic education through a series of activities which will ask them to work together to engage with their larger communities through curiosity, conversation and creation. Current events happening at the neighbourhood, municipal or federal level will act as starting points for each activity. [Click here](#)

#### Digital outreach for community engagement (Grades 9-12)

This lesson asks students, in groups, to take their issue and solution to the streets. In order to enact real change through action for the benefit of the larger community, each chosen topic will need to be exposed to and understood by other members of the community. [Click here](#)

## MORE INFORMATION AND RESOURCES

### [Tip sheet – Do the right thing](#)

#### My Voice is Louder Than Hate

My Voice is Louder Than Hate is a multimedia lesson resource designed to empower students in Grades 9 to 12 to push back against hate and prejudice in their online communities. [Click here](#)

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## MENTAL ILLNESS AWARENESS WEEK (OCTOBER 4-10) AND WORLD MENTAL HEALTH DAY (OCTOBER 10)

### LESSON PLANS

#### Finding balance in our digital lives (Grades K-3)

In this lesson, students look at the different ways in which we spend our free time and learn to find balance between active, learning and media activities. [Click here](#)

#### Dealing With Digital Stress (Grades 9-12)

In this lesson, students reflect on the ways in which digital media can cause stress. Through a series of role-playing exercises, they consider how social media can cause stress by making us compare the highlights of others' lives to the lowlights of our own, and practice strategies for coping with digital stress. [Click here](#)



## **MENTAL ILLNESS AWARENESS WEEK AND WORLD MENTAL HEALTH DAY (CONT'D)**

### **LESSON PLANS**

#### **Screen Stigma: Looking at Mental Illness in Popular Media (Grades 9-10)**

Illness treatment in media. They read a prepared analysis of the portrayal of mental illness in a TV show popular with teens, then in a small group analyze another text of their choice. Finally, students create an annotated version of a scene or excerpt from a text in which they analyze and evaluate its portrayal of mental illness. [Click here](#)

#### **Screen Stigma: Looking at Mental Illness in the News (Grades 9-10)**

In this lesson, students learn about the ways in which news coverage of an event or issue can be biased, focusing on the aspects of the medium and industry that can lead to bias. They read an article that examines the coverage of mental illness in the news and then participate in an interactive activity that lets them compose their own article. Finally, students find and analyze a recent news story on a mental health topic and write a letter either praising or critiquing it. [Click here](#)

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## **NATIONAL FAMILY WEEK (OCTOBER 4-10)**

### **LESSON PLANS**

#### **Introducing TV families (Grades 2-5)**

This lesson encourages children to explore the differences between their real families and TV families by imagining how their own families might be portrayed on a television show. [Click here](#)

#### **Comparing real families to TV families (Grades 2-5)**

In this lesson, students learn how the media construct reality by studying the families portrayed on television, and comparing them to the real-life families they know: their own, and those of their peers. [Click here](#)

#### **The constructed world of media families (Grades 4-6)**

In this lesson, students identify the differences between media families and real families by analyzing the conventions used by various types of TV shows media and by comparing the problems and actions of media families to real world families. [Click here](#)

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## INTERNATIONAL DAY OF THE GIRL CHILD (OCTOBER 11)

### LESSON PLANS

#### Girls and boys on television (Grades 3-6)

In this lesson, students discuss television programming aimed at children and how girls and boys are portrayed in it. Students illustrate what they dislike about portrayals of girls or boys and then create their own TV character who will counter the illustrated negative portrayals. [Click here](#)

#### Exposing gender stereotypes (Grades 8-9)

This is the first of three lessons that address gender stereotypes. The objective of this lesson is to encourage students to develop their own critical intelligence with regard to culturally inherited stereotypes, and to the images presented in the media - film and television, rock music, newspapers and magazines. [Click here](#)

### MORE INFORMATION AND RESOURCES

[Gender representation: Media and girls](#)

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## WORLD FOOD DAY (OCTOBER 16)

### LESSON PLANS

#### Adversmarts: Introduction to Food Advertising Online (Grades K-1)

Students are introduced to the idea of online advertising and look at the ways that marketers create immersive and appealing online environments that draw and hold children's attention. [Click here](#)

#### Eating under the rainbow (Grades 1-3)

In order to give children a perspective on the lure of snack-food advertisements, it's important that they understand where snacks can fit into a healthy diet. Once they have an understanding of where snack food fits into their lives, they can begin to deconstruct the ads themselves. [Click here](#)

#### Adversmarts: Understanding Food Advertising Online (Grades 2-3)

Students are introduced to the idea of online advertising and look at the ways that marketers create immersive and appealing online environments that draw and hold children's attention. [Click here](#)

## WORLD FOOD DAY (CONT'D)

### LESSON PLANS

#### Healthy Food Web (Grades 2-3)

Students consider the role of snack foods in a healthy diet. The teacher then guides them on a tour of popular sites aimed at children, where the class identifies and classifies the advertising encountered there and looks at how the food products being advertised fit – or don't fit – in the food groups found in the Canada Food Guide. [Click here](#)

#### Junk food jungle (Grades 4-6)

This lesson familiarizes children with the nutritional value of foods advertised on television and in magazines. [Click here](#)

#### Looks good enough to eat (Grades 5-7)

This lesson looks at food photography and the different techniques used by food stylists to make foods look appealing in advertisements. [Click here](#)

## GAMES

#### Co-Co'sAdverSmarts: An Interactive Unit onFood Marketing on the Web

This interactive unit is designed to help kids between the ages of 5 and 8 recognize the marketing techniques used on commercial websites that target children. [Click here](#)

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#### MEDIA LITERACY WEEK (OCTOBER 26-30)

Visit [www.medialiteracyweek.ca](http://www.medialiteracyweek.ca) and the [teacher's hub](#) for a full week of lesson plans (including plug and play video lessons) and resources to celebrate each day of Media Literacy Week at any grade!

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## DIGITAL CITIZEN DAY (OCTOBER 28)

### LESSON PLANS

#### Wacky Media Songs: Ethics and Empathy (Grades K-3)

This lesson series contains discussion topics and extension activities for teachers to integrate the TVOKids Original series Wacky Media Songs. This lesson focuses on students' social-emotional skills and empathy towards others as well as their ability to make ethical decisions in digital environments when dealing with issues such as cyberbullying. [Click here](#)

#### Behaving Ethically Online: Ethics and Values (Grades 7-8)

In this lesson, students consider how we come to hold values and how they affect our behaviour, especially online. [Click here](#)

#### Impact! How to Make a Difference When You Witness Bullying Online (Grades 7-9)

In this lesson, students discuss reasons why they might be reluctant to intervene when they witness cyberbullying and identify ways that they can help without making things worse. [Click here](#)

#### Thinking about Hate (Grades 8-10)

Students develop their critical thinking skills by learning to recognize various types of bad faith arguments, including those that are used by hate mongers to spread misinformation and fuel hatred and intolerance. [Click here](#)

#### Introduction to online community engagement (Grades 9-12)

Students are introduced to civic education through a series of activities which will ask them to work together to engage with their larger communities through curiosity, conversation and creation. Current events happening at the neighbourhood, municipal or federal level will act as starting points for each activity. [Click here](#)

[Click here for more free lesson plans and resources exploring digital citizenship!](#)

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## **HALLOWEEN (OCTOBER 31)**

### **LESSON PLANS**

#### **What do Halloween costumes say? (Grades K-5)**

This activity, adaptable across grades, is designed to help students look critically at the Halloween costumes marketed to them. In schools where Halloween is observed, the activity can be used to develop guidelines for acceptable holiday garb. [Click here](#)

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# NOVEMBER 2026

| SUN | MON                                                    | TUE | WED                                                     | THU             | FRI                                                                  | SAT                                                                                                                 |
|-----|--------------------------------------------------------|-----|---------------------------------------------------------|-----------------|----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| 1   | 2                                                      | 3   | 4                                                       | 5               | 6                                                                    | 7                                                                                                                   |
|     | International Stress Awareness Week (Nov. 2 - Nov. 6)  |     |                                                         |                 |                                                                      |                                                                                                                     |
| 8   | 9                                                      | 10  | 11                                                      | 12              | 13<br>Social Media Kindness Day<br><br>World Kindness Day            | 14                                                                                                                  |
| 15  | 16<br>International Day of Tolerance                   | 17  | 18                                                      | 19<br>Men's Day | 20<br>Transgender Day of Remembrance<br><br>Universal Children's Day | 21<br>World Television Day<br> |
|     | Digital Health Week (Nov. 16 - Nov. 22)                |     |                                                         |                 |                                                                      |                                                                                                                     |
|     | National Addictions Awareness Week (Nov. 15 - Nov. 21) |     |                                                         |                 |                                                                      |                                                                                                                     |
| 22  | 23                                                     | 24  | 25<br>Day for the Elimination of Violence Against Women | 26              | 27<br>Buy Nothing Day                                                | 28                                                                                                                  |
| 29  | 30                                                     |     |                                                         |                 |                                                                      |                                                                                                                     |



## **INTERNATIONAL STRESS AWARENESS WEEK (NOVEMBER 2-6)**

### **LESSON PLANS**

#### **Dealing with digital stress (Grades 9-12)**

In this lesson, students reflect on the ways in which digital media can cause stress. Through a series of role-playing exercises, they consider how social media can cause stress by making us compare the highlights of others' lives to the lowlights of our own, and practice strategies for coping with digital stress. [Click here](#)

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## **SOCIAL MEDIA KINDNESS DAY AND WORLD KINDNESS DAY (NOVEMBER 13)**

### **LESSON PLANS**

#### **Wacky Media Songs: Ethics and Empathy (Grades K-3)**

This lesson series contains discussion topics and extension activities for teachers to integrate the TVOKids Original series Wacky Media Songs. This lesson focuses on students' social-emotional skills and empathy towards others as well as their ability to make ethical decisions in digital environments when dealing with issues such as cyberbullying. [Click here](#)

#### **Wacky Media Songs: Community Engagement (Grades K-3)**

This lesson series contains discussion topics and extension activities for teachers to integrate the TVOKids Original series Wacky Media Songs. This lesson focuses on students' ability to influence positive social norms in online spaces and to speak out as active, engaged citizens. [Click here](#)

#### **Behaving Ethically Online: Ethics and Empathy (Grades 4-6)**

In this lesson, students are introduced to the idea that "hot" emotional states such as anger or excitement can make it harder for them to control how they act. They also discuss the concept of empathy and look at the ways in which digital communication can make it harder to feel empathy for other people. [Click here](#)

#### **Calling out versus calling in: Helping youth respond to casual prejudice online (Grades 6-8)**

This lesson introduces students to the idea of "calling in" – reaching out to someone privately with the assumption that they didn't mean to do any harm – and explores how this idea can be applied both to casual prejudice online and when responding to stereotyping and other negative representations in media. [Click here](#)



## **SOCIAL MEDIA KINDNESS DAY AND WORLD KINDNESS DAY (CONT'D)**

### **LESSON PLANS**

#### **Behaving Ethically Online: Ethics and Values (Grades 7-8)**

In this lesson, students consider how we come to hold values and how they affect our behaviour, especially online. [Click here](#)

#### **Impact! How to Make a Difference When You Witness Bullying Online (Grades 7-9)**

In this lesson, students discuss reasons why they might be reluctant to intervene when they witness cyberbullying and identify ways that they can help without making things worse. [Click here](#)

#### **Introduction to online community engagement (Grades 9-12)**

Students are introduced to civic education through a series of activities which will ask them to work together to engage with their larger communities through curiosity, conversation and creation. Current events happening at the neighbourhood, municipal or federal level will act as starting points for each activity. [Click here](#)

#### **Digital outreach for community engagement (Grades 9-12)**

This lesson asks students, in groups, to take their issue and solution to the streets. In order to enact real change through action for the benefit of the larger community, each chosen topic will need to be exposed to and understood by other members of the community. [Click here](#)

### **MORE INFORMATION AND RESOURCES**

[Tip sheet – Do the right thing](#)

[Tip sheet – Establishing a positive presence online](#)

#### **My Voice is Louder Than Hate**

My Voice is Louder Than Hate is a multimedia lesson resource designed to empower students in Grades 9 to 12 to push back against hate and prejudice in their online communities. [Click here](#)

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## **INTERNATIONAL DAY OF TOLERANCE (NOVEMBER 16)**

### **LESSON PLANS**

#### **Just a joke? Helping youth respond to casual prejudice (Grades 6-8)**

Students analyze media representations of relational aggression, such as sarcasm and put-down humour, then consider the ways in which digital communication may make it harder to recognize irony or satire and easier to hurt someone's feelings without knowing it. [Click here](#)

#### **Facing Online Hate (Grades 8-12)**

This portal page includes background articles, a PD tutorial, guide and seven classroom lesson plans for educators to address online hate. [Click here](#)

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## **NATIONAL ADDICTIONS AWARENESS WEEK (NOVEMBER 15-21)**

### **LESSON PLANS**

#### **Mirror Image (Grades 5-8)**

Students analyze their own body image and consider what they wish they could change. They discuss how smoking relates to body image, particularly for young women, and learn about the link between beauty and smoking. [Click here](#)

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## **DIGITAL HEALTH WEEK (NOVEMBER 16-22)**

### **LESSON PLANS**

#### **Finding balance in our digital lives (Grades K-3)**

Students look at the different ways in which we spend our free time and learn to find balance between active, learning and media activities. [Click here](#)

#### **Adversmarts: Introduction to Food Advertising Online (Grades K-1)**

Students are introduced to the idea of online advertising and look at the ways that marketers create immersive and appealing online environments that draw and hold children's attention. [Click here](#)

#### **Adversmarts: Understanding Food Advertising Online (Grades 2-3)**

Students are introduced to the idea of online advertising and look at the ways that marketers create immersive and appealing online environments that draw and hold children's attention. [Click here](#)



## DIGITAL HEALTH WEEK (CONT'D)

### LESSON PLANS

#### Screen Stigma: Looking at Mental Illness in Popular Media (Grades 9-10)

Students learn about common media stereotypes of mental illness and mental illness treatment and consider the impacts of media stereotypes. [Click here](#)

#### Screen Stigma: Looking at Mental Illness in the News (Grades 9-10)

In this lesson, students learn about the ways in which news coverage of an event or issue can be biased, focusing on the aspects of the medium and industry that can lead to bias. [Click here](#)

#### Alcohol Advertising Online (Grades 9-12)

Students share their personal experiences with alcohol influencers and then analyze some examples of paid and unpaid influencer posts featuring alcohol. They learn about the CRTC Code for Broadcast Advertising of Alcoholic Beverages to understand current Canadian regulations and then explore the ethical and regulatory issues around regulating alcohol promotion in social media. [Click here](#)

#### Reality Check: Getting the Goods on Science and Health (Grades 9-12)

In this lesson, students start by considering the wide range of science and health information they are likely to encounter in news or through social media. [Click here](#)

#### Dealing with digital stress (Grades 9-12)

In this lesson, students reflect on the ways in which digital media can cause stress. Through a series of role-playing exercises, they consider how social media can cause stress by making us compare the highlights of others' lives to the lowlights of our own, and practice strategies for coping with digital stress. [Click here](#)

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## INTERNATIONAL MEN'S DAY (NOVEMBER 19)

### LESSON PLANS

#### Gender stereotypes and body image (Grades 6-7)

To make students aware of the dangers of gender stereotyping and the media's role in perpetuating gender stereotypes. [Click here](#)



## INTERNATIONAL MEN'S DAY (CONT'D)

### LESSON PLANS

#### TV Dads: Immature and Irresponsible? (Grades 6-8)

Students explore the nature of stereotypes by looking at the negative image of the TV dad as presented in situation comedies (sitcoms) and advertisements. [Click here](#)

#### Learning gender stereotypes (Grades 8-9)

The objective of these lessons is to encourage students to develop their own critical intelligence with regard to culturally inherited stereotypes, and to the images presented in the media - film and television, rock music, newspapers and magazines. [Click here](#)

#### Advertising and male violence (Grades 11-12)

To make students aware of the ways in which male violence is used and promoted in advertising. [Click here](#)

### MORE INFORMATION AND RESOURCES

[Gender representation: Men and masculinity](#)

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## TRANSGENDER DAY OF REMEMBRANCE (NOVEMBER 20)

### LESSON PLANS

#### Transgender Representations in TV and Movies (Grades 9-12)

Students are introduced to concepts of gender identity and gender expression and learn about common portrayals of trans people in movies and TV shows. Students then draw on this analysis to imagine trans characters and allies in different TV and movie genres. Finally, students consider the question of whether it's more important for characters from marginalized communities to be represented in media more often or if it's more important that those portrayals be positive and accurate. [Click here](#)

### MORE INFORMATION AND RESOURCES

#### Diversity and Media Toolbox

A comprehensive suite of resources for teachers, students, law enforcement representatives and the general public, that explores issues relating to stereotyping, bias and hate in mainstream media and on the Internet. The program, which includes professional development tutorials, lesson plans, interactive student modules and background articles, is divided into two distinct but complementary topic areas: media portrayals of diversity and online hate. [Click here](#)

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## **UNIVERSAL CHILDREN'S DAY (NOVEMBER 20)**

### **LESSON PLANS**

#### **Shaking the Movers: Youth Rights and Media (Grades 9-10)**

Students will discuss the concept of human rights and then learn how these ideas led to the drafting of the United Nations Convention on the Rights of the Child. They then consider five particular Articles of the Convention and, in groups, discuss how these relate to their media use. Students debate which Articles are most important to their media experiences and defend their choices to the class.  
[Click here](#)

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## **WORLD TELEVISION DAY (NOVEMBER 21)**

### **LESSON PLANS**

#### **Teaching TV: Film Production: What does what? (Grades 1-4)**

This lesson is one of a five-part unit that provides teachers with ideas for teaching TV in the elementary classroom. In this lesson, students look at the equipment used to produce television and film and learn about the members of the film production team and their duties.  
[Click here](#)

#### **Facing TV Violence: Consequences and Media Violence (Grades 1-4)**

In this lesson, students explore the absence, or unrealistic portrayal, of consequences to violence in the media. The class begins with a “what would happen if?” discussion of consequences to violent acts that might occur in real life. Students then complete work sheets where they compare TV depictions of violent acts to what would actually happen in real life. Students also begin to question depicted consequences of media violence based on feelings, responsibilities, injuries and results of actions. [Click here](#)

#### **Teaching Media: The Frame as Storyteller (Grades 1-6)**

In this lesson, students explore the ways in which the media frame is used to tell stories. [Click here](#)

#### **Girls and boys on television (Grades 3-6)**

In this lesson, students discuss television programming aimed at children and how girls and boys are portrayed in it. Students illustrate what they dislike about portrayals of girls or boys and then create their own TV character who will counter the illustrated negative portrayals.  
[Click here](#)



## WORLD TELEVISION DAY (CONT'D)

### LESSON PLANS

#### Taking charge of TV violence (Grades 5-7)

In this lesson, students become aware of the types and amounts of violence in children's programming, and how media violence influences young viewers.

[Click here](#)

#### Governance of Television and Radio Communications in Canada (Grades 11-12)

To introduce students to the organizations of the Canadian broadcasting industry, and to the codes, guidelines and issues relating to violence, ethics, representation, advertising and the accuracy of news in television and radio programming.

[Click here](#)

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## DAY FOR THE ELIMINATION OF VIOLENCE AGAINST WOMEN (NOVEMBER 25)

### LESSON PLANS

#### Technology Facilitated Violence: Criminal Case Law Lesson Plan (Grades 11-12)

This lesson plan explores the relationship between technology and the law by examining how the criminal law responds to technologically facilitated violence (TFV). Not only will it enhance students' understanding of the legal meaning of key terms such as "violence", it will also engage them in dialogue about the surrounding social and legal issues and the ways in which new and emerging technologies are affecting the relationship between the law and technology.

[Click here](#)

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## BUY NOTHING DAY (NOVEMBER 27)

### LESSON PLANS

#### Buy Nothing Day (Grades 7-12)

In this lesson, Buy Nothing Day is used as a jumping-off point to look at the role of consumerism in our lives and culture. Students learn the definition of consumerism and consider its benefits and drawbacks; as well as where and how they receive consumerist messages. [Click here](#)

### MORE INFORMATION AND RESOURCES

[Marketing and consumerism: How marketers target kids](#)

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# DECEMBER 2026

| SUN | MON | TUE                                          | WED | THU                                                          | FRI                                                                                                                | SAT |
|-----|-----|----------------------------------------------|-----|--------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-----|
|     |     | 1                                            | 2   | 3<br>International<br>Day of<br>Persons with<br>Disabilities | 4<br>National<br>Cookie Day<br> | 5   |
| 6   | 7   | 8<br>Pretend to<br>be a Time<br>Traveler Day | 9   | 10<br>Human<br>Rights Day                                    | 11                                                                                                                 | 12  |
| 13  | 14  | 15                                           | 16  | 17                                                           | 18                                                                                                                 | 19  |
| 20  | 21  | 22                                           | 23  | 24                                                           | 25                                                                                                                 | 26  |
| 27  | 28  | 29                                           | 30  | 31                                                           |                                                                                                                    |     |



## INTERNATIONAL DAY OF PERSONS WITH DISABILITIES (DECEMBER 3)

### LESSON PLANS

#### Unpacking privilege (Grades 7-12)

Students are introduced to the idea of “privilege” in relation to diversity and how it applies to media. They then look at a checklist of media related privileges to help them understand the concept.

[Click here](#)

#### Screen Stigma: Looking at Mental Illness in Popular Media (Grades 9-10)

Students begin by viewing a slideshow that explores common stereotypes of mental illness and mental illness treatment in media. They read a prepared analysis of the portrayal of mental illness in a TV show popular with teens, then in a small group analyze another text of their choice. Finally, students create an annotated version of a scene or excerpt from a text in which they analyze and evaluate its portrayal of mental illness. [Click here](#)

#### Screen Stigma: Looking at Mental Illness in the News (Grades 9-10)

In this lesson, students learn about the ways in which news coverage of an event or issue can be biased, focusing on the aspects of the medium and industry that can lead to bias. They read an article that examines the coverage of mental illness in the news and then participate in an interactive activity that lets them compose their own article. Finally, students find and analyze a recent news story on a mental health topic and write a letter either praising or critiquing it. [Click here](#)

#### Miscast and seldom seen (Grades 9-12)

In this lesson students consider how well their favourite TV shows, movies and video games reflect the diversity of Canadian society. [Click here](#)

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## NATIONAL COOKIE DAY (DECEMBER 4)

### LESSON PLANS

#### Privacy Pursuit: What is privacy? (Grades 2-3)

In this lesson, students draw connections between their existing concepts of privacy and how it applies to the internet and networked devices, then learn essential vocabulary relating to privacy. They then consider some scenarios in which children encounter privacy risks and draw on those to develop a list of “dos” and “don’ts” for using networked devices. [Click here](#)

#### Social Smarts: Nothing Personal! (Ages 8-12)

You can use Social Smarts: Nothing Personal! in your classroom to generate discussions about real-life situations to help young people learn to navigate online privacy risks. Students will demonstrate the ability to explain why strategies like using pseudonyms online, clearing cookies, and using and protecting passwords can help mitigate risks to online privacy. [Click here](#)

### MORE INFORMATION AND RESOURCES

[Tip sheet: Protecting your privacy on commercial websites](#)

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## PRETEND TO BE A TIME TRAVELER DAY (DECEMBER 8)

### LESSON PLANS

#### Internet Time Capsule (Grades K-3)

In this lesson, students learn about the concept of “time capsules” and then apply the idea by selecting time capsule contents to represent both the time they live in and their own lives and tastes. They then extend this idea to online content, making a “time capsule” of any online content connected to them. Younger students finish the lesson by creating a group Internet time capsule, while older students finish by considering what online content they might like to remove or keep out of their “time capsules.” [Click here](#)

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## HUMAN RIGHTS DAY (DECEMBER 10)

### LESSON PLANS

#### Shaking the Movers: Youth Rights and Media (Grades 9-10)

Students will discuss the concept of human rights and then learn how these ideas led to the drafting of the United Nations Convention on the Rights of the Child. They then consider five particular Articles of the Convention and, in groups, discuss how these relate to their media use. Students debate which Articles are most important to their media experiences and defend their choices to the class. [Click here](#)

#### Privacy Rights of Children and Teens (Grades 9-12)

In this lesson, students are introduced to the privacy principles that inform the Alberta and BC Personal Information Protection Acts, Québec's An Act Respecting the Protection of Personal Information in the Private Sector and the students' federal Personal Information Protection and Electronic Documents Act (PIPEDA) relating to personal information collection online. They learn ways to find out what personal information may or has been collected by platforms that they use, how to limit data collection about themselves, and the various forms of recourse that are available to them if they feel an organization is not respecting their rights. [Click here](#)

## Free Speech and the Internet (Grades 10-12)

In this lesson students learn about the inherent tension within democratic societies between freedom of expression and freedom from hatred. They also learn how Canada has addressed these issues within the Criminal Code of Canada, the Canadian Charter of Rights and Freedoms and human rights legislation in Canada, then discuss different methods that platforms could use to moderate hate speech. [Click here](#)

### MORE INFORMATION AND RESOURCES

[Speak Up! Your guide to changing the world, online and off](#)

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