

COMMITTED TO HELPING  
.....  
**YOUNG CANADIANS**  
.....  
GET THE MOST OUT OF **MEDIA**





CANADA'S CENTRE  
FOR DIGITAL AND  
MEDIA LITERACY

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[mediasmarts.ca](https://mediasmarts.ca)

How do we prepare  
them for the *future*

when we can't keep  
up with *today?*



**MEDIASMARTS** IS DEDICATED TO GIVING PARENTS AND TEACHERS THE CONFIDENCE AND TOOLS THEY NEED TO HELP CHILDREN AND YOUTH SAFELY AND WISELY NAVIGATE THE DIGITAL WORLD.





# WE ARE

## **Trusted:**


We are an evidence-based and respected source of knowledge.

## **Connected:**

We collaborate and share our expertise.

## **Creative:**

We provide innovative educational responses to media issues.



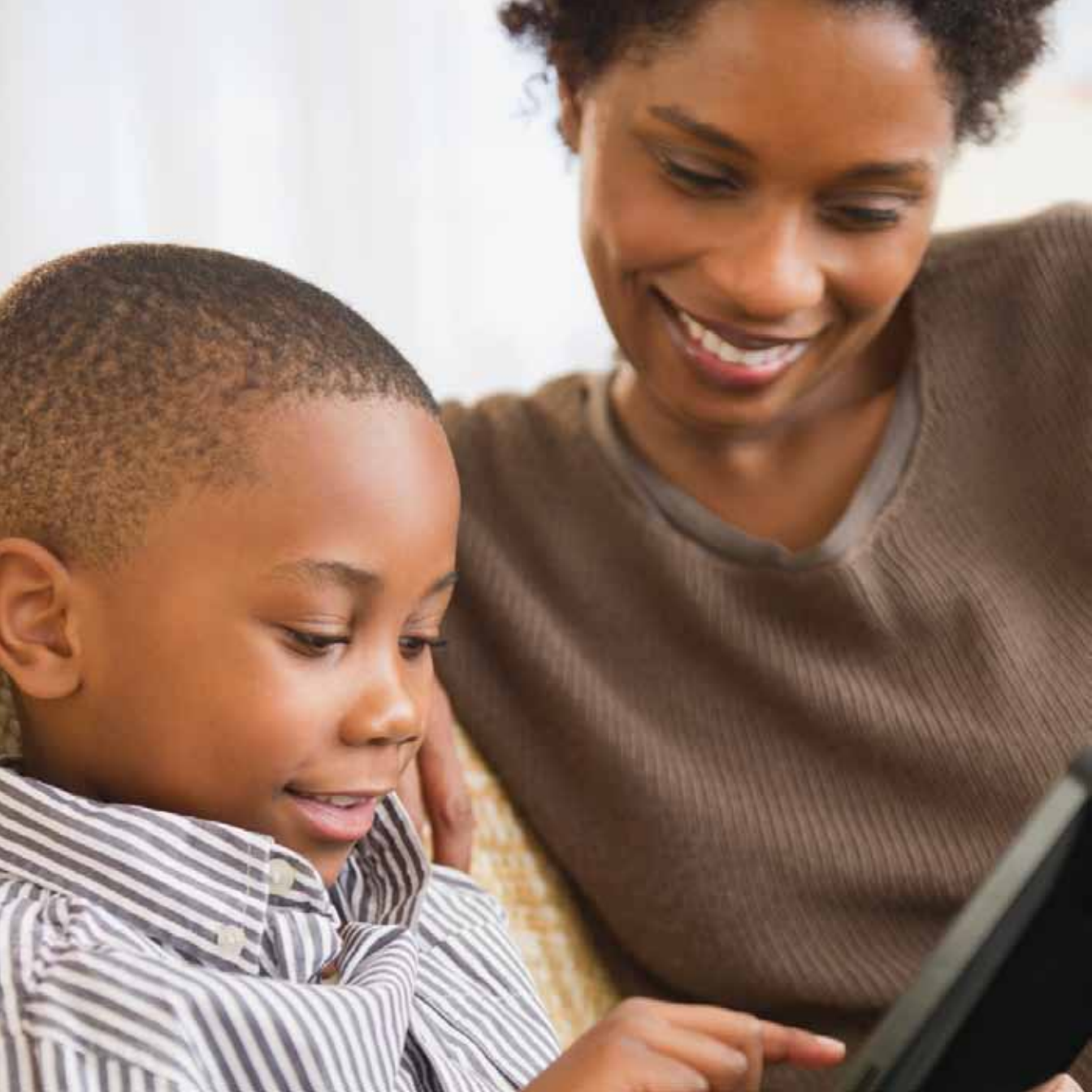
# EMPOWERING CHILDREN AND YOUTH

**Through our programs, young Canadians learn to become active, engaged and informed digital citizens who know how to:**

- Act appropriately online
- Stay safe
- Protect their privacy
- Handle risk and avoid harm
- Recognize what's true and what's not
- Know when they're being sold to












# SUPPORTING FAMILIES

We understand how difficult it is for parents to manage media in the home and to keep up with the constant changes in digital technologies.

**Since 1995, we've been helping families by providing trustworthy and practical information to make media a positive influence in their children's lives.**

"I just found your website and I'm feeling overwhelmed with gratitude. As a single mom who has serious concerns about the content my 10-year-old son is exposed to every day from all directions, I feel supported by your mission and like I have found an empowering resource. Thank you for being there!"



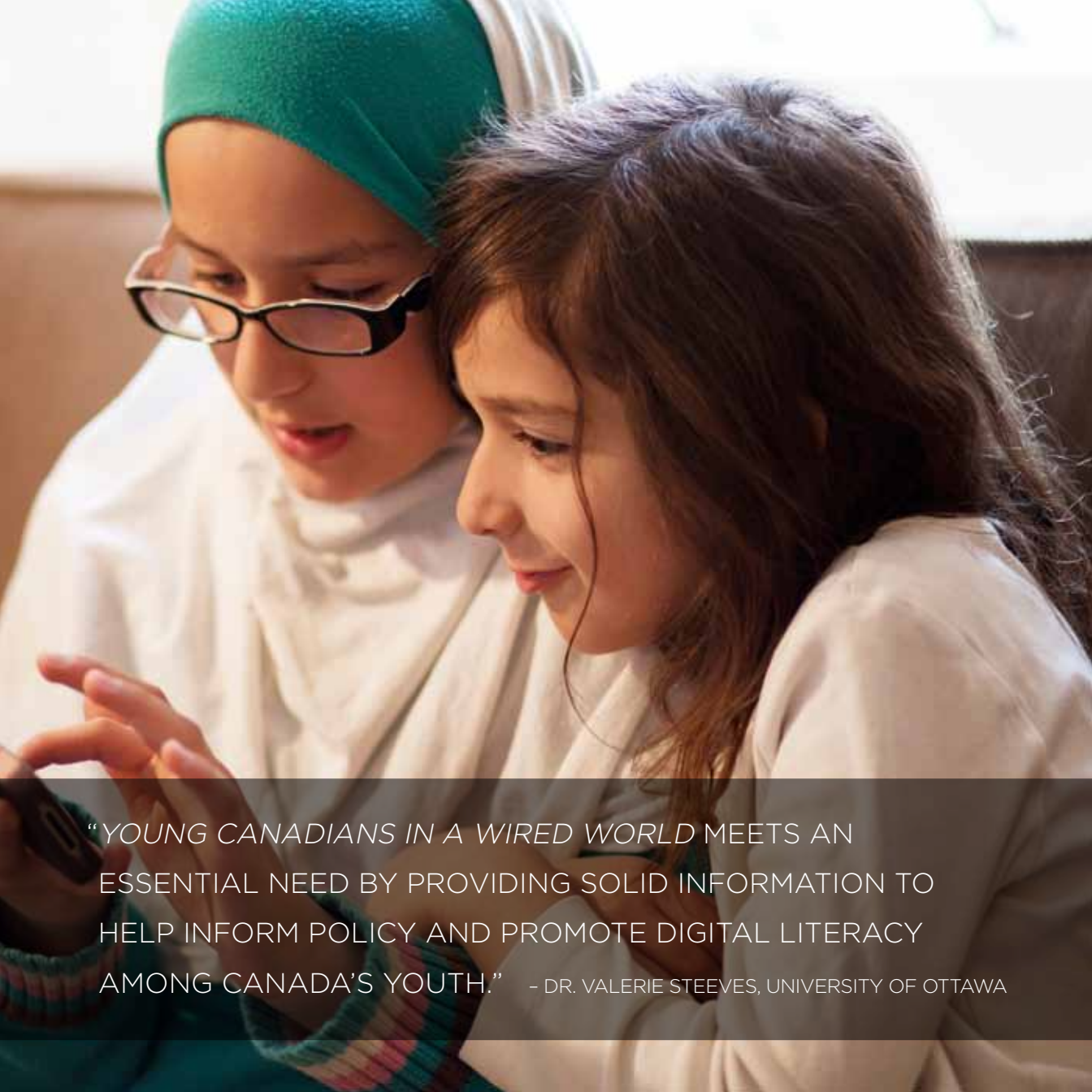
# EXPANDING KNOWLEDGE

We're dedicated to understanding how children and youth are using and benefiting from technology through our *Young Canadians in a Wired World* research - the largest study of its kind in Canada.

**Since 2000, we've surveyed over 17,000 students to learn about their online experiences.**

Through this research, we are able to better understand the real issues facing Canadians in today's digital environments, and to respond with developmentally appropriate and evidence-based resources and programs.





*“YOUNG CANADIANS IN A WIRED WORLD MEETS AN  
ESSENTIAL NEED BY PROVIDING SOLID INFORMATION TO  
HELP INFORM POLICY AND PROMOTE DIGITAL LITERACY  
AMONG CANADA’S YOUTH.”* - DR. VALERIE STEEVES, UNIVERSITY OF OTTAWA

“MEDIASMARTS’ RESOURCES ARE EXTREMELY RELEVANT AND ABSOLUTELY NECESSARY. WE CAN NO LONGER IGNORE THE FACT THAT STUDENTS NEED GUIDANCE IN THE DIGITAL REALM!”

- TEACHER-LIBRARIAN




A person with curly hair is seen from the back, looking towards a globe in a classroom setting. The image is partially obscured by a large white circular graphic on the right side of the page.

# SHARING OUR EXPERTISE

**We work closely with schools, libraries and community groups to create bilingual resources on important media topics affecting children and youth, including cyberbullying, stereotyping, marketing, media violence, body image, online safety, privacy and online hate.**

Our free online materials include K-12 classroom resources, professional development workshops, online tutorials, community guides and interactive games.

Our licensed resources are available in every province and territory, to two thirds of schools - representing 80 percent of Canadian students.

Decorative overlapping circles in the bottom right corner of the page.

Support us in ensuring that children and youth have the *critical skills* they need for their *24/7 media world*.

**Talk to your children** about what they're seeing, hearing and playing.

**Use our free online resources** in your home, school and community.

**Fund:** MediaSmarts is a charitable organization that depends on its generous sponsors and donors to help improve the lives of young Canadians.

