

Calendar of Awareness Days Digital Media Literacy Resources for the Classroom

January - June 2023



Jump to month:

[January](#) | [February](#) | [March](#) | [April](#) | [May](#) | [June](#)

January 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Hobby Month						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
National Non-Smoking Week						
22	23	24 International Day of Education	25 Bell Let's Talk Day	26	27 Family Literacy Day	28 Data Privacy Day
Data Privacy Week						
29	30	31				

Hobby Month

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 Original series Wacky Media Songs. This lesson focuses on enabling students to make media and use existing content for their own purposes.

[Click here](#)

Editing Emotions (Grades 5-9)

In this recently updated lesson, students learn about the history of film editing and how shot composition, juxtaposition of images and the use of rhythm and repetition in film editing can affect the emotional impact of a film. Students create their own film and/or storyboard. [Click here](#)

Put Your Best Face Forward (Grades 7-9)

In this lesson, students start by discussing the phenomenon of “selfies” and discuss issues of self-representation, body image and gender standards, and learn about “photoshopping” images. Finally, students apply what they have learned by modifying an image that is at least 50 years old to meet “selfie” standards. [Click here](#)

Art Exchange (Grades 9-12)

The purpose of the lesson is to facilitate and develop youth art as a form of community engagement and give students the opportunity to explore their experiences with privacy and equality in networked spaces. Students will be asked to develop an art project (mural, collage, recorded performances, face/body art, etc.) that they believe best reflects the issues that are important to them. [Click here](#)

January 15-21 – National Non-Smoking Week

Lesson plans

Image Gap (Grades 5-8)

This recently updated lesson helps students understand how self-image can influence lifestyle choices. Students begin by identifying those qualities they admire most in peers, and by comparing their self-image with these qualities. They learn to identify self-image “problems” and develop positive strategies for dealing with these problems. [Click here](#)

Mirror Image (Grades 5-8)

In this recently updated lesson, 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](#)

Tobacco Labels (Grades 6-9)

In this lesson, students debate the effectiveness of health warning labels on tobacco products. [Click here](#)

Selling Tobacco (Grades 7-9)

In this lesson, students explore how tobacco advertising has evolved over the past sixty years. They begin by discussing advertising techniques used by the tobacco industry; and then they compare ads from the 1940s, '50s, '60s, '70s and '80s, with more recent tobacco advertising. [Click here](#)

January 24 - International Day of Education

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](#)

January 25 – Bell Let’s Talk Day

Lesson plans

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

In this recently updated 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](#)

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

Students begin this recently published lesson 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 recently published 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](#)

January 27 – Family Literacy Day

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](#)

More information and resources

[Tip sheet: Co-Viewing with your kids](#)

**January 24-28 - Data Privacy Week,
January 28 - Data Privacy Day**

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](#)

Winning the Cyber Security Game (Grades 5-8)

In this lesson students discuss their online experiences and learn how to minimize the potential risks that may be associated with them. Using the Cyber Security Tip Sheet, students explore the many tools and strategies that can be used to mitigate or prevent negative online experiences. Once they have reviewed these strategies and resources, students will extend and test their knowledge by playing a game in which they compete against other students to match a series of technological "Tools" to the "Risks" they can help to prevent. [Click here](#)

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](#)

February 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Black History Month Digital Youth Month (Quebec)						
			1	2	3	4
5	6	7 Safer Internet Day	8	9	10	11
12 Super Bowl 2023	13 World Radio Day	14 Valentine's Day	15	16	17 Random Acts of Kindness Day	18
19	20 World Day of Social Justice	21	22 Pink Shirt Day	23	24	25
Freedom to Read Week						
26	27	28				

Black History Month

Lesson plans

Bias in news sources (Grades 9-12)

In this recently updated lesson students consider the meaning of the words “bias” and “prejudice” and consider how bias may be found even at the level of individual words due to connotation. 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](#)

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](#)

Who’s telling my story? (Grades 9-12)

Students learn about the history of blackface and other examples of majority-group actors playing minority-group characters such as White actors playing Asian and Indigenous characters and non-disabled actors playing disabled characters. They consider the key media literacy concepts that “audiences negotiate meaning” and “media contain ideological and value messages and have social implications” in discussing how different kinds of representation have become unacceptable and how those kinds of representations were tied to stereotypes. [Click here](#)

More information and resources

Diversity and Media Toolbox

The Diversity and Media Toolbox is 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 is divided into two distinct but complementary topic areas: media portrayals of diversity and online hate. [Click here](#)

[Tip sheet - Talking to kids about racial stereotypes](#)

[Diversity in Media: Racial and cultural diversity](#)

Digital Youth Month (Quebec) 2023 Theme: Privacy

Lesson plans

#ForYou: The Algorithm Game (Grades 9-12)

In this lesson, students play the educational card game *#ForYou: A Game About Algorithms* and use it as a prompt to learn about and discuss the role that algorithms, data collection, and machine learning play in their lives. After playing, they analyze the game as an example of a serious game and then design their own serious game to communicate some of what they have learned in the lesson. [Click here](#)

February 7 – Safer Internet Day

Lesson plans

Rules of the game (Grades K-3)

In this recently updated 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](#)

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 recently published 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](#)

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](#)

More information and resources

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

[Tip sheet - Think Before you Share](#)

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](#)

February 12 - The Super Bowl

Lesson plans

Favourite Sports and Athletes: Introduction to Sports Media (Grades K-3)

This lesson develops a beginning awareness by students of how they feel towards, and respond to, different sports, and how the media represents athletics. The lesson begins with a class discussion about the sports that students enjoy playing and watching on TV. Students talk about the differences between watching sports on TV and in person, and explore the marketing of sports by looking at the sports-related clothing and toys they own. Students also broaden their understanding of sports by reflecting on how they feel when they get hurt in sports and by discussing issues such as the role of women and the disabled in sports. [Click here](#)

Violence in Sports (Grades 3-7)

In this recently updated lesson, students explore the gratuitous use of violence in televised sports. The lesson begins with a class discussion about sports and discuss whether they believe violence is engrained into their culture. Students discuss whether they think violence in sports is appropriate and whether they are one in the same. If violence were to be removed from sports, students think about whether they would be as popular with the general public. Students think also about how social media perpetuates violent personas in athletes. [Click here](#)

Kids, Alcohol and Advertising: Messages About Drinking (Grades 4-8)

In this recently updated lesson, students look at the different groups in our society that deliver messages to the public about drinking and consider the influence of each of these groups on the attitudes and perceptions of young people. Beginning by brainstorming words or ideas associated with the word "beer," the class develops a mind map of people and organizations that deliver messages to us about alcohol and drinking and the different messages that each provides. [Click here](#)

Gender Messages in Alcohol Advertising (Grades 7-10)

In this lesson, students think critically about culturally inherited gender stereotypes, and explore how stereotypes about men and women are promoted and reinforced through the images and messages in alcohol ads. [Click here](#)

February 13 – World Radio Day

Lesson plans

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

This recently updated lesson introduces 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](#)

February 14 – Valentine’s Day

Lesson plans

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

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That’s Not Cool: Healthy and Respectful Relationships Online (Grades 7-8)

In this recently updated lesson, students begin by considering one of five scenarios that illustrate unhealthy relationship behaviours relating to digital media: pressuring others to share private content, cyberstalking, harassment and abuse of trust. [Click here](#)

Online Relationships: Respect and Consent (Grades 9-12)

In this lesson, students use mind maps to explore concepts of “respect” and “consent” in an online context. They consider a wide range of scenarios that shed light on different aspects of consent relating to digital media and draw on those to create a detailed definition. Finally, students create an “explainer” video in which they illustrate one of the aspects of consent. [Click here](#)

Relationships and Sexuality in the Media (Grades 11-12)

In this recently updated lesson, students learn to question media representations of gender, relationships and sexuality. After a brief “myth busting” quiz about relationships in the media and a reminder of the constructed nature of media products, the teacher leads the class in an analysis of the messages about gender, sex and relationships communicated by beer and alcohol ads. Students analyze the messages communicated by their favourite media types and then contrast it with their own experience. [Click here](#)

February 17 - #RandomActsofKindnessDay

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](#)

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This recently published 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](#)

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](#)

February 19-25 - Freedom to Read Week

Lesson plans

Free Speech and the Internet (Grades 10-12)

In this recently updated 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 resources

[Tip sheet: Getting the goods ethically](#)

February 20 - World Day of Social Justice

Lesson plans

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

This recently published 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](#)

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](#)

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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: We Are All Broadcasters (Grades 9-12)

In this lesson, students consider the ways in which our own biases can prevent us from being objective. They then learn ways to recognize and account for our biases and practice these by playing an interactive online game. Finally, students learn about how public service campaigns can change social norms and create their own PSA to promote ethical sharing of online information. [Click here](#)

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

In this recently updated lesson, 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](#)

Online Propaganda and the Proliferation of Hate (Grades 10-12)

In this recently updated lesson students learn about the ways that propaganda techniques are used to promote hatred and intolerance online. [Click here](#)

More information and resources

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

February 22 – Pink Shirt Day

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](#)

Classroom resources to counter cyberbullying – Portal page (Grades 5-12)

To help educators address this issue in their classrooms, MediaSmarts has developed a series of lessons, in English and in French, to give students a better understanding of the ethical and legal implications of cyberbullying and to promote positive Internet use. Intended to support and enhance school-based anti-bullying and empathy-building programs. [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](#)

First, Do No Harm: Being an Active Witness to Cyberbullying (Grades 9-12)

In this lesson, students consider how difficult and complicated it can sometimes be to do the right thing. Students are asked to consider whether they agree with a number of widely-held moral principles and then are asked to consider a moral dilemma in which a number of moral principles are in conflict, reflecting on how their view of it may change based on the details of the scenario. [Click here](#)

More information and resources

[Tip sheet: Not reacting to cyberbullying can hurt as much as cyberbullying](#)

[Tip sheet: Some reactions hurt more than you think](#)

[Tip sheet: What starts as a joke can end up hurting someone](#)

[Tip sheet: What to do if someone is mean to you online](#)

[Tip sheet: When you react the right way to cyberbullying you can turn things around](#)

March 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Nutrition Month Women's History Month Fraud Prevention Month						
			1 Zero Discrimination Day	2	3	4
5	6	7	8 International Women's Day	9	10	11
12	13	14	15 World Consumer Rights Day	16	17 World Sleep Day	18
19	20 International Day of Happiness	21 International Day for the Elimination of Racial Discrimination	22	23	24	25
26	27	28	29	30	31 Transgender Day of Visibility	

Nutrition Month

Lesson plans

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

In this lesson, 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)

Studies have found that fast-food ads dominate children's programming. 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)

In this lesson, 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](#)

Healthy Food Web (Grades 2-3)

In this lesson, 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's AdverSmarts: An Interactive Unit on Food 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](#)

Women's History Month, March 8 – International Women's Day

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](#)

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

In this lesson 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](#)

The girl in the mirror (Grades 7-9)

In this recently updated lesson, students look at how gender stereotyping may discourage young women from becoming involved in politics. [Click here](#)

Suffragettes and iron ladies (Grades 10-12)

This recently updated 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

[Gender representation: Women working in media](#)

[Gender representation: The Economics of gender stereotyping](#)

[Gender representation: Resisting stereotypes and working for change](#)

Fraud Prevention Month

Lesson plans

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

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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](#)

More information and resources

[Cyber Security Consumer Tip Sheet](#)

[Cyber Security: Spam, Scams, Frauds and Identity Theft](#)

March 1 – Zero Discrimination Day

Lesson plans

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

In this recently published lesson, 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. Students then consider how humour may be used to excuse prejudice and discuss ways of responding to it. [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](#)

Facing Online Hate (Grades 8-12)

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

More resources

[Tip sheet: Talking to kids about casual prejudice online](#)

[Tip sheet: Talking to kids about hate in media](#)

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](#)

March 15 – World Consumer Rights Day

Lesson plans

Data Defenders (Grades 4-6)

This interactive game 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](#)

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](#)

Advertising All Around Us (Grades 5-6)

This teaching unit helps students to become more aware of the language and techniques used in print advertising, as well as the impact of advertising on their daily lives. The unit will focus on three key media literacy concepts: construction of reality, representation, and audience. [Click here](#)

Online Marketing to Kids: Strategies and Techniques (Grades 6-9)

This lesson introduces students to the online marketing techniques that are used to target children on the Internet. It begins with a guided discussion about the similarities and differences between traditional marketing methods and online advertising and why the Internet is such a desirable medium for advertisers to reach young people. [Click here](#)

Marketing to Teens: Talking Back (Grades 8-12)

This lesson helps teens become active consumers by encouraging them to 'talk back' to advertisers when they have concerns. [Click here](#)

March 17 - World Sleep Day

Lesson plans

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

In this recently updated 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](#)

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](#)

Digital Media Experiences are Shaped by the Tools We Use: The Disconnection Challenge (Grades 7-12)

In this lesson, students consider the role of technology and media in their lives and then spend a week either tracking or limiting their media use. They then share their experiences and discuss how the ways that digital media tools are made may cause us to use them differently (or simply more often). Finally, students draw on those insights to create a mindful media use plan. [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](#)

March 20 – International Day of Happiness

Lesson plans

The Price of Happiness (Grades 9-12)

In this lesson students answer a brief questionnaire related to self-image, self-esteem, and advertising, and then work as groups to create and act in mock television commercials that parody advertising techniques. [Click here](#)

More resources

Break the Fake

What makes people happy? The house hippo! Teach students about misinformation while having fun. [Click here](#)

[Tip sheet: 10 Tiny Ways You Can Make the World a Better Place Today](#)

March 21 – International Day for the Elimination of Racial Discrimination

Lesson plans

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

In this recently published lesson, 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. Students then consider how humour may be used to excuse prejudice and discuss ways of responding to it. [Click here](#)

Facing Online Hate (Grades 8-12)

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More and resources

[Tip sheet: Talking to kids about casual prejudice online](#)

[Tip sheet: Talking to kids about hate in media](#)

[Diversity in media: Racial and cultural diversity in news media](#)

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March 31 – Transgender Day of Visibility

Lesson plans

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

In this lesson, 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](#)

Miscast and seldom seen (Grades 9-12)

In this recently updated 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: 2SLGBTQ+ Representation in the Media](#)

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April 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 April Fool's Day
2 International Fact Checking Day	3	4	5 International Day of Conscience	6	7 World Health Day	8
9	10	11	12 Day of Pink	13	14	15
16	17	18	19	20	21 World Creativity & Innovation Day	22 International Mother Earth Day
23 World Book and Copyright Day	24	25	26 World IP Day	27	28	29
30						

April 1 – April Fool’s Day, April 2 – International Fact Checking Day

Lesson plans

Break the Fake: What’s in the frame? (Grades K-2)

In this lesson, students are introduced to the idea that what they see in media can be deceptive. They explore the idea that media are “framed” by their creators and consider what parts of the world are left out of the frame. [Click here](#)

Break the Fake: What’s real online? (Grades 3-5)

In this lesson, students are introduced to the challenges of identifying what is real and what is fake online. After learning some simple steps to verify online information they create a poster that communicates the importance of questioning and double-checking online content. [Click here](#)

Break the Fake: Verifying information online (Grades 6-9)

In this lesson, students participate in a workshop that teaches them four quick, easy steps to verify online information. After practicing these four steps they create a public service announcement aimed at teaching one of these steps and spreading the message that it is necessary for everyone to fact-check information we see online every time we are going to share it or act on it. [Click here](#)

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

In this recently published lesson, 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](#)

Consensus or Conspiracy? (Grades 9-12)

In this recently published lesson, students learn the definition of scientific consensus and distinguish it from conventional wisdom. They explore how consensus is formed and how new data can lead to it changing. Students then use digital tools to identify the consensus on a topic. Next, students learn how fringe theories can do harm and learn the characteristics of a conspiracy theory. [Click here](#)

Reality Check: Authentication 101 (Grades 7-9)

In this lesson, students consider the different factors that make online sources reliable or unreliable. They then learn quick steps they can take to gauge an online source's reliability and practice these steps by playing an interactive online game. Finally, students create a media product to teach other students how to do one of the tactics they've learned. [Click here](#)

Break the Fake: Hoax? Scholarly research? Personal opinion? You decide! (Grades 10-12)

This lesson is designed to help students determine the validity of information that is presented to them on the internet. After reviewing a series of evaluation techniques for online resources, students form groups to assess selected websites. [Click here](#)

More information and resources

[Tip sheet: Authentication 101](#)

[Tip sheet: Authentication and citizenship](#)

[Tip Sheet: Correcting disinformation](#)

[Tip sheet: Critical thinking vs. disinformation](#)

April 5 – International Day of Conscience

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 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](#)

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](#)

More information and resources

[Tip Sheet: Think before you share](#)

April 7 – World Health Day

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](#)

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

Students in this recently published lesson 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](#)

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In this recently published 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](#)

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](#)

April 12 - Day of Pink

Lesson plans

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

This recently published 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](#)

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Bias in news sources (Grades 9-12)

In this recently updated lesson students consider the meaning of the words “bias” and “prejudice” and consider how bias may be found even at the level of individual words due to connotation. 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](#)

More information and resources

[Diversity in media: 2SLGBTQ+ Representation in the Media](#)

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April 21 – World Creativity and Innovation Day

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 Original series *Wacky Media Songs*. This lesson focuses on enabling students to make media and use existing content for their own purposes.

[Click here](#)

Editing Emotions (Grades 5-9)

In this lesson, students learn about the history of film editing and how shot composition, juxtaposition of images and the use of rhythm and repetition in film editing can affect the emotional impact of a film. [Click here](#)

Art Exchange (Grades 9-12)

The purpose of the lesson is to facilitate and develop youth art as a form of community engagement and give students the opportunity to explore their experiences with privacy and equality in networked spaces. Students will be presented with several scenarios related to experiences of privacy and (in)equality in networked spaces and how young people have used art to advocate for change. Students will be asked to develop an art project (mural, collage, recorded performances, face/body art, etc.) that they believe best reflects the issues that are important to them. [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](#)

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

[Tip Sheet: Is your screen use creative?](#)

April 21 – International Mother Earth Day

Lesson plans

Earth Day: Maps as Media (Grades 4-6)

In this recently updated lesson, students are introduced to Earth Day and the theme of “Green Cities”. After listening to a short presentation on the concept of a “green city” and elements that constitute a green city (e.g. renewable energy sources such as solar panels, recycling programs, cleaner air and water) students participate in an activity where they count the number of parks on a map of their city or neighbourhood. Students then analyze maps as a medium and discuss how they are created, things they can and can’t show, and their effectiveness at communicating environmental information. [Click here](#)

Beyond Media Messages: Media Portrayal of Global Development (Grades 7-12)

Students assess media coverage of natural disasters and their aftermath. Students explore how sensationalism plays a role in determining what is newsworthy, and how that can distort our perception of issues in developing nations. [Click here](#)

April 23 – World Book and Copyright Day, April 26 – World Intellectual Property Day

Lesson plans

Stay on the Path: Scavenger hunt (Grades 5-6)

In this lesson, students apply their searching and critical thinking skills to learn how to find legitimate online sources for downloading and streaming movies, music and videos. [Click here](#)

Up, Up and Away?™ (Grades 7-8)

In this lesson students encounter the key concepts of intellectual property, learning the difference between copyright and trademark and coming to understand how these affect how media products are created and sold. [Click here](#)

Secure Comics (Grades 9-12)

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. Students then research their own cybersecurity topics and learn how non-fiction comics are made in order to create their own Secure Comic. [Click here](#)

Remixing media (Grades 10-12)

In this lesson, students examine different types of remixes – from works created by editing a single text to ones that draw inspiration from existing texts – in order to develop a definition of “remix.” They learn about the legal considerations in making remixes under the Copyright Act, consider ethical issues around remixing, and develop a code of best practices for remixing. Students will also consider the differences between remixes that are primarily creative versus those that are done for purposes of criticism, and create their own critical remix. [Click here](#)

More information and resources

[Tip sheet: Getting the goods ethically](#)

[Media issues: Intellectual property](#)

[Fair Dealing for media education](#)

May 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3 World Press Freedom Day	4	5	6
Screen-Free Week Mental Health Week						
7	8	9	10	11	12	13
14	15 International Day of Families	16 International Day of Living Together in Peace	17 International Day Against Homophobia, Transphobia and Biphobia	18	19	20
21 World Day for Cultural Diversity for Dialogue and Development	22	23	24	25	26	27
28	29	30	31 World No-Tobacco Day			

May 1-6 – Screen-Free Week

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](#)

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](#)

Digital Media Experiences are Shaped by the Tools We Use: The Disconnection Challenge (Grades 7-12)

In this lesson, students consider the role of technology and media in their lives and then spend a week either tracking or limiting their media use. They then share their experiences and discuss how the ways that digital media tools are made may cause us to use them differently (or simply more often). Finally, students draw on those insights to create a mindful media use plan. In an optional extension activity, they interview other students for a video exploring their experiences and reflections over the course of the project. [Click here](#)

May 1-6 – Mental Health Week

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May 3 – World Press Freedom Day

Lesson plans

Looking at newspapers: introduction (Grades 2-4)

In this lesson, students learn basic information about newspaper journalism through guided class discussion and group and individual activities. Topics include the front page, what's inside the paper, how to find information, and what elements make up a newspaper story. [Click here](#)

Beyond Media Messages: Media Portrayal of Global Development (Grades 7-12)

In this three-day unit, students assess media coverage of natural disasters and their aftermath. Students explore how sensationalism plays a role in determining what is newsworthy, and how that can distort our perception of issues in developing nations. [Click here](#)

The Citizen Reporter (Grades 7-12)

This lesson begins with a brief history of citizen journalism and a discussion of just what it is. Students are introduced to the key media literacy concept that media are constructions that re-present reality and consider how the traditionally «white» makeup of Canadian journalism might affect the content of Canadian news. They then discuss the effects of the increasing ability of ordinary citizens to cover, broadcast and comment on news and compare mainstream news sources and citizen journalism in terms of accuracy, completeness and diversity representation. Students then discuss the issue of ethics in citizen journalism and whether industry and government guidelines on journalism should be applied to citizen journalists.

[Click here](#)

Reality Check: News you can use (Grades 11-12)

In this lesson, students consider the meanings of the term “fake news” and learn facts about the news industry that will help them recognize legitimate sources of news. They use an educational computer game to learn how to track a news story to its

original source before evaluating its reliability, then practice the same skills “in the wild” with actual news stories. [Click here](#)

More information and resources

[Tip sheet: News you can use](#)

May 15 – International Day of Families

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 recently updated 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](#)

May 16 – International Day of Living Together in Peace

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](#)

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

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In groups, students will create a Digital Story which addresses a topic, theme or issue that is affecting them. [Click here](#)

Digital Outreach for Community Engagement (Grades 9-12)

This lesson asks students 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](#)

[Tip sheet - 10 tiny ways you can make the world a better place today](#)

My Voice is Louder Than Hate

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May 17 – International Day Against Homophobia, Transphobia and Biphobia

Lesson plans

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

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[Click here](#)

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More information and resources

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May 21 – World Day for Cultural Diversity for Dialogue and Development

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](#)

Beyond Media Messages: Media Portrayal of Global Development (Grades 7-12)

In this three-day unit, students assess media coverage of natural disasters and their aftermath. Students explore how sensationalism plays a role in determining what is newsworthy, and how that can distort our perception of issues in developing nations.

[Click here](#)

Celebrities and world issues (Grades 7-12)

In this four-day unit, students will examine the role of popular culture celebrities in creating awareness of world issues. Students will debate whether celebrity involvement is important and positive, or whether such involvement brings too much attention to the celebrities themselves, overshadowing the central messages of a campaign, organization, program or issue. [Click here](#)

Who's telling my story? (Grades 9-12)

Students learn about the history of blackface and other examples of majority-group actors playing minority-group characters such as White actors playing Asian and Indigenous characters and non-disabled actors playing disabled characters. They consider the key media literacy concepts that “audiences negotiate meaning” and “media contain ideological and value messages and have social implications” in discussing how different kinds of representation have become unacceptable and how those kinds of representations were tied to stereotypes. [Click here](#)

More information and resources

[Media issues: Privilege in the media](#)

[Media issues: Racial and cultural diversity](#)

May 31 – World No Tobacco Day

Lesson plans

Image Gap (Grades 5-8)

This recently updated lesson helps students understand how self-image can influence lifestyle choices. Students begin by identifying those qualities they admire most in peers, and by comparing their self-image with these qualities. They learn to identify self-image “problems” and develop positive strategies for dealing with these problems. [Click here](#)

Mirror Image (Grades 5-8)

In this recently updated lesson, 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](#)

Tobacco Labels (Grades 6-9)

In this lesson, students debate the effectiveness of health warning labels on tobacco products. [Click here](#)

Gender and Tobacco (Grades 7-9)

In this lesson, students explore gender-related influences on smoking. [Click here](#)

Selling Tobacco (Grades 7-9)

In this lesson, students explore how tobacco advertising has evolved over the past sixty years. They begin by discussing advertising techniques used by the tobacco industry; and then they compare ads from the 1940s, '50s, '60s, '70s and '80s, with more recent tobacco advertising. [Click here](#)

Thinking Like a Tobacco Company (Grades 7-9)

In this lesson, students learn how the tobacco industry targets the needs, wishes and desires of young people in order to sell cigarettes. [Click here](#)

June 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Pride Month						
				1	2	3
4	5 World Environment Day	6	7	8	9	10
11	12	13	14	15	16	17
18 International Day for Countering Hate Speech	19	20	21	22	23	24
25	26	27 Canadian multiculturalism Day	28	29	30	

Pride Month

Lesson plans

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June 5 – World Environment Day

Lesson plans

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](#)

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](#)

Introduction to Online Community Engagement (Grades 9-12)

Students often feel detached from the political arena, and this lesson plan we have designed is to help inspire curiosity and action with your secondary students due to the very real connection between early civic engagement and citizens that are active and engaged with politics for their lifetime. [Click here](#)

More resources

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

June 18 – International Day for Countering Hate Speech

Lesson plans

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

This recently published 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](#)

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

In this recently published lesson, 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. Students then consider how humour may be used to excuse prejudice and discuss ways of responding to it. [Click here](#)

Facing Online Hate (Grades 8-12)

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

More information and resources

[Tip sheet: How to push back against hate online](#)

[Tip sheet: Spotting hate propaganda](#)

[Digital issues: Online hate](#)

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](#)

June 27 – Canadian Multiculturalism Day

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](#)

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](#)

Diversity and media ownership (Grades 9-12)

In this lesson students are introduced to the media literacy key concepts that “media are created to re-present reality” and “media are influenced by commercial considerations” and apply them to the question of diversity representation in media.

[Click here](#)

Who’s telling my story? (Grades 9-12)

In this lesson students learn about the history of blackface and other examples of majority-group actors playing minority-group characters such as White actors playing Asian and Indigenous characters and non-disabled actors playing disabled characters. They consider the key media literacy concepts that “audiences negotiate meaning” and “media contain ideological and value messages and have social implications” in discussing how different kinds of representation have become unacceptable and how those kinds of representations were tied to stereotypes. [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](#)

More information and resources

[Media Issues: Diversity in media](#)

Diversity and Media Toolbox

The Diversity and Media Toolbox is 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](#)