



**FROM  
ACCESS  
TO  
ENGAGEMENT**



# MediaSmarts is Canada's bilingual centre for digital media literacy

- Our vision is that children, youth and trusted adults have the critical thinking skills to engage with media as active and informed digital citizens.
- We've been developing programs and resources for homes, schools and communities for 20+ years.

## Our mission

- Develop and deliver high-quality Canadian-based media literacy and digital literacy resources;
- Provide leadership in advancing media literacy and digital literacy in Canadian schools, homes and communities;
- Contribute to the development of informed public policy on issues related to the media.



# Our work

Three main areas of focus:

## Public awareness

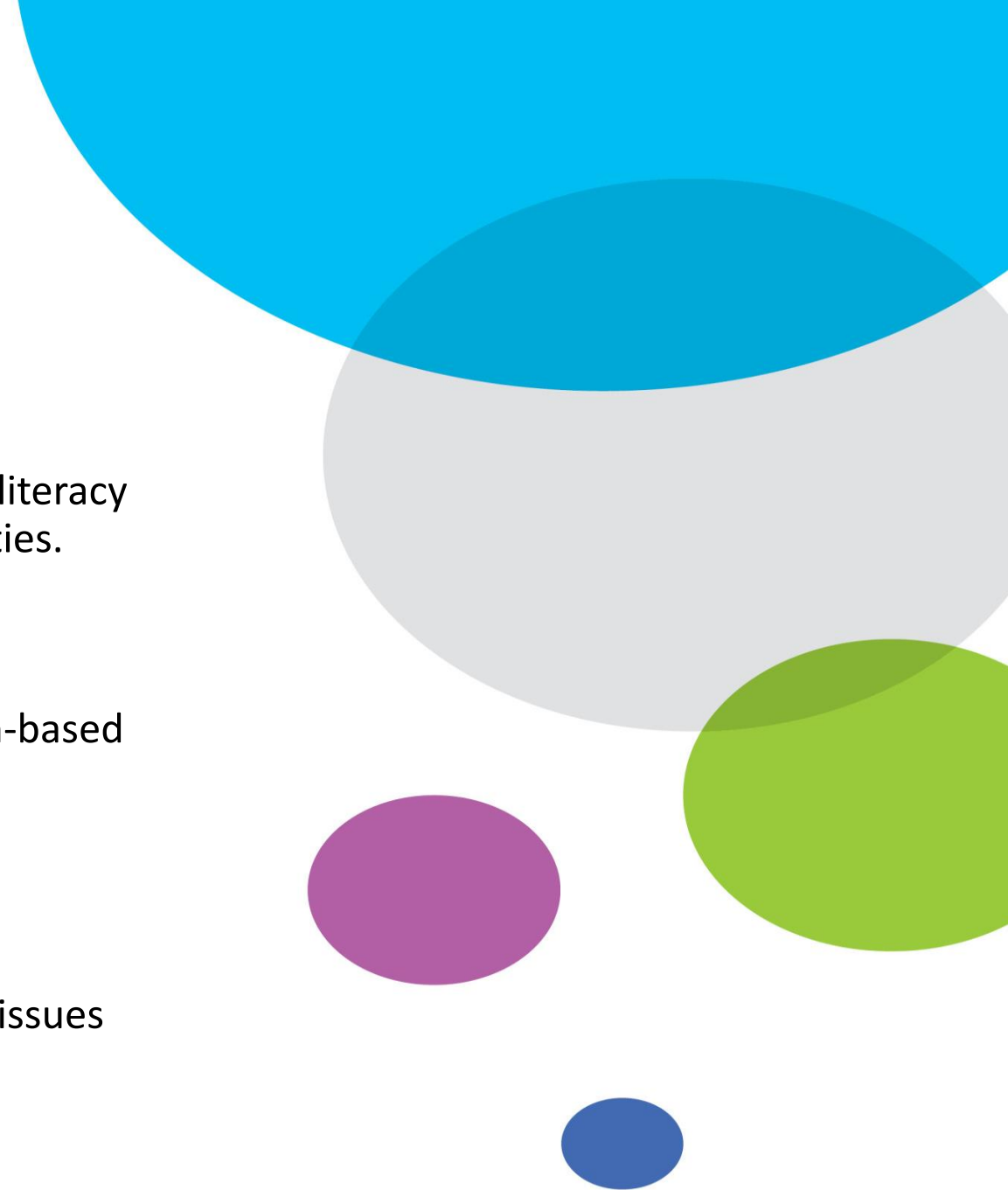
- Leadership in advancing digital and media literacy in Canadian schools, homes and communities.

## Education

- Develop and deliver high-quality, Canadian-based and bilingual resources.

## Research

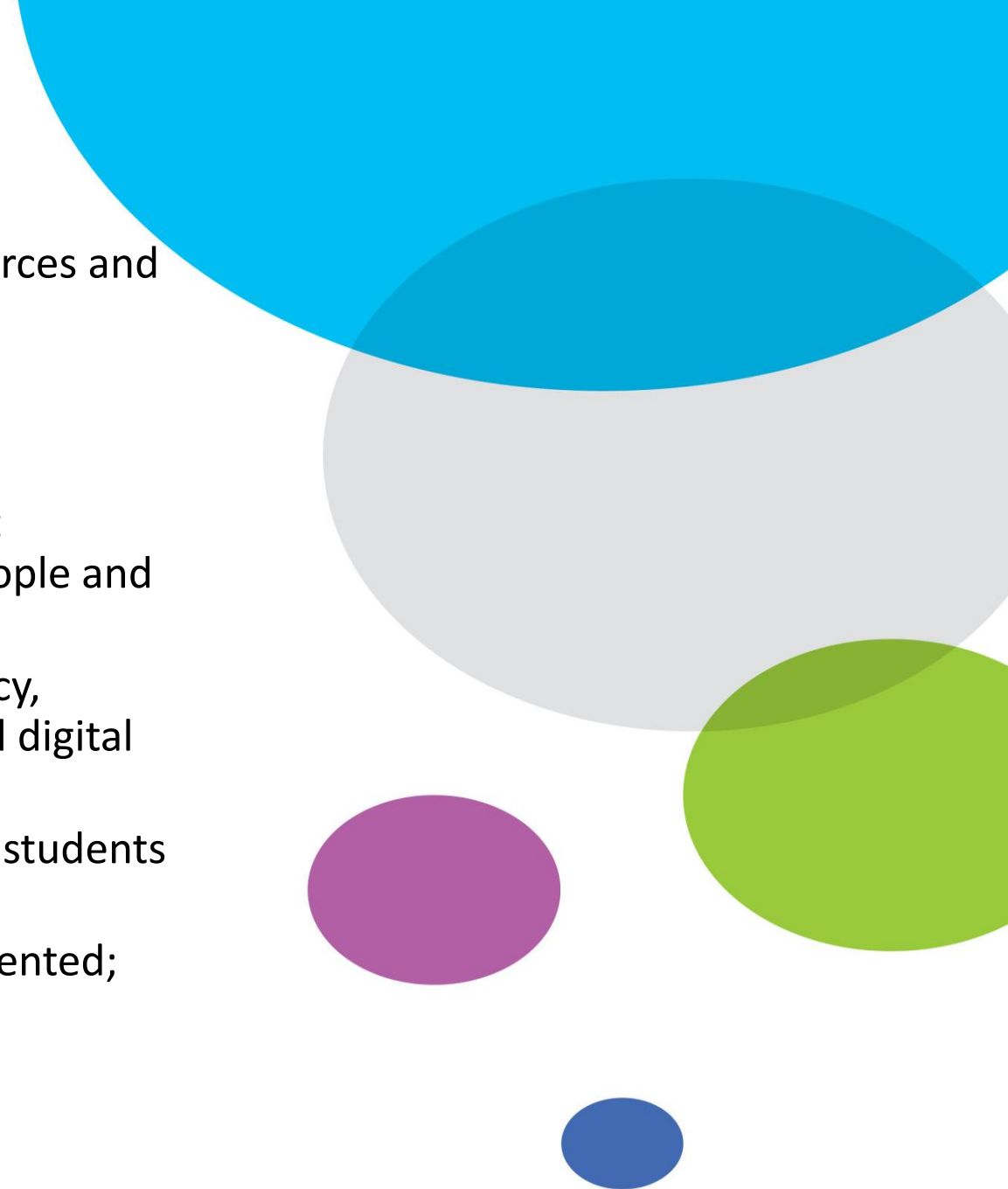
- Conduct research that contributes to the development of informed public policy on issues related to media and informs educational content.



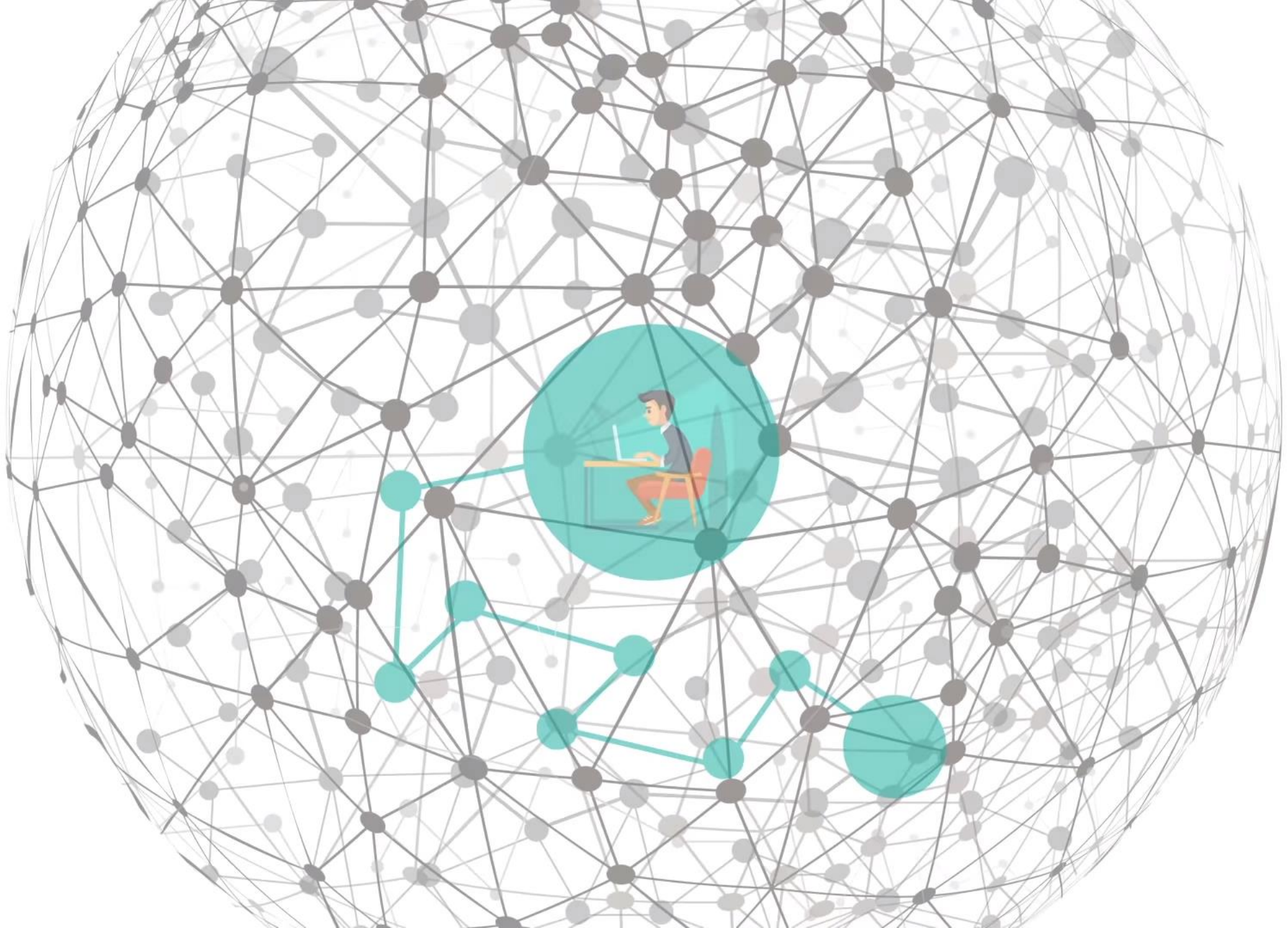
# Research

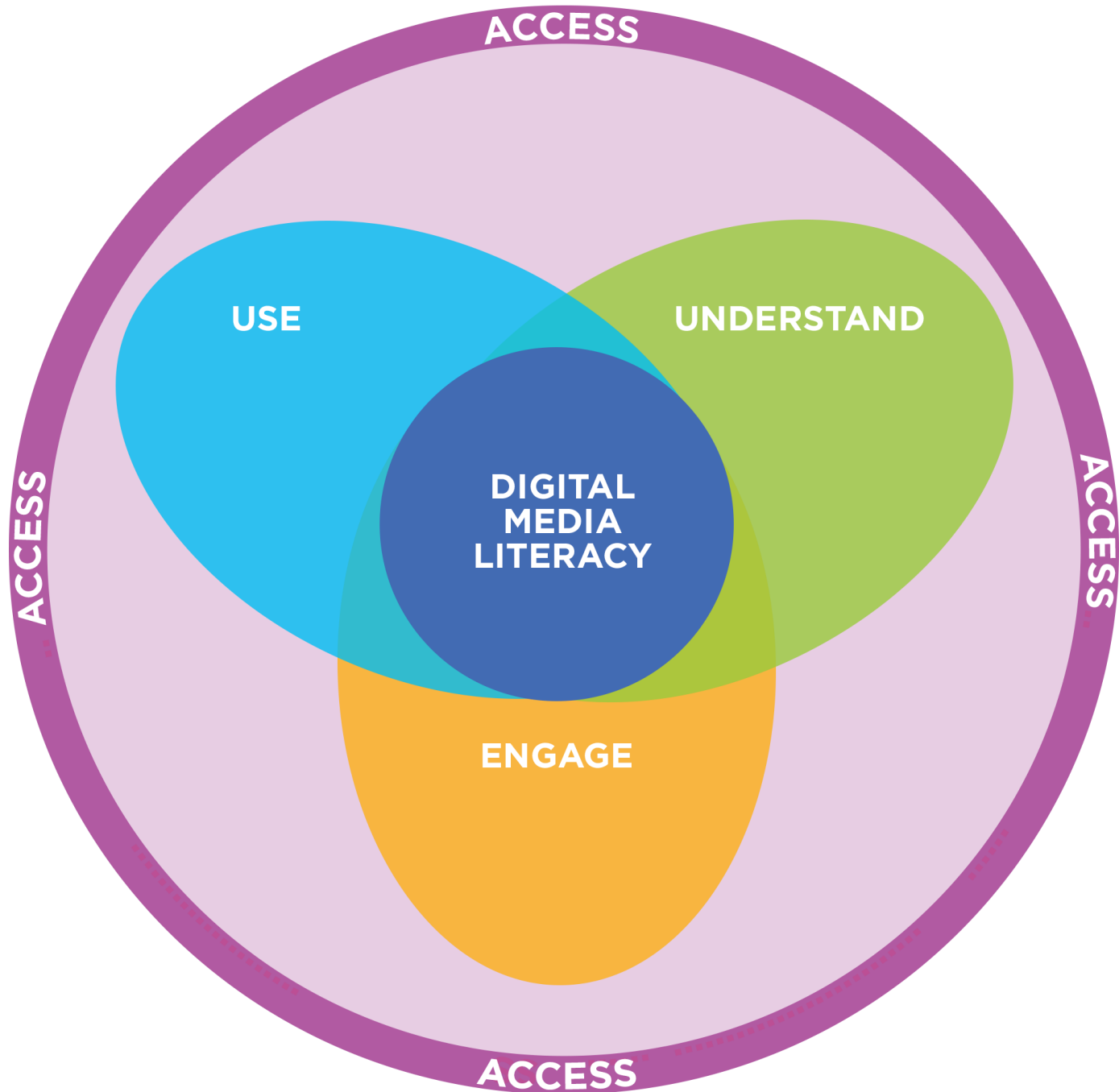
Research informs all our educational resources and policy recommendations.

- *Young Canadians in a Wireless World*
  - Canada's longest running and most comprehensive study on young people and technology, ongoing since 2000
  - Findings used to inform public policy, benchmarks for other research and digital literacy frameworks
  - Over 20,000 parents, teachers and students surveyed since 2000
  - All provinces and territories represented; rural and urban
  - English and French schools









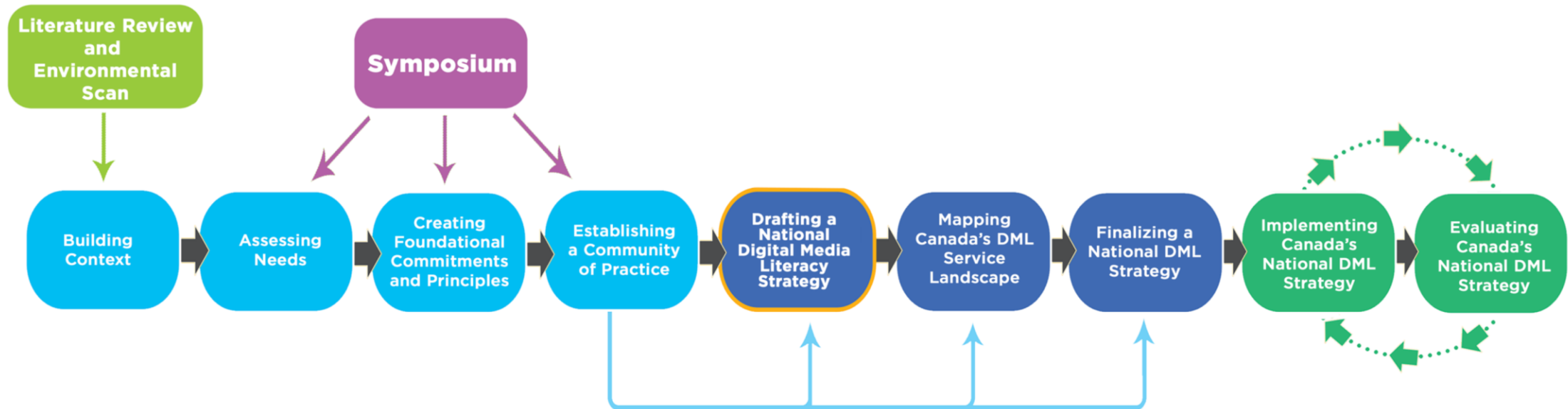
# Digital Literacy in Canada: From Inclusion to Transformation

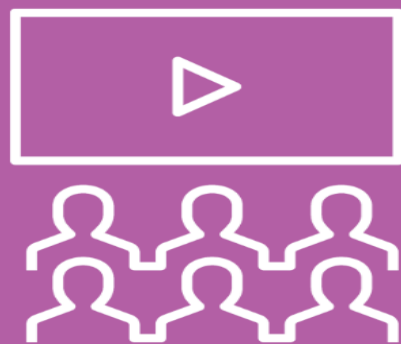
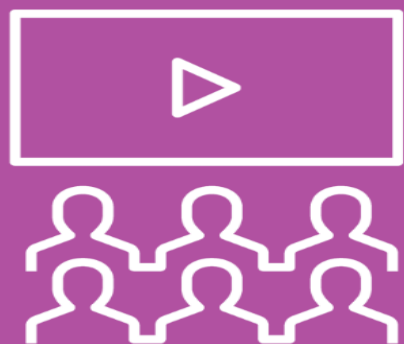
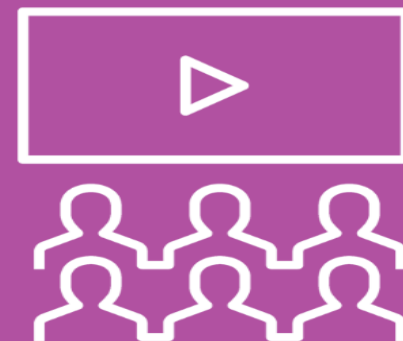
A Submission to the Digital Economy Strategy Consultation

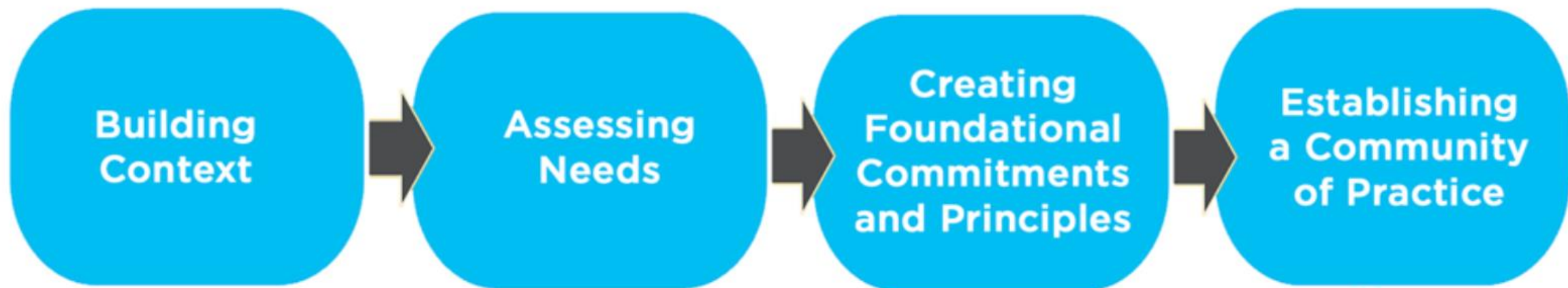
July 7, 2010



## From Access to Engagement: Building a Digital Media Literacy Strategy for Canada







A national digital  
media literacy  
strategy in  
Canada must:

**Promote digital  
citizenship and  
close the digital  
divide.**



A national digital  
media literacy  
strategy in  
Canada must:

**Foster better  
connections  
between  
different  
jurisdictions**





A national digital  
media literacy  
strategy in  
Canada must:

Include ongoing  
evaluation and  
adaptation to  
ensure  
transparency and  
accountability



A national digital  
media literacy  
strategy in  
Canada must:

**Clearly outline  
the roles and  
responsibilities  
of the tech  
industry**



A national digital  
media literacy  
strategy in  
Canada must:

**Increase inclusion  
and active  
participation  
of priority groups**



A national digital  
media literacy  
strategy in  
Canada must:

**Ensure  
representation  
from  
communities and  
stakeholders  
across Canada**

A national digital  
media literacy  
strategy in  
Canada must:



**Support access to  
community-based  
programs**



A national digital  
media literacy  
strategy in  
Canada must:

**Prioritize safety  
and digital  
well-being**

A national digital  
media literacy  
strategy in  
Canada must:



**Embrace  
lifelong  
learning**



A national digital  
media literacy  
strategy in  
Canada must:

**Have adequate  
and sustainable  
funding**



## **FROM ACCESS TO ENGAGEMENT:**

BUILDING A DIGITAL MEDIA LITERACY  
STRATEGY FOR CANADA

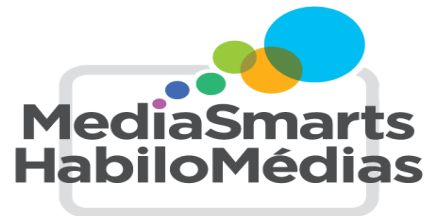








# Thank you!



[mediasmarts.ca](http://mediasmarts.ca)  
[habilomedias.ca](http://habilomedias.ca)