



**Asia-Pacific
Economic Cooperation**

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Media Awareness Network

Submitted by: Canada



**APEC-OECD Joint Symposium on Initiatives
Among Member Economies Promoting Safer
Internet Environment for Children**

**Singapore
15 April 2009**



***Presentation to the APEC-OECD joint symposium on initiatives
among member economies promoting a safer Internet
environment for children***

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Vision

To ensure children and youth possess the necessary critical thinking skills and tools to understand and actively engage with media.

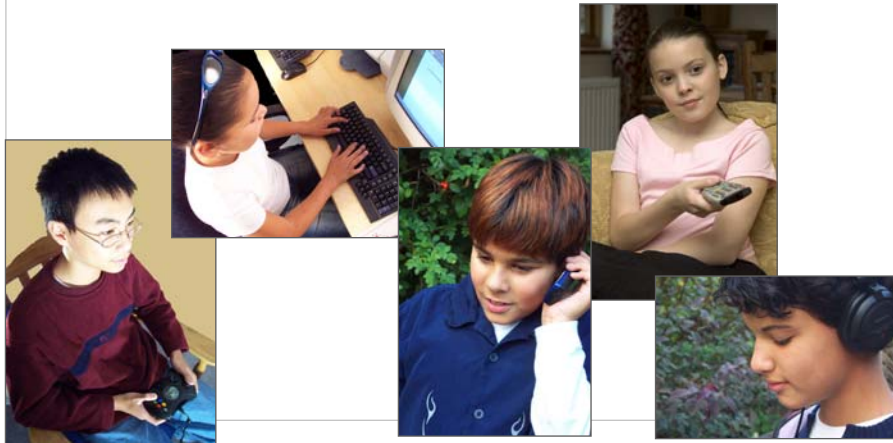
Mission

To be the leading Canadian provider of media education resources and awareness programs for educators, parents, children and youth.

In executing our mission, we:

- develop and deliver high-quality media education resources;
- provide leadership in advancing media literacy and contributing to the development of public policy on issues related to media; and
- build broad public support for media education.

Young people need to bring critical thinking to all information, including television, movies, video games, music, magazines, advertising and the Internet.



Key Audiences

- **Education Sector: Grades K – 12; post-secondary research; academic partnering**
- **Library Sector: MNet supports their role as public Internet access providers and information specialists**
- **Parents: Hard-to-reach audience**
- **Community Organizations: Girl Guides of Canada, YM/YWCA, youth-based organizations, etc.**
- **Health Sector: Supports health practitioners regarding media consumption and children**

Board of Directors (Stakeholder Groups and Funders)

- **ISP industry (Bell, TELUS)**
- **Broadcasters (Canwest, CTVglobemedia, S-Vox)**
- **Google Canada**
- **National Film Board of Canada**
- **Canadian Teachers' Federation**
- **Canadian Association of Principals**
- **Toronto Hospital for Sick Children**
- **Vanier Institute of the Family**
- **University of Toronto, Faculty of Information Studies**
- **Association for Media Literacy**
- **Government observers (Canadian Heritage, Industry Canada, Public Health Agency of Canada)**

Government of Canada Funders

- **Canadian Heritage**
- **Canadian International Development Agency**
- **Health Canada**
- **Human Resources and Skills Development Canada**
- **Industry Canada**
- **Justice Canada**
- **National Crime Prevention Centre-NCPC**
- **Office of the Privacy Commissioner of Canada**
- **Public Safety Canada**

Revenue (2009)

- Private sector sponsors (18%)
- CRTC social benefits packages (32%)
- Federal government and other contracts (22%)
- Licensing agreements (25%)
- Other (memberships, donations, etc.) (2%)

Young Canadians in a Wired World Research

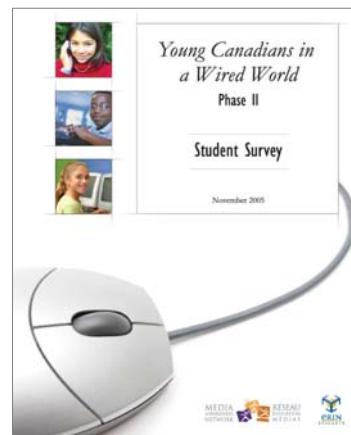
Approximately 6,000 students

Grades 4-11

**French and English schools,
rural and urban**

All provinces and territories

**Funded by Government
of Canada**



Programs and Resources

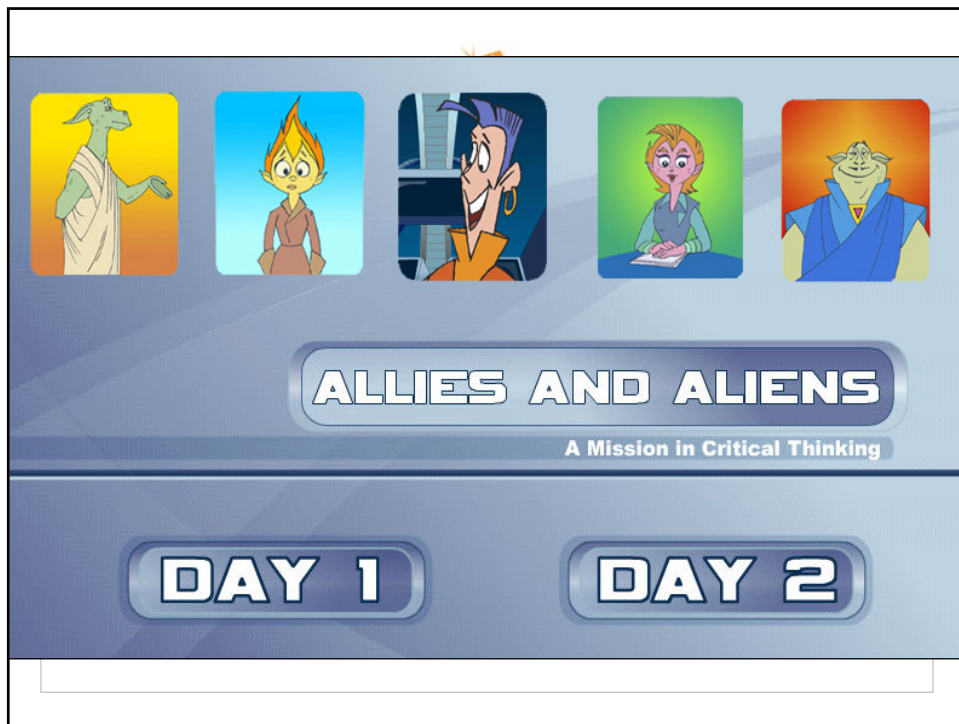
- **Key programs: education, awareness and research**
- **more than 80% are a public asset**
- **available:**
 - **through MNet's Web site**
 - **in both official languages**
 - **to urban, rural, remote, northern and Aboriginal communities**
- **rooted in Canadian values and culture**
- **linked to public policy**
- **supported by original research**

Web site

www.media-awareness.ca

- **world's largest media education website**
- **six million unique visitors annually**
- **educators, teacher-librarians, parents, students and researchers**
- **educational games, parent tutorials, research**
- **over 200 kindergarten – Grade 12 lesson plans, linked to school curriculum expectations in each Canadian province and territory**










Reality check!

EVALUATING ONLINE INFORMATION

Reality Check! applies the journalistic framework "who-what-when-where-why-and-how" to Web site content. This resource is available as a classroom presentation tool and as a study unit for independent student use. Teachers may choose either resource, or "mix and match" the sections for optimal learning. The Teachers' Guide supports both resources.

IN-CLASS PRESENTATION

A PowerPoint presentation with over 100 slides and speaking notes.

[OPEN PRESENTATION](#)
[OPEN NOTES](#)

INDEPENDENT STUDY UNIT

A 109-page interactive student unit for self-directed learning, to be completed on an Internet-connected computer in the school lab or at home.

[OPEN PDF](#)

TEACHERS' GUIDE

A 46-page manual including discussion guides, Webographies, student handouts and assignments for each of the learning modules described above.

[OPEN PDF](#)



Instructions: Click on each part of the station to go there. Click the question mark and then roll your pointer over each place to learn more...





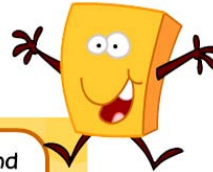


Back to start
(your result will be lost)




© Media Awareness Network

**Co-Co's AdverSmarts: An Interactive Unit on
Food Marketing on the Web**



Your job is to pick five gimmicks used to promote and market me on the Co-Co Crunch Web site. Let's start by selecting a theme for the Web site.

1 Magic Land

2 My Fun Zone

3 Castle Quest



Next >













Parent Education

Public awareness campaigns:

- **Web Awareness Day:** Canadian Library Association and Bell Canada
- **Be Web Aware:** Microsoft Canada and Bell Canada

Resources and tools:

- **Parenting the Net Generation workshops:** Canadian Home and School Federation and Bell Canada
- **Devenir e-Parent online tutorial:** Industry Canada and Bell Canada

 <h2>Parenting the Net Generation</h2> <p>It's not just by the book anymore.</p> <p>Get Internet Smart at Your Public Library...</p> <p>Connect to Web awareness resources through your public library and discover tips and tools for parents to help kids be safe and wise when they go online.</p> <p><small>Bell Canada, the Canadian Library Association (CLA) and the Media Awareness Network (MAN) are proud to partner with your public library in making the Web Awareness Canada program available in your community.</small></p> <p>     </p> <p><small>© Strategic Direction: Outreach 2005-2009. Ontario Public Library Media Service.</small></p>	 <h2>Parents, soyez aux aguets !</h2> <p>Il y a des souris dans les bibliothèques publiques</p> <p>Pour tout connaître d'InternetAllez à votre bibliothèque publique</p> <p>Branchez-vous sur La Toile et les jeunes, découvrez tous les outils et conseils pour aider vos enfants à devenir des internautes prudents et avertis.</p> <p><small>Bell Canada, la Canadian Library Association (CLA) et le Réseau Éducation Médias sont fiers de travailler en partenariat avec votre bibliothèque publique pour rendre accessible à tous le contenu de la ressource en éducation Internet connue La Toile et les jeunes.</small></p> <p>     </p> <p><small>© Conseil canadien de l'éducation médiatique. Réseau de la Direction des bibliothèques publiques de l'Ontario 2005-2009.</small></p>
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Parenting the Net Generation






Home
About Us
Partners
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Français





Get the Most Out of the Internet

- > [Internet 101](#)
- > [FAQ](#)
- > [Online searching](#)
- > [Kid-friendly sites](#)
- > [Technological tools](#)

Safety Tips by Age

- > [Ages 2-4](#)
- > [Ages 5-7](#)
- > [Ages 8-10](#)
- > [Ages 11-13](#)
- > [Ages 14-17](#)

Know the Risks

- > [Privacy invasions](#)
- > [Pornography](#)
- > [Cyber bullying](#)
- > [Online predators](#)
- > [Spam](#)
- > [Misinformation](#)
- > [Violent or hateful content](#)
- > [Gambling](#)
- > [Internet addiction](#)

Take Action

- > [Report online problems](#)
- > [Community involvement](#)

The Internet is fantastic, but there are risks. Your involvement is essential. This site provides the tools you need to help keep your kids safe online.



Community Involvement

Learn how to involve parents and teachers in your community to help kids stay safe online.

[more...](#)



> Report Online Problems

[How to report offensive or dangerous online situations.](#)

Did you know...?

Media Awareness Network's study on children's Internet use shows that Canadian kids are more connected than ever, and at an earlier age.

[more...](#)



The Be Web Aware project is proudly sponsored by:





Entrez dans un nouveau monde :
l'Internet de vos enfants

Devenir






e-Parent

Que font vos enfants en ligne ?
Devenir e-Parent vous fournit une réponse en cinq clics.
 Explorez ces sujets : Recherche et devoirs
 Relations en ligne
 Contenus inappropriés
 Cybermarketing
 Cyberdépendance



www.education-medias.ca/eparent

Le projet a été rendu possible grâce à une contribution financière du programme Francocommunautés Virtuelles d'Industrie Canada.

Web Awareness Canada

From 2000, MNet has worked with the Canadian education and library sectors to develop *Web Awareness Canada*—a program to ensure safe, wise and responsible Internet use by children and youth.

Web Awareness Canada is based on critical thinking and prevention.

The program, which is updated annually, is available through licensing arrangements with schools, faculties of education and libraries.

Web Awareness Reach

Internet literacy professional development workshops and classroom resources licensed to:

- almost 10,000 schools (two-thirds of all Canadian schools)
- every province and territory
- 18 of the 20 largest school districts
- five provincial/territorial and large urban library systems=population of 5.6 million







NATIONAL
media
EDUCATION WEEK

- **Lead partner: Canadian Teachers' Federation**
- **Theme for 2009: "Digital Literacy"**
- **Collaborators: National Film Board of Canada, Canadian Association of Principals, Association for Media Literacy, Guelph and McGill Universities, Historica, Ontario Library Association, Prime Minister's Awards of Teaching Excellence, and others**

