



CYBERFIT

Mentorship & Education Program

This project is fund by the Government of Manitoba's
(From the Ground Up – Safe Healthy Communities for ALL Program

WINNIPEG, MANITOBA | APRIL 2026 – APRIL 2027



THE WORLD OUR YOUTH LIVE IN

Today's youth are digital natives, but that doesn't mean they're digitally safe.

Today's youth are digital natives, they have grown up immersed in technology and are highly proficient at using digital devices. However, technological fluency does not automatically translate into digital safety, cybersecurity awareness, or healthy technology habits. CyberFit Education and Mentorship program bridges this gap by equipping youth with the knowledge, skills, and resilience to navigate the digital world safely while promoting physical wellness and balanced lifestyles.



82%

of youth use the internet creating unprecedented exposure to risk.



10.6 hrs

Average daily sedentary time for Canadian youth, the highest of any age group.



Gr. 6 -12

The window when digital habits, good and bad are cemented for life.

THE PROBLEM

What Canadian Youth Are Actually Facing Online

374%

Rise in police-reported online child sexual exploitation in Canada since 2014 (Statistics Canada, 2024)

39%

of Canadian youth aged 10-18 experienced or observed online hate speech or harassment in 2025

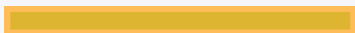
6/day

Sextortion reports received by Cybertip.ca every single day, many involving youth under 18

125%

Increase in sexually explicit deepfake reports involving children between 2022 and 2025 (Cybertip.ca)

THE WELLNESS GAP



Digital risk and physical decline are two sides of the same crisis.

Only 21% of Canadian youth aged 12 - 17 meet physical activity guidelines (2022 - 2024). Down from 36% before the pandemic.

Only 28% meet daily screen time recommendations vs. 73% of younger children

58% vs 38% Youth who met screen time guidelines report excellent mental health at 58% vs. only 38% for those who exceeded guidelines (Statistics Canada, 2026)

Screen Time vs. Mental Health

Youth who met screen time guidelines (both 2019 & 2023)

Excellent mental health



Met physical activity guidelines



Positive life satisfaction



Sources: Statistics Canada CHMS 2022–2024; StatCan Longitudinal Study 2026

Not All Youth Face the Same Threat Level

Girls & Young Women

More likely to face sextortion, sexual solicitation, and image-based abuse (Public Safety Canada)

Teen Boys (14 -17)

Primary targets of financial sextortion - contacted through gaming platforms and social media

Indigenous & Racialized Youth

More vulnerable to cybervictimization, with fewer culturally specific support pathways available

Inner-City Youth (Winnipeg)

Youths in certain communities have limited access to digital literacy and wellness programs

WHY CYBERFIT MENTORSHIP & EDUCATION PROGRAM

Today's youth are growing up in an increasingly connected world where technology is deeply embedded in their education, social lives, and everyday experiences. While digital access creates opportunities for learning and innovation, it also exposes young people to growing challenges such as cyberbullying, online scams, misinformation, privacy risks, excessive screen time, and declining physical activity.

The CyberFit Mentorship and Education Program was created to address these interconnected challenges by combining cybersecurity education, digital citizenship, mentorship, and physical wellness into one engaging, community-based initiative. Through interactive workshops, hands-on activities, fitness programming, and positive mentorship, CyberFit empowers youth to become confident digital citizens while developing healthy habits that support both their mental and physical well-being.

By bridging technology, education, and wellness, the program equips participants with the knowledge, skills, and resilience needed to navigate today's digital world safely while fostering leadership, confidence, critical thinking, and lifelong healthy lifestyles.



Schools Are Not Equipped to Fill This Gap Alone



No Mandatory Cyber Curriculum

Canadian schools include basic digital literacy but leave critical gaps in cybersecurity, AI literacy, sextortion awareness, and threat recognition.



AI Moves Faster Than Schools

Deepfakes, AI-generated scams, and algorithmic manipulation are evolving too quickly for formal curricula to keep pace, requiring community-led programs.



Awareness ≠ Action

Most youth have heard of cyberbullying, but fewer than half know what to do when it happens to them or a friend. Knowing is not enough.



Community Programs Work

Research shows peer-based, community-delivered digital safety programs are more effective than classroom instruction alone at changing youth behaviour.

Project Objectives

The object of the CyberFit Mentorship & Education Program is to empower Winnipeg youths (Grades 6–10) with the knowledge, skills, and confidence to navigate the digital world safely, while building physical wellness habits and exploring meaningful careers in technology. Through this 9 week program we hope to:

- Increase cybersecurity knowledge, digital safety awareness, and AI literacy among participants (measured via pre/post assessment)
- Reduce sedentary screen time and improve physical activity levels and mental wellness
- Grow leadership skills and career exploration in the technology and cybersecurity sectors



How The Program Works

The CyberFit Mentorship and Education Program is delivered through a structured 9-week curriculum designed to build knowledge, confidence, and healthy habits through consistent engagement. The program is offered during two annual intake periods, Fall (September–November) and Winter (January–March) allowing for up to two cohorts each year.

Sessions are delivered once per week as 2-hour after-school or community centre workshops, creating an accessible and supportive learning environment for youth. Each session combines interactive learning, practical skill development, mentorship, and physical activity, ensuring participants remain engaged while reinforcing both digital resilience and personal well-being.



To provide consistency and maximize learning outcomes, each session follows a structured format that combines online safety education, mentorship, hands-on learning, physical activity, and reflection.

This integrated delivery model equips youth with practical digital safety skills while fostering resilience, confidence, teamwork, and lifelong healthy habits.

See the proposed 2-hr schedule below:



- 0:00–0:10 | Welcome & Check-In: Icebreakers, team-building, and wellness check-ins.
- 0:10–0:50 | Core Learning: Facilitator-led lessons, discussions, and demonstrations on cybersecurity and digital wellness.
- 0:50–1:10 | Hands-On Activity: Interactive exercises, group challenges, and real-world scenario practice.
- 1:10–1:40 | Active Movement: Pegcity Steppers-led walking, running, stretching, or wellness activities.
- 1:40–2:00 | Reflection & Wrap-Up: Reflection journal, key takeaways, and preview of the next session.

The CyberFit Mentorship & Education Program

Pillar 1 - Digital Safety & Cyber Awareness

Participants will build the knowledge and skills to navigate the digital world safely and responsibly. Topics include managing their digital footprint, recognizing phishing scams, preventing cyber bullying and sextortion, identifying deepfakes and online misinformation, and strengthening account security through safe online practices.

Pillar 2 - Physical & Mental Wellness

Participants will develop healthy habits that support both their physical and mental well-being. Through discussions on dopamine loops and healthy screen-time habits, guided group exercise and personal wellness planning, youth will learn strategies to build balance and make positive lifestyle choices both online and offline.

Pillar 3: AI Literacy & Critical Thinking

Participants will build the knowledge and critical thinking skills needed to navigate an AI-driven world responsibly. They will learn how to detect deepfakes and misinformation, understand ethical AI use and transparency, and explore how AI can be used effectively to support learning, creativity, and academic success while maintaining integrity and responsible decision-making.

Pillar 4 - Capstone Showcase

The program culminates in a Capstone Showcase where participants demonstrate the knowledge and skills they have developed throughout the program. Working individually or in teams, youth will present projects, campaigns, presentations, or creative solutions related to digital safety, cybersecurity, AI literacy, or wellness topics.

The CyberFit Mentorship & Education Program

THE 4 PILLARS

1

Digital Safety & Cyber Awareness

- **Week 1:** our Digital Footprint - Who Sees you Online?
- **Week 2:** Social Engineering & AI Powered Scams
- **Week 3-** Cyber-Bulling, Imaged-Based Abuse & Staying Safe Online
- **Week 4** - Passwords, Privacy and Your Accounts

2

Physical & Mental Wellness

Week 5 - The Dopamine Loop - How social media are designed to Hook You
Week 6 - More More, Stress Less

3

AI Literacy & Critical Thinking

Week 7 - Deepfakes, Misinformation & How to Verify what you see
Week 8 - Using AI as a tool - Use it Responsibly

4

Capstone Showcase

Week 9 - Capstone Project Showcase & Mentorship

Program Frequency

CyberFit runs twice each school year through two exciting 9-week programs, giving youth the opportunity to build digital safety skills, think critically, stay active, and develop healthy habits that last beyond the classroom.

Fall Cohort (September - November)

- 9 Week Program
- Weekly 2-Hour Sessions
- Capstone Showcase
- Potential Date: **September 21 - Nov 16**

Winter Cohort (January - March)

- 9 Week Program
- Weekly 2-Hour Sessions
- Capstone Showcase
- Potential Date: **January 18 - March 15**

Expected Impact/Participant Outcomes

Participant outcomes

Participants will become more Cyber-aware

- Can protect personal info, identify threats, and act as a responsible digital citizen

Participants will become more physically active

- Reduced sedentary time and at least one sustained daily movement habit

Participants will build curiosity in Tech Careers

- Knows at least one tech career pathway they can explore

Participants will act as Community leader

- Create a real resource for their school or community through their capstone

Tangible outputs

Certificate of Completion of the CyberFit Mentorship & Education Program

Youth-led awareness campaigns with community-facing deliverables

Capstone projects - Online Safety or wellness resource for their school

Pre/post assessment data & program impact report for funders



Community Partnerships

Tech sector mentors/partners

- Cybersecurity professionals
- Manitoba tech startups
- IT professionals (local firms)
- Goldsphere Technologies Inc.

Wellness & health

- Youth mental health workers
- Physical education specialists
- Recreation instructors

Community & funding

- Best Buy or other Tech Stores
- City Of Winnipeg
- Local foundations & grants
- University of Manitoba/ RRC Polytechnic
- Government of Manitoba

Recruitment channels

School division offices

Guidance counsellors

Community centres

Social media
(Instagram/TikTok)

Program landing page

PARTNER WITH US

SPONSORSHIP OPPORTUNITIES

ROI	Platinum \$3,500	Gold \$2,500	Silver \$2,000	Community Champion \$1500	Friend of CyberFit \$500
Logo in Digital Loop	X	X	X	X	X
Logo on Flyer and Program Praphanalia	X	X	X	X	
Recognized on Pegcity Steppers Website & Social Media	X	X	X	X	X
Recognized throughout the program meetups	5X	3X	2X	1X	1X

Contact Us



Phone

204-998-7371



Mail

info@pegcitysteppers.ca



Website

www.pegcitysteppers.ca



LinkedIn



The background features several decorative blue elements: a rounded rectangle in the top left, a large rounded rectangle in the top right, and two sets of concentric, rounded lines on the left and right sides that resemble stylized cables or data paths.

Cyber-Fit Mentorship and Education Program

LET'S GET CYBERFIT

This project is funded by the Government of Manitoba and is the result of teamwork, research, and collaboration.