

Why AI?

Artificial intelligence (AI) isn't a concept of the future – it's already shaping how we live, work, and connect every day. For Canadian youth, understanding AI is not optional; it's a key part of being prepared for the world around them and ensuring they stay safe as they spend more and more time online. Teaching AI skills empowers youth not only to prepare for the opportunities of tomorrow but also to take the lead in shaping how AI impacts their lives, communities and futures.

WHY AI SKILLS MATTER FOR YOUR CHILD

The world is changing quickly, and AI is driving much of that change. It's shaping everything from how we get information, to how we learn and how work gets done across industries like healthcare, finance, manufacturing and beyond. **Over 90% of youth are already using AI in Canada.**

Most parents (over 75%) agree that awareness of the benefits and risks of AI, along with knowledge of how to use AI effectively, is important to future career success. Youth need the right knowledge and tools to ask thoughtful questions, think critically and make sense of the technology that's shaping their world. AI literacy skills empower youth to use technology responsibly, enhance their learning, solve real-world challenges and contribute meaningfully to their communities. These are skills they'll need not just for future careers, but to navigate and thrive in a digital world.

WE HEAR YOUR CONCERNS — AND WE SHARE THEM

It's completely understandable to have questions about AI and how it might be adversely impacting our children. We often hear these concerns from parents and caregivers:

Will AI eliminate or replace jobs and will my kids be able to find a job?

Will using AI hurt my child's ability to think for themselves or negatively impact their learning?

How do we keep youth safe online with AI so prevalent?

The good news is that the right kind of AI skill-building addresses these exact concerns. That's why we launched Actua's AI Ready Project — to help youth become not only responsible, thoughtful and ethical users of AI, but also confident creators and problem solvers. We also recognize that teachers play a key role in this learning and many need support to bring AI into the classroom. That's where Actua comes in, providing the resources, training, and guidance educators need to feel confident in teaching AI.

Through hands-on learning, we help youth:

- Understand how AI works and where it can go wrong
- Recognize bias and misinformation, including deep fakes
- Learn about data privacy and how to protect their personal information
- Use AI to support learning and creativity, not replace critical thinking
- Question what they see and check their sources
- Become active creators who can shape how technology is used in the world
- Apply AI tools to solve real-world challenges

Right now, most young people are learning about AI on their own, often through social media, without much guidance. We're stepping in to give them the foundation they need to use AI wisely and safely.



WHAT YOU CAN DO AS A PARENT

Your involvement makes a real difference. The more we talk to young people about how they use AI, the more prepared they'll be to use it well.

You don't need to be a technology expert to support your child. Ask them how they're using AI, whether it's to study, write or explore. Approach these conversations with curiosity, not judgment. Try out an AI tool together and don't forget to talk about how to spot false information and why it's important to double-check sources.

WHY THIS MATTERS FOR CANADA

Teaching AI skills is about more than preparing kids for jobs. We're preparing them to lead. Canada's future depends on young people who can use technology to solve problems, ask tough questions and build a better world. By investing in AI skills now, we're helping raise a generation of smart, ethical and creative leaders. This urgency is particularly important given that Canada currently ranks 44th out of 47 countries in AI literacy globally. By acting now, we can strengthen Canada's global innovation leadership and ensure our youth are truly future-ready.

Want to learn more about how Actua is building an AI-ready generation?
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