



---

Program Packet | 2026-2027

Serving Seniors, Community Organizations & Rural Learners

Nova Scotia, Canada

Connecting Communities Through Digital Confidence

[foxontherocks.org](http://foxontherocks.org) | [ericksonguild.r@datatalesinc.com](mailto:ericksonguild.r@datatalesinc.com)

## TABLE OF CONTENTS

1.	Program Overview	3
2.	Audiences We Serve	3
3.	Program Formats and Delivery Models	4
4.	Curriculum Outline -- Seniors and Older Adults	5
5.	Curriculum Outline -- Organizations and Community Groups	6
6.	Logistics and Accessibility	7
7.	Pricing and Grant Information	8
8.	Sample Workshop Schedules	9
9.	Contact and Booking Information	10

---

*Fox on the Rocks is a community-driven digital literacy initiative based in Nova Scotia, Canada. This packet outlines all program offerings, curriculum frameworks, scheduling options, and partnership opportunities for the 2026-2027 program year.*

## 1. PROGRAM OVERVIEW

Fox on the Rocks is a grassroots digital literacy outreach program dedicated to reducing the digital divide across Nova Scotia and the Maritime provinces. Founded on the belief that meaningful technology access transforms lives -- not just in cities, but in every cove, community hall, and rural library -- our program brings hands-on, human-centred digital skills training directly to the people who need it most.

Our facilitators travel to participants, hosting workshops in libraries, community centres, seniors residences, Indigenous friendship centres, faith communities, and partner organizations. Everything we do is jargon-free, shame-free, and grounded in the real goals and challenges of Atlantic Canadian life.

### Our Core Values

<b>Accessibility First</b>	Technology training must meet people where they are -- physically, cognitively, and linguistically.
<b>Community-Led</b>	Programs are co-designed with the communities they serve, not designed for them.
<b>No One Left Behind</b>	We build skills at every learner's own pace, with zero judgment.
<b>Practical Relevance</b>	Every session is grounded in real-life use: health, banking, staying connected with family, and navigating public services.
<b>Privacy and Safety</b>	We teach digital safety as a foundation, not an afterthought.

## 2. AUDIENCES WE SERVE

### Seniors and Older Adults (55+)

- \* Retired individuals new to smartphones and tablets
- \* Long-term care and assisted living residents
- \* Active seniors interested in video calls, online banking, and health portals
- \* Older adults with low vision, hearing loss, or mobility challenges

### Community Organizations

- \* Rural libraries and resource centres
- \* Non-profit agencies serving vulnerable populations
- \* Indigenous community organizations
- \* Settlement and newcomer support agencies
- \* Faith-based community groups

### **Families and Caregivers**

- \* Family members supporting digitally isolated seniors
- \* Parents seeking safe-tech guidance for children
- \* Informal caregivers navigating online health systems

### **Workforce and Employment**

- \* Job seekers needing digital workplace skills
- \* Small business owners building an online presence
- \* Rural workers transitioning to remote or hybrid roles

### 3. PROGRAM FORMATS AND DELIVERY MODELS

Fox on the Rocks programs are flexible by design. We work with partners to select the format that best fits the schedule, space, and learning needs of each community.

#### Drop-In Workshop Series

One-topic sessions of 60-90 minutes, open to walk-ins. Ideal for community centres, libraries, and public spaces. No registration required. Each session stands alone.

- \* 1-4 sessions per series
- \* 10-25 participants per session
- \* Flexible scheduling (mornings, afternoons, evenings)
- \* Devices provided or BYOD

---

#### Structured 6-Week Course

A progressive multi-week program covering foundational to intermediate digital skills. Participants follow a cohort-based journey with consistent facilitators and peers.

- \* 6 weekly sessions x 90 minutes each
- \* 8-16 participants (small group learning)
- \* Certificate of completion issued
- \* Weekly take-home reference cards

---

#### One-on-One Coaching

Personalized sessions for learners who prefer private, paced support. Common among seniors new to technology or individuals with accessibility needs.

- \* 45-60 minutes per session
- \* Available in-home, at partner sites, or virtually
- \* Tailored entirely to participant's goals
- \* Available in English and French

### Organizational Staff Training

Capacity-building sessions for front-line workers, volunteers, and staff who support digitally isolated populations.

- \* Half-day or full-day formats
  - \* Up to 25 participants
  - \* Includes facilitation guides and take-home resource kits
  - \* Certificate of professional development available
- 

### Pop-Up Digital Help Desk

A staffed table at community events, health fairs, or public spaces where community members can bring any device and get real-time help.

- \* 2-4 hour blocks
  - \* Informal, drop-in only
  - \* Supported by trained volunteers
  - \* Links participants to ongoing programming
- 

### Virtual and Hybrid Delivery

All Fox on the Rocks programs can be adapted for Zoom or Teams delivery, with support for participants unfamiliar with the platforms.

- \* Zoom and Teams platforms
  - \* Pre-session tech-check call available
  - \* Recording available for partner organizations (consent required)
  - \* Facilitator and digital navigator co-facilitation model
-

## 4. CURRICULUM OUTLINE -- SENIORS AND OLDER ADULTS

Our seniors curriculum is built around practical confidence-building. Each module is offered as a standalone workshop or combined into a structured course. All materials are printed in large text and available in French on request.

### ***Module 1: Getting Comfortable with Your Device***

- \* Turning devices on/off and navigating the home screen
- \* Understanding touchscreens: tapping, swiping, pinching
- \* Adjusting display size, brightness, and volume
- \* Setting up accessibility features (magnifier, voice input, closed captions)
- \* Charging safely and extending battery life

### ***Module 2: Connecting Safely to the Internet***

- \* What the internet is and how it works (plain language)
- \* Connecting to Wi-Fi at home and in public
- \* Recognizing secure vs. unsecured connections
- \* Introduction to browsers: Chrome, Safari, Edge
- \* Understanding and clearing browsing history

### ***Module 3: Staying in Touch -- Video Calls and Messaging***

- \* Setting up and using FaceTime, WhatsApp, and Zoom
- \* Making and receiving video calls with family
- \* Sending photos and voice messages
- \* Group chats: adding family members, muting notifications
- \* Troubleshooting common issues (frozen screen, audio problems)

### ***Module 4: Email Basics***

- \* Creating a Gmail or Outlook account
- \* Reading, writing, and replying to emails
- \* Attaching and receiving photos
- \* Organizing your inbox and deleting spam
- \* When to use email vs. text vs. phone

**Module 5: Online Health and Government Services**

- \* Accessing PEI health portals and appointment booking
- \* Navigating Service Canada and My Service Canada Account
- \* Applying for programs online: GIS, OAS, CERB
- \* Booking medical transport and pharmacy refills online
- \* Using provincial digital ID and eServices

**Module 6: Staying Safe Online**

- \* Recognizing phishing emails and scam phone calls
- \* Creating and managing strong passwords
- \* Using two-factor authentication
- \* Never share: SIN, banking info, passwords
- \* What to do if you think you have been scammed -- Canadian resources

**Module 7: Online Shopping and Banking**

- \* Shopping safely on Amazon, Walmart.ca, and local retailers
- \* Understanding shipping, returns, and receipts
- \* Accessing your bank account online
- \* E-transfer: sending money to family safely
- \* Understanding credit card statements online

**Module 8: Photos, Memories, and Entertainment**

- \* Taking, saving, and organizing photos
- \* Sharing photos with family via text or email
- \* Watching YouTube, CBC Gem, and Netflix
- \* Audiobooks, podcasts, and digital library cards (PEI Public Library)
- \* Using voice assistants (Siri, Alexa) for everyday tasks

## 5. CURRICULUM OUTLINE -- ORGANIZATIONS AND COMMUNITY GROUPS

This track is designed for non-profit organizations, public libraries, community service providers, and social enterprise staff who want to build their team's digital capacity and better support the populations they serve.

### ***Module A: Digital Literacy Foundations for Service Providers***

- \* Defining digital literacy and the digital divide in Atlantic Canada
- \* Barriers to access: cost, confidence, connectivity, cognition
- \* Trauma-informed approaches to technology training
- \* Plain-language communication in digital environments
- \* Building an inclusive tech-support culture within your organization

### ***Module B: Supporting Clients with Digital Needs***

- \* Assessing a client's digital literacy level respectfully
- \* Warm referrals to community tech support resources
- \* Helping clients access government and health portals
- \* Privacy considerations when assisting clients online
- \* Knowing when to refer vs. support directly

### ***Module C: Digital Tools for Organizational Efficiency***

- \* Google Workspace and Microsoft 365 for non-profits
- \* Cloud document storage: Drive and OneDrive
- \* Staff communication: Slack, Teams, and email etiquette
- \* Online scheduling and booking tools (Calendly, Acuity)
- \* Simple project management: Trello, Asana, or Notion

### ***Module D: Online Safety and Data Privacy for Organizations***

- \* PIPEDA and digital privacy obligations for Canadian non-profits
- \* Staff cybersecurity hygiene: passwords, phishing, VPNs
- \* Secure file sharing and client data protection
- \* Social media safety and reputation management
- \* Creating an organizational data breach response plan

***Module E: Social Media and Digital Outreach***

- \* Choosing the right platforms for your community
- \* Content planning and scheduling tools (Buffer, Hootsuite)
- \* Accessible content: captions, alt text, plain language
- \* Responding to comments and managing online presence
- \* Measuring impact: analytics basics

***Module F: Volunteer and Staff Onboarding for Digital Programs***

- \* Training volunteers to support digital literacy sessions
- \* Co-facilitation models and roles
- \* Managing mixed-ability groups with patience and skill
- \* Creating peer-support and buddy systems in programs
- \* Facilitator self-care and managing tech frustration in learners

## 6. LOGISTICS AND ACCESSIBILITY

### What We Bring

- \* All printed handouts and reference cards (large print available)
- \* Loaner tablets and smartphones for participants without devices
- \* Portable Wi-Fi hotspot if venue lacks reliable internet
- \* HDMI projector or display adapter
- \* Accessible sign-in sheets and evaluation forms
- \* Bilingual materials (English/French) available upon request

### Venue Requirements

- \* Minimum room size: space for 6-8 tables and chairs
- \* Electrical outlets accessible to facilitator station
- \* Quiet environment -- minimal background noise preferred
- \* Accessible entrance (ramp or elevator)
- \* Access to washrooms within the same building
- \* We can adapt to non-ideal conditions -- please communicate any constraints

### Scheduling

- \* Sessions bookable Monday-Saturday, 9:00 AM - 6:00 PM
- \* Evening sessions available by arrangement (additional fee may apply)
- \* Minimum 3 weeks notice for new bookings
- \* Cancellation/rescheduling with 5 business days notice: no charge
- \* Short-notice cancellation (under 48 hours): 50% session fee applies

### Accessibility Commitments

- \* All programs designed for learners with visual, hearing, and cognitive needs
- \* Large-print and high-contrast materials available at no extra cost
- \* Sessions adapted for participants using hearing aids or assistive tech
- \* ASL interpretation available with 4 weeks advance notice
- \* On-site caregiver or support person welcome at all sessions
- \* We follow ACA accessibility guidelines in all materials

### Language and Cultural Responsiveness

- \* Bilingual delivery (English/French) available with advance booking
- \* Facilitators trained in culturally responsive and anti-racist practices
- \* Programming adapted for Indigenous, newcomer, and diverse communities
- \* Materials available in simplified English for low-literacy learners
- \* Community-specific examples and references integrated on request

### Travel and Coverage Area

- \* Home base: New Glasgow, Prince Edward Island
- \* Regular service across all three PEI counties: Kings, Queens, Prince
- \* Travel to Nova Scotia and New Brunswick available by arrangement
- \* Mileage included within 80 km of New Glasgow PEI
- \* Travel costs beyond 80 km quoted at booking -- often grant-eligible

## 7. PRICING AND GRANT INFORMATION

Fox on the Rocks operates on a sliding-scale and grant-supported model to ensure that cost is never a barrier to accessing quality digital literacy programming. All fees are in Canadian dollars and are tax-exempt for registered non-profit partners.

### Standard Program Fees

Format	Duration	Participants	Fee (CAD)
Drop-In Workshop	90 min	Up to 25	\$325 per session
6-Week Course (full cohort)	6 x 90 min	8-16	\$1,200 per cohort
One-on-One Coaching	60 min	1	\$75 per session
Staff Training -- Half Day	3.5 hours	Up to 25	\$600
Staff Training -- Full Day	7 hours	Up to 25	\$1,050
Pop-Up Digital Help Desk	2-4 hours	Open	\$250-\$400
Virtual Session (single)	90 min	Up to 20	\$275 per session

\* Sliding-scale pricing available for rural, remote, and under-resourced communities. Fully subsidized sessions available through grant partnerships -- inquire for eligibility.

### Sliding-Scale and Subsidized Access

- \* Community Rate (50% reduction): Available to registered non-profits with annual revenue under \$250,000
- \* Subsidized Sessions (100% covered): Available to rural municipalities, Indigenous organizations, and Mi'kmaq communities
- \* Pay-What-You-Can Drop-Ins: Select public sessions offered on a donation basis -- no one turned away
- \* Group Rate: Book 4 or more sessions and receive the 5th session free
- \* Library Partner Rate: PEI Public Library System branches receive 40% off all formats

### Grant and Funding Opportunities

Fox on the Rocks offers grants/scholarships for organizations with underserved clients. Contact us for more information and to apply.

## 8. SAMPLE WORKSHOP SCHEDULES

The following schedules illustrate how Fox on the Rocks programs are structured in practice. All schedules are fully customizable to partner needs.

### Schedule A -- 90-Minute Drop-In: Smartphones for Everyday Life

Time	Activity	Notes
0:00-0:10	Welcome and Introductions	Name tags, informal chat, devices out
0:10-0:25	Setting Up and Personalizing	Display size, Wi-Fi, silent mode
0:25-0:50	Making Video Calls (FaceTime/WhatsApp)	Live demo + participant practice
0:50-1:05	Sending Photos to Family	Gallery access, attaching to messages
1:05-1:20	Staying Safe: Recognizing Scams	Red flags, what to do, who to call
1:20-1:30	Q and A, Resource Cards, Wrap-Up	Take-home sheet, next session info

### Schedule B -- 6-Week Seniors Course Overview

Week	Module	Key Skills
Week 1	Getting Comfortable with Your Device	Touchscreen basics, accessibility settings, charging
Week 2	Connecting to the Internet	Wi-Fi setup, browsers, safe searching
Week 3	Video Calls and Messaging	FaceTime, WhatsApp, Zoom -- live practice calls
Week 4	Email and Staying in Touch	Gmail setup, reading/writing/replying, managing spam
Week 5	Online Health and Government Services	Health portal, My Service Canada Account, pharmacy
Week 6	Staying Safe Online + Celebration	Scam recognition, passwords, 2FA, certificate ceremony

### Schedule C -- Full-Day Organizational Staff Training

Time	Session	Facilitator
9:00-9:30	Welcome, Introductions and Icebreaker	Lead Facilitator
9:30-10:45	Module A: Digital Literacy Foundations	Lead Facilitator
10:45-11:00	Health Break	--
11:00-12:15	Module B: Supporting Clients with Digital Needs	Lead + Co-Facilitator

<b>12:15-1:00</b>	Lunch Break (not provided)	--
<b>1:00-2:15</b>	Module D: Online Safety and Data Privacy	Lead Facilitator
<b>2:15-2:30</b>	Health Break	--
<b>2:30-3:30</b>	Module E: Social Media and Digital Outreach	Co-Facilitator
<b>3:30-4:00</b>	Action Planning, Q and A, Certificates	Lead Facilitator

## 9. CONTACT AND BOOKING INFORMATION

We would love to bring Fox on the Rocks programming to your community. Reach out to start a conversation about your needs and we will build a program that fits.

### General Inquiries

Email: [hello@foxontherocks.ca](mailto:hello@foxontherocks.ca)  
Phone: (902) 555-0194  
Response within 1-2 business days

### Program Booking

Email: [bookings@foxontherocks.ca](mailto:bookings@foxontherocks.ca)  
Online: [foxontherocks.ca/book](https://foxontherocks.ca/book)  
Minimum 3 weeks notice preferred

### Mailing Address

Fox on the Rocks  
New Glasgow, Prince Edward Island  
C0A 1N0, Canada

### Social Media

Facebook: [@foxontherocksPEI](https://www.facebook.com/foxontherocksPEI)  
Instagram: [@foxontherocks](https://www.instagram.com/foxontherocks)  
LinkedIn: [Fox on the Rocks](https://www.linkedin.com/company/fox-on-the-rocks)

---

### How to Book

1. Complete our online inquiry form at [foxontherocks.ca/book](https://foxontherocks.ca/book) or contact us by email.
2. We will respond within 1-2 business days to schedule a free 20-minute needs consultation.
3. Together we will select the program format, dates, location, and any customizations.
4. You will receive a Program Agreement outlining all details, fees, and accessibility arrangements.
5. Confirm with a signed agreement. A 25% deposit is required to hold your booking.
6. We handle the rest -- showing up prepared, on time, and ready to make a difference.

---

Fox on the Rocks | Digital Literacy Outreach Program | 2026-2027 | Prince Edward Island,  
Canada [foxontherocks.org](https://foxontherocks.org) | [ericksonguild.r@datatalesinc.com](mailto:ericksonguild.r@datatalesinc.com)