

# TOGETHER AGAINST MISINFORMATION

We share the best available science in creative ways to stop the spread of misinformation.

**1 Misinformation creates confusion.**

Social media lets anyone, anywhere, share pretty much anything they want.

When a global health emergency like COVID-19 hit in 2020, there was a flood of false information. The WHO termed it an "infodemic." Conspiracy theorists and fake "experts" seized the opportunity for their own personal gains. This came at the expense of our public health.

**2 People look to us for clarity.**

We encourage our community to ask us questions.

We know that good science can cut through misinformation when it's packaged with creativity and empathy.

**3 We find the best available science on the topic.**

We have regular conversations with our coalition of experts to keep on top of the latest science.

We always check the source, read past the headline, and look for the scientific consensus.

All of our posts are vetted by experts before being published, to ensure accuracy.

**4 We create useful, accessible, and shareable content, backed by science.**

We collaborate with partners in the public, private, nonprofit, and community sectors. We want to meet people where they are.

We value diversity, humour, art, wordplay, and storytelling.

We understand how social media works. We make content that is useful, accessible, and shareable.

**6 Canadians know where to look for good information.**

With the tools to spot misinformation and the ability to find good information, Canadians can make evidence-based decisions that better protect themselves, their families, and their communities.

**5 Following facts becomes a trend.**

We combine expert scientific knowledge with social media know-how to create engaging content.

By putting science up first, we inform, delight, and inspire people to make decision based on science, not misinformation.

When we succeed, good science goes viral.

Our message is amplified through social networks.

