

## ScienceUpFirst Continues Its Fight Against Misinformation Online By Going Right to the Source - Social Media Communities

(Toronto, Ontario - November 28, 2022) [ScienceUpFirst](#), an initiative of the [Canadian Association of Science Centres \(CASC\)](#), is engaging some of Canada's best known social media content creators to help stop the spread of misinformation online. ScienceUpFirst is a globally recognized initiative that shares the best available science in creative ways to help put an end to the ongoing [infodemic](#) we experience through social media, and promotes media literacy and collective impact through creative, expert-vetted content.

Working with Strategic Objectives, Canada's award-winning public relations agency, the national campaign focuses on the dangers of health and science misinformation, and how quickly it can spread online. The campaign will engage creators across Canada to share original content to raise awareness for ScienceUpFirst and provide Canadians with the knowledge, insights, and tools they need to join the fight against misinformation.

"ScienceUpFirst has been successful in reaching Canadians throughout the pandemic to share the best available science, helping them make informed decisions for their health and safety," says Magda Byma, Director, ScienceUpFirst Initiative. "As we begin to expand our focus to include health and science misinformation more broadly, including climate misinformation, we know we need to engage new audiences. By connecting with influencers in markets across Canada, we normalize the conversation around misinformation, and make it relatable to people's everyday life. It is proving to be a great way of reaching people with content they might otherwise find confusing or difficult."

The campaign engages both English and French creators, and will run until January 2023. Some of the notable names participating in the campaign [justjamiep](#), [Sherry McKay](#), [Gloria-Bella](#), [Anne-Lovely Etienne](#), and mother-daughter duo [Jennifer and Georgia Valentyne](#). [Here](#) and [here](#) are examples of some of the content you can expect throughout the campaign.

To learn more about the ScienceUpFirst initiative, please visit: [www.scienceupfirst.com](http://www.scienceupfirst.com)

### About ScienceUpFirst

ScienceUpFirst is a national initiative that works with a collective of independent scientists, researchers, health care experts and science communicators. We share the best available science in creative ways to stop the spread of misinformation.

The idea for ScienceUpFirst started with Senator Stan Kutcher and Professor Timothy Caulfield in the summer of 2020. The initiative is operated by the Canadian Association of Science Centres and continues to work closely with COVID-19 Resources Canada and the Health Law Institute at the University of Alberta.

ScienceUpFirst can be followed on [Instagram](#), [Facebook](#), [Twitter](#), and [Tiktok](#). Visit [www.scienceupfirst.com](http://www.scienceupfirst.com) for more information.

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For more information contact:  
Amanda Fruci  
President, AF Communications  
[amanda@afcommunications.ca](mailto:amanda@afcommunications.ca)  
647-998-2737