Together against misinformation

01 Misinformation creates confusion for people

Social media lets anyone, anywhere, share pretty much anything they want without evidence or scientific backing.

02 We encourage our community to ask questions

We want to meet people where they are and we believe an empathic and creative approach to science can cut through misinformation.

03 SUF works with experts to develop content

We talk with our coalition of experts to stay up-to-date on the latest science. We always read past the headline, check sources, and look for the scientific consensus.

04 We create accessible content, backed by science

We make content that is useful, accessible, and shareable. All of our posts are vetted by experts before being published to ensure accuracy.

05 Partners, influencers, and community amplify content

We combine expert scientific knowledge with social media know-how and collaborate with partners in the public, private, nonprofit, and community sectors.

06 Canadian public has access to good science

Armed with evidence-based decisions, communities, families, and individuals can be better protected.

07 People now know where to go for data-based info

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

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