



**Together Against Misinformation**

**November 12-17, 2024**

**ScienceUpFirst**

AN INITIATIVE OF THE CANADIAN ASSOCIATION OF SCIENCE CENTRES

**We're on a mission to connect with 5 million people across Canada from coast to coast to coast.**



Have you ever encountered information that left you feeling confused or unsure about what to believe? With the rise of misinformation, this is becoming a common experience for many. **In other words, people are looking for clarity.** The **Together Against Misinformation** campaign unites people nationwide to separate health and climate facts from fiction. **In collaboration with partners like you, we'll host events across the country,** equipping individuals with tools to recognize, address, and debunk misinformation while customizing our approach to meet people where they are, addressing the concerns of diverse communities.

## We need partners like **you!**



### CASC Members

Canada's leading public STEM engagement organizations.



### Science Champions

Individuals dedicated to helping people find clarity in a confusing information landscape.



### Community Organizations

Organizations especially serving Indigenous & 2SLGBTQIA+ communities, racialized peoples, newcomers to Canada & persons with disabilities.



### Research & Professional Networks

Organizations and networks serving researchers and science & health professionals.

## Better together - Get involved!

### Host an event

Organize a memorable in-person or virtual gathering.

### Share tools and resources

Share new and existing resources! We also have a lot of evidence-based shareable materials.

### Spread the word

Share the campaign on social media and encourage your network to join the movement.

**Sign up today! Click here to join us!**

