

Tackling Mis-and disinformation (MIDI): Resources

Organization	Project Title & Description
Initiatives funded through the Public Health Agency of Canada (PHAC)	
Digital Public Square	<p><i>Leveraging Digital Tools to Increase COVID-19 Vaccine Adoption</i></p> <ul style="list-style-type: none"> • Funded through the Immunization Partnership Fund (IPF) • This project is working to reduce the spread of vaccine misinformation with a gamified platform built to help people explore the latest verified data on COVID-19 vaccines. • It's Contagious! is a quiz-based game that features rewards and Canadian content to combat misinformation (available in ENG and FR). • Digital Square Space is expanding their programming and content will soon be available on TikTok.
Canadian Association of Science Centres	<p><i>#ScienceUpFirst</i></p> <ul style="list-style-type: none"> • Funded through the Immunization Partnership Fund (IPF) • #ScienceUpFirst is a resource hub and national social media campaign aiming to counter misinformation by creating, distributing and amplifying science-informed content about COVID-19 and the COVID-19 vaccines. • Their webpage includes shareable content that can be used on social media, resources on debunking misinformation, and upcoming events with experts to answer questions about COVID-19 vaccines and the pandemic.
The Feed with Dr. G	<ul style="list-style-type: none"> • Dr. Samir Gupta is developing a series of online scientific videos with a focus on explaining important concepts in vaccine science that will help to drive vaccination among vaccine hesitant Canadians.
National Association of Friendship Centres	<ul style="list-style-type: none"> • The National Association of Friendship Centres will support 100 Friendship Centres (urban and rural) across Canada to share information about COVID-19 vaccines, dispel myths and misconceptions, and increase confidence in the vaccines available in Canada with an urban Indigenous and cultural lens. • They address frequently asked questions about the COVID-19 vaccines on their webpage.
Communications/Social Media Campaigns	
Ask the Experts campaign	<ul style="list-style-type: none"> • PHAC launched the “Ask the Experts” campaign to answer some of the most common questions people have about the COVID-19 vaccines. • This campaign features short videos by trusted experts answering common questions and encouraging vaccine uptake by providing people across Canada with credible COVID-19 vaccine information so they can make informed choices. • Questions that have been answered include: <ul style="list-style-type: none"> ➢ I'm young and healthy. Why should I get vaccinated if I'm not at risk? ➢ Should youth get a COVID-19 vaccine as soon as it's available to them? ➢ Can the COVID-19 vaccines affect fertility? ➢ How do I know a COVID-19 vaccine is safe for my youth without long-term data?
Additional Resources	
MediaSmarts	<ul style="list-style-type: none"> • MediaSmarts is a Canadian not-for-profit charitable organization that develops digital and media literacy resources, programs and tools. • They support Canadians with the tools they need to develop the critical thinking skills they need for interacting with the media they love. • Their “Check First. Share After” campaign aims to stop the spread of online misinformation.

Centers for Disease Control and Prevention (CDC)	<ul style="list-style-type: none">• The CDC has a "Myths and Facts about COVID-19 Vaccines" webpage (available in multiple languages) where they address common myths about COVID-19 vaccination (last updated December 2021).
World Health Organization (WHO)	<ul style="list-style-type: none">• The WHO has a webpage dedicated to busting common myths and misinformation about COVID-19 in general.