



# MISINFORMATION REFERENCE GUIDE

This is an unprecedented time in Canada and for the Canadian Red Cross. Our operations continue to grow and adapt to continue providing vital support to Canadians. At the Canadian Red Cross, we recognize that the spread of misinformation is of increasing concern. We want to ensure accurate information is shared and encourage you to always avoid speculation that can stoke rumors.

It's very common, especially in the early days of an emergency, for incorrect or misleading information to spread. People want to know what's going on and how they can protect themselves. Unfortunately, the experts need time to properly evaluate the situation, so answers to these questions may not be available.



### When you come across new information, stop and take a minute to ask yourself:

- Is it too good (or bad) to be true?
- Does it cause a strong emotion?
- Is it confirming something you already believe?



### If you're unsure whether the information is true, try thinking critically by:

- Searching online for more information from credible sources
- Looking at who shared/created it and think about why
- Checking when it was created



### Remember, credible sources use:

- Evidence
- Experts on the subject
- Direct quotes

**The Canadian Red Cross gets its COVID-19 information from** the Public Health Agency of Canada, World Health Organization, and Provincial or Territorial health units. This means that the resources we provide are based on the most up-to-date understanding of the virus.



## THE SPREAD OF MISINFORMATION CAN BE DANGEROUS.



If people don't know the right way to act, they can put themselves and others in danger. It's not your responsibility to inform people about new information and it's not a race. Do your part by staying informed and don't share anything that you're not sure is true.

## INFORMATION OVERLOAD

When you have too much information coming at you it can be very difficult to make decisions and this can cause stress or anxiety. Try only looking at a few trusted sources of information, focus on what you can control, or take a break — if you can — from reading the news.

## TERMS TO KNOW

**COVID-19** – a disease caused by a new strain of coronavirus. 'CO' stands for corona, 'VI' for virus, and 'D' for disease. Formerly, this disease was referred to as '2019 novel coronavirus' or '2019-nCoV.'

**PPE (Personal Protective Equipment)** – items worn to provide a barrier to help prevent potential exposure to infectious disease. These items include gloves, gowns, masks, and eye protection.

**IPC (Infection Prevention and Control)** – evidence-based practices and procedures that, when applied consistently, can prevent or reduce the risk of transmission of infectious diseases.

**PHAC (Public Health Agency of Canada)** – organization responsible for promoting and protecting the health of Canadians.

**WHO (World Health Organization)** – a specialized agency of the United Nations responsible for international public health.

**FNHMA (First Nations Health Managers Association)** – a national, professional association responsible for providing training, certification, and professional development opportunities for First Nations in health management.