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Dear Siena,

It's hard to believe that we're nearing the end of October and the frost is starting to set in across much of Turtle Island.

Earlier this month the CASC team spent some meaningful time with our Systems Changer in Residence Dr. Melanie Goodchild. The team gathered in Bowating (Sault Ste. Marie) and participated in the Gabegendaadowin reconciliatory education program offered at Algoma University. Gabegendaadowin is a reconciliation process that is specifically designed to unsettle Canadian settlers and educate those of us who occupy positions of social and institutional authority.

We sat in ceremony together, were introduced to the history and culture of Indigenous peoples, the impact of systemic biases inflicted upon them and their communities, and we were provided a theoretical understanding of reconciliation within our service of practice as an organization that supports informal STEM learning. We learned a lot about the truth, and we consider what our personal and professional reconciliation plans look like. I share this with you as a reminder of CASC's commitment to Truth and Reconciliation, and in the months ahead, we look forward to enacting our plans of action with all of you in mind.

This month's newsletter is packed with some truly unique and engaging opportunities that we hope you will take advantage of. Scroll down to read more about **Together Against Misinformation Week's** live in-person and online events. We hope you'll join CASC's ScienceUpFirst team for these remarkable opportunities to learn from some of the brightest minds in science, health and climate misinformation.

We're also thrilled to have launched our call for session proposals for the 2025 CASC Conference. After listening to the feedback of many of our members, we will host a lunch and learn session (**one in English** and **one in French**) on Monday, October 28 to help you better understand what makes a good session proposal and how your submissions are evaluated. More details can be found below.

As always, thank you for being here and for your ongoing support.

Thank you,  
Dr. Marianne Mader  
CEO, CASC

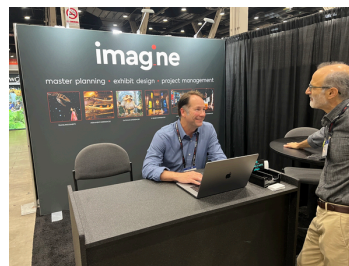
## CASC Housekeeping

- **Help us tell your stories!** We want to share the ways that our members are making an impact in your communities, and how you're advancing Canada's science and innovation culture. Send your impact stories and photos to [info@casc-accs.com](mailto:info@casc-accs.com) and we will share them here in our newsletter and on our website. Also, tag us on social media so we can reshare the amazing work of our community.
- **ICYMI: Our new websites are live!** Take a few minutes to explore the new **CASC** website and the **ScienceUpFirst** websites. If we've missed anything or if you have any questions, please reach out and let us know! These online portals into CASC are here to serve you and we appreciate your feedback.
- **Are you on GlueUp yet?** This new system is how we'll organize our operations, it's how we'll communicate with you, and - most importantly - it will provide an opportunity for CASC members to connect with each other easily and more often. If you haven't received the initial setup email, or if you are still having a hard time getting onboard, please don't hesitate to reach out to us at [info@casc-accs.com](mailto:info@casc-accs.com). For a quick guide to navigating GlueUp, [here is an FAQ document](#) to guide you through that process.



It was great seeing so many of our CASC colleagues at this year's ASTC conference in Chicago. Here are a few of the highlights from the event!





# Together Against Misinformation

## November 12-17

Together Against Misinformation Week is less than one month away! Here are the top 3 ways you can participate:

### 1. Attend our Events, in person and online

Together Against Misinformation Week will kick off with **two panel events** taking place on **Tuesday, November 12, 2024**.

For English audiences, you can join us in person or online for *WTF?! Weigh The Facts on Health*, a discussion featuring distinguished experts who will speak on the spread and seriousness of health misinformation. This event takes place at the Calgary Central Library in Calgary, Alberta. Panelists include: Dr. Jen Gunter, Professor Timothy Caulfield, Dr. Melissa Lem, Dr. James Makokis and will be hosted by Anthony Morgan, award-winning science communicator and cohost of *The Nature of Things*.

For French audiences, you can join us in person or online for *Niaise pas avec les faits : La grande discussion*, a panel discussion with a broad focus on the impacts of misinformation and what we can do to help stop the spread. This event takes place at Coeur des Sciences in Montreal, Quebec. Panellists include: Cynthia Dulude, Émilie Nicolas, Dr. Marie-Ève Carignan, Pascal Lapointe and will be hosted by Barbada. Both events will be live in person, and streamed online. For information and to register see links below.

- [WTF?! Weigh The Facts on Health \(IN PERSON\)](#)
- [WTF?! Weigh The Facts on Health \(ONLINE\)](#)
- [Niaise pas avec les faits : La grande discussion \(IN PERSON\)](#)
- [Niaise pas avec les faits : La grande discussion \(ONLINE\)](#)

Once you've registered, share our events with your network. The more the merrier!

### 2. Show Us Your Myths!

Is there a piece of misinformation that really frustrates you? Are you an expert in your field and you're sick of hearing the same myths over and over? If you have a deep understanding of your field and a special connection with your community, then your insights could help debunk some harmful myths. We're inviting you to share a short video with us and on social media as part of Together Against Misinformation Week. All you have to do is record a short video of the myth you're tired of hearing, the science-backed evidence to debunk it, and tag ScienceUpFirst when you share it. Easy!

A couple of pointers from our content experts:

- The first 3 seconds are the most important at grabbing the audience's attention. Introduce yourself and one piece of misinformation or a misconception in your field that really makes you mad.
- Correct the myth by providing the real facts. Try to stick to no more than 3 pieces of information so the audience will be more likely to remember your points.
- Let us help you! Follow @ScienceUpFirst and use the hashtag #TogetherAgainstMisinformation when you share.
- Film the video vertically so it can be shared on Instagram Reels, TikTok, and YouTube Shorts
- Do a short recording test to make sure you can see and hear yourself clearly
- Check out our list of [filming best practices](#) to help you out

Questions? Contact Rachel Salt, Communications and Social Media Manager, ScienceUpFirst initiative: [rachel@scienceupfirst.com](mailto:rachel@scienceupfirst.com)

### 3. Get Social!

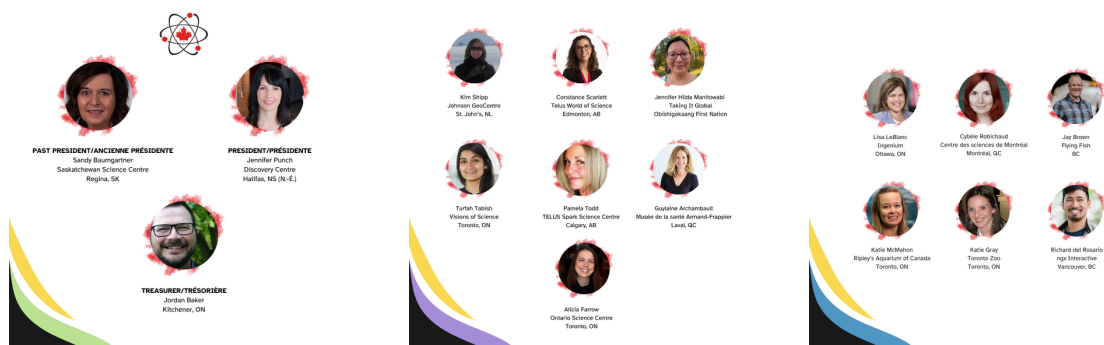
Social media is our home and we want to invite you over to be part of the conversation. Check out our [social media tool kit](#) for pre-approved content that will help amplify Together Against Misinformation Week, and contribute to the important global need to stop the spread of misinformation.

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## Meet our Board of Directors for 2024-2025!

We're excited to introduce our 2024-2025 Board of Directors! These amazing individuals bring to the table a wide breadth of experience, and will help shape the future of informal science engagement in Canada.

Learn more about them on [our website](#).



## CASC Conference Session Proposal: Lunch and Learn

Do you want to be a presenter at CASC 2025? Not sure what makes a good session proposal? Do you have questions about the criteria we use when we evaluate submissions? Join us for a lunch and learn session to get answers to these questions and many more.

Date: Monday, October 28, 2024

Time:

- 12 pm ET for the English [Register Now!](#)
- 1 pm ET for the French [Register Now!](#)

These sessions will be recorded and emailed following the presentation.

To prepare for this presentation, check out the call for proposals [here on the conference website](#).

We look forward to seeing you there! If you have any questions ahead of time, please email [info@casc-accs.com](mailto:info@casc-accs.com)

## CASC Communities of Practice

CASC's Communities of Practice are a great way to connect with other CASC members to learn about topics that matter to our community. We invite you to join those that are relevant to you and your work. If you're not sure which community of practice is best for you, reach out to us at [info@casc-accs.com](mailto:info@casc-accs.com).

> **Indigenous Practitioners CoP**

**Next meeting: Monday, November 25, 2024**

This CoP is open to all CASC colleagues who self-identify as First Nations, Inuit and Metis. To register, please fill out the form below.

## Register today

### > Educators and Programmers CoP

**Next Meeting: Tuesday, November 19**

**Topic: Makerspaces. Tinkering and STEAM**

Hello to our Educators and Programmers! We look forward to seeing everyone on November 19 where a few of our colleagues will be speaking about makerspaces, tinkering and STEAM and STEM engagement.

If you'd like to join this CoP, click [here](#) to join the email list, receive monthly meeting invitations, and access shared resources.

## Join the email list

### > GenAction CoP

**Next Meeting: Thursday, November 7**

**Theme: Inspiring Youth Climate Action Now and in the Future**

We are delighted to welcome a panel of esteemed guests to join us at our next GenAction Community of Practice. We will be joined by climate justice advocate [Manvi Bhalla](#), our colleagues from [The Climate Toolkit](#) and others who will speak to how we can continue to inspire youth climate action.

This meeting is mandatory for all partners of the GenAction program. The meeting is open to all CASC members to join. If you're interested in attending GenAction CoP meetings, please email [info@casc-accs.com](mailto:info@casc-accs.com).

## Ask about attending

### > Together Against Misinformation CoP

**Next Meeting: 2025**

**Campaign Debrief**

Our last CoP for the year was October 1 2024. We will reconvene with the full CoP membership in the new year to discuss campaign activities. In the meantime, **if you want access to the CoP session recordings and supporting materials, please join the CoP (via this [form](#)) and sign up for the Glue Up community.**

The Together Against Misinformation Community of Practice is a network of CASC members, industry professionals and science champions that met on a monthly basis from April to October in preparation for our November 2024 Together Against Misinformation campaign.

## Complete the form

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# From ScienceUp First, an initiative of CASC

### > Join ScienceUpFirst's Expert Brainstorm Sessions

ScienceUpFirst regularly hosts brainstorming sessions with collaborators and our network of experts, each focused on a specific theme. Due to scheduling conflicts with the upcoming Together Against Misinformation Community of Practice (CoP) meeting, the October session is cancelled.

Our next session will be on **November 5, 3:00 PM ET**, and the theme will be announced soon! Want to join? Reach out to Rachel Salt, Manager of Communications for the ScienceUpFirst initiative - [rachel@scienceupfirst.com](mailto:rachel@scienceupfirst.com).

### > What's One Piece of Misinformation You Wish Would Go Away?

What's one piece of misinformation that frustrates you? Is there a misconception in your field that grinds your gears? We'd love to hear about it!

Join our video campaign and help us debunk harmful myths with your experience and insights. Interested? Reach out to Rachel Salt, Manager of Communications for the ScienceUpFirst initiative - [rachel@scienceupfirst.com](mailto:rachel@scienceupfirst.com).



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# From Across our Network

> We have recently learned of the passing of **Amber Jadis**, Founder and CEO of **STEAM PEI**. Amber was a loving and devoted daughter, mother, sister, aunt, friend and coworker. She was an Electrical Engineer, with a Masters in Business Administration who displayed her passion for engineering throughout her career.

Amber combined her entrepreneurial spirit and interest in STEM through her business endeavours with coSolved Consulting, Bricks4Kidz and as the brainchild creating and directing STEAM PEI. She inspired thousands of young Islanders through her actions and her work life to promote science, technology, engineering, arts and math. She was committed to making sure students had access to science and was a strong voice for educational reform.

She rests at peace knowing that STEAM PEI will carry on in her honour, with her strength and perseverance as the inspiration.

**> Sign up for Digital Museums Canada (DMC) mentorship chats!**

Do you have a question about submitting a proposal for funding to Digital Museums Canada (DMC)? Take advantage of virtual opportunities to speak with a DMC Program Officer by dropping into a virtual Zoom meeting to ask a Program Officer your questions.

**Virtual Office Hours**

**Dates:**

- October 3 at 11 a.m. EDT
- October 10 at 12 p.m. EDT
- October 17 at 1 p.m. EDT
- October 24 at 2 p.m. EST
- October 31 at 3 p.m. EST

Links to the drop-in sessions are available [here](#).

**> Registration Now Open: AI Think Tank**

This event is a great opportunity for museum professionals to convene, converse and collaborate on hot AI topics emerging in our sector.

**Date:** October 28 & 29, 2024

**Location:** Canadian Tank Museum, Oshawa Ontario

[Program & Registration details](#)

**> Exploring Equity in STEM Webinar**

Join us online on Thursday, October 31, 2024, for an engaging webinar exploring solutions for an equitable STEM economy for all girls and women, including immigrants.

This free session is part of our ongoing series for professionals with an interest in equity, Exploring Equity in STEM. It will be presented by Saadia Muzaffar, founder of the national nonprofit TechGirls Canada (TGC). Visit our [website](#) to learn more.

To RSVP, [click here](#).

**> Introducing the Science Advocacy Hub: Help Us Mobilize Science!**

[Evidence for Democracy](#) released an [Essential Guide on Science Advocacy](#) last year! This toolkit outlines steps and best practices surrounding the mobilization of science into policy. Following the success and demand of this resource, they've launched the brand new [Science Advocacy Hub](#).

[Learn more about the Advocacy Hub](#)

**> H.R. MacMillan Space Centre Secures \$350,000 in Federal Funding to Kickstart Planetarium Revitalization**

The H.R. MacMillan Space Centre is thrilled to announce a \$350,000 funding commitment from the Department of Canadian Heritage through the Canada Cultural Spaces Fund.

The funding marks the beginning of an ambitious revitalization project, which includes upgrading the Planetarium's outdated projection system, audio-visual technology, and seating, all of which are essential to enhancing the immersive experience the Space Centre is known for.

Press photos (courtesy of Raymond Ng @expressmotionphotography) from October 22nd, 2024 Federal Funding Announcement [here](#).

## Applications & Deadlines

**Job opportunity:** Canadian Museum of Nature

**Head, Partnerships and Major Gifts**

Permanent Full-time position

Location : Gatineau, QC

[Apply here](#)

Deadline to apply: October 31, 2024

**Job opportunity:** Canadian Museum of Nature

**Officer, Partnerships and Major Gifts**

Temporary Full-time position (Contract until July 2025)

Location : Gatineau, QC

[Apply here](#)

Deadline to apply: November 6, 2024

The Canadian Association of Science Centres is a registered charity.  
(# 87543 9861 RR001)

[Make a donation](#)

[Visit our website](#)

### OUR MISSION

CASC empowers a national network of organizations who champion Science and Innovation by making science approachable, relevant, and accessible.

### OUR VISION

Canada has a thriving science and innovation culture of engaged citizens.



Powered by Glue Up

All-in-one CRM Software for Growing Communities

