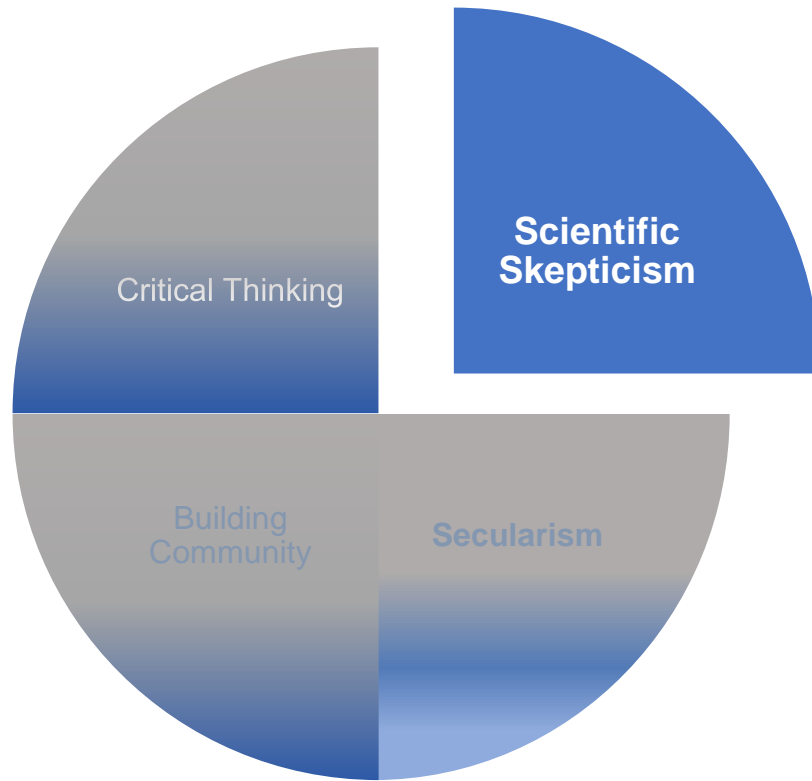


Core Areas of Focus
**Scientific
Skepticism:**



Deliverables

2017-18

- Include 10 CL articles about pseudo-science and its harmful effects

2018-2019

- Research and expose the issue of thermography through Marketplace
- Connect with Bad Science Watch and Evidence for Democracy to work towards partnership arrangements to enhance each agency's agenda
- Recruit a health economist to research the financial implications of "alternative therapies"
- Create 1 Scientific Skepticism campaign through social media, traditional media, membership communications and CL

2019-2020

- Create an archive of CFIC statements about scientific skepticism and scientific skepticism articles

Goal

Improve science literacy in the public and government in order to promote decision making based on good science.