

## Anti-Misinformation Program

! MYTHS

! EXAGGERATIONS

MISINFORMATION

RUMORS

! HALF-TRUTH

Image generated with AI (ChatGPT x DALL-E)

### The Fact Of The Matter

At **Med Aditus Foundation**, we are committed to ending **medication injustice**—the systemic disparities that deny millions across Africa access to safe, effective, and affordable medicines.

One major contributor? **Misinformation**. From viral myths and half-truths to misleading cures and rumors, false health information undermines trust, fuels counterfeit drug use, and puts lives at risk.

That's why we launched **Anti-Misinformation Program**, a multilingual, community-rooted health education campaign designed to fight misinformation and restore confidence in care.

### A Future Anchored in Truth

We envision a future where:

- *Everyone* can **recognize and reject false health claims**.
- **Accurate, accessible health information** reaches all communities.
- Communities are equipped to **make informed choices** about treatment, prevention, and medication use.
- **Public trust** in quality, science-backed healthcare is restored.

**500,000+ deaths Annually**

In Sub-Saharan Africa are linked to falsified and substandard medications, we can reduce that number.

### By the Numbers



#### 2025 Launch

TRUTH begins pilot implementation in Kisumu, Kenya



#### 6+ Languages

Over the course of 3 years creates multilingual outreach for culturally relevant education and trust



#### 7 Platforms

TRUTH's health education campaigns span TikTok, WhatsApp, radio & more

**Join us in the fight against misinformation.**

