LEARN TO DISCERN
The first media literacy program to demonstrate measurable long-term effectiveness in countering Kremlin-sponsored disinformation

**Problem**
Ukraine is awash in disinformation.

- Emotionally charged
- Fabricated
- Misleading
- Out of context

Only 23% of people cross-check information.

**Solution**
We developed a new approach to media and information literacy.

We trained more than 15,000 Ukrainians who reached 90,000 friends, family members, and coworkers.

**What makes Learn to Discern effective:**
- Teaches latest disinformation detection techniques
- Shows how to avoid emotional manipulation
- Coaches participants to teach others
- Uses trusted infomediaries
- Combines online & offline activities
- Utilizes user experience (UX) design

**Results**
Participants scored significantly higher than the control group on identifying disinformation, even 1.5 years later.

**Participants' Scores**
- **Identifying disinformation**: 13% higher than control group
- **Checking multiple news sources**: 25% higher than control group
- **Understanding the news media industry**: 28% higher than control group

**In contrast:**
Prior studies have shown the effects of media literacy training to wane after one year.