

Youth Activists Inc. launches environmental education campaign

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On July 22, the highest ever average global temperature was recorded: 17.16 degrees Celsius.

The hottest days in human history have all happened within the last decade.

A local non-profit, non-partisan organization called Youth Activists Inc. wants to bring attention to the fact the earth is warming and counter a rising tide of climate change denial.

On July 26, Youth Activists announced the launch of a new environmental education campaign called 'Ignorance Isn't Bliss'.

Dmytro Basmat, President of Youth Activists, said he's seen firsthand how climate misinformation can spread rapidly among young people and lead to confusion and inaction.

'Our goal is to equip Canadian youth with the knowledge and tools they need to recognize and counter false information about climate change,' said Basat.

Basmat said as the earth continues to warm, climate events are getting increasingly dangerous. He said the Ignorance Isn't Bliss campaign focuses on educating young Canadians on the everyday impacts of climate change and how misinformation contributes to climate change denial.

The campaign consists of a series of videos that educate with a light-hearted and comedic approach. Basmat said it's a by-youth, for-youth campaign that provides youth with fact-based resources to fight misinformation.

Olena Kania, Project Coordinator of the Ignorance Isn't Bliss campaign, said climate change is one of the most pressing issues of our time.

'It's crucial that young Canadians understand its real impacts,' said Kania. 'With this campaign, we hope to inspire a generation of informed and proactive environmental advocates who can drive meaningful change for their communities and for the country.'

Those interested in learning more about the campaign can visit its official website, IgnoranceIsntBliss.ca, to learn more. A plethora of resources are available on the site.

Youth Activists Inc. has launched seven advocacy campaigns since its inception and has reached over 155,000 youth across Canada. Its campaigns are primarily funded through community grants from the Town of Caledon and County of Dufferin.