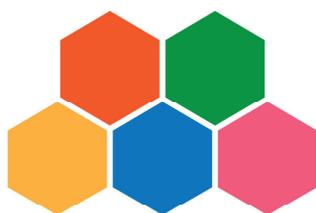


**H**ow might media and information literacy be better recognised as a vital contribution to society?

What can be done to bring together players from different sectors interested in working collectively to promote media and information literacy and to advance an understanding of its relevance?

The **Media and Information Literacy Alliance (MILA)** was initially set up in 2021 and became a registered charity in December 2023. Our ambition is to grow into an effective coalition, able to play a key role in influencing media and information literacy debates, policy and practice in the UK.



Media and Information  
Literacy Alliance

## WHAT IS MILA?

MILA is a cross-sector alliance whose purpose is to promote media and information literacy in the UK as a fundamental building block for a healthy, inclusive, democratic society – a society in which everyone is empowered to engage critically with information.

MILA fosters collaborations and education to empower people with the ability to reach and express discerning views about the information and media that they use, share and create.

**If you are interested in working with MILA, or if you have ideas about collaborative activities, please contact us!**

## HOW MILA WORKS

MILA works and partners with stakeholders in multiple sectors. Its specificity is that it brings together diverse players – organisations, groups, initiatives and individuals – to capitalise on their expertise. MILA strengthens their collective voice to bring about jointly-derived solutions. MILA is thus an enabler and facilitator, as well as an advocate, through:

- **fostering projects and initiatives derived from collaborative efforts, including research to extend the evidence base**
- **bringing about a joined-up approach to developing media and information literacy across sectors**
- **influencing policy and practice, drawing from the credibility of pooled expertise.**



**Find us at  
[mila.org.uk](https://mila.org.uk)**

Contact form and getting involved:  
[mila.org.uk/contact/](https://mila.org.uk/contact/)





## **MEDIA AND INFORMATION LITERACY: WHY IT'S IMPORTANT**

The Covid pandemic highlighted the human impact of misinformation and disinformation. In other areas too, such as climate change and violent extremism, the online spread of conspiracy theories, anti-rational attitudes and paranoia undermines social cohesion and democracy. Media and information literacy is a key part of the fight back against these and other online harms.

But the opportunity is more than just about protecting against harms. We live in a world constantly reshaped by relentlessly fast flows of data and information. There is a strong case for equipping everyone with the know-how and confidence to discover, use, share and create information in judicious, discerning ways; to develop critical thinking abilities; and to understand where information comes from, how it is mediated and why this is important. Media and information literacy are thus essential to having a better, more informed understanding of the world, and consequently to empower people to engage fully with society.

MILA seeks to play a role in helping to develop this understanding. One of its early achievements was to set out a framework that explains how media and information literacy enables people to fulfil five important lifelong aspirations: to be empowered, to be healthy, to be connected, to be informed and to be socially conscious. The Framework is at [mila.org.uk/mila-framework/](https://mila.org.uk/mila-framework/). It is still in draft form and comments are welcome.

MILA was established following the UK Government's 2021 Online Media Literacy Strategy. One of the Strategy's key proposals is a call for better coordination between different stakeholders, across all relevant sectors, to help develop media and information literacy interventions. MILA fits neatly with this intention, complementing other existing initiatives.

## **MILA is the UK chapter of the UNESCO MIL Alliance**

