



GAIHH

Global Alliance of  
Integrated Hearts & Health

## PART 2: Sourcing our 'Truth'

# How do we know what to believe?

# What is 'truth'?

**Truth** is the property of being in accord with fact or reality.

A **lie** is a deliberate attempt to conceal the truth.

Navigating truth can be tricky when the people around us experience a different 'reality' based on the sources they trust and believe – including their social media 'feed'.

When you exclude the impossible, whatever remains, however improbable, must be the truth.

~ *Sherlock Holmes*

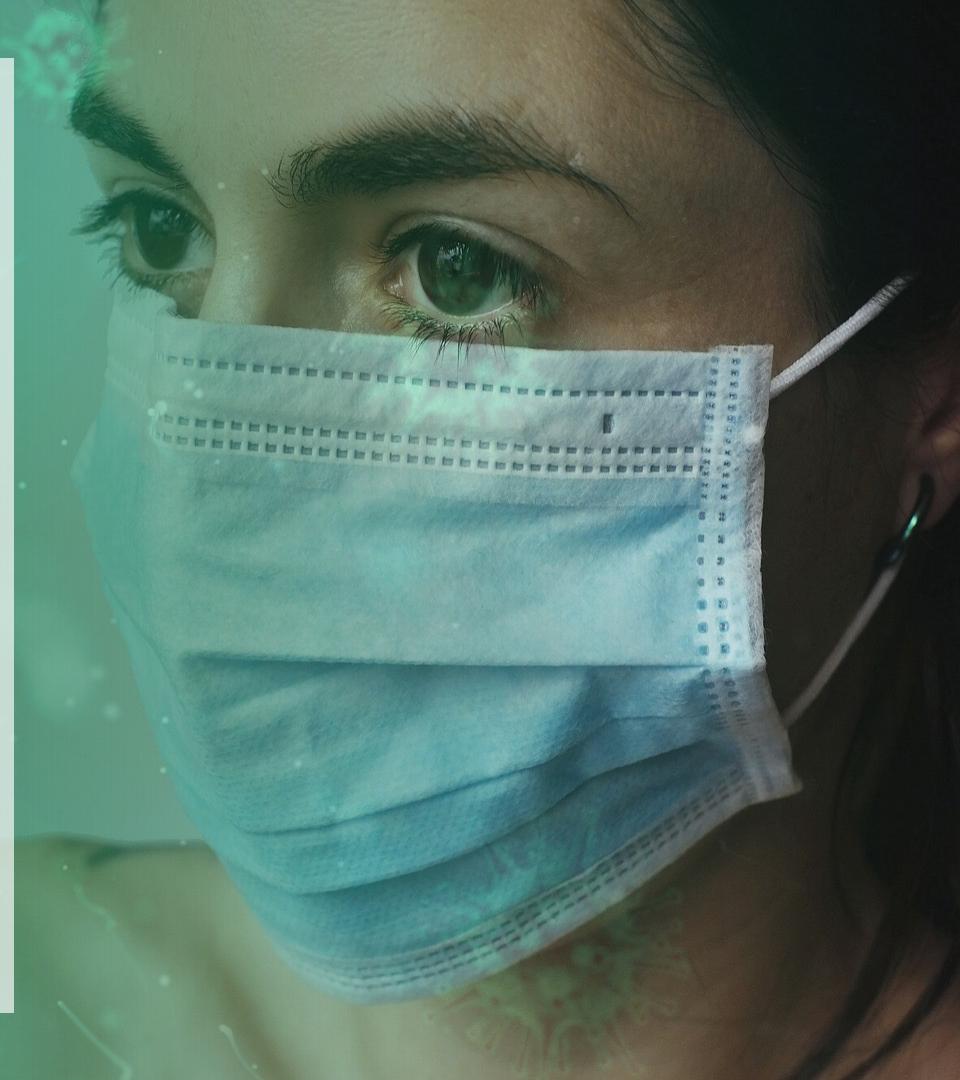
Lies are told with words  
– and images  
– and silence.

There are lies of commission  
– and lies of omission.

Then there's statistics.

“Facts are stubborn things,  
but statistics are pliable.”

~ Mark Twain



# Question the intent. Identify the impact

**Truth.** It's all there in 'black and white'. Or is it?

Actually, it comes in many **shades of grey**.

Truth is always limited by the information available at the time.

A useful 'litmus test' is how the information lands.

What is the **intent** behind sharing the information?

How does that information **impact** the recipient/s?

## EXPLORE

How do you know and discern what's true for you?

Is it a physical sensation? A 'knowing', a 'gut check'?

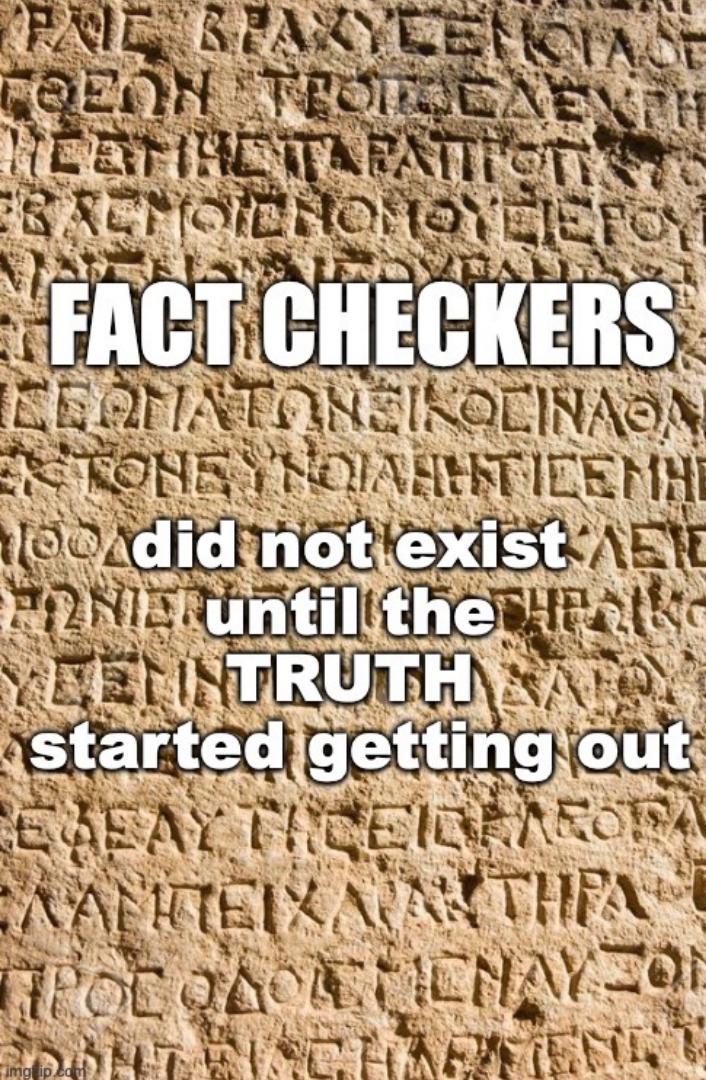
Or do you dive into research?

# The many shades of ‘truth’

‘Truth’ is a continuum from **white truth** (*truth shared with positive intent*) to **black lies** (*lies motivated by negative intent*).



	INTENT / MOTIVE	IMPACT
White Truth	Transparency, honesty, to empower	Trust, Transformation
Black Truth	Trigger, manipulate, shock	Get a ‘reaction’, or hurt
Half Truths	To protect ‘the receiver’ “They don’t need to know.”	Missing information = confusion
White lies	To protect ‘the teller’ “What they don’t know won’t hurt them.”	Incorrect information = inappropriate action
Black lies	Control, deception, to ‘power over’	Harmful to ‘the receiver’



# **FACT CHECKERS**

**did not exist  
until the  
TRUTH  
started getting out**

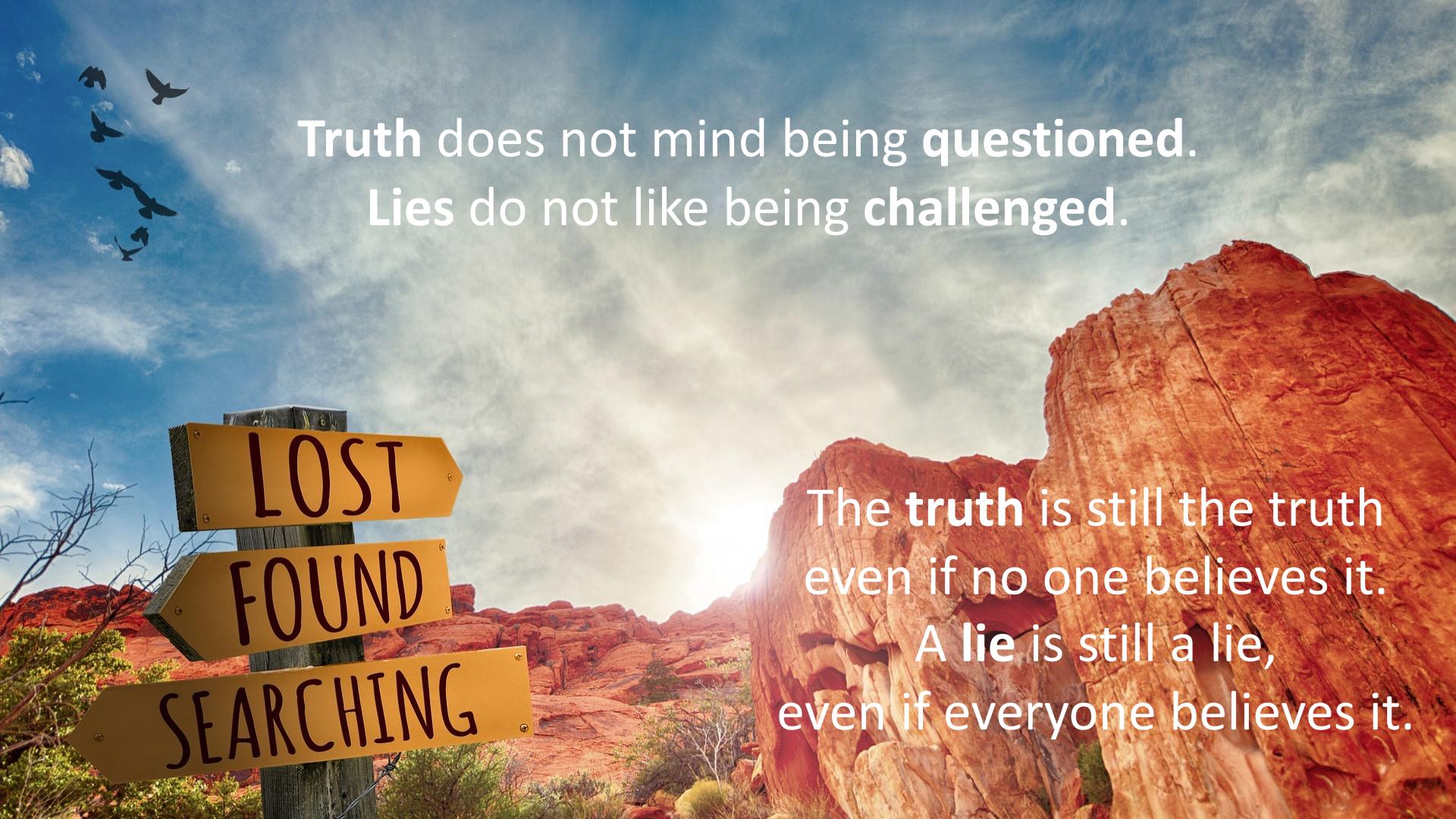
Who **owns** the truth? No one knows the exact truth. Just because something is **consensus** does not necessarily make it ‘truth’. Your lived experience is **your truth**. Your lived truth may not be the ‘consensus’. Everyone has the right to their own views and **opinions**. Some say that one distinction between opinion and fact is that opinions can infringe on another’s views – and may offend. However, many seem equally offended by ‘facts’.

## **EXPLORE**

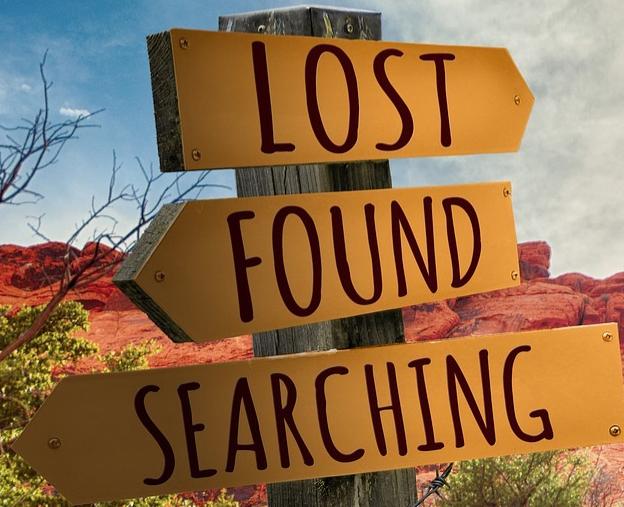
We live in a world where ‘Fact Checkers’ can censor ‘facts’. Notice where the lines between science, beliefs, opinions and spiritual matters become increasingly blurred in the ‘truth’ or ‘facts’ espoused by others.

Now turn the mirror onto what you hold as ‘truth’. Where do you project your ‘truth’ onto others?

In what ways do you defend or justify your ‘truth’?



Truth does not mind being questioned.  
Lies do not like being challenged.



The **truth** is still the truth  
even if no one believes it.  
A **lie** is still a lie,  
even if everyone believes it.

# Inner 'truth' — VS. — Social 'truth'

No two people bring the same **perspective** to any situation.

One of the hardest things to do in life is to identify and let go of the '**rules**' buried in our unconscious.

Our family, nation and other groups we grew up in have unspoken 'rules' about what's '**good**' and what's '**bad**' for us – individually and collectively.

Whether we consciously agreed with those rules or not, all information – and experience – is filtered through our **beliefs** and **past experiences** to make 'sense' of it.

## EXPLORE

What 'groups' do you belong to? Groups might include your family, an educational institution or qualification, a profession, a religious community, a social or sporting club.

What are their overt rules?

What 'unspoken 'rules' exist?

## QUESTIONS

It's always OK to ask questions.

Ask open-ended questions.

Any answer is only as good as the question asked.

Asking questions doesn't make you a 'conspiracy theorist'.

It makes you 'informed'.

Always verify sources of

## ANSWERS

Why do I have to be part of a pharmaceutical trial for a new technology?

Why can't my doctor give me the information I need to make this decision?

How can I give 'informed consent' when I have incomplete information?



# Is there an ultimate ‘trusted source’?

Why do we **believe** we should always...

‘Trust the science.’

‘Trust the news.’

‘Trust the Government.’

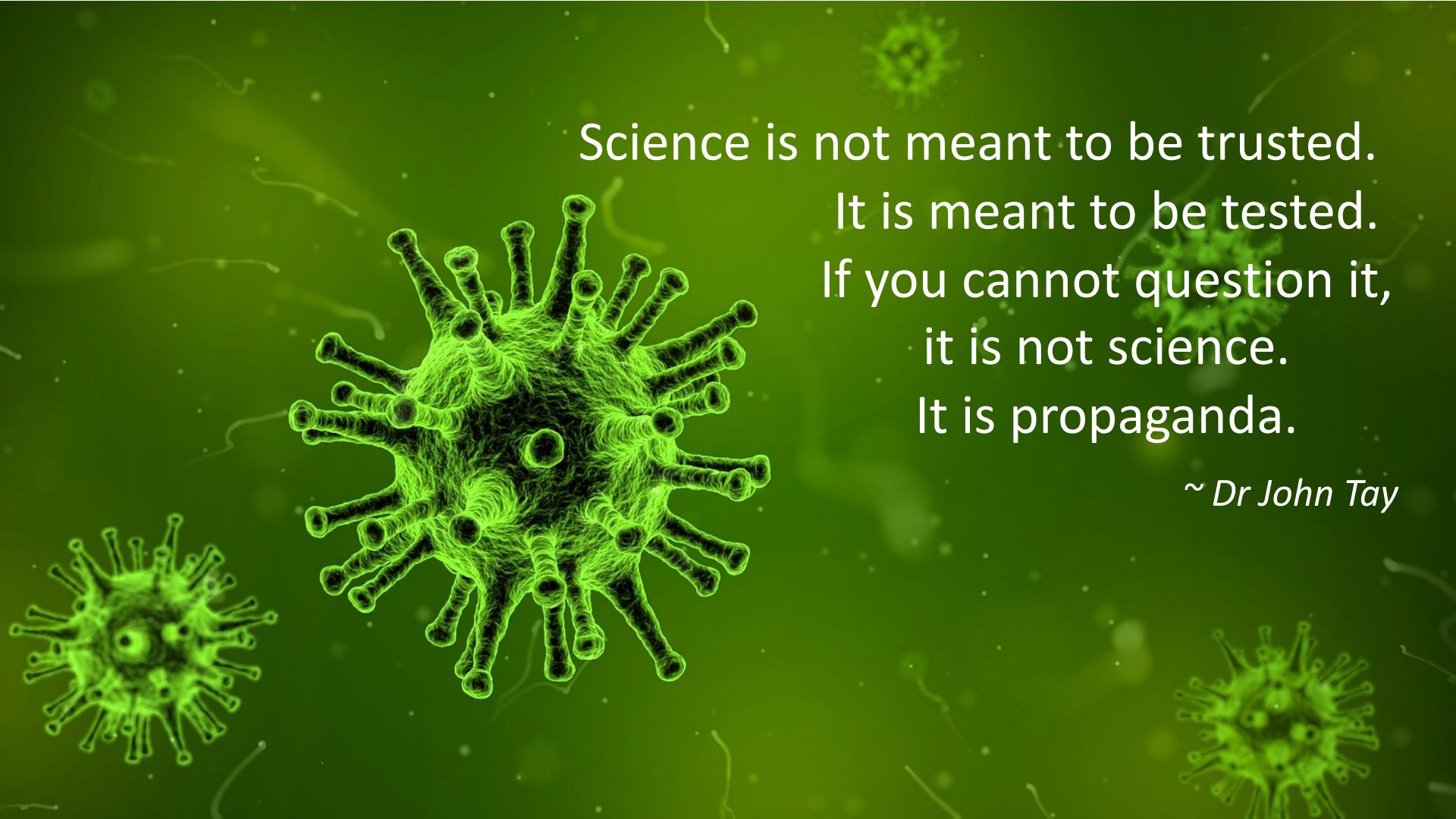
‘Trust the medical advice.’...?

**Truth** is truth no matter which source it comes from.

A **lie** is a lie no matter which source it comes from.

## EXPLORE

How well does your trust in Self and your ‘inner voice’ or ‘inner knowing’ hold up when it conflicts with directions received from an external authority?



Science is not meant to be trusted.  
It is meant to be tested.  
If you cannot question it,  
it is not science.  
It is propaganda.

~ Dr John Tay

# How to test for 'truth'

Is the information **logical**? Or **emotive**?

Is there open **debate**? Or censorship?

Is there **independent data**? Does it hold up in debate?

Are those positioned as '**experts**' qualified? Or paid?

Are independent experts being vilified or attacked?

Is there a hidden agenda? Who might have the motive, means and opportunities to promote this?

Does the 'message' stand the test of time?

## EXPLORE

A label or 'diagnosis' does not make it 'truth'.

What label has someone given you that you don't agree with?

Where might you have you 'labelled' someone else (even in your mind) such that it causes division or separation?

Bend it.  
Twist it.  
Spin it.  
Is it PR or  
is it truth?

Whether it's simply to 'sell', to attract attention – or motivated by ill intent – manipulating 'facts' and corrupting 'truth' has been perfected as an 'art form'.

**Techniques** to watch for include...

- Providing incomplete knowledge (*ignoring or hiding information or data*)
- Presenting a biased perspective (*where is the other side of the story?*)
- Distraction (*check out this 'bright shiny object'*)
- Misdirection (*look over here; focus on this*)
- Outright lies (*incentivised, pressured, or coerced through being paid, bribed – or threatened*)
- Sensationalising, exaggerating
- Silencing, censoring, deleting, cancelling

# Warning signs and ‘red flags’

Clever language is frequently used to attempt to shut down your critical thinking.

Listen for phrases like:

- ‘Everybody knows...’
- ‘Full stop. Period.’
- ‘The debate is over’
- ‘Follow the science’ (vs. the scientific method)
- ‘That's anti-science’
- ‘That's misinformation’



# Tips to spot propaganda, 'astroturfing' and 'fake news'

Other **red flags** include when...:

- Many different sources use the **same language** pointing in the one direction, eg. 'for the greater good'; 'that's undemocratic'
- **New language** and phrases are created, then widely adopted by the media and politicians
- **Rivals** (eg. political parties, media) start repeating the **same phrases** pushing an issue, eg. 'New World Order'
- People **refuse to debate**, ignore opposition, declare 'the debate is over' or 'there are not two sides to this story'
- Experts / professionals (eg. doctors, researchers, lawyers) with no conflicts of interest are **censored** or **discredited**
- You're told **not to think** about or look into something any further because it's 'misinformation'

## EXPLORE

When you watch the news – or take in any media – actively choose to see how many of these tactics you can spot.

# How do we get swept up in a false narrative?

**Emotional hooks. Repetition. Subliminal messaging. Colour. Sound... and so much more.**

Using techniques founded in a long history of **psychological** and **market research**... the media industry know how to **manipulate** an audience.

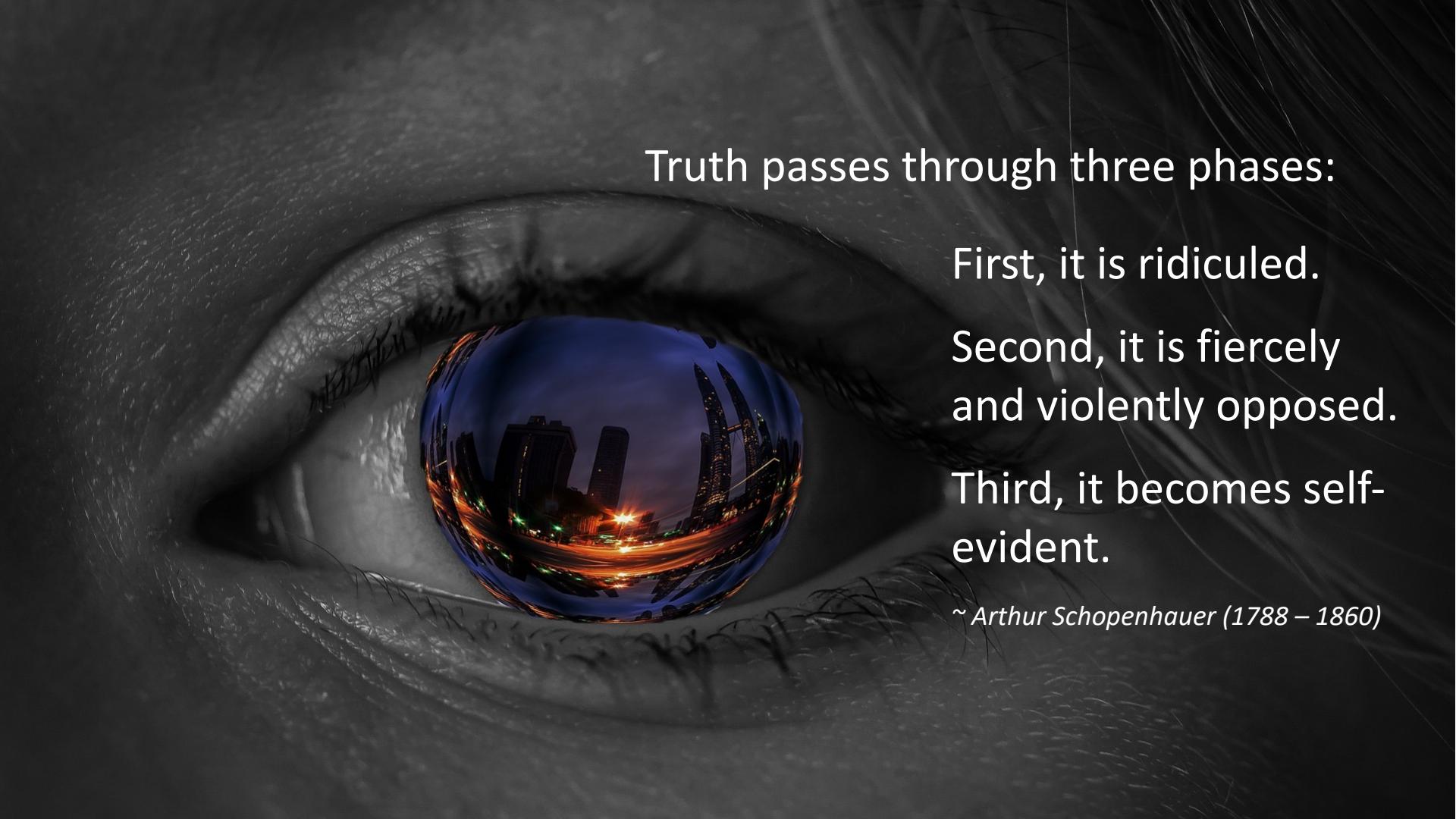
Emotional '**hot buttons**' are a two-sided coin:

FEAR OF	NEED FOR
Shame / Embarrassment	Acceptance / Self-acceptance
Exclusion / Isolation	Connection / Belonging
Judgement / Labelling	Respect / Recognition
Fear (via a 'threat')	Safety / Security

## EXPLORE

Which needs/fears are your 'hot buttons'? What past experience/s do you need to resolve to clear these 'hooks'?

What support do you need in the form of self-care – or from external sources – when these buttons get triggered?



Truth passes through three phases:

First, it is ridiculed.

Second, it is fiercely  
and violently opposed.

Third, it becomes self-  
evident.

~ Arthur Schopenhauer (1788 – 1860)

# Mindful sharing

## Enhance connection. Dissolve division. Build bridges.

Share information in ways that speak to values and needs that you know are important to the recipient.

Be aware of your own motivation. Be **honest** with yourself. Are you attempting to 'prove' or 'fix' or 'change' or 'rescue'?

This is rarely going to land well. It feels very different to being genuinely **curious**, **receptive**, and creating **connection**.

### EXPLORE

Is the information I'm wanting to share factual?

Do I have evidence?

What is motivating or driving me to share this information?

What outcome do I intend to achieve?

Who will benefit?

How – and to whom – should I deliver this information for maximum positive impact?



Never worry about who will be offended by truth,  
shared respectfully and with positive intent.

Consider who will be misled, deceived, harmed  
or destroyed if you don't share the truth.

# Together, we can heal and grow



Feeling 'safe' starts on the inside.

GAIHH is an inclusive community  
where you can express your truth,  
share your stories and  
feel safe to ask questions.

We invite you to connect.

For free resources, support and online groups:  
[GAIHH.org](http://GAIHH.org)

