

# #EndCovidEverywhere

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 [resultscanada.ca/campaign/campaign-1](https://resultscanada.ca/campaign/campaign-1)

“We are all at our best when we serve others.”

- Chris Dendys, Executive Director of Results Canada at our 2020 National Conference



This has been a challenging year. We have been physically separated from family, friends, and co-workers in an effort to socially distance to stop the spread of COVID-19; we have seen a slowdown of economic activity and movement of people spurred on by national lockdowns and the closing of borders; and devastatingly, we have seen decades' worth of progress on nutrition, education, immunization, and ending epidemics start to reverse.

While our new reality is scary, we haven't let fear usher us into a state of paralysis. When the pandemic hit, Results Canada and our volunteers were one of the first to ask their government to invest at least 1% (CAD\$2.3 billion) of its domestic COVID-19 response towards a globally coordinated emergency response, including investment in the ACT-Accelerator (Access to COVID-19 Tools Accelerator), and mitigating against the pandemic's knock-on effects. Now more than 90 Canadian development organizations have rallied behind this call to action.

This holiday season, it is important to recognize and celebrate those who have been critical in the pandemic response and recovery: essential workers, healthcare professionals, parliamentarians, and dedicated Results volunteers who, despite the challenging new environment, have been extremely influential in ensuring progress towards the 1% goal.

As we head into 2021, we know that the work is far from over. Canada has contributed approximately CAD\$1.1 billion to the global COVID-19 response, with CAD\$740 million being new and additional in Canadian aid. With COVID-19 still circulating, we must continue to ask Canada to invest so that we can start a new year filled with hope and solutions for all.

**The ask:** Canada must invest at least 1% of its COVID-19 response in new and additional aid towards an emergency global response to end the pandemic everywhere. Funds must go to global health agencies delivering on the ACT-Accelerator (ACT-A) to respond directly to the virus, as well as towards efforts to mitigate the secondary impacts of the crisis.

**latest campaign wins**

- On November 14-15, the Results Canada virtual National Conference took place with plenaries, sessions, and workshops filled with information and insight on global health and advocacy in the current COVID-19 context. We had over 500 registrants and set a new record for our most popular event ever! Access all conference resources [here](#).
- On October 30, Results Canada convened a parliamentary [briefing](#) on the ACT-Accelerator hosted by Senator Mobina Jaffer featuring Dr. Soumya Swaminathan, Chief Scientist of the World Health Organization and Peter Sands, Executive Director of the Global Fund to fight AIDS, TB and Malaria. Thanks to volunteer efforts, over 35 parliamentarians attended to learn about the ACT Accelerator!
- On September 29, Prime Minister Justin Trudeau announced [CAD\\$400 million](#) in new and additional aid to address the humanitarian impacts of COVID-19 on those most vulnerable around the world. This investment is new and additional aid and helps us get one step closer to achieving our 1% ask!
- On September 25, Prime Minister Justin Trudeau announced that Canada will commit a total of [CAD\\$440 million](#) in a global effort to both procure vaccines and share them with the world: CAD\$220 million will go to the Vaccine Global Access (COVAX) Facility to procure up to 15 million vaccine doses for Canadians, and CAD\$220 million will be channeled through the COVAX Advance Market Commitment to purchase doses for low- and middle-income countries.
- On September 16, the World Health Organization launched a resource mobilization campaign for ACT-A, suggesting all G20 countries invest at least 1% of their COVID-19 response towards a globally coordinated emergency response. Our 1% ask of the Canadian government was the first of its kind and helped lead the way for others to follow!
- On September 2, over 90 different international development organizations and their vast networks of volunteers took to Twitter to show the Government that Canadians want to #EndCovidEverywhere by investing in a global COVID-19 response. The hashtag #EndCovidEverywhere was the third highest trending hashtag in Canada!
- See other [actions taken](#) by volunteers to date.



## **Roshelle Filart**

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### **Results Canada volunteer, Toronto (ON)**

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Roshelle has been a Results Canada volunteer since 2009 and was a co-leader of the Toronto group until 2018. She has volunteered overseas with World University Service of Canada (WUSC) and VSO Canada. As winner of Results Canada’s “best volunteer spirit award 2020”, Roshelle co-hosted a workshop at Results’ National Conference where she discussed her own experience of recognizing her privilege and redefining her understanding of international development aid.

“Time is one of the most precious commodities that we have in this modern, technologically driven world. I choose to give my time to volunteer with Results because the return on investment of a relatively small amount of time spent learning about global poverty issues, writing letters and meeting with decision-makers can be huge in terms of collective global change.”

**Meet more of our champions.**

**Video:** Dr. Tedros (WHO) talks about the sacrifices of health care workers during the COVID-19 pandemic



Watch Video At: <https://youtu.be/wAE19AqeAwg>

## resources



**[Results Canada Brief on COVID Response](#)**



**[Ending COVID-19 Everywhere - Canada's role and opportunity](#)**



**[Key facts on ACT-A and food insecurity](#)**

**Video:** [ACT Accelerator: a global exit strategy for COVID 19](#)

**Video:** [COVID 19's ripple effect: global impact](#)

**See all our resources under [your tools](#) to support you in taking action.**

## key dates

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Dec 1: [Giving Tuesday](#)

Dec 1: World AIDS Day

Dec 5: International Volunteer Day

Dec 12: International Universal Health Coverage Day

## **hashtags**

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#Canada4Results

#ACTAccelerator

#ACTogether

#EndCovidEverywhere

#CanadianAid

#Cdnpoli

#COVID19

#Nutrition4Growth

## **tags**

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@nutritionwin @ResultsCda

@JustinTrudeau

@cafreeland

@KarinaGould

@CanadaDev

## **keywords**

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ACT-Accelerator

COVID19

Nutrition

SDG3

Sustainable Development Goals

# write a letter to the editor (LTE)

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 [resultscanada.ca/action-button/write-a-letter-to-editor-campaign-1](https://resultscanada.ca/action-button/write-a-letter-to-editor-campaign-1)

## step-by-step instructions for writing an LTE

Our [#EndCovidEverywhere](#) campaign this month celebrates the heroes and everyday people who are playing critical roles in the pandemic response and recovery.

**The ask:** Canada must invest at least 1% of its COVID-19 response in new and additional aid towards an emergency global response to end the pandemic everywhere. Funds must go to global health agencies delivering on the ACT-Accelerator (ACT-A) to respond directly to the virus, as well as towards efforts to mitigate the secondary impacts of the crisis.

### ***letter to the editor \ (LTE)***

*: a letter written to a newspaper, magazine or other periodical about issues of concern to readers, usually intended to be published in the paper/periodical*

Write a letter to the editor (LTE) to express your gratitude to healthcare workers who have been working for months to treat people with COVID-19. Explain how they are directly exposed to the virus in their daily work environment and how influential our healthcare systems are to overcoming this pandemic and mitigating the secondary impacts of this crisis.

Pull in messaging that speaks to how investing in the [ACT-Accelerator](#) would ensure frontline healthcare workers everywhere have the necessary personal protective equipment and essential tools needed to deliver safe care.

Use our step-by-step instructions below and get your LTE published in the media.

## read our top tips

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1. Make it relevant and timely - ideally within 2 days of a current event.
2. Finish and submit your letter - it doesn't have to be perfect, and you don't have to be an expert to have an opinion. You simply need to care.
3. Come up with a dynamite title that will catch the Editor's attention.
4. Be creative and speak from the heart about the campaign issue.

### **secret tip**

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**Try to find a local story to connect to the campaign.**

In the age of travel, airborne diseases like tuberculosis knows no borders. Do you know someone who has lived with tuberculosis? Raise the importance of investing in global health and ensuring everyone has access to quality drugs, no matter where they were born.

## **follow these 8 steps**

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1. Familiarize yourself with our current [campaign](#).
2. Connect our campaign and your opinion with a newsworthy topic or hook that inspires you. Try these ideas:
  - refer [here](#) to our key dates, hashtags, tags and keywords
  - do internet research, read the latest news articles, or use external resources
  - refer to past volunteer LTEs to see [published examples](#).
3. Write your LTE to give your opinion related to our campaign issue. See an example below.
4. Use our searchable list of [editors' emails](#) to email your LTE to.
5. Press send.
6. Send your LTE to your [Member of Parliament \(MP\)](#) to let them know your opinion.
7. If you belong to a Results group, let your Group Leader know that you've submitted an LTE. If you are not part of a group, consider [joining one](#)! Until then, fill out this "actions taken" [online form](#).
8. If your LTE gets published, share it on social media by tagging [@ResultsCda](#) and your [MP](#). And make sure to let your Group Leader know!

## **see an example of an LTE**

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Feb. 6: Transit task force, teachers' strike and other letters to the editor

### **Vaccines can save millions of lives**

Re: Vaccination

The recent coronavirus outbreak has shown diseases know no borders. While we in developed nations are aptly (and hopefully) prepared for such outbreaks, those in underdeveloped countries still struggle to protect themselves.

A simple, cost-effective and — despite the anti-vax movement — reliable way to prevent the spread of disease is vaccination. Life-saving vaccines are vital for developing nations since disease and poor health is a major barrier for progress.

Prime Minister Justin Trudeau promised an increased Canadian presence in the international community, but has yet to materialize this commitment.

A compelling and practical approach would be for the Canadian government to provide financial aid to Gavi: The Vaccine Alliance, and the Global Polio Eradication Initiative (GPEI).

Millions are at risk. Canada can play an important role in the prevention of disease and helping these people rise out of poverty and into an optimistic future.

— Adam Ranallo, Publication date: February 6, 2020, [The Hamilton Spectator](#)

### **secret tip**

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Don't include mention of Results Canada - this keeps your letter looking like it's your opinion, because it is!

### **secret tip**

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You can send your letter to as many editors as you like - no need to change it or make it different. The more editors you send it to, the better your chances of getting published.

**See all our [resources](#) to help you write your LTE, along with key dates, hashtags, tags and keywords found on our campaigns page [here](#).**

I remember the first time that I sat down to write my first ever LTE. It was nerve wracking but also very exciting to be able to share my opinion in such a quick and easy way. Pressing 'send' can be daunting but you just have to go for it! Remember that you don't have to be an expert to have an opinion, you only need to care.

- Melanie, Results volunteer





# write your Member of Parliament (MP)

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 [resultscanada.ca/action-button/write-your-mp-campaign-1](https://resultscanada.ca/action-button/write-your-mp-campaign-1)

## step-by-step instructions for writing your MP

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Our [#EndCovidEverywhere](#) campaign this month celebrates the heroes and everyday people who are playing critical roles in the pandemic response and recovery.

**MP** \ 'em-'pē \

: an elected member of a parliament

**The ask:** Canada must invest at least 1% of its COVID-19 response in new and additional aid towards an emergency global response to end the pandemic everywhere. Funds must go to global health agencies delivering on the ACT-Accelerator (ACT-A) to respond directly to the virus, as well as towards efforts to mitigate the secondary impacts of the crisis.

Write to your Member of Parliament (MP) to thank them for all of their time and effort working to meet the needs of their constituents throughout this pandemic. Since we have all needed to adapt to new and virtual ways of interacting, so too have MPs by meeting virtually with their constituents and other MPs.

Wish them a happy holiday season and let them know that you appreciate the investments that Canada has made so far to the [ACT-Accelerator](#) (announced on [Sep 25](#) and [Sep 29](#)). Make sure to let them know that you look forward to working with them to [#EndCovidEverywhere](#) in the new year, and that you will be counting on their continued support!

Use our step-by-step instructions below for more information on writing your MP.

## read our top tips

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1. Know your MP and what speaks most to them: email? handwritten letter? social media?
2. Be succinct and to the point - have one clear ask.
3. Thank your MP for something recent that they've done or accomplished.
4. Make sure to always ask for a response!
5. Writing your own letter/email will go a long way. MPs receive a lot of correspondence and personalized (not automatic) letters/emails will stand out from the pile as they'll know that you've taken the time

## secret tip

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Email us for MP insider tips that can make your letter/email stand out, including the latest MP leave behind.

## follow these 7 tips

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1. Use your postal code to find out who your MP is.
2. Familiarize yourself with our current campaign.
3. Connect our campaign and your opinion with a newsworthy topic or hook that inspires you. Try these ideas:
  - a. refer here to our key dates, hashtags, tags and keywords
  - b. do internet research, read the latest news articles, or use external resources
  - c. refer to past volunteer LTEs and op-eds to see published examples
4. Write your letter/email to let your MP know who you are, and what you would like them to do about the current campaign issue. See an example of a letter/email below.
  - a. add your MP's email address (usually it is: firstname.lastname@parl.gc.ca) or find their mailing address
  - b. start by introducing yourself if your MP doesn't know you
  - c. use your own words (refer to the EPIC format in "how to write to your MP")
  - d. ask for a response back to your letter/email
  - e. include your name, mailing address, telephone number (and email if it's a handwritten letter)
5. Press send if you're sending your letter by email. If you're mailing it, no stamp is required!
6. Follow up with your MP via phone or by email if you haven't heard back within 1 week for email, or 4 weeks for mail. See a follow-up letter/email example below.
7. If you belong to a Results group, let your Group Leader know that you've submitted a letter/email to your MP. If you are not part of a group, consider joining one! Until then, fill out this "actions taken" online form.

## see an example of a letter/email

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March 9, 2020

[insert MP name]

House of Commons,

Ottawa, Ontario, K1A 0A6

**Subject: Saving lives with the Global Fund**

Dear [insert MP name]:

I write to you today as a member of your constituency who is concerned by so many people getting sick from preventable diseases across the globe. By way of introduction, I am a student of nursing at the University of Ottawa and I have always had a passion for health.

I would like to start by thanking you for all of your efforts in improving our local community with your participation in community events and your contribution in providing funding for seniors' housing in the Bayward district.

In regards to the issue of global suffering, there were approximately 1.7million tuberculosis (TB) related deaths worldwide in 2017. This poses a significant health threat, and TB is now the world's most deadly infectious disease. We know that this disease and other epidemics can be ended, and indeed deaths from HIV, TB and malaria have dropped by about 40% since 2000.

Public-private partnerships such as the Global Fund to Fight AIDS, TB and Malaria are effective in increasing protection against diseases, and have helped 15 million people access treatment for TB, amongst other achievements. In 2017, Canada committed \$785 million to the Global Fund to fight HIV/AIDS, TB and malaria.

In 2019, the Global Fund is seeking from donors and partners globally. Many countries with just as large economies have pledged billions of dollars to the Global Fund. I believe Canada has the fiscal ability to increase our pledge commitment by 1.5%.

With your seat on the Foreign Affairs and International Development Committee, I highly encourage you to use your voice to support this request. You can do so by writing to the Minister of International Development.

If you could forward to me a copy of your correspondence to the Minister, that would be greatly appreciated. Thank you for taking the time to attend to my email, and I look forward to your response.

Sincerely,

Chris Smith

5 Main Street

Ottawa, ON, K1A 2B3

T: (555) 456-7890

E: [chris.smith@email.com](mailto:chris.smith@email.com)

**secret tip**

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Don't include mention of Results Canada - this keeps your letter looking like it's your opinion, because it is!

**see an example of a follow-up letter/email**

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**Subject: Re: Global Fund**

Dear [insert MP name]:

I hope this email finds you well. I would like to follow up on a previous email found below sent on [date] in regards to your support on the Global Fund. I would kindly appreciate a response as soon as possible. Please let me know if I can provide further information. Thank you very much for your time and consideration.

Sincerely,

Chris Smith

5 Main Street

Ottawa, ON, K1A 2B3

T: (555) 456-7890

E: chris.smith@email.com

**secret tip**

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When following up, reply using your original letter or email so you can reference back to it.

**See all our resources to help you write your MP, along with key dates, hashtags, tags and keywords found on our campaigns page here.**

“I have known my MP for a little while now and I have noticed that when I hand write a letter to her, her response will actually be more thorough. I can tell she really appreciates the handwritten notes - we overlook so much now the power of letters.”

- Josh, Results volunteer



# use your voice on social media

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 [resultscanada.ca/action-button/use-social-media-campaign-1](https://resultscanada.ca/action-button/use-social-media-campaign-1)

## use social media - in an instant!

Our [#EndCovidEverywhere](#) campaign this month celebrates the heroes and everyday people who are playing critical roles in the pandemic response and recovery.

**The ask:** Canada must invest at least 1% of its COVID-19 response in new and additional aid towards an emergency global response to end the pandemic everywhere. Funds must go to global health agencies delivering on the ACT-Accelerator (ACT-A) to respond directly to the virus, as well as towards efforts to mitigate the secondary impacts of the crisis.

Use your voice on social media to wish decision makers a happy holiday season and to celebrate the recent contributions from Canada towards a global response to end COVID-19 (announced on [Sep 25](#) and [Sep 29](#)). Tag relevant people including Prime Minister Justin Trudeau ([@JustinTrudeau](#)), the Minister for International Development, Karina Gould ([@KarinaGould](#)), and the Minister of Finance, Chrystia Freeland ([@cafreeland](#)). Don't forget to consult our suggestions for [hashtags, tags and keywords](#)!

You can also instantly let Canadian decision-makers know that you care (even during the holiday season!) by sending the ready-made tweet or Facebook post below.

### **Tweet instantly** (click below)

As we approach 2021, we're recognizing the essential workers, healthcare professionals, parliamentarians and Results volunteers who are influential in ensuring progress towards the goal of a 1% investment in a global #COVID19 response. @KarinaGould @JustinTrudeau #Canada4Results

### **Post on Facebook and Instagram** (copy and paste the text below)

Dear Prime Minister Justin Trudeau, Minister of Finance Chrystia Freeland, and Minister of International Development Karina Gould: This holiday season, we celebrate Canada's contributions of approx. CAD\$1.1 billion to the global pandemic response. However, as we head into 2021, we recognize that the work is far from over. With #COVID19 still circulating, we must continue to ask Canada to invest at least 1% in additional global aid, so that we can start a new year filled with hope for all. #Canada4Results

### **Share these images** (right click, copy and paste into your social media)



**results**



**We must continue to ask Canada to invest 1% in global aid, so we can start 2021 filled with hope for all.**



**results**



# THANK YOU

to the heroes and everyday people  
who are playing critical roles in the  
COVID-19 response and recovery.



[View all](#) our photos and social media images.

If you prefer to write your own tweet or post, use our step-by-step instructions below.

## read our top tips

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1. Be catchy
2. Be bold and respectful
3. Post frequently
4. Always tag @ResultsCda so that we can help amplify your message. If space allows, include the hashtag #Canada4Results

## secret tip

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We think Twitter is the best platform for political and media engagement. Watch our [10 Tips to be a Social Media Advocacy Guru](#) webinar to learn more.

## follow these 7 steps

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1. Familiarize yourself with our current [campaign](#).
2. Connect our campaign, and support your opinion with a newsworthy topic or hook that inspires you. Try these ideas:
  - refer [here](#) to our key dates, hashtags, tags and keywords
  - do internet research, read the latest news articles, or use external resources
  - refer to [Twitter](#) and our [Social Media Wall](#) to see posts from volunteers and others
3. Login to your profile on social media. If you need help, consult our [social media tips](#) for Twitter, Facebook, and Instagram.
4. If your MP, a Minister or the Prime Minister has social media, you can find their details [here](#).

5. Write your post and personalize it so that it's meaningful to you. Consider these ideas:
  - consult [your tools](#) to learn how to use social media powerfully
  - refer [here](#) to our key dates, hashtags, tags and keywords
  - include [@ResultsCda](#) in your post so that we can help amplify your voice
6. Hit post and ask your friends to help you spread the word by sharing, commenting and liking.
7. If you belong to a Results group, let your Group Leader know that you took action on social media. If you are not part of a group, consider [joining one](#)! Until then, fill out this “actions taken” [online form](#).

**See all our [resources](#) to help you use social media, along with key dates, hashtags, tags and keywords found on our campaigns page [here](#).**

I use social media every day, but I never thought I could use it to make a positive impact in the world. In less than two minutes, I composed a tweet to raise awareness about Results' campaign, tagged my Member of Parliament, and used my voice to take action!

- Hailey, Results volunteer

