

#EndCovidEverywhere

resultscanada.ca/campaign/campaign-2/



Vaccine famine not hesitancy is our major challenge in Africa.

– John Nkengasong, Director, Africa Centres for Disease Control and Prevention

The emergence of the Omicron variant put our country into another round of lockdowns. We have all been directly impacted. The experiences we are living through drive home the urgency of the issues Results Canada advocates on. We all understand that delivering quality education has been difficult during the pandemic; we have witnessed economic opportunities being grossly thwarted; and with healthcare workers and clinics being stretched past limits, we have seen communities struggling to maintain health equity.

The cycle of lockdowns in response to new waves of COVID-19 will not end until world leaders respond to the pandemic with investments and policies that allow for an equitable response to the COVID-19 pandemic. This is all part of our 2022 #TheWorldWeNeed plan.

For February, we are zeroing in on the extreme levels of inequity throughout the pandemic response that have in part been caused by the interests of the most economically powerful countries. Just last month, Prime Minister Justin Trudeau proudly announced that “Canada has enough vaccines for all Canadians to get a fourth dose”. While this might make some people feel at ease, we know that global problems require global solutions.

High-income countries like Canada continue to buy up COVID-19 resources, leaving low- and middle-income countries without access to life-saving tools (like oxygen, tests, personal protective equipment, and vaccines). This not only hinders pandemic response efforts, but it

also reveals that advanced economies continue to yield power over global governance in ways that are too often grounded in racism and colonialism.

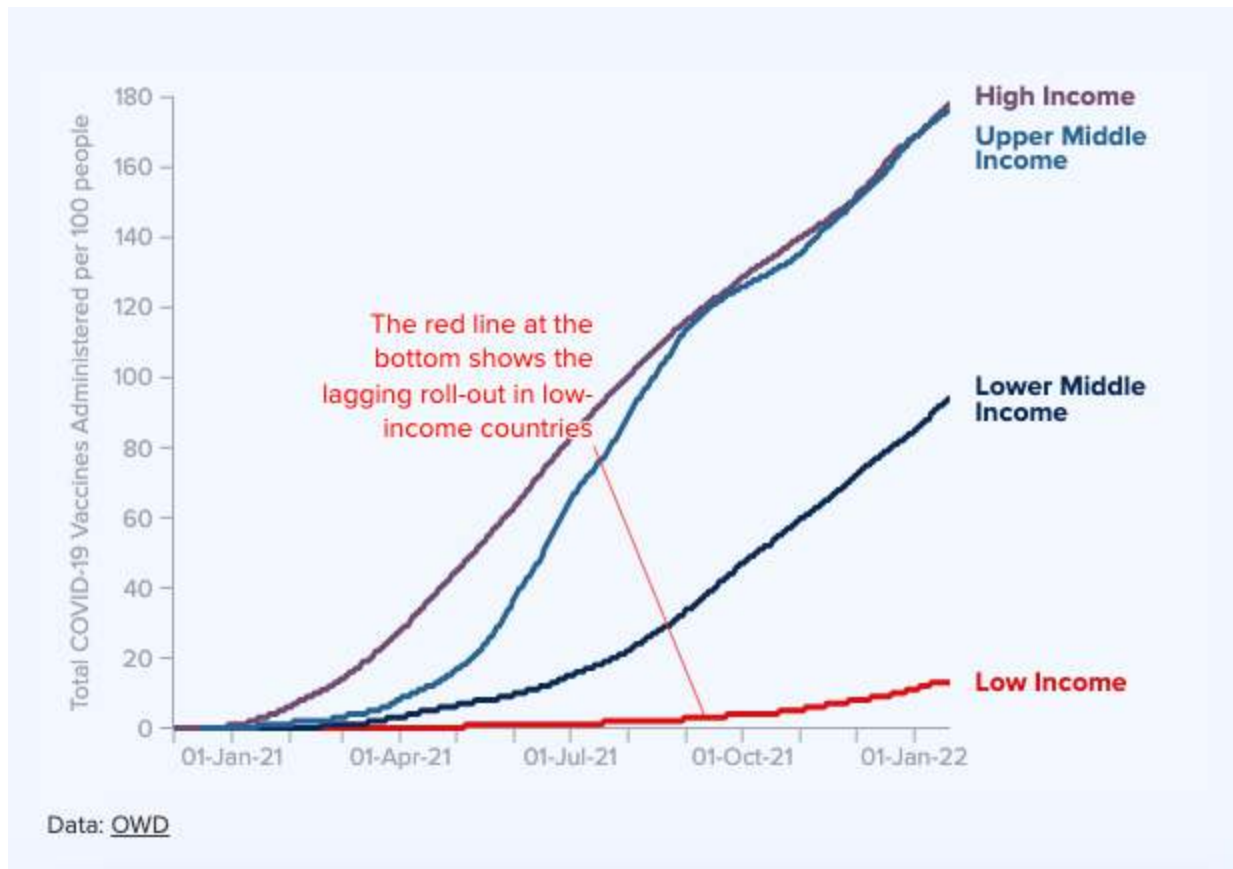


Image source: [Global Dashboard for Vaccine Equity](#).

We won't stand for it, especially during [Black History Month](#). While anyone living in Canada can now get a booster shot, only 1 out of 4 African health workers have been fully vaccinated against COVID-19. To right this injustice, G20 countries like Canada must at the very least continue to invest their fair share in the [Access to COVID-19 Tools Accelerator \(ACT-Accelerator\)](#) and implementing partners like the [Coalition for Epidemic Preparedness Innovations \(CEPI\)](#) and the [Global Fund to ends AIDs, Tuberculosis and Malaria \(Global Fund\)](#), which are critical to achieving the mission of global health security for all during the pandemic and beyond. Learn more about these partners in our [2022 advocacy plan](#).

about Black History Month

February is [Black History Month](#) in Canada. The month shines a spotlight on the dark history of racism in this country and the importance of taking time to learn and reflect. It pushes us to understand how white supremacy and oppression continue to exist within our social structures and institutions, and to practice anti-racism and anti-oppression while celebrating the beautiful and positive moments in Black history. Learn more in our blog titled "[Want the pandemic to end? Dismantle colonial systems of oppression](#)".

Another important moment this month is [International Development Week](#) (February 7–11). This year, leading organizations including Results Canada are calling on Prime Minister Justin Trudeau, Minister of Finance Chrystia Freeland, and Minister of Development Harjit Sajjan to commit CAD\$1.5 billion to Canada's [International Assistance Envelope](#) (IAE) to meet the demands and globalized reality of the time. This is a critical investment, as legacy high-impact Canadian funding is dwindling, and we know when our global community thrives Canada and Canadians see the benefits.

Canada's investments are drying up

Canada's nutrition-specific investments have been on a [downward trend](#) since 2012, and with a below base-line [commitment](#) at the Nutrition for Growth Summit in December 2021 our government is retreating during the biggest global malnutrition crisis in a generation. Likewise, despite being a proud founding donor of [TB REACH](#) (a financing mechanism designed to find and treat people living with tuberculosis [TB]), Canada did not renew funding last year. This is despite TB deaths rising for the first time in more than a decade and TB programs globally being decimated by reallocated resources for the COVID-19 pandemic.

an opportunity to invest at the Pandemic Preparedness Summit

With more resources, Canada could make an ambitious investment at the upcoming Pandemic Preparedness Summit in March being hosted by the United Kingdom in support of the [Coalition for Epidemic Preparedness Innovations](#) (CEPI). An investment in CEPI is an investment towards ensuring everyone, everywhere has equitable access to vaccines. It is an investment in changing the model by removing for-profit incentives from the development of medical products to ensure tools can be used for the global public good.

Without an increase in Canada's IAE, our government will be unable to effectively respond to the pandemic, nor lessen its devastating effects. The status of the global COVID-19 pandemic should weigh heavily on high-income countries' collective conscience. Profit, prejudice, and privilege cannot continue to get in the way of an equitable global response. It is time to stop managing the pandemic and end it by ensuring Canada acts ambitiously to #EndCovidEverywhere.

The ask: To respond to the COVID-19 pandemic, recover globally, and prepare for future threats, Canada must increase its International Assistance Envelope (IAE) by CAD\$1.5 billion above the current 2020-21 financial commitments to reach CAD\$9 billion in #Budget2022.

latest call-to-action updates

- **#CanadiansVote (September 2021):** The Prime Minister sent his [mandate letter](#) to the Minister of International Development. Mandate letters outline objectives for each minister and pressing challenges they will address.

- **#InvestInNutrition (November 2021):** On December 7 at the Nutrition for Growth Summit, Canada invested an additional CAD\$50 million in the [Global Financing Facility](#)'s COVID-19 Essential Health Services Grant program. While we can celebrate this investment, we must continue looking for opportunities to call for more nutrition funding from Canada.



Dr. John Nkengasong

Director, Africa Centres for Disease Control and Prevention

As the leader of the Africa Centres for Disease Control and Prevention, Dr. John Nkengasong spearheads Africa's response to the COVID-19 pandemic. He has also been an essential voice in calling for greater and more equitable access to vaccines.

Photo: Africa Centres for Disease Control and Prevention

Learn more [about Dr. Nkengasong](#).

Meet more of our [champions](#).

key dates

February 3, 5:30-6:45pm ET: [Call-to-action Q&A](#)

February 1-28: [Black History Month](#)

February 6: [International day of zero tolerance for female genital mutilation](#)

February 7-11: [International Development Week](#)

February 20: [World Day of Social Justice](#)

Check out our full [key dates calendar](#)

key words

COVID-19
COVID-19 response
Pandemic Preparedness
Recovery
Federal Budget
Canadian Aid
ACT-Accelerator

hashtags

#Canada4Results
#TheWorldWeNeed
#EndCovidEverywhere
#PandemicProof
#StopTheDeadlyDivide
#Budget2022
#ACTogether
#CanadianAid
#Cdnpoli

tags

[@ResultsCda](#)
[@CEPIvaccines](#)
[@ACTAccelerator](#)
[@HarjitSajjan](#)
[@JustinTrudeau](#)
[@cafreeland](#)

email your Member of Parliament (MP)

results.canada.ca/action-button/email-your-mp-campaign-2/



Call-to-action summary:

Our call-to-action for February highlights the ways we can address global inequities to ensure an equitable COVID-19 response.

[read full call-to-action](#)

MP \ 'em- 'pē \

: an elected member of a parliament

To meet the demands and globalized reality of the COVID-19 pandemic, increasing Canada's International Assistance Envelope (IAE) is urgently needed and smart. With more resources, Canada could make an ambitious investment at the upcoming Pandemic Preparedness Summit in March being hosted by the United Kingdom in support of the Coalition for Epidemic Preparedness Innovations (CEPI). An investment in CEPI is an investment towards ensuring everyone, everywhere has equitable access to vaccines. It is an investment in changing the model by removing for-profit incentives from the development of medical products to ensure tools can be used for the global public good.

We want to engage Members of Parliament (MPs) by emailing them to make sure they know how they can take action to increase [#CanadianAid](#), including funding for CEPI. Send [this letter](#) to your MP to let them know that with an increase in Canada's International Assistance Envelope (IAE) we can create an equitable COVID-19 response.

Here is what you can do:

1. Prepare an email for your MP and attach [this letter](#).
2. Ask them to sign and send the letter to Chrystia Freeland, Minister of Finance and add Harjit Sajjan, Minister of International Development to the CC field of the email.

Need to find out who your MP is?

To find out who your current MP is and their contact information, type in your postal code at ourcommons.ca/members and click to search for them.

The ask: To respond to the COVID-19 pandemic, recover globally and prepare for future threats, Canada must increase its International Assistance Envelope (IAE) by CAD\$1.5 billion above the current 2020-21 financial commitments to reach CAD\$9 billion in #Budget2022.

Once you have introduced yourself to your MP, [let us know!](#) [Reporting your actions](#) is incredibly valuable and helps us to advance the solutions needed to end extreme poverty. When you report your actions, you provide Results with strategic intelligence that informs future engagement with parliamentarians (MPs and senators) and helps create targeted calls-to-action.

secret tip

Before contacting your MP, do some research to understand more about their background, past careers, passions, priorities, and facts that could be helpful when you engage with them!

See all our [resources](#) to help you write your MP, along with key dates, hashtags, tags and keywords found on our [call-to-action](#) page.

Members of Parliament ultimately work for you and you do have power in your relationship with them!

– Lindsay Sheridan, Results Canada staff

write a letter to the editor (LTE)

results.canada.ca/action-button/write-a-letter-to-editor-campaign-2/



take action now!

Call-to-action summary:

Our call-to-action for February highlights the ways we can address global inequities to ensure an equitable COVID-19 response.

[read full call-to-action](#)

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

Without an increase in Canada's International Assistance Envelope (IAE), our government will be unable to effectively respond to the pandemic, nor lessen its devastating effects. The status of the global COVID-19 pandemic should weigh heavily on high-income countries' collective conscience. Profit, prejudice, and privilege cannot continue to get in the way of an equitable global response. It is time to stop managing the pandemic and end it by ensuring Canada acts ambitiously to #EndCovidEverywhere.

Write a letter to the editor to demonstrate that with an increase in Canada's International Assistance Envelope (IAE) we can create an equitable COVID-19 response. Consider using Black History Month as a hook and give the example that while anyone in Canada can now get a booster shot, only 1 out of 4 African health workers have been fully vaccinated against COVID-19.

The ask: To respond to the COVID-19 pandemic, recover globally and prepare for future threats, Canada must increase its International Assistance Envelope (IAE) by CAD\$1.5 billion above the current 2020-21 financial commitments to reach CAD\$9 billion in #Budget2022.

Use our instructions, tips, and resources below to write your LTE and get it published in the media.

writing your LTE during International Development Week (Feb 7-11)?

Another hook you can use is [International Development Week](#) by mentioning that during February 7-11 leading organizations including Results Canada are calling on Prime Minister Justin Trudeau, Minister of Finance Chrystia Freeland, and Minister of Development Harjit Sajjan to commit CAD\$1.5 billion as Canada's down payment to equitably respond, recover and prepare for future pandemics.

1. Familiarize yourself with our current [call-to-action](#).
2. Connect our call-to-action 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 call-to-action 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!

read our top tips

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 tips

- Keep it short - around 3 paragraphs or 150-200 words. You want your LTE to be concise and succinct to increase your chances of grabbing the reader's attention, getting published, and getting your message out.
- Don't give up. If your letter hasn't been published, email the editors and ask them for feedback.
- Track your letter by doing an internet search of your name and following up with the publication to find out if/when it is getting published.

see an example of an LTE

Pay more attention to growing poverty

I am writing this from a suburban neighbourhood with a roof over my head and access to clean running water. I have the means to pay my tuition and had easy access to two doses of the COVID vaccine. It is a privilege that I am writing about poverty and not living it.

The International Day for the Eradication of Poverty, Oct. 17, goes all the way back to 1987. On this day, many gather to show solidarity for those in need. Poverty is a violation of human rights yet the quest to end poverty has experienced a huge setback. According to the World Bank, global extreme poverty rose in 2020 for the first time in more than 20 years as the pandemic exacerbated climate change and conflicts. The Bank estimates that 120 million additional people are living in poverty as a result of the COVID-19, with the total expected to rise to about 150 million by the end of this year.

These numbers represent by far the biggest blow since extreme poverty rates began to decline in the 1990s, impacting not only income but health care, the quality of education, nutrition, access to clean water, and the battle against other epidemics.

As a society, we are constantly focusing on our jobs, school, etc. I am guilty of this as well. I try to challenge myself to do research on our global issues. We should all spend Oct. 17 donating and advocating for this cause and educating ourselves to learn how we can all help all year-round. No action or sum is too small.

Istahill Daoud, Ottawa, Publication date: Oct 16, 2021, [The Ottawa Citizen](#)

See more [published volunteer LTEs](#).

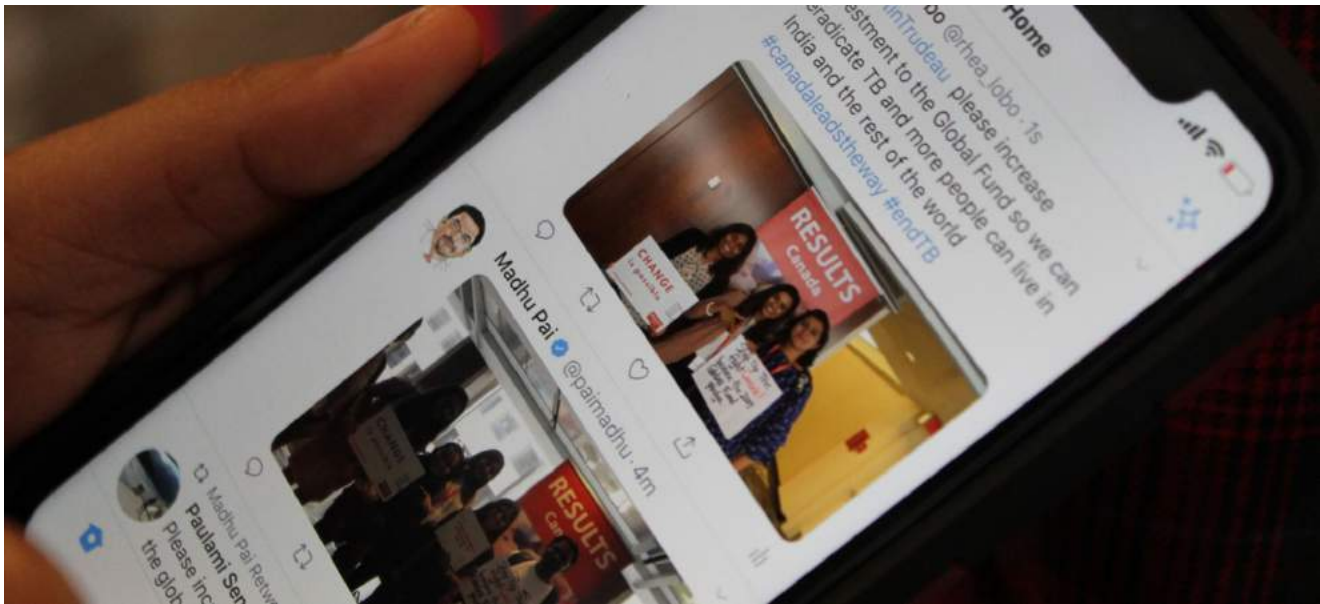
See all our [resources](#) to help you write your LTE, along with key dates, hashtags, tags and keywords found on our [call-to-action](#) page.

Before volunteering with Results, I was so intimidated to write a letter to the editor but they gave me the tools to write one about immunizations and it ended up getting published! I feel so empowered to continue making a difference.

– Megan, Results Canada volunteer

use your voice on social media

resultscanada.ca/action-button/use-social-media-campaign-2/



Call-to-action summary:

Our call-to-action for February highlights the ways we can address global inequities to ensure an equitable COVID-19 response.

[read full call-to-action](#)

Without an increase in Canada's IAE, our government will be unable to effectively respond to the pandemic, nor lessen its devastating effects. The status of the global COVID-19 pandemic should weigh heavily on high-income countries' collective conscience. Profit, prejudice, and privilege cannot continue to get in the way of an equitable global response. It is time to stop managing the pandemic and end it by ensuring Canada acts ambitiously to #EndCovidEverywhere.

Use your voice on social media to amplify the IAE ask, below, all month long. Consult the full [social media toolkit](#) created by Cooperation Canada for International Development Week, as staff and volunteers of Canadian civil society organizations rally together to support our collective ask.

The ask: To respond to the COVID-19 pandemic, recover globally and prepare for future threats, Canada must increase its International Assistance Envelope (IAE) by CAD\$1.5 billion above the current 2020-21 financial commitments to reach CAD\$9 billion in #Budget2022.

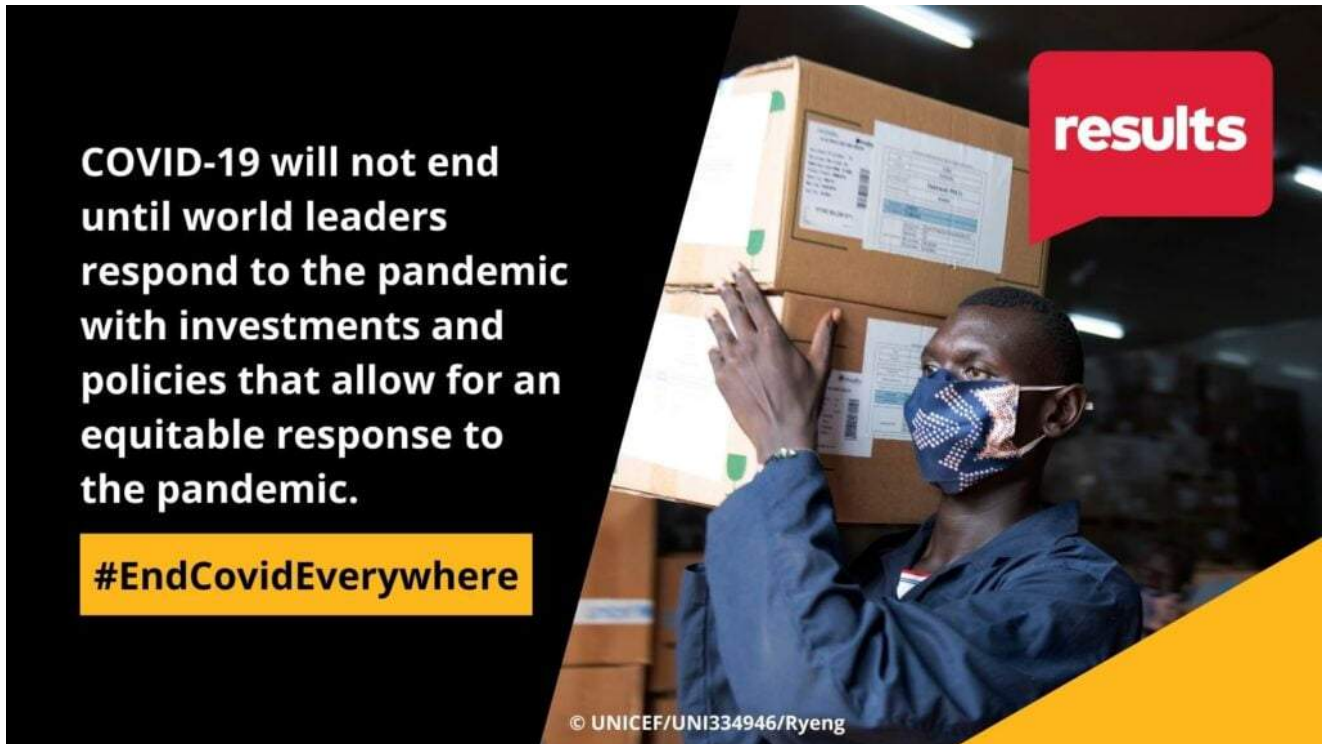
Tweet instantly:

The status of the global #COVID19 pandemic should weigh heavily on high-income countries' collective conscience. To recover & prepare for future threats, Canada must add CAD\$1.5 billion to the International Assistance Envelope in #Budget2022. @cafreeland @HarjitSajjan #IDW2022

Instagram/Facebook/LinkedIn post:

The status of the global #COVID19 pandemic should weigh heavily on high-income countries' collective conscience. To recover & prepare for future threats, Canada must add CAD\$1.5 billion to the International Assistance Envelope in #Budget2022. Profit, prejudice, and privilege cannot continue to get in the way of an equitable global response. It is time to stop managing the pandemic and end it by ensuring Canada acts ambitiously to #EndCovidEverywhere.





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

If you prefer to write your own tweet or post, use our instructions, tips, and resources below.

1. Familiarize yourself with our current [call-to-action](#).
2. Connect our call-to-action, 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
 - 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](#).

read our top tips

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 [#voices4results](#)

secret tip

When posting on social media, be genuine and speak from the heart. People want to connect with other human beings online, so be yourself and it'll help you get your message across!

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

All of our voices together can change the world and the lives that others live.
–Clarecia Christie, former Results Canada board member