

# #StopTheDeadlyDivide

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



“This is the first truly global crisis most of us have seen in our lifetimes and it will not be the last. No matter where we live, the pandemic affects all of us and children have never been at so much risk. As the world deals with the economic fallout from the pandemic and its effect on government, household budgets and the private sector, the risks to children are increasing, not decreasing. We must protect the decades of past investment in children.”

- UNICEF Executive Director Henrietta H. Fore

If there is one consistent theme demonstrated by today’s chaotic and fast paced news cycles, it is that there are many deadly divides being exacerbated by the pandemic: a deadly divide between high and low income countries in terms of who is getting first access to COVID-19 vaccines; a deadly divide between those who work safely from home and those at risk on the front lines; a deadly divide between the promises and actions of our political leaders; and a deadly divide between those clinging to fear instead of hope during this crisis.

These widening gaps breed inequality in all aspects of life, including income, healthcare, education, nutrition, and fights against other disease epidemics. Unfortunately, those who were already marginalized because of poverty or gender are being disproportionately affected.

Before the COVID-19 pandemic, the poverty rate for women was expected to decrease by 2.7% between 2019 and 2021, but now projections have risen to poverty increasing by 9.1%. Forty-seven million more women and girls will plunge below the poverty line, reversing decades of progress. Pandemic-related supply chain disruptions, economic downturns, and a lack of political will and support from rich countries has meant that famine is once again a real threat for a number of low income countries. UNICEF is ringing the alarm bells, warning that there will be a 'lost generation' where 10,000 more children will die from hunger each month.

Canada can help mitigate the collateral impacts of COVID - particularly for women and children, by investing in the Global Financing Facility for Women, Children and Adolescents (GFF). GFF's strategy for 2021-2025 aims to set a strong foundation with an increased focus on bolstering country leadership, advancing equity and gender equality, reimagining frontline service delivery, building more equitable health financing systems and maintaining a focus on results.

### **About the Global Financing Facility (GFF)**

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Canada can be a leader during this COVID-19 crisis. By investing to ensure that we #StopTheDeadlyDivide, we will be putting people first, strengthening broken systems, and protecting vulnerable people.

**The ask:** Canada must protect the health of women and children during the pandemic by investing CAD\$250 million over 3 years in the Global Financing Facility (GFF).

### **Canada's history in support for GFF**

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### **Substantial global disruptions in essential health services reported**

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**participate in Canada's pre-budget consultations**

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## now until February 19

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For the first time in 20 years, we are losing progress on ending extreme poverty: over 150 million people are predicted to be pushed into extreme poverty by the end of 2021.

The Government of Canada must commit to increasing Canadian Aid in the upcoming #Budget2021 to protect hard-won development gains that are being threatened by the pandemic including disruptions in education, routine vaccinations and access to healthcare facilities.

**See how you can participate in pre-budget consultations.**

### latest campaign wins

- On January 15, the Hon. Karina Gould, Minister of International Development, was appointed as co-chair of the COVAX Advance Market Commitment (AMC) Engagement Group. Administered by Gavi, the Vaccine Alliance, COVAX serves as a financing instrument that will support the participation of 92 lower-middle and low-income economies and ensure their access to COVID-19 vaccines.
- On December 14, the Hon. Karina Gould, Minister of International Development announced a significant investment in the ACT-Accelerator. These new contributions will support a more equitable global effort to #EndCovidEverywhere.
- On December 14, Canada kicked off the #NutritionYearOfAction by recommitting to realizing a world without malnutrition.
- See other actions taken by volunteers to date.



## **Shahithya Ravindran**

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### **Results Canada Group Volunteer Leader – Scarborough (ON)**

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After attending the Results Canada National Conference, Shahithya met with her Member of Parliament during a Week of Action which inspired her to join Results and start her very own group. In no time, her group was meeting regularly, taking action and had an engaging social media presence (see @results\_scarborough on Instagram). Shahithya is determined not to let the challenges of a fully virtual environment limit her group’s ability to take action and create change.

“As an aspiring health student, I am aware of how people's lives significantly contribute to their health and overall well-being. The surging concern of global inequalities propelled me to advocate and champion positive change for extreme poverty. With the essential tools, guidance, and nurturing environment of Results, I am able to make meaningful contributions that create equitable opportunities for vulnerable communities.”

**Meet more of our champions.**



Watch Video At: <https://youtu.be/GV8tNVqxZGo>

## resources

### Canada's Feminist International Assistance Policy

**Video (on the left):** Global Financing Facility (GFF) Director Muhammad Pate reflects on 2020 and looks ahead to 2021

**See all our resources under your tools to support you in taking action.**

## key dates

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Month of February: Black History Month

Feb 6: International Day of Zero Tolerance to Female Genital Mutilation

Feb 7-13: International Development Week

Feb 20: World Day of Social Justice

Feb 23: Results webinar: getting LTEs and op-eds published

## hashtags

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#Canada4Results  
#CanadianAid  
#Cdnpoli  
#COVID19  
#InvestinHealth  
#StopTheDeadlyDivide

## tags

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[@theGFF](#)  
[@ResultsCda](#)  
[@JustinTrudeau](#)  
[@cafreeland](#)  
[@KarinaGould](#)  
[@CanadaDev](#)

## keywords

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COVID-19  
Sustainable Development Goals  
Inequality  
Women and Children  
Global Financing Facility  
Widening Gaps  
Deadly Divide



## write a letter to the editor (LTE)

[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 #StopTheDeadlyDivide campaign focuses on the urgent need to work together to find ways to prevent the widening gaps of inequality, and stop the world's progress from backsliding during the COVID-19 crisis.

**The ask:** Canada must protect the health of women and children during the pandemic by investing CAD \$250 million over 3 years in the Global Financing Facility (GFF).

### ***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) in time for International Development Week (February 7-13) and outline the widening gaps in health and nutrition services due to COVID-19, particularly for women, children and adolescents. Talk about the expected poverty rates for women, the looming famines and countless disruptions and repercussions of the pandemic which is creating a deadly divide especially for those already marginalized because of poverty or gender.

Explain how the Global Financing Facility for Women, Children and Adolescents (GFF), its strategy for 2021-2025, and their proven solutions is well positioned to deliver on Canada's Feminist International Assistance Policy, and mitigate the devastating secondary effects of the COVID-19 crisis. Mention that Canada's leadership and investment in GFF will protect the health of women and children during the pandemic.

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.

## **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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### **secret tip**

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### **secret tip**

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**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



# participate in IDW

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 [results.canada.ca/action-button/participate-intl-development-week-campaign-1](https://results.canada.ca/action-button/participate-intl-development-week-campaign-1)



## engage virtually on important global issues

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Our #StopTheDeadlyDivide campaign focuses on the urgent need to work together to find ways to prevent the widening gaps of inequality, and stop the world's progress from backsliding during the COVID-19 crisis.

On February 7-13, International Development Week (IDW) will recognize Canada's contributions to international assistance and poverty reduction worldwide. It is the perfect opportunity to draw attention to the Global Financing Facility for Women, Children and Adolescents (GFF) and why it's crucial that Canada steps up to protect the health of women and children around the world.

This year's activities to engage Canadians on important issues in global development will be taking place virtually.

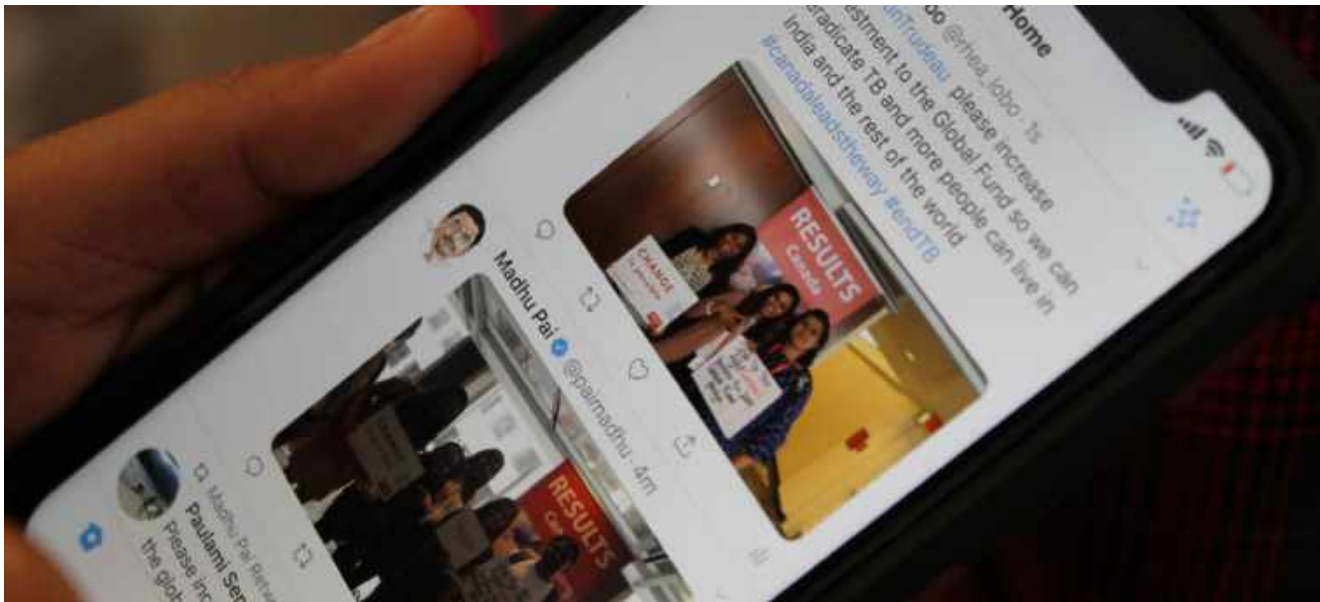
### Here's what you can do to participate:

- Send a virtual IDW e-card to your friends and family to raise awareness of global issues including the importance of Canada investing in GFF. Find [images and links](#).
- From February 7-13, take to social media and post [using these templates](#) to amplify why GFF is a smart investment that will mitigate the negative effects of COVID-19 for women and children.

Looking for more ways to participate in IDW? Consult their full [calendar](#) to participate in all their events and activities!

# use your voice on social media

[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 [#StopTheDeadlyDivide](#) campaign focuses on the urgent need to work together to find ways to prevent the widening gaps of inequality, and stop the world's progress from backsliding during the COVID-19 crisis.

Use your voice on social media to tell Canada that you want them to demonstrate a commitment to supporting the health and nutrition of women, children and adolescents by supporting the [Global Financing Facility](#) (GFF). Tag the relevant people including Prime Minister Justin Trudeau ([@JustinTrudeau](#)) and the Minister for International Development, Karina Gould ([@KarinaGould](#)).

**The ask:** Canada must protect the health of women and children during the pandemic by investing CAD \$250 million over 3 years in the Global Financing Facility (GFF). You can also instantly let Canadian decision-makers know that you care by sending the ready-made tweet or Facebook post below. Don't forget to consult our suggestions for hashtags, tags and keywords!

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**Tweet instantly** (click below)

As gaps of inequality widen due to the pandemic, Canada must protect the health of women & children by investing CAD \$250 million over 3 years in @theGFF. Together, we can #StopTheDeadlyDivide. @JustinTrudeau @karinagould #Canada4Results

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

Before the #COVID19 pandemic, the poverty rate for women was expected to decrease by 2.7% between 2019-2021. Now, the rate will increase by 9.1%. This widens gaps of inequality, especially for women of reproductive age. Together, we can #StopTheDeadlyDivide.

@JustinTrudeau and @KarinaGould, Canada must protect the health of women and children during the pandemic by investing CAD \$250 million over 3 years in the Global Financing Facility. #Canada4Results <https://bit.ly/3a91KkM>







[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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## 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. If your MP, a Minister or the Prime Minister has social media, you can find their details [here](#).

4. 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
5. Hit post and ask your friends to help you spread the word by sharing, commenting and liking.
6. 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