

#GameChangers - Results Canada

 resultscanada.ca/campaign/campaign-1/

This budget undermines Canada's standing in the world, it undermines progress on sustainable development, and it undermines our security. At a time when the world faces compounding global crises, Canadians expect their government to commit to bold global leadership. This budget does not deliver on this.

— Kate Higgins, CEO of Cooperation Canada

Budget 2023 has no new investments on programs for children, adolescents and women around the world who need it the most. This is not the leadership that Canadians expect.

This April, as the world comes together to move the needle on children's health with the launch of UNICEF's State of the World's Children's report and World Immunization Week, Canada stepping back on its global leadership role is simply unacceptable.

Here's why – the COVID-19 pandemic caused unprecedented disruptions to health services, fueling the largest continued backslide in vaccinations for other infectious diseases in three decades. In 2021 alone, 25 million children were un- or under-vaccinated – 6 million more than in 2019. This historic backsliding is happening against a backdrop of an unprecedented global hunger crisis. As many as 60 million children under five were projected to be acutely malnourished by the end of 2022, putting them at higher risk of death, illness and long-term development impairments.

Cutting the international aid budget in the midst of a these overlapping crises effectively means more suffering for children around the world.

children at the core of sustainable development

- In 2015, global leaders came together to launch the Sustainable Development Goals (SDGs) – the SDGs are universal in scope, and their call to leave no one behind puts the world's most vulnerable and marginalized people – including children – at the top of the agenda.
- Across the 17 SDG goals, five dimensions of children's rights are prioritized: the rights to survive and thrive, to learn, to be protected from violence, to live in a safe and clean environment, and to have an equal opportunity to succeed.
- Early investments in children's health, nutrition, education, and development accumulate throughout the child's lifetime, also benefiting their children and society as a whole.
- Investments in children are among the most cost-effective that governments can make. For each US\$ 1 spent on health, lower-middle income countries gain US\$ 20 benefit.

- In emergency contexts, children under five have the highest illness and death rates of any age group — twenty times higher than standard levels.
- Unless the basic needs and rights of the youngest affected by crisis, conflict and forced displacement are addressed, the central ambition of the 2030 Agenda for Sustainable Development to ‘leave no one behind’ will not be realized.

While these challenges are daunting, we must not lose heart. In fact, our historic track record shows us that, in the decades that preceded the pandemic, an unstoppable global movement of game changers – all committed to protecting children’s rights – has relentlessly come up with new game-changing solutions to overcome the largest threats to children. Case in point: vaccines. In the past century, vaccines have brought us closer to ending polio and have helped us eradicate smallpox. In just the last 30 years, under-five child deaths have decreased by half thanks in large part to vaccines.

From community health workers who make health care accessible to millions of children every day, to research and development breakthroughs such as the Vitamin A capsule, the malaria vaccine, or the single dose HPV vaccine, there is no shortage of game-changing entry points for a better world. We also know which mechanisms can translate those breakthroughs into actions with most impact – catalytic funds such as the Global Financing Facility for Women, Children, and Adolescents (GFF) and UNICEF’s Nutrition Match Fund are just a few examples.

a long-awaited malaria vaccine for children

- October 6, 2021 will go down in history as one of the greatest breakthroughs for science and child health: on that day, after 30 years of research and development, a long-awaited malaria vaccine for children was approved for wider use by the World Health Organization (WHO).
- This is a monumental development as malaria is a primary cause of childhood illness and death in Sub-Saharan African, claiming the lives of over 260,000 African children under the age of five annually. Now, the vaccine will save tens of thousands of young lives each year.

And we can certainly be proud of Canada’s past leadership in advancing a revolution of child survival. From the Muskoka Initiative launched back in 2010 to the recent \$1.2 billion pledge to the Global Fund, Canada has historically allocated resources and championed policy changes that support big impact for children who need it the most.

5 examples of how Canada is a game changer in global nutrition

- Canadian investments spearheaded a global infrastructure for vitamin A supplementation, saving the lives of millions of children and improving the eyesight and the immune systems of many more.

- Based in Canada, Nutrition International (NI) has provided over 10 billion vitamin A capsules for children under five years old over more than 25 years.
- Canada is a leading investor in the global scale up of universal salt, which reduces iodine deficiency and has driven down mental impairment in infants.
- Canada has led the way in the development of new technologies to improve nutrition, including Double Fortified Salt and multiple micronutrient powders.
- Canada is a longstanding champion of nutrition for women and girls, who are most at risk for poor nutrition.

With Budget 2023, the government failed to deliver on the vision and leadership for global solidarity that it promised with no game changing solutions for children. The budget cut will undo decades of Canadian investments and will reverse hard-won progress to advance children's access to food, education, healthcare, vaccinations, and protection.

The ask: Canada must not step back from global leadership in international development at a time when we should have stepped up. The Government must #KeepThePromise it made to increase international aid and allocate additional new resources for programs that will advance children's access to nutritious food, education, healthcare, and protection.

story

Community Health Workers: life-saving game changers



Polio worker vaccinates a child in Pakistan Photo credit: WHO Pakistan A. Biernat

In many countries around the world, health workers selected by and trained to work in their communities are making health care accessible to millions of families. From Haiti's accompagnateurs to Uganda's Village Health Team workers, to Bangladesh's Shasthya Shebika, community health workers (CHWs) are trusted neighbors with one mission: offer compassionate care right at the doorstep of those who are often left behind. From administering vaccines to detecting malnutrition or caring for pregnant women, CHWs do what it takes to make basic health services accessible to all children.

latest call-to-action updates

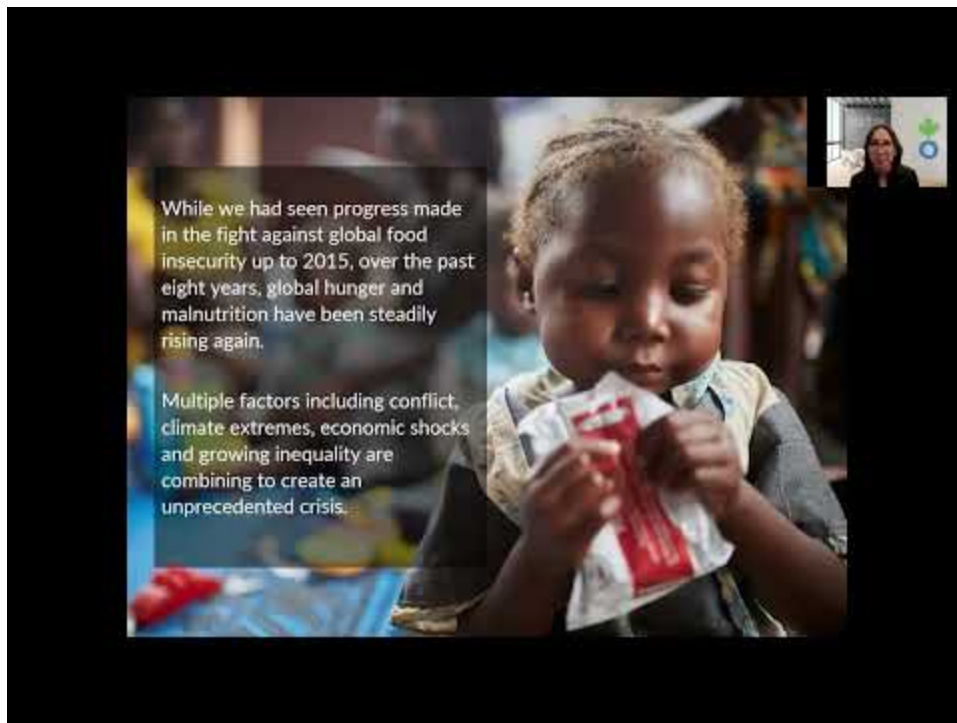
#KeepThePromise (November 2022 - February 2023):

- Compared to 2022, the overall international assistance funding was cut by \$1.3 billion in Budget 2023 – a 15% cut.
- This means that the Government failed to #KeepthePromise it made to increase international aid every year.
- There are no new announcements for international development in this budget. The commitments it includes were already announced last year.
- The decision by the government to decrease international aid comes amidst a world facing multiple crises around climate change, hunger, conflict, and an erosion of human rights and democratic values.

resources

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

Watch this short video:



Watch Video At: <https://youtu.be/WVW2QFx74IQ>

key dates

April 7 - World Health Day

April 4-8 - World Healthcare Worker Week

April 10 -16 - World Bank Spring Meetings

April 20- Launch of UNICEF's State of the World's Children Report

April 24-30 - National Volunteer Week

April 24-30 - World Immunization Week

April 25 - World Malaria Day

May 6-8: Results Canada National Conference 2023 - Register today!

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

key words

Budget 2023

International aid

Child health

Immunization

Nutrition

hashtags

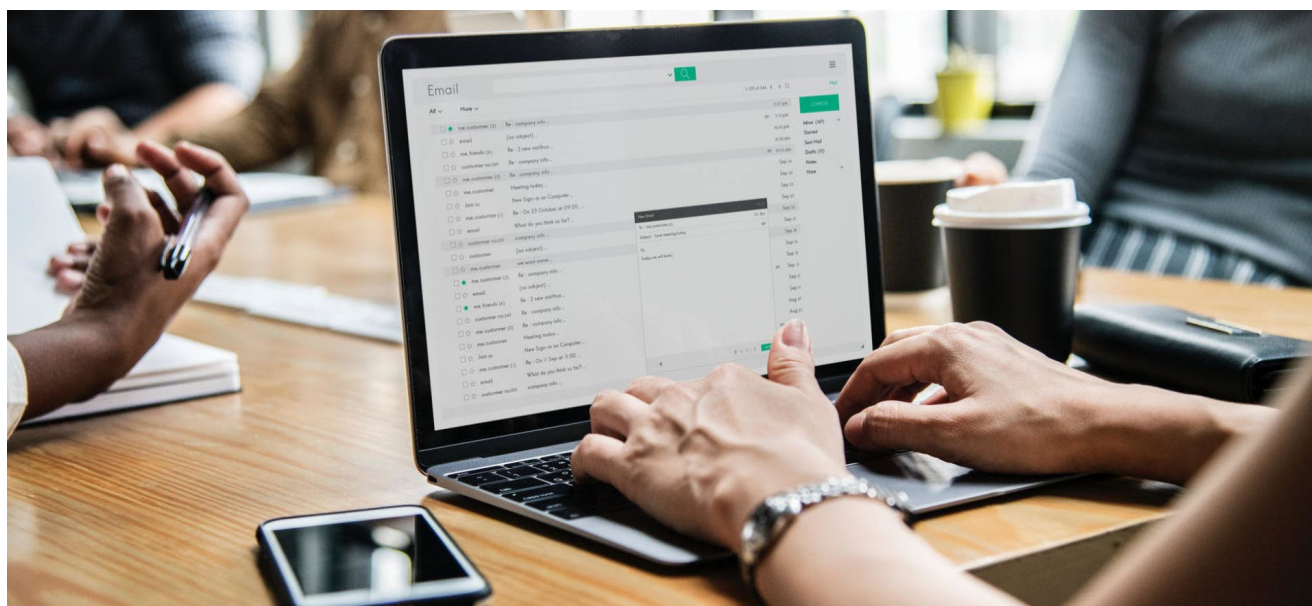
#GameChangers
#KeepThePromise
#ChildHealth
#InvestInNutrition
#VaccinesWork
#ChildRights
#Canada4Results

Twitter tags

[@ResultsCda](#)
[@HarjitSajjan](#)
[@JustinTrudeau](#)
[@cafreeland](#)
[@CanadaDev](#)

Write a letter to the editor

 resultscanada.ca/action-button/write-a-letter-to-editor-campaign-1/



take action now!

Call-to-action summary:

Canada must not step back from global leadership in international development at a time when we should have stepped up. The Government must **#KeepThePromise** it made to increase international aid and allocate additional new resources for programs that will advance children's access to nutritious food, education, healthcare, and protection.

[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

Write a letter to the editor about how Canada failed to **#KeepthePromise** to increase international aid every year. Detail how Canada cutting the international aid budget in the midst of overlapping crises effectively means more unnecessary suffering for children around the world. Highlight how this cut will threaten to undo years of impactful Canadian investments and will reverse hard-won progress to advance children's access to food, education, healthcare, vaccinations, and protection. Make the case for why Canada must walk the talk and increase funding for international aid to build a future where all children grow up to reach their fullest potential.

As a hook, use key dates in April, including the launch of the UNICEF report on the Status of the World's Children happening on April 20, World Immunization Week being commemorated April 24-April 30, and World Malaria Day being on April 25.

The ask: Canada must not step back from global leadership in international development at a time when we should have stepped up. The Government must #KeepThePromise it made to increase international aid and allocate additional new resources for programs that will advance children's access to nutritious food, education, healthcare, and protection.

Use our instructions, tips, and resources below to get your LTE published in the media. Refer to past [volunteer LTEs](#) but don't fall into the trap of copying other people's styles.

follow these step-by-step instructions to write an LTE

Volunteers on average spend 1-2 hours researching and planning, 30 minutes writing their draft and 15 minutes submitting it to newspapers.

1. Read our current [call-to-action](#) and note the "ask".
2. Research the current issue by reading the news or external reliable sources (e.g., the World Health Organization).
3. Draft your LTE. It doesn't have to be perfect, and you don't have to be an expert to have an opinion.
 - Create an outline of your letter using the [EPIC format](#).
 - Keep it short – 150-200 words. Being clear and concise will increase your chances of getting published.
 - Focus on your perspective and speak from the heart while supporting your opinion with evidence from our [call-to-action](#) and/or your research.
 - Remember to state the problem early on and include a solution to the issue which is usually the "ask" in the [call-to-action](#).
 - Write a catchy title that will draw the reader in.
 - Review your draft to make sure you are using respectful and inclusive language – see our anti-oppression best practices.
4. Decide if you are sending your LTE to one or many newspapers. If you're emailing multiple newspapers, put their addresses in the BCC field. Use our database of [editors' emails](#) for options.
5. Press 'send' – congratulations! Tell your Group Leader you've submitted an LTE. If you are not part of a group, consider [joining one](#).
6. Send your LTE draft to your [Member of Parliament \(MP\)](#) to let them know your opinion.

did you get published?

1. Do an internet search of your name and a key sentence from your LTE for a few weeks after you submit if the newspaper editor didn't notify you that they picked up your LTE.

2. If you got published, complete the “I got published in the media” [form](#).
3. Share it on social media by using [#Canada4Results](#), plus tagging [@ResultsCda](#) and your [Member of Parliament](#).
4. Keep submitting LTEs on future calls-to-action and you could become a [publishing expert like Dena](#).

secret tips

- Look at our latest [learning session on LTEs](#) (15 mins).
- Get more traction by connecting your LTE to a newsworthy topic or hook that inspires you - refer to our [key dates](#), [hashtags](#), [tags](#), and [keywords](#).
- Respond to a recently published article as a hook for your LTE.
- Collaborate with other volunteers. Nothing is stopping you from submitting a co-written LTE!
- Speak another language? Send your LTE to community newspapers published in that language.
- Consider [writing an op-ed](#) if you have lots of research material and 200 words isn't enough!

see an example of an LTE

Canada should invest \$1-billion in the Global Fund: reader

The COVID-19 pandemic has magnified the contribution of frontline community health workers around the world to protect communities. Health workers are the overlooked backbone of any well-functioning health system. Much of the success of the Global Fund is due to the efforts of these health workers—most of whom are women. They identify and fight disease outbreaks, provide vital health services, and prepare communities for future health threats. More than two million community health workers are on the front lines in countries where the Global Fund invests.

To recover from yet another wave of COVID-19 and its devastating impact on AIDS, TB and malaria, and to strengthen systems to build a healthier and pandemic-proof world, Canada must invest a billion dollars in the Global Fund.

Randy Rudolph, Calgary, Publication date: September 26, 2022, [The Hill Times](#)

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

Take to social media - Results Canada

 resultsCanada.ca/action-button/use-social-media-campaign-1/

Call-to-action summary:


Canada must not step back from global leadership in international development at a time when we should have stepped up. The Government must #KeepThePromise it made to increase international aid and allocate additional new resources for programs that will advance children's access to nutritious food, education, healthcare, and protection.

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

Take to social media and express your disappointment in #Budget2023 and how it did not #KeepThePromise.

The ask: Canada must not step back from global leadership in international development at a time when we should have stepped up. The Government must #KeepThePromise it made to increase international aid and allocate additional new resources for programs that will advance children's access to nutritious food, education, healthcare, and protection.

Tweet instantly (click below)

At a time of enormous need globally  gov failed to #KeepThePromise to increase international aid. I'm let down by #Budget2023 & call on @JustinTrudeau @cafreeland @HarjitSajjan to do the right thing & make game-changing investments to protect children everywhere #cdnpoli

Instagram/Facebook/LinkedIn post (copy and paste into your social media)

At a time of enormous need globally, the Canadian government has failed to #KeepThePromise to increase international aid. I feel let down by Budget 2023 and call on Justin Trudeau, Chrystia Freeland, and Harjit Sajjan to do the right thing and allocate new investments for game changing programs to protect children's rights around the world. Join me in taking action: bit.ly/TakeActionResults.

#GameChangers
#KeepThePromise
#ChildHealth
#InvestInNutrition
#VaccinesWork
#ChildRights
#Canada4Results

CHILDREN ARE AT THE CORE OF SUSTAINABLE DEVELOPMENT



results

bit.ly/TakeActionResults

Canada must expand investments in child health to build a future where all children grow up in a nurturing environment to reach their fullest potential.

results

#GameChangers2030
bit.ly/TakeActionResults



[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 [#Canada4Results](#)

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 board member