

## current call-to-action

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



“Pandemics thrive on inequalities and exacerbate inequities. To tackle the inequities, we must go beyond simple notions of equal access or one-size-fits-all and deliberately create ‘compensating inequalities’ in service provision to focus resources on the most vulnerable.”

– Peter Sands, Executive Director of the Global Fund

At the time of writing this call to action it is mid-December 2021 and we have no idea what the New Year will look like. Around the world including in Canada, we are seeing a resurgence of COVID-19 cases and the reintroduction of restrictive measures because of the latest variant - Omicron. Our top doctor Theresa Tam, Chief Public Health Officer of Canada, is suggesting we limit social gatherings over the holidays and by the time you read this we could very well be in another lockdown.

Despite the uncertainty that continues to surround our lives, we know what political leaders must do to protect the health and wealth of people everywhere. Throughout 2022, we are maintaining a **year-long campaign for #TheWorldWeNeed**. We will advocate together in support of high-impact solutions until Canada responds with the bold level of support for investments and policies to realize #TheWorldWeNeed. All our calls-to-action from 2021 have led us to this way forward. **This year, our calls-to-action will focus on ending the COVID-19 pandemic and what we know Canada must do to be an ambitious leader for economic opportunity, health equity, and quality education for all:**

- **Respond** to the pandemic with equitable investments and policies that [#EndCovidEverywhere](#)

- **Recover** from the secondary impacts of the current health and economic crisis to [#StopTheDeadlyDivide](#)
- **Prepare** for future pandemics to ensure we are [#PandemicProof](#)

We know the next variant of COVID-19 is preventable if there is global political will to end the pandemic and world leaders act together now. Societies can rebuild stronger if world leaders learn from our past and implement a modern-day recovery plan akin to the post [Second World War Marshall Plan](#) (an unprecedented plan to rebuild Europe after the devastating war). And the world can avoid a repeat of millions of lives and trillions of dollars lost if steps are taken to prepare for the inevitability of the next pandemic.

**For the launch of our [#TheWorldWeNeed](#) campaign, our call-to-action in January acts as an introduction to our three solutions: pandemic response, recovery, and preparedness for the future.** Our ask is for Canada to 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](#). With a CAD\$9 billion [Canadian aid](#) budget, Canada could continue to invest its 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 end AIDS, Tuberculosis and Malaria](#) (Global Fund) who are critical to achieving the mission of global health security for all during the pandemic and beyond.

### **about the ACT-Accelerator**

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[The ACT-Accelerator](#) is the global solution for equitable allocation of COVID-19 tools to address inequities in access for people living in underserved areas and countries, including humanitarian settings. Results Canada has been advocating in support of the ACT-Accelerator since its creation in April 2020. Canada's IAE increased in 2021 from 2020 largely because of the pandemic and an investment of more than CAD\$1.3 billion in the ACT-Accelerator. To get the pandemic under control and achieve the global target to vaccinate 70% of the world by end of 2022, Canada must continue to invest in the ACT-Accelerator. [Learn more.](#)

### **about CEPI**

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[CEPI](#) is an innovative global partnership between public, private, philanthropic, and civil society organisations launched in Davos, Switzerland in 2017 with Canada's support to develop vaccines to stop future epidemics. Their mission is to accelerate vaccine development for emerging infectious diseases and enable equitable access to vaccines for people during outbreaks. At their pandemic preparedness Summit in March, they will be looking to Canada for continued support and investment in their [USD\\$3.5 billion](#) plan to cut the time it takes to make a safe and effective vaccine against any virus to just [100 days](#).

### **about The Global Fund**

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The Global Fund is a partnership designed to accelerate the end of AIDS, tuberculosis, and malaria as epidemics. The Global Fund mobilizes and invests more than USD\$4 billion a year to support programs run by local experts in more than 100 countries. Results Canada has a long history of advocating in support of this high-impact multi-lateral organization. Most recently, when Canada was due to invest in The Global Fund in 2019, we helped secure an investment of CAD\$930.4 million for their programming from 2021-2023. Now, the funds need to be replenished for programming from 2024-2026, so the United States will be hosting the 7th Replenishment Conference this year. We will be looking to Canada to make its biggest investment to date at the AIDS2022 conference in Montreal this summer.

Increasing Canada's IAE to CAD\$9 billion in 2022 is urgently needed and smart. When our global community thrives, Canada and Canadians see the benefits. Canada's IAE represents investments in global public good, including global health and economic security. **That is why #TheWorldWeNeed campaign is kicking off with an ask on the IAE investment ahead of upcoming federal budget consultations.**

The pandemic has already taken the lives of over five million people worldwide. It has revealed and accelerated inequalities and drove millions into poverty. Alongside a climate crisis and prolonged conflicts, these conditions have brought down our global economy – shuttering businesses, forcing children out of school, and placing an ever-increasing burden on girls, women, and gender-diverse people. If the pandemic is not brought under control, the International Monetary Fund (IMF) cautions that global GDP will be reduced by a cumulative USD\$5.3 trillion over the next five years. Evidently, it is past the time that world leaders like Canada take meaningful action.

**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 campaign updates

- **#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.
- **#CanadiansVote (September 2021):** In the Speech from the Throne on November 23, the Canadian government emphasized its' commitment to "increasing Canada's foreign assistance budget each year." This provides a moment to point to when meeting with parliamentarians.

- **#EndCovidEverywhere (ongoing):** At the G20 Summit in Italy, Justin Trudeau committed to channeling 20% of Canada's Special Drawing Rights to support low-income countries, donating more vaccines doses to the COVAX facility, and funding towards the establishment of the South Africa Technology Transfer Hub.

**Meet more of our champions.**

**video (above):** [CEPI Vaccines: #100DaysMission](#)

**resources**

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

- [Canadian aid, Results Canada](#)
- [ACT-Accelerator Strategic Plan and Budget, World Health Organization](#)
- [Developing pandemic-busting vaccines in 100 days, CEPI](#)
- [United States to Host Next Global Fund Replenishment Conference, The Global Fund](#)

**key dates**

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January 6: [Call-to-action Q&A](#)

January 24: [International Day of Education](#)

**key words**

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COVID-19

COVID-19 response

Pandemic Preparedness

Recovery

Federal Budget

Canadian Aid

ACT-Accelerator

**hashtags**

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#Canada4Results

#TheWorldWeNeed

#EndCovidEverywhere

#PandemicProof

#StopTheDeadlyDivide

#Budget2022

#ACTogether  
#CanadianAid  
#Cdnpoli

## Twitter tags

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

# invite your MP to attend our event

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[results.canada.ca/action-button/invite-your-mp-to-attend-our-event-campaign-1/](https://results.canada.ca/action-button/invite-your-mp-to-attend-our-event-campaign-1/)



## take action now!

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### Call-to-action summary:

Our call-to-action for January sets the stage for a year of advocacy to call on Canada to be an ambitious global leader in the response and recovery from the COVID-19 pandemic, plus the prevention of future pandemics.

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

**MP** \ 'em- 'pē \

: an elected member of a parliament

The next variant of COVID-19 is preventable if there is global political will to end the pandemic and world leaders act together now. Societies can rebuild stronger if world leaders learn from our past and implement a modern-day recovery plan akin to the post Second World War Marshall Plan (an unprecedented plan to rebuild Europe after the devastating war). And the world can avoid a repeat of millions of lives and trillions of dollars lost if steps are taken to prepare for the inevitability of the next pandemic.

That is why, during International Development Week (IDW), we want to demonstrate the impact of #CanadianAid and to encourage parliamentary support of an increase in Canada's International Assistance Envelope (IAE). During IDW Results Canada is hosting **“Pandemic Proof the World: a global parliamentary discussion on ending pandemics old and new”**.

### What is International Development Week?

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International Development Week is an initiative that happens every February to engage Canadians on global issues like poverty reduction and Canadian aid. It is an important time to engage and educate parliamentarians on the issues you care about.

**Please invite your MP to attend our event by emailing them [this invitation](#).**

You can download the invitation as a PDF, attach it to your email to your MP, and ask them to attend the global parliamentary discussion on **Monday February 7, 8am-10am ET**. As a constituent in their riding, let your MP know it is important to you that we create the global political will to end the pandemic, and ask them to attend this engaging event to learn more about COVID-19's impact on people and health systems in Kenya.

**Need to find out who your MP is?**

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



Online  
February 7, 2022  
8am-10am ET

## Pandemic Proof the World

a global parliamentary discussion on ending  
pandemics old and new

#IDW2022

#Canada4Results

Please join Results Canada and partners on [International Development Week](#) for an informative parliamentary discussion exploring the impacts of COVID-19 on people and health systems in Kenya. COVID-19 will remain a global threat until the sustained political will to end the pandemic is achieved.

You will hear directly from Kenyan parliamentarians and frontline health workers, as well as experts and survivors on how Canadian parliamentarians can increase global political will to end pandemics that have plagued us for centuries, like tuberculosis, and new pandemics that threaten our future, like COVID-19.

Your office will receive a care package designed to immerse you in Kenyan culture and take you on a virtual tour through communities with the health heroes who are making a difference on the ground.

### Featured speakers:



**Hon. Stephen Mule**

**Member of Parliament**  
Chairman, National TB  
Caucus & Co-Chair,  
Global TB Caucus Africa  
region



**Ana Maria Harkins**

**Director, External Affairs**  
TB Alliance



**Joseph Ndung'u**

**Executive Director**  
FIND Kenya, the global  
alliance for diagnostics

Please RSVP to [neha@resultscanada.ca](mailto:neha@resultscanada.ca)

Registered participants will receive a link to the online meeting.





As a participant at the event, your MP can expect to hear directly from Kenyan parliamentarians and frontline health workers, as well as experts and survivors on how Canadian parliamentarians can increase global political will to end pandemics that have plagued us for centuries, like Tuberculosis, and new pandemics that threaten our future, like COVID-19. They will also receive a care package designed to immerse them in Kenyan culture and take them on a virtual tour through communities with the health heroes who are making a difference on the ground.

1. Introduce yourself and what you are passionate about
2. Explain the work Results Canada does
3. Include a link to the 2020-2021 Pandemic Parliamentary Year in Review to highlight all the action and change we have collectively achieved last year (if your MP is in the Year in Review, make sure to let them know)
4. Share your published LTE (or draft if not published). You can also share one of your co-volunteer's published LTE who resides in the same riding.
5. Let them know you look forward to working with them!
6. Refer to your tools for more tips and tricks.

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**

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



## Call-to-action summary:

Our call-to-action for January sets the stage for a year of advocacy to call on Canada to be an ambitious global leader in the response and recovery from the COVID-19 pandemic, plus the prevention of future pandemics.

[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*

The next variant of COVID-19 is preventable if there is global political will to end the pandemic and world leaders act together now. Societies can rebuild stronger if world leaders learn from our past and implement a modern-day recovery plan akin to the post Second World War Marshall Plan (an unprecedented plan to rebuild Europe after the devastating war). And the world can avoid a repeat of millions of lives and trillions of dollars lost if steps are taken to prepare for the inevitability of the next pandemic.

Write a letter to the editor to demonstrate the impact of #CanadianAid and encourage parliamentary support for increasing Canada's International Assistance Envelope (IAE). Consider using the Marshall Plan as a hook to show that a similarly bold and unprecedented increase in investment and political action is needed of Canada to give the necessary level of support that responding to the pandemic crisis requires.

**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 get your LTE published in the media.

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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

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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 tips

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- 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

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### Canada must support equitable distribution of the COVID-19 vaccine

Dear Editor,

Despite the slow vaccine rollout, about 20% of Canadians have received at least one dose while only about 0.7% of the entire continent of Africa has received a single dose. While Canada has staked their claim to 230 million doses, more than 3 times what is needed to immunize Canadians, estimates show that many countries will not have mass vaccination programs in place until 2024.

As new coronavirus vaccines zoom through clinical trials and approvals, wealthy nations have reserved millions of doses and global supplies of COVID-19 equipment and drugs creating an enormous gap in access for low-income countries. To bridge this gap, India and South Africa applied for a Trade-Related Aspects of Intellectual Property Rights (TRIPS) waiver at the World Trade Organization in October 2020 to temporarily waive IP rights enabling global manufacturers to produce generic versions of vaccines and drugs.

Waiving of IP rights two decades ago by several nations improved access to HIV drugs and cut costs. Similarly, this TRIPS waiver could boost the production and equitable distribution of COVID vaccines. It is important to note that this is not a silver bullet and many issues like poor supply chains, material shortage, capacity building and cooperation between developers and manufacturers need to be addressed.

On May 5th Canada must support the TRIPS waiver especially since it does not have a domestically produced vaccine. In fact, Canada stands to benefit from this waiver as India is scheduled to deliver us 2 million doses by the end of May. As PM Trudeau rightfully said, we don't get through this pandemic anywhere until we get through it everywhere.

Jeena Mathew, Publication date: Apr 21, 2021, [Inside Halton](#)

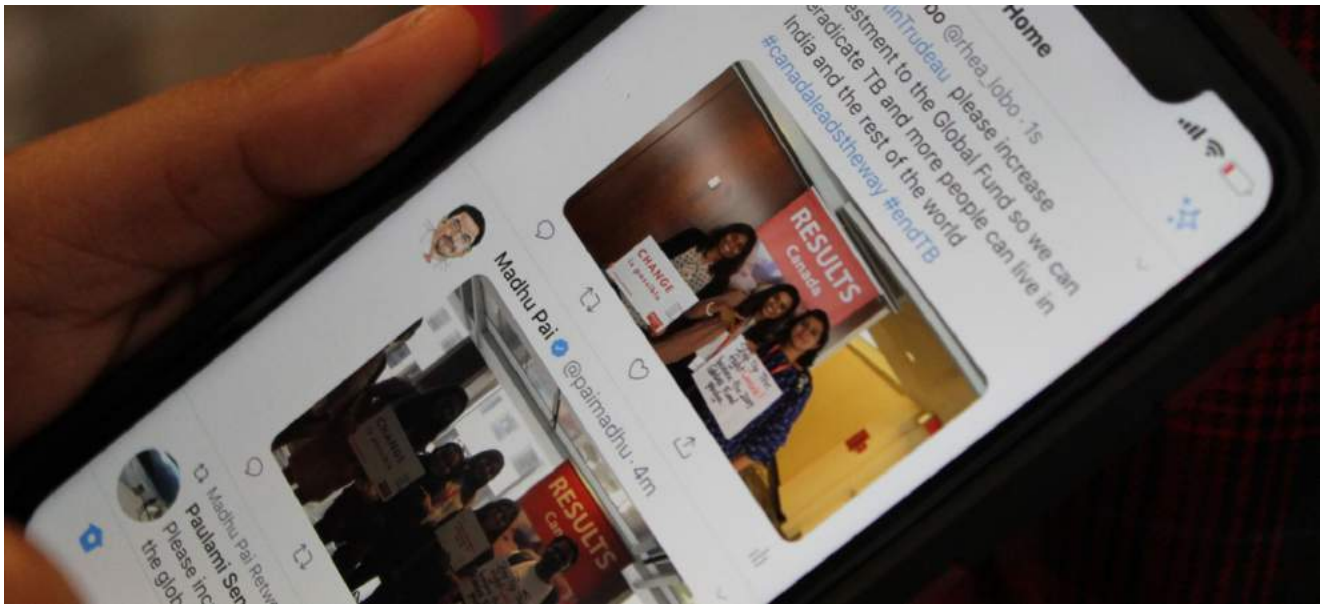
**See all our [resources](#) to help you write your LTE, along with key dates, hashtags, tags and keywords found on our [call-to-action page](#).**

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



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

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Use your voice on social media to demonstrate the impact of [#CanadianAid](#) and encourage parliamentary support for increasing Canada's International Assistance Envelope (IAE). Consider using the Marshall Plan as a hook to show that a similarly bold and unprecedented increase in investment and political action is needed of Canada to give the necessary level of support that responding to the pandemic crisis requires.

**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** (click below)

To respond to the #COVID19 pandemic, prepare for future threats & recover globally, Canada must increase its International Assistance Envelope by CAD\$1.5 billion above the current 2020-21 financial commitments to reach CAD\$9 billion in #Budget 2022 #Canada4Results @cafreeland

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

The next variant of COVID-19 is preventable if there is global political will to end the pandemic and world leaders act together now. Societies can rebuild stronger if world leaders learn from our past and implement a modern-day recovery plan akin to the post Second World War Marshall Plan (an unprecedented plan to rebuild Europe after the devastating war). And the world can avoid a repeat of millions of lives and trillions of dollars lost if steps are taken to prepare for the inevitability of the next pandemic.

To respond to the COVID-19 pandemic, prepare for future threats, and recover globally, 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.





**#TheWorldWeNeed**

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

[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

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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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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