

# a children's budget

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results [resultsCanada.ca/campaign/campaign-2](https://results.canada.ca/campaign/campaign-2)

"Every child deserves a fair and equal chance at success [...] we recommit ourselves to building a world free from violence and discrimination, where every young person grows up with access to proper nutrition, health care, and quality education." - Prime Minister Justin Trudeau



**The ask:** The Canadian government must keep its commitment to increase its International Assistance Envelope (IAE) every year and invest CAD\$600 million in 2024 to ensure that investments in immunization, nutrition, and education can #ReachEveryChild.

Today, more than half the people living in extreme poverty are children, even though they represent only 31% of the global population. Extreme poverty particularly affects children, because they are more vulnerable to its symptoms including malnutrition, vulnerability to vaccine-preventable diseases and “learning poverty” – the inability to read and understand a simple text by age 10. When combined, they feed on each other and make poverty worse. It's a vicious cycle, a wheel that turns until action is taken to stop it.

Canada is well-positioned to slow that cycle. By increasing the International Assistance Envelope (IAE) and investing in education, immunization, and nutrition, Canada can continue to be a global leader in the fight to end extreme poverty. That's why, as part of our year-long campaign to #ReachEveryChild, we are calling on Canada to pass #AChildrensBudget to address the growing needs of our world's children.

## children at the core of sustainable development

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- 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 right 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.

## how Canada can step-up and #ReachEveryChild

Canada has a legacy of supporting the rights, wellbeing, and dignity of children around the world. From leading contributions to the global effort to eradicate polio since the 1980s through to the establishment of a worldwide market and infrastructure for Vitamin A supplementation, which has led to a decrease in child mortality rates, Canada has consistently stepped up to support children. In 2010, Results Canada and partners worked to secure the launch (and later, the renewal) of the Muskoka Initiative at Canadian's G8 presidency. The Muskoka Initiative leveraged \$1.1 billion CAD, and an additional \$7 billion globally for interventions that left a lasting impact on maternal and child health. Ultimately, these investments helped save at least 1.2 million children's lives. With its leadership on the 2018 Charlevoix Declaration, Canada has also contributed to improving access to education for girls and women living in crisis zones.

Through the 2000s, our world made incredible strides. Child mortality rates plummeted, fewer people were living in extreme poverty, and ever more people were able to access an education. The average person – especially the average child – was doing increasingly better than at any other time in human history.

However, the convergence of conflict, COVID-19, and the climate crisis has stalled progress in eliminating child poverty. With children out of school, years of education were delayed. With health systems overwhelmed, routine vaccinations were deferred. With supply chain disruptions and intensifying climate disasters, food prices increased. A recent report by the Bill & Melinda Gates Foundation estimates that, as things stand, “two in three child-related SDGs require acceleration” if we are to achieve the Sustainable Development Goals by 2030.

According to the World Bank, an estimated 70% of 10-year-olds around the world are unable to understand a simple written text. Learning poverty limits children's opportunities once they leave school and has repercussions on their communities' economic future. The current generation of students now risks losing \$21 trillion in potential lifetime earnings, the equivalent of 17% of today's global GDP.

It has long been known that poverty makes people more vulnerable to malnutrition, and that malnutrition leads to poor life outcomes, healthcare costs, and slowed productivity. An estimated 45 million (6.8%) children under 5 are affected by wasting in 2022, of which 13.6 million (2.1%) suffered from severe wasting. Wasting – when a child's weight is too low for

their height – is the most life-threatening form of malnutrition and disproportionately affects those already most marginalized, including women and girls. [The Gender Nutrition Gap estimates](#) that “there are 150 million more women and girls who are hungrier than men and boys.”

There is also a strong correlation between extreme poverty and under-vaccination. For example, Gavi, The Vaccine Alliance reports that [two-thirds of zero-dose children](#) (who have never received any vaccinations in countries they support) come from families living on less than US\$ 1.90 a day. [Research from UNICEF](#) indicates that 1 in 5 children globally are either zero-dose (unvaccinated) or under-vaccinated (missing critical immunizations). While the world has made remarkable progress in enabling millions across the world to access vaccines, there remain those in remote, hard-to-reach, or conflict-affected areas who haven't yet been reached.

Canada committed to increasing its International Assistance Envelope (IAE) every year but failed to do so in its 2023 budget. But we can get back on track to support children. With an increased IAE in #Budget2024, we can ensure that truly transformative and meaningful investments in education, immunization, and nutrition can #ReachEveryChild.

### **opportunities for Canada to #ReachEveryChild**

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- Reinvest in the Charlevoix Education Initiative to ensure that children around the world can access education and have the opportunity to gain foundational skills to forge a new future.
- Take holistic, long-term and locally informed commitments to respond to the malnutrition crisis and prevent further backsliding.
- Make new, multiyear contributions to Gavi, the Vaccine Alliance and to the Global Polio Eradication Initiative to ensure the remaining zero-dose children access immunization.

### **latest campaign news**

#### **#ChampionChildrenInEmergencies:**

We were disappointed to learn that the new Minister of International Development Ahmed Hussen did not attend the Global Refugee Forum in December and Canada did not announce any new investments for access to quality education. We applaud Canada's support and [pledge](#) – *Securing Sustainable Futures - Towards a Shared Responsibility to Uphold the Right to Education and Include Refugee Children in National Education Systems* – which aims to ensure that all refugee children have access to education in host countries. However, without increased financial commitment we fear that more children will get left behind, increasing the gaps in learning and the number of girls out of school.

### **story**

Muhammad Kamran was one year old when he contracted poliomyelitis. As the years passed, he noticed that he lacked the ability to run and play like his peers, and that his mother faced particular difficulties in providing for him – both realisations that he recalls as emotionally painful.

But Kamran can be counted among those courageous people who can turn their weaknesses into strengths.

Now 45 years old, Kamran is employed as a vaccinator with the Department of Health of Multan District, in Pakistan's Punjab province. His job, in other words, is to protect children from polio and other diseases included in the country's Expanded Program of Immunization (EPI).

[read more here!](#)

**video**



Watch Video At: <https://youtu.be/bEi8ADfYVEI>

Malala Yousafzai: "We are facing an education emergency" | UNGA | UN General Assembly



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

Children are facing a nutrition crisis | UNICEF

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## key dates

January 4 - [national call](#)

January 24 - World Education Day

January 29 - House of Common returns

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

## key words

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Budget 2024

A Children's Budget

Reach Every Child

## hashtags

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#Canada4Results

#ReachEveryChild

#Budget2024

#AChildrensBudget

#Cdnpoli

## Twitter tags

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[@ResultsCda](#)

[@cafreeland](#)

[@JustinTrudeau](#)

[@HonAhmedHussen](#)

[@CanadaDev](#)

# introduce yourself to your MP

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 [resultscanada.ca/action-button/introduce-yourself-to-your-mp-campaign-2](https://resultscanada.ca/action-button/introduce-yourself-to-your-mp-campaign-2)

## campaign summary

The Canadian government must keep its commitment to increase its International Assistance Envelope (IAE) every year and invest CAD\$600 million in 2024 to ensure that investments in immunization, nutrition, and education can #ReachEveryChild.

As we start a new year, it's the perfect opportunity to write a letter or send an email to your Member of Parliament (MP) to introduce yourself! Tell them why you care about a world free from poverty, and why Canada needs to step-up and make sure that we #ReachEveryChild. Don't forget to make it personal. MPs will connect more with information that is grounded in personal experience, so don't be afraid to share why you care about global issues!

- To find out who your Member of Parliament is, type your postal code [here](#) and then find their email address by clicking the contact information button.
- Don't be afraid to mail a letter to your MP. You can find their Hill office address by researching their contact information on the House of Commons [website](#). All mail to an MP's parliamentary office is free and requires no postage!

MPs work for their constituents (that's you!). So, make sure you mention that you live in their riding by including your postal code in your email.

# sign-up for your MP's newsletter

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 [resultscanada.ca/action-button/sign-up-for-your-mps-newsletter-campaign-2](https://resultscanada.ca/action-button/sign-up-for-your-mps-newsletter-campaign-2)

## Call-to-action summary:

The Canadian government must keep its commitment to increase its International Assistance Envelope (IAE) every year and invest CAD\$600 million in 2024 to ensure that investments in immunization, nutrition, and education can #ReachEveryChild.

It's important to stay up-to-date on what your Member of Parliament (MP) is doing and discover opportunities to engage with them! MPs will often have a newsletter that you can sign-up to receive by email that shares events where you might be able to meet them in person to advocate for your issues and important news that allow you to stay informed and engaged with them. You can usually sign up through their website.

To find out who your Member of Parliament is, type your postal code [here](#) and then find their website by clicking the contact information button.

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

– Lindsay Sheridan, Results Canada staff





# attend your MP's pre-budget consultation

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 [results.canada.ca/action-button/attend-your-mps-pre-budget-consultation-campaign-2](https://results.canada.ca/action-button/attend-your-mps-pre-budget-consultation-campaign-2)

## Call-to-action summary:

The Canadian government must keep its commitment to increase its International Assistance Envelope (IAE) every year and invest CAD\$600 million in 2024 to ensure that investments in immunization, nutrition, and education can #ReachEveryChild.

Many Members of Parliament (MPs) will host a pre-budget consultation with their constituents to hear what you want to see in the 2024 budget. Join their pre-budget consultation and tell your MP that you want to see #AChildrensBudget that provides resources to address the growing needs of our world's children.

Check out your MP's website to see if they're hosting a pre-budget consultation.

To find out who your Member of Parliament is, type your postal code [here](#) and then find their website by clicking the contact information button.

# Write a letter to the editor

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 [resultscanada.ca/action-button/write-an-lte-campaign-2](https://resultscanada.ca/action-button/write-an-lte-campaign-2)

## Call-to-action summary:

The Canadian government must keep its commitment to increase its International Assistance Envelope (IAE) every year and invest CAD\$600 million in 2024 to ensure that investments in immunization, nutrition, and education can #ReachEveryChild.

Write a letter to the editor (LTE) highlighting the need for Canada to step-up and pass #AChildrensBudget that centres the growing needs of children around the world by increasing Canada's International Assistance Envelope by \$600 million in #Budget2024. Reference how our world's children are in crisis, and how Canadian investments health, good nutrition, and access to education will allow children to flourish.

Be sure to send your LTE to your local community papers for the best chance of being published.

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

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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.
  - o Create an outline of your letter using the [EPIC format](#).
  - o Keep it short – 150-200 words. Being clear and concise will increase your chances of getting published.
  - o Focus on your perspective and speak from the heart while supporting your opinion with evidence from our [call-to-action](#) and/or your research.
  - o Remember to state the problem early on and include a solution to the issue which is usually the "ask" in the [call-to-action](#).
  - o Write a catchy title that will draw the reader in.
  - o 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?

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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

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- 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

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### 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



# use your voice on social media

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 [resultscanada.ca/action-button/use-social-media-campaign-2-2](https://resultscanada.ca/action-button/use-social-media-campaign-2-2)

## Call-to-action summary:

Use your voice on social media to tell the Prime Minister and Finance Minister that you care about global issues. By increasing our International Assistance Envelope (IAE) in budget 2024, we can ensure that transformative investments in health, nutrition, and education can #ReachEveryChild.

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

Canada must pass #AChildrensBudget for #Budget2024 that centres the urgent needs of children around the world. @cafreeland: increase our International Assistance Envelope by \$600 million and #ReachEveryChild by investing in health, nutrition, and education. #cdnpoli @ResultsCda

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


As we enter the new year, it's clear that children are bearing the brunt of conflict and disaster. Canada has a long legacy of supporting kids around the world but we must build on this legacy and step up now more than ever.

Chrystia Freeland: We need #Budget2024 to be #AChildrensBudget.

In its 2024 federal budget, I am urging Canada to increase our International Assistance Envelope by \$600 million to #ReachEveryChild by investing in health, nutrition, and education. #cdnpoli #Canada4Results @resultscda

**My Canada prioritizes children's health, education and nutrition in #Budget2024.**

**#ReachEveryChild**



The illustration features a central globe with red arrows pointing outwards. Surrounding the globe are various children: one in a wheelchair, one holding a flag with a dove, one with a recycling symbol, one with a magnifying glass, and others in diverse clothing. At the top, a man stands at a podium with a Canadian flag. The text '#AChildrensBudget' is written in a blue arc above the globe. The 'results' logo is in the top right corner.

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

