

# current campaign

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

## take action now!

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### see all actions taken

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Investing in girls' education is not just the right thing to do, it's the smart thing to do. Given the chance, we know women and girls will drive positive change, and help build better lives for themselves, their families, their communities, and in turn, the world.

Justin Trudeau, 2018, G7 Leaders Summit

COVID-19 has taken an especially devastating toll on girls' education, threatening to derail progress made over the past 25 years. Prior to the pandemic, nearly 132 million girls were out of school and millions more faced barriers to learning. Now, an additional 20 million girls who were in secondary school may never return once the pandemic subsides, with a damaging impact on their health, protection, and wellbeing.

### **COVID-19: Why are girls less likely to return to school once they reopen?**

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With schools closed, girls are at a disproportionate risk of dropping out as they face a higher risk of sexual exploitation, child marriage, and adolescent pregnancy. Girls are also at greater risk of learning loss during school closures as they take on more household chores and caregiving responsibilities, which prevents them from studying. On top of this, learning inequalities are exacerbated by the gender digital divide: girls have less access to online learning at home compared to boys.

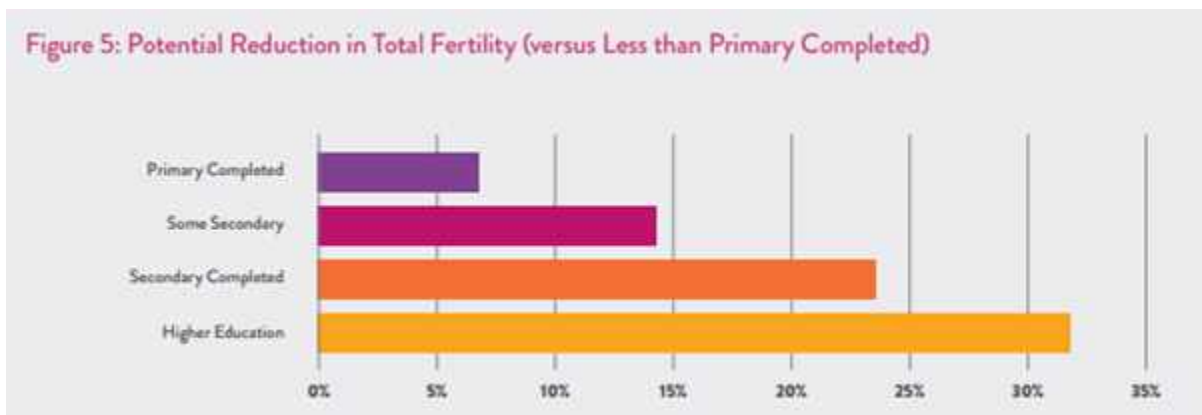
When families drop deeper into poverty – a direct consequence of COVID – the combination of existing and harmful gender norms combined with fewer resources too often leave girls behind, even when schools reopen.

Girls in low-income countries face multiple barriers to going to school and continuing to learn: child marriage, cultural norms and practices, school-related gender-based violence, lack of period management products and information, and lack of basic amenities such as sex-segregated latrines are some of the roadblocks that get in the way of girls' education. As a result, fewer than two in three girls in low-income countries finish primary school and only one in three finishes lower secondary school.

For many - especially in humanitarian emergencies - school is more than just a space for learning: it is a powerful protective factor that unlocks girls' potential. In contexts where adolescence marks a time of extreme vulnerability, school is often the only place where girls

can access health care, comprehensive sexual and reproductive health education, immunization services, nutritious meals, psychosocial support, and protection from exploitation, violence, and abuse.

The inherent power of girls and how their education is a tremendous engine of development means that keeping girls in school generates huge dividends. If every girl received 12 years of schooling, girls' higher lifetime earnings would grow economies by as much as USD\$30 trillion; if every girl completed primary school, maternal deaths would decline by two-thirds; and if more girls achieved universal secondary education, population growth could be reduced substantially.



### **see an example of how schools are entry points to development gains for girls**

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Considering that adequate adolescent nutrition is an important step for optimal growth and development, schools are strategic delivery platforms for iron and folic acid (IFA) supplementation to reduce the prevalence of anemia among school-girls in countries with high burdens of anemia. Anemia is a public health concern because of its adverse impact on the cognitive development in children, with long-term effects on learning capacity, human capital, and income earning potential during adulthood.

In Ghana, 26.4% of adolescent girls 15-19 years suffer from anemia which makes anemia a problem of moderate public health significance.

To address this problem, the Girls' Iron-Folic acid Tablet Supplementation (GIFTS) Program was launched in Ghana in October 2017. The program includes adolescent health and nutrition education and weekly iron and folic acid (IFA) supplementation targeting adolescent girls (10–19 years). It is primarily carried out through schools but also includes health centre-based implementation.

An impact evaluation examined the first phase of the GIFTS program and showed that the prevalence of anemia among girls in the program dropped from 25% to 19.5%, which is a statistically significant 22% reduction in the proportion of girls who suffered from anemia.

For many girls in low-income countries, school is a powerful protective factor that unlocks their potential and is one of the best investments we can make to recover from the COVID-19 pandemic. The United Kingdom has placed girls' education at the heart of the G7 [agenda](#) and aims to rally the world behind two new targets: to get 40 million more girls into school and 20 million more girls reading by the age of 10 in low- and middle-income countries by 2026.

In line with the commitments of the Feminist International Assistance Policy ([FIAP](#)) and with the [Charlevoix declaration](#) investments coming to end, Canada must cement its leadership in girls' education by pledging their advanced support for the Global Partnership for Education ([GPE](#)), which would enable GPE to remove the obstacles to education that stand in girls' way. Since 2002, GPE has helped low-income countries enroll an additional [82 million girls](#) in school and plans to get [48 million more girls](#) in classrooms.

**The ask:** Canada must invest CAD\$500 million over 5 years in the Global Partnership for Education (GPE) so that children around the world have access to quality education during and after the pandemic.

## **The Global Partnership for Education**

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Canada is a founding member and active partner of the Global Partnership for Education (GPE), the world's largest education partnership and fund dedicated exclusively to quality education for every girl and boy in low-income countries. Since 2002, Canada's total investments in GPE have contributed to seeing [160 million](#) more children in school in GPE partner countries, doubling the number of girls on the path to equality through education.

On July 28-29, 2021, GPE is holding a replenishment conference, co-hosted by the Governments of Kenya and the UK. Its [Case for Investment](#) aims to raise at least USD\$5 billion for the period 2021-2025. A fully funded GPE will reach 140 million students with professionally trained teachers, will get 88 million more children, including 48 million more girls in school, lifting 18 million people out of poverty, saving 3 million lives, and preventing early marriage for 2 million girls.

## **Canada's education legacy (Charlevoix declaration)**

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In 2018, Canada demonstrated remarkable global leadership on education through its G7 presidency in [Charlevoix](#), Québec, bringing together world leaders and partners to support quality education for girls and women, with a focus on those living in crisis and conflict-affected states. Canadian leadership is helping children living in the world's most vulnerable situations realize their right to a good quality education.

## **latest campaign updates**

- **#EndCovidEverywhere** (Oct-Dec 2020): In the much anticipated 2021 federal budget, the government announced an additional CAD\$375 million towards the global pandemic response and has since allocated these resources for investment in the ACT-Accelerator. This means that Canada has reached it's fair share contribution and has committed more than CAD\$1.3 billion to the ACT-Accelerator to date!
- **#StopTheDeadlyDivide** (Feb 2021). On May 7, 2021 the Global Financing Facility for Women, Children, and Adolescents (GFF) kicked-off its yearlong **#ReclaimTheGains** campaign with Canada as co-host. At the event, Minister of International Development Karina Gould announced an initial CAD\$100 million investment in the GFF to protect the health of women, children, and adolescents. While we must celebrate and applaud this investment, we want Canada to invest CAD\$250 million over three years.
- **#StopTheDeadlyDivide** (Apr 2021). In collaboration with Partners In Health Canada, Results Canada made a submission to the Standing Committee on International Trade, making the case for why Canada must support a temporary waiver of intellectual property during the COVID-19 crisis.



## Education Plus Initiative

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**In Sub-Saharan Africa - the epicentre of the AIDS epidemic - HIV continues to disproportionately impact adolescent girls.**

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Today, five in six newly infected adolescents aged between 15 and 19 in this region are girls. AIDS is still the second leading cause of death among young women aged 15-24 in the region (UNAIDS, 2021). Yet the majority of adolescent girls do not have comprehensive knowledge about HIV prevention and other sexually transmitted infections. Now the COVID-19 crisis threatens to worsen these vulnerabilities.

Recognizing that staying in school longer has a protective benefit in reducing the risk of HIV infection for girls, UNAIDS, UN Women, UNICEF, UNESCO and UNFPA are jointly launching a new advocacy initiative called Education Plus which aims to ensure that every girl in sub-Saharan Africa gets a quality secondary education.

**Learn more about Education Plus.**

**Meet more of our champions.**



Watch Video At: <https://youtu.be/XwmtJwJl9mk>

**video (above):** Education for all, volunteer-led plenary, Results Canada-U.S. Pacific Regional Conference, 2021

**resources**

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

[#RaiseYourHand](#) printout of current campaign and actions

- [Declaration on girls' education](#): recovering from COVID-19 and unlocking agenda 2030, UK Government
- [Raise your hands](#), A Case for Investment, Global Partnership for Education
- [Missed opportunities](#): The high cost of not educating girls, World Bank, July 2018
- [Let Girls Learn!](#), Save the Children, April 2021
- [#HerEducationOurFuture](#): keeping girls in the picture during and after the COVID-19 crisis, UNESCO, March 2021
- [Factsheet](#): how GPE drives gender equality, Global Partnership for Education, March 2021
- [Raise Your Hand, Fund Education](#): Financing GPE 2025



## key dates

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June 9: Anniversary of the [Charlevoix declaration](#)

June 11-13: [G7 Summit](#)

June 12-13: [RESULTS International Conference](#)

June 20: [World Refugee Day](#)

June 21: [National Indigenous Peoples Day](#)

June 22: Results Canada [Annual General Meeting](#)

June 30-July 2: [Generation Equality Forum](#)

## hashtags

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[#Canada4Results](#)

[#RaiseYourHand](#)

[#FundEducation](#)

[#LeaveNoGirlBehind](#)

[#ProtectAGeneration](#)

[#ChildrenCannotWait](#)

## tags

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[@ResultsCda](#)

[@GPforEducation](#)

[@SaveChildrenCan](#)

[@Canadadev](#)

[@karinagould](#)

[@JustinTrudeau](#)

## keywords

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COVID-19

Sustainable Development Goals

Leave no girl behind

Girls' education

Inclusive and equitable quality education

Education for all

Global Partnership for Education

# meet your Member of Parliament (MP)

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 [resultscanada.ca/action-button/meet-your-mp-campaign-1/](https://resultscanada.ca/action-button/meet-your-mp-campaign-1/)

Our #RaiseYourHand campaign focuses on the education crisis caused by COVID-19 that threatens a loss of learning for an entire generation of children and highlights the barriers to education in low-income countries. With 800 million students out of school today, it is estimated that 9.7 million children will drop out of school forever, with millions more falling behind. The COVID-19 pandemic has further widened the growing divide in access to education, particularly between wealthier and poorer families, urban and rural households, refugees/ displaced children and host populations, and children with disabilities and without disabilities.

**MP** \ 'em- 'pē \

: *an elected member of a parliament*

Meet your Member of Parliament (MP) to explain why Canada must invest in the Global Partnership for Education (GPE) to ensure all children and youth continue to learn throughout the pandemic no matter where they live. Canada can continue to lead in global education by making an investment ahead of or during the GPE Replenishment on July 28-29, 2021 at the Global Education Summit.

At your meeting, outline how COVID-19 has created the largest education disruption in history, with the number of out-of-school children growing substantially for the first time in decades. The pandemic has taken an especially devastating toll on girls' education, threatening to derail progress made over the past 25 years. Prior to the pandemic, nearly 132 million girls were out of school and millions more faced barriers to learning. Now, an additional 20 million girls who were in secondary school may never return once the pandemic subsides, with a damaging impact on their health, protection, and wellbeing.

Ask your MP to send this template letter to Prime Minister Justin Trudeau so he knows they support Canada's investment in GPE.

**The ask:** Canada must invest CAD\$500 million over 5 years in the Global Partnership for Education (GPE) so that children around the world have access to quality education during and after the pandemic.

Use our step-by-step instructions below to prepare for your meeting along with these important resources.

**use these step-by-step instructions to meet your MP**

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1. Use your postal code to find out who your MP is and when they are in their riding.
2. Familiarize yourself with our current campaign.
3. 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 and op-eds to see published examples
4. Send an email to your MP to request a meeting. See an email example below.
  - add your MP's email address (usually it is: firstname.lastname@parl.gc.ca)
  - ask for a brief meeting on the campaign issue you want to discuss
  - include your name, mailing address and telephone number
5. Follow up with your MP via phone or by email if you haven't heard back within 1 week.  
See a follow-up email example below.
6. Once your MP has secured a meeting time with you, it's time to prepare! Consult our meet your MP tools for details on what to do before, during and after your MP meeting.
7. If you belong to a Results group, let your Group Leader know that you met with your MP. 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. Plan ahead to know when your MP is in your riding.
2. Confirm with your MP's staffer the length of meeting (usually 30 minutes).
3. Connect our campaign issue to voters.
4. Be succinct and to the point - have one clear ask.
5. Get creative to increase your chances of getting a meeting. Suggest a community BBQ, panel or roundtable event.
6. Thank your MP for something recent that they've done or accomplished.
7. Avoid an argument.
8. If you don't know an answer, be honest and tell them you'll follow up.
9. Be personal and share a touching story related to the campaign and/or your story that speaks to why you are there voluntarily. This can include having your own elevator pitch on the current campaign to hook your MP right from the beginning.

## resources

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- [Education key messages](#)
- [MP education brief](#)

### **secret tips**

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- Do your research! Find out what issues your MP cares about and connect your messaging to their interests. You can find some of this information on [ourcommons.ca](http://ourcommons.ca) and [openparliament.ca](http://openparliament.ca).
- Don't be afraid to show your passion! It's your MPs job to represent the interests of their constituents so tell them about the issues that matter to you.

### **see an example of an email**

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Subject: Constituent meeting request re: Canadian aid

Dear Mr. Doe:

As a constituent in your riding of the Bayward district, I wish to request a brief meeting with you to discuss Canada's role in supporting the health and well-being of people all over the world. Specifically, I

would like to discuss your commitment and that of your party to Canadian aid. Please let me know if it would be possible to arrange a meeting, and I will make myself available.

Sincerely,

Bob Citizen

5 Smith Street

Ottawa, ON, K1A 2B3

T: (555) 456-7890

### **see an example of a follow-up**

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Subject: Constituent meeting request re: Canadian aid

Dear Mr. Doe,

I hope this email finds you well. I would like to follow up on a previous email below sent on [date] in regards to your support on Canadian aid. I would kindly appreciate a response as soon as possible. Please let me know if I can provide further information. Thank you very much for your time and consideration.

Sincerely,

Bob Citizen

5 Smith Street

Ottawa, ON, K1A 2B3

T: (555) 456-7890

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

I had the chance to speak with my MP about Canada's investment towards global aid for COVID-19. They were very supportive and helped me further voice my concerns to the finance minister. Although we only spoke for 10 minutes, I felt a true sense of accomplishment. It felt uplifting to see that I was invited to express my views and that I do hold the power to make a difference.

- Tanvi, Results Canada volunteer

# write an Opinion Editorial (Op-Ed)

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 [resultsCanada.ca/action-button/write-an-op-ed-campaign-1/](https://resultsCanada.ca/action-button/write-an-op-ed-campaign-1/)

Our #RaiseYourHand campaign focuses on the education crisis caused by COVID-19 that threatens a loss of learning for an entire generation of children and highlights the barriers to education in low-income countries. The pandemic has taken an especially devastating toll on girls' education, threatening to derail progress made over the past 25 years. Prior to the pandemic, nearly 132 million girls were out of school and millions more were in school but not learning. Now, an additional 20 million girls who were in secondary school may never return once the pandemic subsides, with a damaging impact on their health, protection, and wellbeing.

**op-ed** \ 'äp- 'ed \

*: a page of special features usually opposite the editorial page of a newspaper*

Either on your own or with a Results volunteer, write an op-ed about how girls' education is one of the most transformative investments we can make to recover from the COVID-19 pandemic. Show how removing roadblocks and ensuring that girls can learn in a safe and supportive environment generates huge dividends for economic prosperity, gender equality, climate resilience, public health, and lasting peace and stability.

Use the anniversary of the Charlevoix declaration (June 9), the G7 Summit (June 11-13) or World Refugee Day (June 20) as a hook to emphasize how an educated girl will lift herself and everyone around her out of poverty and will lead change towards a more prosperous, just, and secure world.

**The ask:** Canada must invest CAD\$500 million over 5 years in the Global Partnership for Education (GPE) so that children around the world have access to quality education during and after the pandemic.

Use our instructions, tips, and resources below to get your op-ed published in the media.

**secret tip: connect local with global**

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Use examples of how education disruptions in Canada have impacted learning to shine a light on the growing inequalities that exist for millions of children around the world who don't have access to quality education during the pandemic.

**use these step-by-step instructions to get your op-ed published**

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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 op-eds to see [published examples](#).
3. Write your op-ed to give your opinion related to our campaign issue. See an example below.
  - start by greeting the editor
  - aim for approximately 750 words
  - include your name, mailing address and telephone number. Unlike the LTE, you'll need to include a very brief description of yourself which will be published as part of your op-ed.
4. Use our searchable list of [editors' emails](#) to email your op-ed to.
5. Press send!
6. Follow up with the editor via phone within a couple days of sending your email. If it doesn't look like your op-ed will be published, don't give up! Ask for feedback and send your email to another editor and follow-up again.
7. Send your op-ed to your [Member of Parliament \(MP\)](#) to let them know your opinion.
8. If you belong to a Results group, let your Group Leader know that you've submitted an op-ed. If you are not part of a group, consider [joining one](#)! Until then, fill out this "actions taken" [online form](#).
9. If your op-ed 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. Buddy up! Get support from a fellow volunteer and co-author.
2. Make it relevant and timely - ideally within 2 days of a current event.
3. Be accurate in your writing. Research is your friend so make sure you can provide sources to back up your points!

## see an example of an op-ed

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Opinion: Fighting global disease can also help transform women's lives

The prime minister's recent announcement of a close to 16-per-cent increase in support for the Global Fund is good news for Canada and the world. Canada has pledged \$930.4 million over the next three years. The funds will help to save 16 million lives, cut the mortality rate from HIV, TB and malaria in half, and build stronger health systems by 2023.

In this increasingly divided world, one thing that can still bring nations together is the common threat posed by killer diseases. The Global Fund to Fight AIDS, TB and malaria is an inspiring model of such international co-operation. It was founded in 2002 to combine the resources of governments, civil society groups, and technical agencies, with a mission to fund and implement new ways to tackle the three biggest and longest-running disease epidemics.

Today, the partnership is active in more than 100 countries and operates on many fronts, from detecting and treating tuberculosis and preventing mother-to-child transmission of HIV to distributing mosquito nets.

Since the inception of the Global Fund, 27 million lives have been saved. The fight is far from over, however. AIDS, TB and malaria together continue to kill close to three million people every year. Drug-resistant strains of TB have proliferated, and drug resistance to anti-retroviral drugs and malaria medications has emerged. Malaria has resurged, and HIV rates among adolescents has increased. In fact, a thousand young women and girls are newly infected with HIV every day.

Despite this growing need, funding for key programs has plateaued. The world is not on track to achieving the target that was set as part of sustainable development goals, to end these epidemics by 2030.

For its sixth replenishment cycle, the Global Fund has asked for renewed funding of \$14 billion US in order to step up the fight over the next three years.

Canada has responded generously to the call. In doing so, it has stood by its proclaimed feminist international assistance policy. Women and girls suffer disproportionately in the three great epidemics. As targets of gender-based violence and sexual exploitation, they have higher rates of HIV infection.

As primary caregivers in the household, they also bear the financial and emotional burdens of disease. The Global Fund directly addresses the social and cultural causes of women's suffering, including the lack of sexual and reproductive health rights. If it realizes its requested level of funding, it will not just save lives.

Along with every life saved there will be untold stories of other lives transformed — a girl who finds a peer-support group to empower her as she matures sexually, a woman who receives health care directly in her home from another woman who is a community health nurse, and many more.

The need to save lives is paramount, but there are also compelling economic reasons to support the Global Fund. Losses due to AIDS, TB and malaria are astronomical. They include \$7.2 billion a year in lost earnings due to AIDS, \$12 billion a year in direct and indirect costs of malaria in Africa alone, and projected costs of TB amounting to \$1 trillion over the next 15 years.

As a model of lean efficiency and transparency, the Global Fund is one of the most reliable instruments available for investing in global health. Every \$1 invested in the Global Fund returns \$19 in health gains and economic benefits. The countries that stand to gain the most include our important allies and trading partners. We have a stake in reducing health costs and increasing prosperity worldwide through a fully funded Global Fund.

At Women Deliver, the world's largest conference on gender equality, held at Vancouver in June of this year, Prime Minister Trudeau received a standing ovation from the 7,000 delegates present in appreciation for his feminism and his promise to fund women's health and rights globally. A strong investment in the Global Fund is a bold and important step for Canada to fulfill this promise.

Following Canada's announcement, during the G7 Summit in France, global leaders from Germany, Italy and the EU announced similar increases in funding. We should not underestimate Canada's ability to lead by example as a caring and compassionate democracy.

- Chitra Ramaswami, Randy Rudolph & Stephen St. Denis, September 4, 2019.

Edmonton Journal

### **secret tips**

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- Get creative with your title. A unique and catchy title will attract attention and increase your chances of getting published.
- If you can't find a story in the news to use as a hook, use a personal anecdote to capture the reader's attention!

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

"I enjoyed the whole process of writing an op-ed, from reading background material on the Global Fund to collecting my thoughts and finding the right words to express them. It felt good just to get it done, so actually getting it published was an added bonus. I'd encourage anyone who's especially interested in a topic to give it a try."

- Chitra, Results volunteer

# write a Letter to the Editor (LTE)

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

Our #RaiseYourHand campaign focuses on the education crisis caused by COVID-19 that threatens a loss of learning for an entire generation of children and highlights the barriers to education in low-income countries. The pandemic has taken an especially devastating toll on girls' education, threatening to derail progress made over the past 25 years. Prior to the pandemic, nearly 132 million girls were out of school and millions more were in school but not learning. Now, an additional 20 million girls who were in secondary school may never return once the pandemic subsides, with a damaging impact on their health, protection, and wellbeing.

## ***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) about why girls' education should be a critical component of the Canadian global response to the pandemic. Show how removing roadblocks and ensuring that girls can learn in a safe and supportive environment generates huge dividends for economic prosperity, gender equality, climate resilience, public health, and lasting peace and stability.

Use the anniversary of the Charlevoix declaration (June 9), the G7 Summit (June 11-13), or World Refugee Day (June 20) as a hook to emphasize how an educated girl will lift herself and everyone around her out of poverty and will lead change towards a more prosperous, just, and secure world.

**The ask:** Canada must invest CAD\$500 million over 5 years in the Global Partnership for Education (GPE) so that children around the world have access to quality education during and after the pandemic.

Here are some ideas that you can include with your LTE. Be sure to post your photo(s) on social media, and tag your Member of Parliament (MP) and [@ResultsCda](https://twitter.com/ResultsCda):

**Consider including the children in your life as part of this LTE action. Whether it is your grandchildren, a younger sibling or cousin, or a family friend, take action together to demonstrate your support for children's education.**

- **Make a collage or a drawing on the topic of access to quality education and what it means to you. Don't forget to take a photo of it before sending!**
- **Create a chalk drawing outside on why education is important, and take a photo of it**





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

### **follow these step-by-step instructions**

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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!

### **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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#### **COVID-19: A salutary tale?**

Dear Editor,

The pandemic is not yet over but we are beginning to see some light through the cracks in our world. I am proud to say that Canada has taken a leadership role and contributed ever-increasing amounts to end COVID everywhere. More Canadians should be made aware that the experts estimate a return of \$5.60 for every \$1 of aid we invest. Indeed, it means the pandemic world-wide will end sooner which is good for our economy.

My greater hope is that we learn from our pandemic experience that contributing to better public health abroad is also the right thing to do. The best example is the TB epidemic which continues to ravage many countries and regions, including Canada's North. TB is both preventable and curable yet has been the leading cause of death from a single infectious agent. In 2019, it resulted in the deaths of 1.4 million people. COVID deaths will be higher in 2020 as we are already over 1.6 million deaths. But the COVID vaccines were not available until this month.

We have seen how quickly governments and communities react when disease hits richer nations such as our own. Many people have been working for a very long time to combat TB in the Global South. Let's make sure that the community health workers or "front-line heroes" in those nations have the resources they need post-COVID to wipe out epidemics like TB.

Sherry Moran, Publication date: Dec 15, 2020, [Oshawa Express](#)

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

Tell a story. Everything is built on storytelling. If you're in the right place at the right time and you tell the right story, you can do anything.

- Danny Glenwright, President and CEO of Save the Children Canada

# use your voice on social media

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

## take action now!

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### see all actions taken

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Our #RaiseYourHand campaign focuses on the education crisis caused by COVID-19 that threatens a loss of learning for an entire generation of children and highlights the barriers to education in lower-income countries. The pandemic has taken an especially devastating toll on girls' education, threatening to derail progress made over the past 25 years. Prior to the pandemic, nearly 132 million girls were out of school and millions more were in school but not learning. Now, an additional 20 million girls who were in secondary school may never return once the pandemic subsides, with a damaging impact on their health, protection, and wellbeing.

Use your voice on social media to demonstrate the inherent power of girls and how their education is a tremendous engine of development. Bring attention to the upcoming GPE Replenishment in July 2021 as a strategic moment for Canada to pledge their support to increase global education financing so that millions of students can have access to trained teachers, more children including girls can go to school, early child marriage can be prevented, and more lives lifted out of poverty.

**The ask:** Canada must invest CAD\$500 million over 5 years in the Global Partnership for Education (GPE) so that children around the world have access to quality education during and after the pandemic.

**Consider including the children in your life as part of this social media action.**

**Whether it is your grandchildren, a younger sibling or cousin, or a family friend, take action together to demonstrate your support for children's education. Post your photo(s) on social media and tag your Member of Parliament (MP) and @ResultsCda.**

- **Make a collage or a drawing on the topic of access to quality education and what it means to you, then take a photo**
- **Create a chalk drawing outside on why education is important, and take a photo**
- **Take a selfie and raise your hand like they do in GPE's Raise Your Hand photos!**
- **Find photos from a first day of school or a graduation**



You can also instantly let Canadian decision-makers know that you care by sending the ready-made tweet or Facebook post below.

**Tweet instantly** (click below)

[#DYK? 20 million girls that were in secondary school before #COVID19 may never return once the pandemic subsides, damaging their health, protection, and wellbeing.](#)  
[#RaiseYourHand](#) with me for girls' access to education 🙌 [@GPforEducation](#)  
[#Canada4Results](#) [#LeaveNoGirlBehind](#)

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

In the epicentre of the AIDS epidemic, Sub-Saharan Africa, HIV continues to disproportionately impact adolescent girls. Today, 5 in 6 newly infected adolescents aged between 15-19 in the region are girls. Yet the majority of these girls do not have knowledge about HIV prevention. Now, the #COVID19 crisis threatens to worsen these vulnerabilities.

I call on Canada to invest CAD\$500 million over 5 years in the [@globalpartnership](#) so that children everywhere have access to quality education and especially for girls who face gender-specific barriers. [@CanadaDevelopment](#) [@UNAIDS](#) [#Canada4Results](#)  
[#RaiseYourHand](#)

An estimated **132 million** girls worldwide were already out of school before the pandemic.

An additional **20 million** secondary school girls could be out of school following the pandemic.

**#RaiseYourHand**



Globally in 2020, an estimated **39 billion** in-school meals were missed during school closures by the **370 million** children who were benefiting from school feeding programs pre-pandemic.

**#RaiseYourHand**

[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.

**use these step-by-step instructions**

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](#).

## 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 [campaign page](#).**

With a very simple action, you can have a very big impact. Together we're strong and together our voice is louder. This is the great thing about advocacy.

- Piera, Results Canada volunteer