

#FightForWhatCounts

results results.canada.ca/campaign/campaign-2/



take action now!

I meet more and more people like me. It is hard to be lonely among people fighting against the whole world. Now I feel that there are people who can protect me [and] support me.

– Anna Doronina, 31-year-old transgender woman, Kyiv, Ukraine, referring to community-based services funded by the Global Fund

When the first brick was thrown outside the Stonewall Inn in New York’s Greenwich Village in the wee hours of June 28, 1969, it sparked a mass movement. Events on that fateful night – along with similar uprisings in Canada – inspired a generation of LGBTQ2+ activists to fight for social, economic, and political inclusion. As cities in Canada kick-off their annual Pride events this June to commemorate historic moments like these, they are also vehicles to centre people around the world who continue to face discrimination and violence based on who they are, preventing their access to lifesaving services.

That’s why this month, our call-to-action extends our multi-month campaign in support of the Global Fund to Fight AIDS, Tuberculosis and Malaria’s (the Global Fund) Seventh Replenishment by focusing on the LGBTQ2+ community and why they must be front and centre in the fight against the three epidemics.

Over the last two decades, the efforts and significant investments by communities, governments, and global health partners have resulted in extraordinary progress in the fight against HIV/AIDS, a disease once considered a death sentence. Between 2010 and 2020, the global HIV/AIDS-related deaths fell by 47% to 680,000 and new infections dropped by 31% to 1.5 million. However, the progress has not been even, and gaping inequalities continue to fuel the epidemic:

- Together with their sexual partners, key populations – which include gay men and other men who have sex with men, and transgender people – make up 65% of new infections globally.
- Transgender women are 34 times more likely to acquire HIV/AIDS than other adults globally.

These communities continue to face human rights barriers in the fight against HIV/AIDS, fueled by stigma and discrimination, punitive laws, and violence which prevent them from accessing healthcare services. For Kiki, a transgender woman in Yaoundé, Cameroon, living with constant threat of violence and arrest while being cut off from health care is part of everyday life. Cameroon is one of more than 70 countries where laws criminalize non-heterosexual relationships, reinforcing prejudice against the LGBTQ2+ community.

And then, COVID-19 happened. The pandemic took a toll on already overstretched health systems, reversed hard-won gains in the fight against HIV/AIDS, TB, and malaria and increased inequities that make people like Kiki more vulnerable to these epidemics. In 2020, HIV/AIDS prevention programs and testing dropped from 2019 by 11% and 22%, respectively, holding back treatment initiation in most countries. An estimated 115 million people were pushed into extreme poverty in 2020 and, in many of the most vulnerable communities in the world, HIV/AIDS, TB, and malaria combined killed more people than COVID-19. For the first time in a decade, the number of people dying from TB – the leading cause of death among people living with HIV/AIDS – increased with 100,000 more people losing their lives from the disease in 2020 compared to 2019. Along with other affected community groups, the LGBTQ2+ community faced the worst of it.

The evidence is compelling – to tackle these epidemics we need more than biomedical interventions; we need just and equal societies. As one of the largest global partnerships for health equity, the Global Fund has a long-established track record of recognizing that “health for all” cannot be achieved without ensuring human rights. It recognizes the disproportionate impact of the epidemics on specific populations, especially the LGBTQ2+ community.

breaking down barriers – fighting stigma, criminalization, and violence

Since 2016, as part of its ‘Breaking Down Barriers’ initiative, the Global Fund has increased investment in programs in 20 countries to remove human rights and gender-related barriers nearly eight-fold (approximately USD\$160 million). Many countries have had success thanks to this initiative:

- Botswana launched a comprehensive five-year plan to remove human rights and gender-related barriers to HIV/AIDS and TB services
- South Africa – which has the largest HIV epidemic in the world – adopted a new human rights plan to tackle the various legal and social barriers to HIV and TB.
- In Indonesia, the National AIDS Commission is undertaking a survey on the impact of COVID-19 on key populations, looking into issues such as criminalization, gender-based violence, and service accessibility.

The Global Fund has another unique strength – it recognizes that communities, especially LGBTQ2+ people, form the backbone of disease response. The Global Fund supports programs that empower affected communities and people to know their health-related rights, mobilize around these rights, and demand changes that improve delivery of health services.

placing people and communities front and centre

In 2021, the Global Fund approved a new strategy for the fight against HIV/AIDS, TB, and malaria and accelerated the shift to more integrated, people-centred models of prevention, treatment, and care. People-centred services are organized in a way that considers individuals' health needs holistically and strengthens the leadership and engagement of communities living with and affected by a disease. Even before this strategy, the Global Fund launched a global Youth Council in 2020 led by young people living with or affected by the three diseases to gain insights into the needs and challenges that youth face, especially members of the LGBTQ2+ community, in relation to the diseases and other aspects of health and well-being.

For over 20 years the Global Fund has fought back and guided by movements led by communities has refused to accept that anyone, anywhere, should die of preventable, treatable diseases because of who they are or where they live. The result: 44 million lives saved and a HIV/AIDS, TB, and malaria combined death rate reduced by more than half. By investing in the Global Fund, Canada can help save an additional 20 million lives, prevent 450 million new infections and build a strong foundation for future pandemic preparedness. Since no one is safe from infectious diseases until everyone is safe, protecting us all will take a global effort and Canada has an opportunity to prove and sustain its global health leadership – by supporting the fight against inequality and the #FightForWhatCounts.

why CAD\$1.2 billion?

CAD\$1.2 billion is the largest amount Canada would have ever committed to any international financing institution for health, but we know that this level of ambition is critical if we want to get the world back on track to end AIDS, TB, and malaria while recovering from COVID-19. See why we chose this specific amount:

- The Seventh Replenishment total ask is a ~30% increase (US\$18 billion) from its ask at the Sixth Replenishment in 2019. In 2019, Canada pledged its fair share at 5% of the total USD\$14 billion ask. To contribute its fair share in this replenishment, Canada must increase its investment by about 30%, amounting to CAD\$1.2 billion.
- The projected resource needs for HIV, TB, and malaria for 2024-2026 in countries where the Global Fund invests has increased ~30% beyond the current three-year period (2021-2023).
- The United States, the largest donor of the Global Fund and host of the Seventh Replenishment, recently announced its intention to pledge USD\$6 billion (~30% increase from the Sixth Replenishment), covering one-third of the Global Fund's USD\$18 billion ask. By law, the U.S. cannot commit more than one-third of the total funding, meaning that if other donors such as Canada do not meet this level of ambition, then the full pledge from the U.S. will not be secured.
- Canada's investment would yield a return of 1:31 with every dollar invested in the Global Fund resulting in USD\$31 in health gains and economic returns, advancing the overall SDG agenda for fighting the three diseases.

The ask: Canada must invest CAD\$1.2 billion in the Global Fund to Fight AIDS, Tuberculosis and Malaria ahead of the Seventh Replenishment conference, to recover from the devastating impacts that COVID-19 has had on these longstanding epidemics, and strengthen systems for health to build a healthier, more equitable, pandemic proofed world.

latest call-to-action updates

- **#EndCovidEverywhere:** On May 12, Canada acknowledged the hard truth that the COVID-19 pandemic is far from over by announcing an investment of CAD\$732 million in the Access to COVID-19 Tools Accelerator to support low- and middle-income countries to deliver the tools needed to fight the pandemic.
- **#EndCovidEverywhere:** On April 4, our very own Dr. Robyn Waite, Director of Policy and Advocacy, was invited to make a witness appearance for a vaccine equity study taking place within the Standing Committee on Foreign Affairs and International Development.
- **#StopTheDeadlyDivide:** On April 22, Canada heeded our relentless calls for action to step up investment to protect the health of women, children, and adolescents in lower-income countries. The Honourable Minister Harjit Sajjan announced an additional CAD\$40 million investment in the Global Financing Facility for Women, Children, and Adolescents at the #ReclaimTheGains closing event.



Bryanna Nicole Camey

Transgender woman, Guatemala

Bryanna Nicole Camey studied business, but never managed to get a job in her field. Faced with stigma and harassment, Bryanna, like many transgender women in Guatemala, makes a living as a sex worker. When COVID-19 related lockdown measures shut the health center where Bryanna got tested for HIV, she was left in the lurch. To maintain testing services, the Global Fund worked with community-based organizations to provide HIV self-testing kits. Bryanna used the self-tests and now spreads the word to other members of her community.

Learn more about [Bryanna Nicole Camey's story](#).

Meet more of our [champions](#).

resources

- [Global Fund Investment Case](#)
- [Global Fund Results Report 2021](#)

- [Global Fund Strategy in Relation to Sexual Orientation and Gender Identities](#)
- [Step Up the Fight: Ending HIV among adolescent girls and young women](#)
- [Our 2022 advocacy plan](#)



Watch Video At: https://youtu.be/SsYhH5_ieYc

video (above): [Kiki's Story: Defending Transgender Rights during COVID-19 in Cameroon](#)

key dates

June 1-3: [Week of Action to #FightForWhatCounts](#)

June 1-3: [Pride Winnipeg](#)

June 6, 8-9:15pm ET: [Call-to-Action Q&A](#)

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

June 18: [York Pride \(Newmarket, ON\)](#)

June 25: [World Refugee Day](#)

June 24-26: [Pride Toronto](#)

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

key words

Global Fund to Fight Aids, Tuberculosis and Malaria
COVID-19
Tuberculosis
Malaria
HIV AIDS
Health system strengthening
Recovery
Canadian Aid

hashtags

#Canada4Results
#FightForWhatCounts
#Pride
#CanadianAid
#Cdnpoli
#PrideToronto
#Pride2022

tags

[@ResultsCda](#)
[@HarjitSajjan](#)
[@JustinTrudeau](#)
[@CanadaDev](#)
[@GlobalFund](#)
[@GFadvocates](#)

ask your MP to sign a letter

 [resultscanada.ca/action-button/ask-your-mp-to-sign-a-letter-campaign-2/](https://results.canada.ca/action-button/ask-your-mp-to-sign-a-letter-campaign-2/)



take action now!

Call-to-action summary:

Our call-to-action for June extends our multi-month campaign in support of the Global Fund's Seventh Replenishment by focusing on one of the communities most affected by HIV/AIDS, tuberculosis (TB), and malaria – the LGBTQ2+ community – and why they must be front and centre in the fight against the three diseases. The Global Fund is our ticket to ending these epidemics and enacting the high-impact actions needed to realize #TheWorldWeNeed by strengthening global systems for a healthier, more equitable, pandemic-proof world.

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

MP \ 'em- 'pē \

: an elected member of a parliament

This letter is a major priority for our Global Fund advocacy. We want as many Members of Parliament as possible to sign on. Don't just email it to them, call their staff to follow up!

As one of the goals for the Week of Action to #FightForWhatCounts, May 30-June 3, we want to ensure Members of Parliament (MPs) sign a [letter to Prime Minister Justin Trudeau](#), encouraging Canada to continue its support for the Global Fund to Fight AIDS, TB, and Malaria (the Global Fund) with an announcement of an investment the Seventh Replenishment at the International AIDS Conference at the end of July.

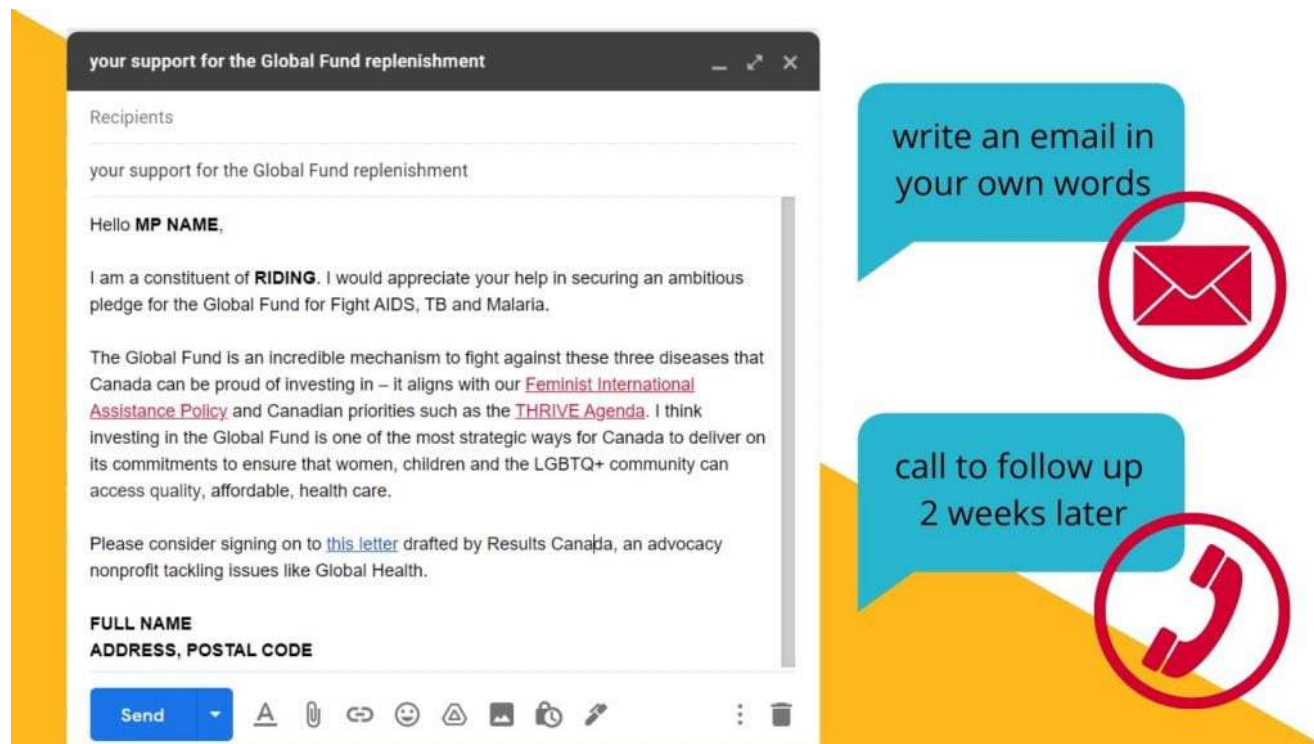
The official opportunity for the Global Fund’s replenishment is in fall 2022; however, the International AIDS Conference offers a strategic moment for Canada to pledge before the official replenishment, solidifying their global leadership role in strengthening global systems for a healthier, more equitable, pandemic-proof world.

Email your Member of Parliament (MP) to show your support for Canada’s continued investment in the Global Fund. Tell them why it’s important to you and ask them if they would agree to put their name on the letter which encourages the Prime Minister to pledge an investment. To encourage their participation, you can share with them this [list of parliamentarians](#) who have already signed on.

Did your MP already sign the letter?

Check this [list of parliamentarians](#) to see if your MP has already signed the letter. You can still send an email to thank them! You can also do the same by posting on social media and tagging them in your “thank you” post. Don’t forget to use #Canada4Results!

Follow up after two weeks with a phone call to ensure they received your email and had the chance to see the letter. Invite them to call you back or meet in June if they would like to discuss further, this way you can start or continue growing your relationship with your MP. This also gives a space for them to ask questions before signing the letter.



The image shows a screenshot of an email draft titled "your support for the Global Fund replenishment". The draft is addressed to "Recipients" and contains the following text:

your support for the Global Fund replenishment

Hello **MP NAME**,

I am a constituent of **RIDING**. I would appreciate your help in securing an ambitious pledge for the Global Fund for Fight AIDS, TB and Malaria.

The Global Fund is an incredible mechanism to fight against these three diseases that Canada can be proud of investing in – it aligns with our [Feminist International Assistance Policy](#) and Canadian priorities such as the [THRIVE Agenda](#). I think investing in the Global Fund is one of the most strategic ways for Canada to deliver on its commitments to ensure that women, children and the LGBTQ+ community can access quality, affordable, health care.

Please consider signing on to [this letter](#) drafted by Results Canada, an advocacy nonprofit tackling issues like Global Health.

FULL NAME
ADDRESS, POSTAL CODE

At the bottom of the draft is a "Send" button and a toolbar with various icons. To the right of the draft are two call-to-action icons: a blue speech bubble with the text "write an email in your own words" and a red envelope icon, and another blue speech bubble with the text "call to follow up 2 weeks later" and a red telephone handset icon.

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.

read our top tips

1. Know your MP and what speaks most to them: email? handwritten letter? social media?
2. Be succinct and to the point - have one clear ask.
3. Thank your MP for something recent that they've done or accomplished.
4. Make sure to always ask for a response!
5. Writing your own letter/email will go a long way. MPs receive a lot of correspondence and personalized (not automatic) letters/emails will stand out from the pile as they'll know that you've taken the time

follow these 7 steps

1. Use your postal code to find out who your MP is.
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. Write your letter/email to let your MP know who you are, and what you would like them to do about the current campaign issue. See an example of a letter/email below.
 - add your MP's email address (usually it is: firstname.lastname@parl.gc.ca) or find their mailing address
 - start by introducing yourself if your MP doesn't know you
 - use your own words (refer to the EPIC format in "how to write to your MP")
 - ask for a response back to your letter/email
 - include your name, mailing address, telephone number (and email if it's a handwritten letter)
5. Press send if you're sending your letter by email. If you're mailing it, no stamp is required!
6. Follow up with your MP via phone or by email if you haven't heard back within 1 week for email, or 4 weeks for mail. See a follow-up letter/email example below.
7. If you belong to a Results group, let your Group Leader know that you've submitted a letter/email to your MP. If you are not part of a group, consider joining one! Until then, fill out this "actions taken" online form.

see an example of a letter/email

August 9, 2019

Mr. John Doe, MP

House of Commons,

Ottawa, Ontario, K1A 0A6

Subject: Saving lives with the Global Fund

Dear Mr. Doe:

I write to you today as a member of your constituency who is concerned by so many people getting sick from preventable diseases across the globe. By way of introduction, I am a student of nursing at the University of Ottawa and I have always had a passion for health.

I would like to start by thanking you for all of your efforts in improving our local community with your participation in community events and your contribution in providing funding for seniors' housing in the Bayward district.

In regards to the issue of global suffering, there were approximately 1.7million tuberculosis (TB) related deaths worldwide in 2017. This poses a significant health threat, and TB is now the world's most deadly infectious disease. We know that this disease and other epidemics can be ended, and indeed deaths from HIV, TB and malaria have dropped by about 40% since 2000.

Public-private partnerships such as the Global Fund to Fight AIDS, TB and Malaria are effective in increasing protection against diseases, and have helped 15 million people access treatment for TB, amongst other achievements. In 2017, Canada committed \$785 million to the Global Fund to fight HIV/AIDS, TB and malaria.

In 2019, the Global Fund is seeking from donors and partners globally. Many countries with just as large economies have pledged billions of dollars to the Global Fund. I believe Canada has the fiscal ability to increase our pledge commitment by 1.5%.

With your seat on the Foreign Affairs and International Development Committee, I highly encourage you to use your voice to support this request. You can do so by writing to the Minister of International Development.

If you could forward to me a copy of your correspondence to the Minister, that would be greatly appreciated. Thank you for taking the time to attend to my email, and I look forward to your response.

Sincerely,

Bob Citizen

5 Smith Street

Ottawa, ON, K1A 2B3

T: (555) 456-7890

E: bob.citizen@gmail.com

see an example of a follow-up letter/email

Subject: Re: Global Fund

Dear Mr. Doe:

I hope this email finds you well. I would like to follow up on a previous email found below sent on [date] in regards to your support on the Global Fund. 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

secret tip

MPs receive a lot of emails so be sure to come up with a catchy subject line to make yours stand out.

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.

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

– Lindsay Sheridan, Results Canada staff

write an op-ed

results results.canada.ca/action-button/write-an-op-ed-campaign-2/



Call-to-action summary:

Our call-to-action for June extends our multi-month campaign in support of the Global Fund's Seventh Replenishment by focusing on one of the communities most affected by HIV/AIDS, tuberculosis (TB), and malaria – the LGBTQ2+ community – and why they must be front and centre in the fight against the three diseases. The Global Fund is our ticket to ending these epidemics and enacting the high-impact actions needed to realize #TheWorldWeNeed by strengthening global systems for a healthier, more equitable, pandemic-proof world.

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

op-ed \ 'äp- 'ed \

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

This month, we encourage you to write an op-ed that asks Canada to make an ambitious investment to the Global Fund's Seventh Replenishment in fall 2022. As a hook, use the largest Pride event in the country, Toronto Pride (June 24-26), to tell Canada that you are counting on them to make an ambitious pledge in support of the Global Fund to improve access to quality healthcare for members of the LGBTQ2+ community around the world.

Make the case for how the Global Fund is a mechanism that Canada can be proud of investing in – it's aligned with our Feminist International Assistance Policy and Canadian priorities such as the THRIVE Agenda. Demonstrate that the Global Fund is a powerful instrument to advance people-centred care, specifically for disproportionately impacted populations such as the LGBTQ2+ community, and that investing in the Global Fund is one of the most strategic ways for Canada to deliver on its commitments to ensure that people of

all genders and identities can access the quality, affordable, health care they need to survive and thrive.

The ask: Canada must invest CAD\$1.2 billion in the [Global Fund to Fight AIDS, Tuberculosis and Malaria](#) ahead of the [Seventh Replenishment conference](#), to recover from the devastating impacts that COVID-19 has had on these longstanding epidemics, and strengthen systems for health to build a healthier, more equitable, pandemic-proof world.

Use our step-by-step instructions below and get your op-ed published in the media.

follow these step-by-step instructions to write an op-ed

Volunteers on average spend 3-4 hours researching and planning, 3 hours writing their draft and 15 minutes submitting it to a newspaper.

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. Pick one newspaper to target and read their submission guidelines carefully. Word count and format will vary between newspapers. For options, use our database of [editors’ emails](#).
4. Create an outline using the [EPIC format](#) to help make your piece persuasive. Remember to state the problem early on and include a solution to the issue, which is usually the “ask” in the current [call-to-action](#).
5. Draft your op-ed.
 - o Use simple language and write in the [active voice](#). The idea you’re sharing doesn’t need to be simple, but plain language will help you get that idea across.
 - o Cite your sources. Editors will fact-check your op-ed, so include hyperlinks to the original reputable sources for every statistic or fact. You can draw evidence from your research and/or our [call-to-action](#).
 - o Review your draft to make sure you are using respectful and inclusive language – see our [anti-oppression best practices](#).
 - o Write a catchy title that will draw the reader in.
6. Follow the submission guidelines for the newspaper you chose. You will probably be asked to include a one sentence bio that explains why you are a credible source, a photo, your name, address, and phone number for the editor. For example, “NAME is an International Development student at the University of British Columbia and a volunteer advocate with Results Canada.”
7. Press ‘send’ – congratulations! Tell your Group Leader you’ve submitted an op-ed. If you are not part of a group, consider [joining one](#).
8. Recycle. Send your op-ed draft to your [Member of Parliament \(MP\)](#) to let them know your opinion.

Watch our top tips



Watch Video At: <https://youtu.be/FxSum54zlf8>

did you get published?

- If your piece was picked up, complete the “I got published in the media” form. Share it on social media by using [#Canada4Results](#), plus tagging [@ResultsCda](#) and your MP.
- Not published? Persevere! Within one week of sending your op-ed, follow up by phone or email. Be sure to sell your piece and/or ask for feedback. Re-work your op-ed and send to another newspaper. You can also submit it to our in-house publication coming out in October, where we will feature great pieces volunteers like you have written.

See all our resources to help you write your op-ed, along with key dates, hashtags, tags, and keywords found in our current call-to-action.

see an example of an op-ed

Twenty five years of gains in girls’ education is on the line

Some parts of the world may be beginning to reopen, but for over 20 million girls who are at risk of dropping out of school forever, the worst may be yet to come. Canada had an opportunity to lead globally in girls’ education at the recent G7 Summit, but unfortunately failed to increase its commitment.

This July, the Global Partnership for Education (GPE) is holding a replenishment conference, giving Canada a golden opportunity to unlock the potential of millions of girls and ensure they are not left behind in the wake of COVID-19.

Over 130 million girls were already out of school prior to the pandemic, having faced barriers to education on several fronts. On the one hand, girls are at a higher risk of sexual exploitation, child marriage, and adolescent pregnancy in lower income countries. They also need to contend with harmful cultural norms and practices and school-related gender-based violence. Even at the most basic level, a lack of period management products, information, and sanitation act as roadblocks to fully capable girls wanting to complete their schooling.

The unfortunate truth is that COVID-19 is having a disproportionate impact on disadvantaged and marginalized populations. Here in Canada, we have questioned the effectiveness of virtual classes over the past year with teachers estimating that students are at least three months behind due to the pandemic.

In lower income countries, the situation is more dire. During school closures, as families plunge deeper into poverty, girls are the hardest hit in terms of learning loss. Not only do housework and caregiving responsibilities fall largely on the shoulders of young girls, the gender digital divide has exacerbated learning inequalities. Girls now have even less access to the internet and digital devices than ever.

The beautiful thing about investing in girls' education is it can have a transformative impact on our global pandemic recovery. If every girl received 12 years of schooling, the global economy could be boosted by nearly US \$30 trillion. Educating girls has also been shown to dramatically improve a country's climate resilience and public health, and contribute to lasting peace and stability. Maternal deaths would decline by nearly 70 per cent and population growth could be curbed significantly. In short, everyone stands to gain from educating girls.

Fortunately, Canada already knows the value of educating girls, having led the Charlevoix declaration for quality education for girls in developing countries at 2018's G7 Summit.

With the 2021 GPE replenishment conference being held July 28-29, Canada has an opportunity to cement its legacy in girls' education. The GPE is the world's largest education partnership and fund dedicated to creating more sustainable, peaceful, and resilient societies by putting gender equality at the heart of education.

As a founding member of the GPE, Canada's total investments have already helped to double the number of girls on the pathway to equality. Unfortunately, the Canadian government failed to increase its GPE contribution at this year's G7 Summit, only pledging CAD \$300 million. Now, we face a once-in-a-generation opportunity.

Canada can help enrol an additional 48 million girls in school, save 2 million girls from early marriage, lift 18 million people out of poverty, and ultimately add US \$164 billion to the global economy. What it would take is a fully funded GPE. By topping off our current GPE pledge, millions of girls will have access to a safe and supportive learning environment.

Beyond schooling itself, Canada's investments will provide adequate health care and immunization services, sexual and reproductive health education, nutritious meals, psychosocial support, and protection from violence and abuse.

When a girl is prioritized, protected, and educated, she can lift herself and those around her out of the clutches of extreme poverty. As we look to emerge from the largest education disruption in history, the time is now for Canadian leadership.

It is my hope that Prime Minister Trudeau will commit to investing an additional CAN \$200 million over five years in the GPE this summer and show the world that Canada leaves no one behind.

Charanya Thiyanavadeivel, June 22 2021, [The Toronto Star](#)

expert fact

While writing an op-ed, make sure to keep the timing and your readers in mind:

1. Timing: try to establish an explicit link between the issue you're writing on and something dominating the news at the time (ex. "While the call for a war budget in the wake of Russia's war on Ukraine grows louder, this must not derail the ongoing efforts to tackle the secondary impacts of COVID-19.")
2. Readers: Put yourself in your readers' place and ask yourself: "So what? Who cares?" Your op-ed should explain why the subject matters to your readers and why they should care (ex. "If COVID-19 has taught us anything, it's this - No one is safe until everyone is safe.")

– Ekatha Ann John, former journalist and current Global Health Manager at Results Canada

Still not sure about writing an op-ed?

At Results, we encourage volunteers to step out of their comfort zone and push yourselves to further your impact. While you don't have to be an expert to have an opinion, it is important for your op-ed to be well researched.

Op-eds take greater effort on your part than a letter to the editor (LTE), but they can also create greater impact! An op-ed offers more space to make your argument and share statistics than a 200-word LTE. Op-eds get a lot of traction with decision-makers because of the great effort it takes to write and successfully get published.

"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)

 results.canada.ca/action-button/write-a-letter-to-editor-campaign-2/



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[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

As we continue our multi-month campaign in support of the Global Fund's Seventh Replenishment, we encourage you to write a letter to the editor (LTE) that asks Canada to make an ambitious investment this replenishment. As a hook, use the largest Pride event in the country, Toronto Pride (June 24-26), to tell Canada that you are counting on them to make a pledge for the Global Fund to improve access to quality healthcare for members of the LGBTQ2+ community and other communities predominantly affected by the three diseases around the world.

Include information on the Global Fund's unique strength – that it recognizes that communities, especially LGBTQ2+ people, form the backbone of disease response. The Global Fund supports programs that empower affected communities and people to know their health-related rights, mobilize around these rights, and demand changes that improve delivery of health services for all.

To learn more about the Global Fund and why the Seventh Replenishment is so important, read our [full call-to-action page](#).

Be sure to send your LTE to your local [community papers](#) for the best chance of being published.

The ask: Canada must invest CAD\$1.2 billion in the [Global Fund to Fight AIDS, Tuberculosis and Malaria](#) ahead of the [Seventh Replenishment conference](#), to recover from the devastating impacts that COVID-19 has had on these longstanding epidemics, and strengthen systems for health to build a healthier, more equitable, pandemic proofed world. Use our instructions, tips, and resources below to write your LTE and get it published in the media.

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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?

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

Pay more attention to growing poverty

I am writing this from a suburban neighbourhood with a roof over my head and access to clean running water. I have the means to pay my tuition and had easy access to two doses of the COVID vaccine. It is a privilege that I am writing about poverty and not living it.

The International Day for the Eradication of Poverty, Oct. 17, goes all the way back to 1987. On this day, many gather to show solidarity for those in need. Poverty is a violation of human rights yet the quest to end poverty has experienced a huge setback. According to the World Bank, global extreme poverty rose in 2020 for the first time in more than 20 years as the pandemic exacerbated climate change and conflicts. The Bank estimates that 120 million additional people are living in poverty as a result of the COVID-19, with the total expected to rise to about 150 million by the end of this year.

These numbers represent by far the biggest blow since extreme poverty rates began to decline in the 1990s, impacting not only income but health care, the quality of education, nutrition, access to clean water, and the battle against other epidemics.

As a society, we are constantly focusing on our jobs, school, etc. I am guilty of this as well. I try to challenge myself to do research on our global issues. We should all spend Oct. 17 donating and advocating for this cause and educating ourselves to learn how we can all help all year-round. No action or sum is too small.

Istahill Daoud, Ottawa, Publication date: Oct 16, 2021, [The Ottawa Citizen](#)

See more [published volunteer LTEs](#).

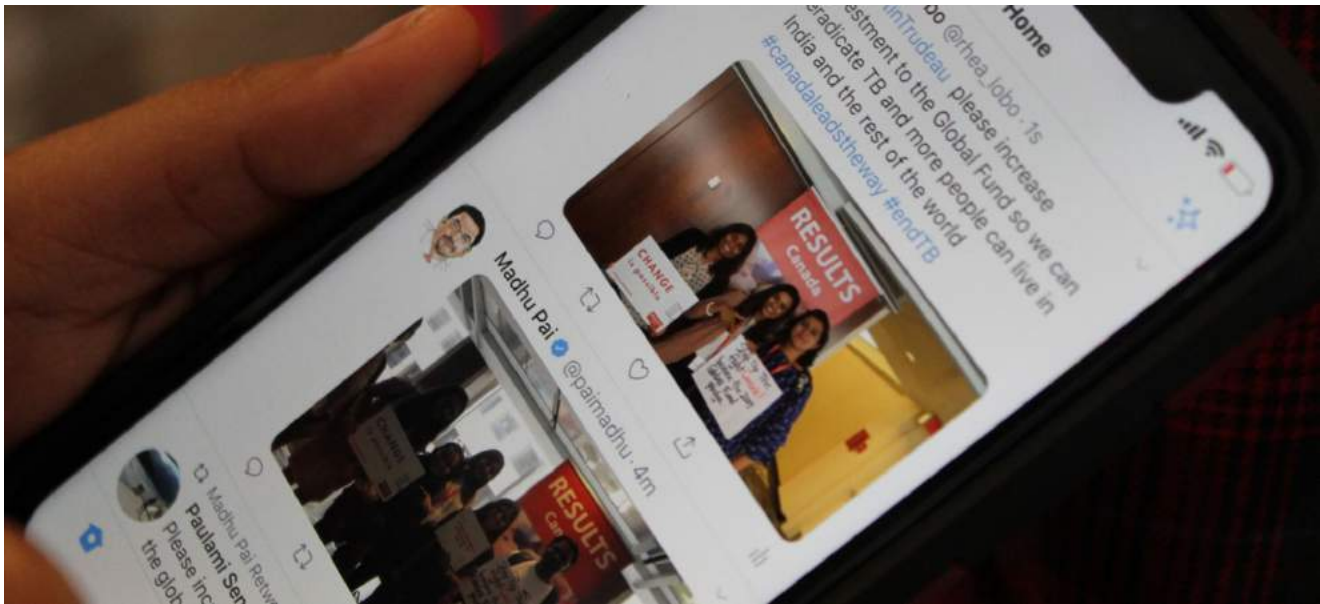
See all our [resources](#) to help you write your LTE, along with key dates, hashtags, tags and keywords found on our [call-to-action](#) page.

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

results resultscanada.ca/action-button/use-social-media-campaign-2/



Call-to-action summary:

Our call-to-action for June extends our multi-month campaign in support of the Global Fund's Seventh Replenishment by focusing on one of the communities most affected by HIV/AIDS, tuberculosis (TB), and malaria – the LGBTQ2+ community – and why they must be front and centre in the fight against the three diseases. The Global Fund is our ticket to ending these epidemics and enacting the high-impact actions needed to realize #TheWorldWeNeed by strengthening global systems for a healthier, more equitable, pandemic-proof world.

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

The Global Fund has a long-established track record of recognizing that “health for all” cannot be achieved without ensuring human rights. It recognizes the disproportionate impact of the epidemics on specific populations, especially the LGBTQ2+ community. Investing in the Global Fund is one of the most strategic ways for Canada to deliver on its commitments to ensure that people of all genders, sexualities, and identities can access the quality, affordable, health care they need to survive and thrive.

Use your voice on social media to tell Canada that you are counting on them to make an ambitious pledge in support of the Global Fund to improve access to quality healthcare for members of the LGBTQ2+ community around the world.

Consult the [Global Fund's Investment Case](#) for more information to help you write your own social media posts.

The ask: Canada must invest CAD\$1.2 billion in the Global Fund to Fight AIDS, Tuberculosis and Malaria ahead of the Seventh Replenishment conference, to recover from the devastating impacts that COVID-19 has had on these longstanding epidemics, and strengthen systems for health to build a healthier, more equitable, pandemic proofed world.

Tweet instantly:

Identity should never impact access to quality healthcare, which is why this #pride month Canada must #FightForWhatCounts by investing \$1.2B in the @GlobalFund to improve access to quality healthcare for members of the LGBTQ2+ community around the world. #Canada4Results

Instagram/Facebook/LinkedIn post:

As one of the largest global partnerships for health equity, the @GlobalFund has a long-established track record of recognizing the disproportionate impact of the epidemics on specific populations, especially the LGBTQ2+ community, and that “health for all” cannot be achieved without ensuring human rights.

Identity should never impact access to quality healthcare, which is why this #pride month Canada must #FightForWhatCounts by investing CAD\$1.2 billion in the @GlobalFund to improve access to quality healthcare for members of the LGBTQ2+ community around the world. bit.ly/TakeActionResults #Canada4Results



results

Identity should never impact access to quality healthcare, which is why this Pride month Canada must **#FightForWhatCounts** by investing CAD\$1.2 billion in the Global Fund to improve access to quality healthcare for members of the LGBTQ2+ community around the world.

#TheWorldWeNeed

Photo: Global Fund



[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 [#voices4results](#)

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 Results Canada board member