

# #StopTheDeadlyDivide

---

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

“The devastating impact of COVID-19 mitigation measures is projected to set tuberculosis (TB) programs back 5-8 years and needlessly add another 1.4 million TB deaths. TB programs, healthcare workers and TB-affected communities are innovating and overcoming challenges, while TB interventions and service providers are being reassigned, depleted and diverted.”

- Dr. Lucica Ditiu, Executive Director, Stop TB Partnership

Every year on March 24, the world spotlights tuberculosis (TB) with World TB Day. Like COVID-19, TB is an airborne disease. Before the pandemic, it was the world’s leading infectious disease killer. In 2019 alone, about 10 million people fell sick with the disease and an estimated 1.4 million died, including 230,000 children. This is despite TB being both preventable and curable.

Most often, people affected by TB are from the most vulnerable and marginalized communities. Here in Canada, progress towards TB elimination has stagnated for over a decade with the incidence of TB in Inuit communities over 290 times higher than it is in non-Indigenous populations. As revealed in a 2020 TB progress report, there is a major – and deadly – divide between the commitments governments have made to end TB, and the reality of what is being delivered on the ground.

Resources that would normally be used to fight the TB epidemic have been diverted to respond to COVID-19 making it more difficult for the millions of people with TB to access essential health services. With livelihoods and immune systems already severely compromised, lockdowns have further prevented the timely diagnosis and treatment of TB. In fact, the Global Fund to Fight Aids, Tuberculosis and Malaria estimates that in 2020 alone an additional half a million people will have died from TB.

## About Canada and TB

---

Canada has been a global leader in the fight to end TB. For example, since its creation in 2002 we have been a strong supporter of the Global Fund to Fight AIDS, Tuberculosis, and Malaria, contributing CAD\$930.4 million over three years (2020 – 2022) in 2019; Canada is currently one of only five countries to contribute at least 75% of the global fair share target for investment in TB research and development (R&D).

Since its establishment with support from the Canadian government, TB REACH grantees have screened more than 40 million people for TB, resulting in over 2.6 million people being diagnosed and put on treatment. Their work has saved approximately 1.3 million lives to

date, as well as helped to stop TB from spreading within most at risk communities. Canada is a leading investor in TB REACH who has the ability to rapidly select and fund needs-based and innovative TB programs.

Now more than ever, people affected by TB need hope and solutions. TB REACH, which was founded in 2010 thanks to financial support and leadership from the Government of Canada, works to find people with TB in hard to reach communities so that they can access the care they need. TB REACH supports community-led initiatives globally and is well placed to fill gaps in service provision during the pandemic. We must ensure that Canada maintains its investment in TB REACH so that millions of people affected by TB will not be missed due to disruptions in health care systems due to COVID-19.

**The ask:** Canada must maintain its investment in TB REACH by committing CAD\$85 million over five years to mitigate the devastating impacts that COVID-19 is having on people affected by TB.

### **The impact of COVID-19 on the TB epidemic: a community perspective**

---

In response to early warnings of COVID-19 having devastating impact on people affected by tuberculosis (TB) and TB programs around the world, Results Canada joined forces with 9 global partners to take action. A survey collecting voices from the ground was launched on May 26, 2020 and a final report was presented.

#### **latest campaign updates**

- On February 19, Prime Minister Justin Trudeau announced that Canada will be investing an additional CAD\$75 million in the ACT-Accelerator to ensure equitable access to the tools needed to #EndCovidEverywhere.
- During International Development Week (IDW) from February 8-12, the Results Canada network took part in over 30 parliamentary meetings with MPs and Senators to highlight the importance of investing in a global response to COVID-19 in the upcoming 2021 federal budget.
- On January 15, the Hon. Karina Gould, Minister of International Development, was appointed as co-chair of the COVAX Advance Market Commitment (AMC) Engagement Group. Administered by Gavi, the Vaccine Alliance, COVAX serves as a financing instrument that will support the participation of 92 lower-middle and low-income economies and ensure their access to COVID-19 vaccines.
- January campaign status: #LeaveNoOneBehind. Thank you to everyone who took action to ask Canada to respond to the economic crisis caused by COVID-19 by increasing funding for micro-entrepreneurs, and demonstrate a sustained commitment by joining the Partnership for Economic Inclusion (PEI). Our goal was to educate and raise awareness so that we could build our collective capacity to be advocates of economic inclusion. We will be calling on volunteers again in 2021 to take action on this important issue as staff continue to work behind-the-scenes.

- February campaign status: #StopTheDeadlyDivide and Global Financing Facility - stay tuned for more details.
- See all actions taken by volunteers to date.



## TB REACH

---

**Funding unique projects to help key populations that are otherwise often left behind and with the support of Canada, has also supported programs that focus on empowering women and girls**

---

Bridge Consultants Foundation in Pakistan conducted over 40,000 home-based TB screening amongst transgender and male sex workers in Karachi, providing follow-up care and social support. Health Through Walls, Inc. in Haiti worked with current and former prisoners to improve TB treatment adherence and outcomes. Innovators In Health, India is expanding the role of female Community Health Workers throughout the entire care chain, all while finding and treating people with TB. Plan International in Nigeria is taking lessons learned in maternal health and using it to improve TB detection, treatment and reporting amongst vulnerable women, adolescent girls and children in Sokoto State.

**Meet more of our champions.**



Watch Video At: <https://youtu.be/TLY-rc-lihI>

## resources

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

## key dates

---

March 8: International Women's Day

March 22: World Water Day

March 23: World TB Day webinar

March 24: World TB Day

## hashtags

---

#Canada4Results

#CanadianAid

#TBREACH

#endTB

#WorldTBDay

#StopTheDeadlyDivide

## tags

---

[@ResultsCda](#)  
[@JustinTrudeau](#)  
[@cafreeland](#)  
[@KarinaGould](#)  
[@CanadaDev](#)  
[@StopTBCanada](#)

## **keywords**

---

COVID-19  
World TB Day  
Tuberculosis  
TB REACH  
Global Fund to Fight Aids, Tuberculosis and Malaria  
Widening Gaps  
Deadly Divide

# write a letter to the editor (LTE)

---

 [resultsCanada.ca/action-button/write-a-letter-to-editor-campaign-2](https://resultsCanada.ca/action-button/write-a-letter-to-editor-campaign-2)

## step-by-step instructions for writing an LTE

Our [#StopTheDeadlyDivide](#) campaign focuses on the urgent need to work together to find ways to prevent the world's progress from backsliding during the COVID-19 crisis. Resources that would normally be used to fight the tuberculosis (TB) epidemic have been diverted to respond to COVID-19 making it more difficult for those with livelihoods and immune systems already severely compromised. Before COVID-19, more than 3 million people were missed by health systems and did not get the TB care they needed. Severe disruptions during COVID mean millions more people will be missed, which will lead to a dramatic increase in TB deaths.

Write a letter to the editor about why Canada must maintain its historical level of investment in TB REACH whose grantees have screened more than 40 million people for TB, resulting in over 2.6 million people being diagnosed and put on treatment. Their work has saved approximately 1.3 million lives to date, as well as helped to stop TB from spreading within most at risk communities.

As a hook, use the fact that over 30 landmarks and buildings across Canada will be lit up in red in support of World TB Day.

**The ask:** Canada must maintain its investment in TB REACH by committing CAD\$85 million over five years to mitigate the devastating impacts that COVID-19 is having on people affected by TB.

### ***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*

Use our step-by-step instructions below to write your LTE and get it published in the media.

## read our top tips

---

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 tip

---

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.

## follow these 8 steps

---

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!

## see an example of an LTE

---

### 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](#)

---

**secret tip**

Don't give up. If your letter hasn't been published, email the editors and ask them for feedback.

---

**secret tip**

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



# use your voice on social media

---

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

## take action now!

---

### see all actions taken

---

#### use social media - in an instant!

Our [#StopTheDeadlyDivide](#) campaign focuses on the urgent need to work together to find ways to prevent the world's progress from backsliding during the COVID-19 crisis. Resources that would normally be used to fight the tuberculosis (TB) epidemic have been diverted to respond to COVID-19 making it more difficult for the millions of people with TB to access essential health services.

Use your voice on social media to tell Canada that you want them to maintain their historical level of investment in TB REACH so that millions of people affected by TB will not be missed due to disruptions in health care systems due to COVID-19. Tag relevant people including your Member of Parliament, Prime Minister Justin Trudeau ([@JustinTrudeau](#)), the Minister for International Development, Karina Gould ([@KarinaGould](#)), and the Finance Minister, Chrystia Freeland ([@cafreeland](#)). Don't forget to consult our suggestions for hashtags, tags and keywords!

On **World TB Day, March 24**, use our social media toolkit to amplify the day.

**The ask:** Canada must maintain its investment in TB REACH by committing CAD\$85 million over five years to mitigate the devastating impacts that COVID-19 is having on people affected by TB.

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)

To [#StopTheDeadlyDivide](#) created by the devastating impacts [#COVID19](#) has on people affected by tuberculosis, Canada must maintain its investment in [#TBREACH](#) by committing CAD\$85 million over five years. [#Canada4Results](#) [@JustinTrudeau](#) [@KarinaGould](#) [@CanadaDev](#)

#### **Post on Facebook** (copy and paste below)

Before the pandemic, tuberculosis was the world's leading infectious disease killer. Even during the #COVID19 recovery, Canada must maintain its historical level of investment in #TBREACH whose work has saved approximately 1.3 million lives to date. @JustinTrudeau @freelandchrystia #StopTheDeadlyDivide #Canada4Results



See our [photo bank](#) for additional graphics.

Share this video:



Watch Video At: <https://youtu.be/TLY-rc-lihI>

If you prefer to write your own tweet or post, use our step-by-step instructions below.

## 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!

## follow these 7 steps

---

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 our social media best practices
  - use the hashtags and keywords provided
  - 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](#).

**See all our [resources](#) to help you use social media, along with key dates, hashtags, tags and keywords found on our [campaigns](#) 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