

# #StopTheDeadlyDivide

 resultscanada.ca/campaign/campaign-1/



The struggle to end TB is not just a struggle against a single disease. It's also the struggle to end poverty, inequity, unsafe housing, discrimination and stigma, and to extend social protection and universal health coverage. If the pandemic has taught us anything, it's that health is a human right, not a luxury for those who can afford it.

– Dr Tedros Adhanom Ghebreyesus, Director-General World Health Organization  
Our #StopTheDeadlyDivide call-to-action this month underscores the profound impacts that the COVID-19 pandemic has had on longstanding epidemics, like tuberculosis (TB), and highlights what must be done to ensure an equitable and just recovery for all. To illustrate the magnitude of disruptions to TB care and the domino effects that a TB diagnosis amidst the pandemic can have on someone's life, we have created an interactive learning experience for you using Prezi. We tested this approach last month with parliamentarians who participated in our "[Pandemic Proof the World](#)" event and we are pleased to share this [innovative learning tool](#) with you now.

To guide your learning, please refer to the [Prezi](#) below and follow the instructions imbedded. As you go through the Prezi, you will be presented with videos and content produced by our global partners, as well as interactive activities designed to support you to take action to end respiratory infectious diseases like TB and COVID-19 to #StopTheDeadlyDivide. You will meet healthcare heroes, global experts, and people living with TB to learn about the challenges and opportunities of accessing care during the pandemic directly from those most affected.

**START YOUR JOURNEY NOW**

[This Prezi](#) takes you through the health system as if you yourself were seeking care - so be sure to follow the journey laid out for you within. The impact that the pandemic has had on TB care is particularly highlighted, as it is representative of the widespread disruptions that existing epidemics and people seeking care have faced amidst COVID-19.

## **about tuberculosis (TB)**

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Before [COVID-19](#), tuberculosis (TB) was the world's leading infectious disease killer, claiming around [1.4 million lives](#) every year. TB is an airborne infectious disease caused by bacteria that primarily affects the lungs. As a disease that is strongly linked to the social and physical environments that surround people, TB disproportionately affects those living in poverty. The continued existence of TB shows just how persistent inequities are within global health. Learn more on our [health equity page](#).

**The ask:** While responding to COVID-19 we must not forget about other infectious respiratory diseases like tuberculosis (TB). Canada must reaffirm its commitments to ending TB by investing in the proven mechanisms, including research and development, TB REACH, and the Global Fund to Fight AIDS, Tuberculosis and Malaria.

## **more about Research and Development (R&D)**

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Canada must commit its "fair share" to funding R&D for TB, which it has failed to do in recent years. Canada committed to fair share targets at the United Nations High-Level Meeting (UNHLM) on TB in 2018, which called on countries to invest at least 0.1% of their overall R&D spending into TB research.

## **more about TB REACH**

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Canada must reinvest in [TB REACH](#), an innovative TB-focused financing mechanism, as it works to find people with TB in hard-to-reach communities so that they can access the care they need. Since its establishment in 2010 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. TB REACH is needed now more than ever as it is well-placed to fill gaps in providing services during the pandemic.

## **more about Global Fund to Fight AIDS, Tuberculosis, and Malaria (Global Fund)**

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Canada must make an ambitious pledge in support of the [Global Fund](#) this year at its 7th replenishment. The Global Fund is a global partner organization and plays a critical role in the fight to end TB, covering nearly 80% of global TB financing. This replenishment is an opportunity for global leaders to step up and commit to progress towards eliminating TB.

## **latest call-to-action updates**

**#EndCovidEverywhere (February 2022):** Results Canada and partners spoke loudly for #TheWorldWeNeed this International Development Week (IDW). More than 10 Canadian parliamentarians joined Results Canada, our global partners, experts, community members, and Kenyan decision makers at the “Pandemic Proof the World” event during IDW, which highlighted the challenges and opportunities that exist to end pandemics old and new.



## **Dr. Saurabh Rane**

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### **TB Survivor, Mumbai, India**

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Dr. Saurabh Rane is a survivor of extensively-drug resistant tuberculosis, meaning most drugs against TB did not work to treat him. This diagnosis came only after months of receiving treatment for the misdiagnosis of drug-susceptible tuberculosis. During this time, Saurabh was taking over 20 pills every day for two and a half years, endured six months of daily injections and countless side effects. After recovering, Saurabh turned to advocacy to fight drug-resistant TB and to mandate drug susceptibility testing.

See [Saurabh's advocacy story](#) and meet more of our [champions](#).



Watch Video At: <https://youtu.be/2TqSSra-FAM>

**video (above):** [Impact of COVID on TB](#)

## resources

**See all our resources under [your tools](#) to support you in taking action.**

- [WHO Global TB Report 2021](#)
- [Global Fund Results Report 2021](#)
- [Impact of COVID\\_19 on TB Programs in Canada](#)
- [Tuberculosis Factsheet](#)

## key dates

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March 2, 5:30-6:45pm ET: [Call-to-action Q&A](#)

March 8: [International Women's Day](#)

March 22: [World Water Day](#)

March 24: [World Tuberculosis Day](#)

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

## key words

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World TB Day

COVID-19

Tuberculosis

Deadly Divide

Federal Budget  
Recovery  
Canadian Aid

## hashtags

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#Canada4Results  
#TheWorldWeNeed  
#EndTB  
#WorldTBDay  
#StopTheDeadlyDivide  
#InvestToEndTB  
#InvestToSaveLives  
#CanadianAid  
#Cdnpoli

## Twitter tags

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[@ResultsCda](#)  
[@HarjitSajjan](#)  
[@JYDuclos](#)  
[@JustinTrudeau](#)  
[@CanadaDev](#)  
[@StopTBCanada](#)

## take a photo with a monument lit in red

[resultscanada.ca/action-button/take-a-photo-with-a-monument-lit-in-red/](https://resultscanada.ca/action-button/take-a-photo-with-a-monument-lit-in-red/)



### Call-to-action summary:

Our call-to-action for March highlights the profound impacts that the COVID-19 pandemic has had on longstanding epidemics like tuberculosis (TB) and what must be done to ensure an equitable and just recovery for all.

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

Thanks to Results Canada volunteers like you, on World TB Day (March 24), monuments across the country will be lit up in red to raise awareness for TB. To find out if one will be lit up near you, check our [list of confirmed monuments](#).

Visit a monument on World TB Day and take a photo or selfie in front of it. If you are not located near a monument or are unable to get to one, we encourage you to print off this [poster](#) and take a picture with it.

download the poster

Be sure to share your photo on social media with a message about the need to #InvestInTB to save lives and tag the Member of Parliament relevant to the location of the monument.





Jaya S @JayaS\_Canada · Mar 25, 2021

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Amazing to see the @BCLegislature ceremonial entrance and fountain lit up red for #WorldTBDay. We need to #stopthedeadlydivide between commitments governments have made to #endTB and the reality of Healthcare delivery. #Canada4Results @r\_garrison @Laurel\_BC



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Norm (he/him) @normfiliol · Mar 24, 2021

Thanks @OttawaArtG

for lighting up in red tonight for #WorldTBDay to help #EndTb.

@cathmckenna Canada must must maintain its investment in TB REACH by committing CAD\$85 million over five years to mitigate the devastating impacts of COVID-19 on people with TB #Canada4Results



**The ask:** While responding to COVID-19 we must not forget about other infectious respiratory diseases like tuberculosis (TB). Canada must reaffirm its commitments to ending TB by investing in the proven mechanisms, including research and development, TB REACH, and the Global Fund to Fight AIDS, Tuberculosis and Malaria.

# write to the Minister of International Development

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 [results.canada.ca/action-button/send-a-letter-to-the-minister-of-international-development-campaign-1/](https://results.canada.ca/action-button/send-a-letter-to-the-minister-of-international-development-campaign-1/)



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***minister*** \ 'minəstər\

: a head of a government department

Even before the onset of the COVID-19 pandemic, an estimated 3 million people affected by TB worldwide were being missed and left undiagnosed. The pandemic has further exacerbated this issue and has highlighted the urgent need to focus on finding people with TB so they can access the treatment they need.

To help ensure that millions of people affected by TB will not continue to be missed, send an email to the Honourable Minister of International Development, Harjit Sajjan ([harjit.sajjan@international.gc.ca](mailto:harjit.sajjan@international.gc.ca)), urging Canada to reinvest in TB REACH. Attach our brief on [Why Canada Must Maintain its Investment in TB REACH](#). Attach our brief on [Why Canada Must Maintain its Investment in TB REACH](#).

## secret tip

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If you'd like, you can use the time during your March E&A call to write this email together and send it on behalf of your volunteer group.

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 delivery during the pandemic.

**The ask:** While responding to COVID-19 we must not forget about other infectious respiratory diseases like tuberculosis (TB). Canada must reaffirm its commitments to ending TB by investing in the proven mechanisms, including research and development, TB REACH, and the Global Fund to Fight AIDS, Tuberculosis and Malaria.

**See all our resources to learn more about our call-to-action, along with key dates, hashtags, tags and keywords found on our call-to-action page.**

You're making a difference; you do have an impact. You should know that we are listening and we need you in order to pursue the kinds of things that need to happen. We need that constituency base behind us to be able to do that.

- MP Anita Vandenbeld

# write a Letter to the Editor (LTE)

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



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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*

World TB Day (March 24) is a great opportunity to write a letter to the editor. As a hook, use a local landmark or monument in your area that is being lit up in red this World TB Day to discuss the importance of investing the funds necessary to end TB. Include information about the incidence of TB both globally and in Canada, the impact that COVID-19 has had on efforts to end TB, and the urgent need for high-impact action from Canada to get back on track to meeting the United Nations Sustainable Development Goal of ending TB by 2030.

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

To learn more about TB and the devastating impact of COVID-19 on TB programs around the world read our full call to action page to consult resources and navigate your way through

the [Prezi](#) we designed for you.

Use our instructions, tips, and resources below to get your LTE published in the media. Refer to past [volunteer LTEs](#) but don't fall into the trap of copying other people's styles.

## **follow these step-by-step instructions to write an LTE**

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Volunteers on average spend 1-2 hours researching and planning, 30 minutes writing their draft and 15 minutes submitting it to newspapers.

1. Read our current [call-to-action](#) and note the "ask".
2. Research the current issue reading the news or external reliable sources (e.g., the World Health Organization).
3. Draft your LTE. It doesn't have to be perfect, and you don't have to be an expert to have an opinion.
  - Create an outline of your letter using the [EPIC format](#).
  - Keep it short – 150-200 words. Being clear and concise will increase your chances of getting published.
  - Focus on your perspective and speak from the heart while supporting your opinion with evidence from our [call-to-action](#) and/or your research.
  - Remember to state the problem early on and include a solution to the issue which is usually the "ask" in the [call-to-action](#).
  - Write a catchy title that will draw the reader in.
  - Review your draft to make sure you are using respectful and inclusive language – see our anti-oppression best practices.
4. Decide if you are sending your LTE to one or many newspapers. If you're emailing multiple newspapers, put their addresses in the BCC field. Use our database of [editors' emails](#) for options.
5. Press 'send' – congratulations! Tell your Group Leader you've submitted an LTE. If you are not part of a group, consider [joining one](#).
6. Send your LTE draft to your [Member of Parliament \(MP\)](#) to let them know your opinion.

## **did you get published?**

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1. Do an internet search of your name and a key sentence from your LTE for a few weeks after you submit if the newspaper editor didn't notify you that they picked up your LTE.
2. If you got published, complete the "I got published in the media" [form](#).
3. Share it on social media by using [#Canada4Results](#), plus tagging [@ResultsCda](#) and your [Member of Parliament](#).
4. Keep submitting LTEs on future calls-to-action and you could become a [publishing expert](#) like Dena.

## **secret tips**

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- Look at our latest [learning session on LTEs](#) (15 mins).

- Get more traction by connecting your LTE to a newsworthy topic or hook that inspires you - refer to our [key dates, hashtags, tags, and keywords](#).
- Respond to a recently published article as a hook for your LTE.
- Collaborate with other volunteers. Nothing is stopping you from submitting a co-written LTE!
  - Speak another language? Send your LTE to community newspapers published in that language.
  - Consider [writing an op-ed](#) if you have lots of research material and 200 words isn't enough!

## **see an example of an LTE**

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### **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](#).

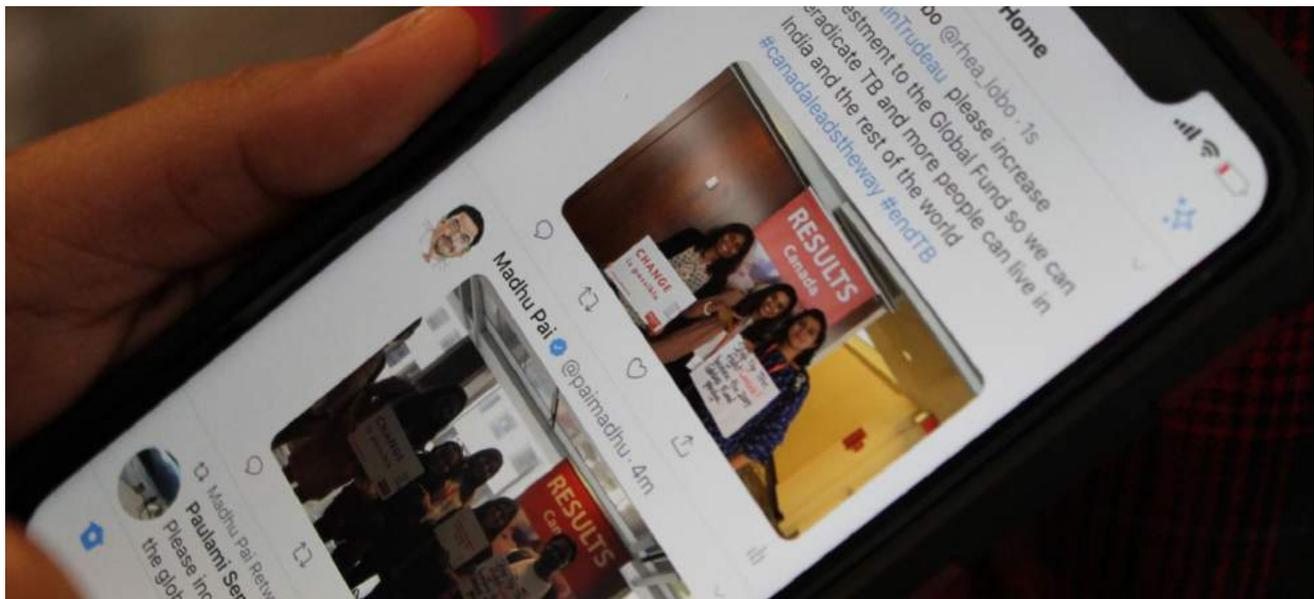
**See all our [resources](#) to help you write your LTE, along with key dates, hashtags, tags and keywords found on our [call-to-action page](#).**

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

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



## Call-to-action summary:

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

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

Use your voice on social media to increase awareness of TB and build political champions in support of a world free of TB this World TB Day! When we post on social media, we want to not only gain public awareness for TB but also to engage with Members of Parliament (MP) to build the political will to end TB. Whether you click the sample tweet below or draft your own tweet about a monument lit up in your area, be sure to use [#Canada4Results](#) and [tag your MP!](#) **See our [full social media guide](#).**

If you published an LTE for World TB Day, be sure to share the link on Twitter and tag your MP to let them know that ending TB is an issue that they should care about. You can also post a selfie that you took in front of a local landmark lit up in red to include with the sample tweet below.

**The ask:** While responding to COVID-19 we must not forget about other infectious respiratory diseases like tuberculosis (TB). Canada must reaffirm its commitments to ending TB by investing in the proven mechanisms, including research and development, TB REACH, and the Global Fund to Fight AIDS, Tuberculosis and Malaria.

**Tweet instantly** (click below)

COVID19 disruptions to #tuberculosis care have resulted in the 1st year-on-year increase in global TB deaths since 2005. I urge Canada to #StopTheDeadlyDivide by investing in the tools and mechanisms needed to #EndTB. #Canada4Results @CanadaDev

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

COVID19 disruptions to tuberculosis care have resulted in the first year-on-year increase in global TB deaths since 2005, with 1.5 million lives lost in 2020 alone. I urge Canada to #StopTheDeadlyDivide by investing in the tools and mechanisms needed to #EndTB. #Canada4Results





[view all our photos and social media images](#)

If you prefer to write your own tweet or post, use our instructions, tips, and resources below.

1. Familiarize yourself with our current [call-to-action](#).
2. Connect our call-to-action, and support your opinion with a newsworthy topic or hook that inspires you. Try these ideas:
  - refer here to our [key dates](#), [hashtags](#), [tags](#) and [keywords](#)
  - do internet research, read the latest news articles, or use external resources
  - refer to [Twitter](#) and our [Social Media Wall](#) to see posts from volunteers and others
3. Login to your profile on social media. If you need help, consult our [social media tips](#) for Twitter, Facebook, and Instagram
4. If your MP, a Minister or the Prime Minister has social media, you can find their details [here](#).
5. Write your post and personalize it so that it's meaningful to you. Consider these ideas:
  - consult [your tools](#) to learn how to use social media powerfully
  - include [@ResultsCda](#) in your post so that we can help amplify your voice
6. Hit post and ask your friends to help you spread the word by sharing, commenting and liking.
7. If you belong to a Results group, let your Group Leader know that you took action on social media. If you are not part of a group, consider [joining one](#)! Until then, fill out this "actions taken" [online form](#).

## read our top tips

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1. Be catchy
2. Be bold and respectful
3. Post frequently
4. Always tag @ResultsCda so that we can help amplify your message. If space allows, include the hashtag #Canada4Results

## secret tip

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When posting on social media, be genuine and speak from the heart. People want to connect with other human beings online, so be yourself and it'll help you get your message across!

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

All of our voices together can change the world and the lives that others live.

– Clarecia Christie, former board member