

# #FightForWhatCounts

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



Young women are the ones mostly affected by HIV in Kenya because their voices are not heard when it comes to making decisions concerning their bodies. For this reason, I believe that investing in women today is investing in our future in combating the spread of HIV/AIDS, because we cannot win this war when some of us are held back.

– Beverly Mutindi, HER Voice Ambassador in Kenya

The month of May heralds a special moment for Canadians: Mother’s Day. We celebrate our mothers and pay tribute to the special women in our lives. It is also a moment to reflect on the risks that too many women around the world still encounter on their journey to motherhood and, more broadly, their access to health – and what can be done about it. That’s why this month, our call-to action extends our multi-month campaign in support of the Global Fund’s Seventh Replenishment by focusing on the grave threats that HIV, TB, and malaria continue to place on women and girls around the world.

The appalling reality is that three of world’s deadliest epidemics continue to impact the health and wellbeing of women and girls:

Despite great progress made against HIV globally, adolescent girls and young women continue to be disproportionately at risk of new HIV infections, accounting for more than 25% of HIV infections, despite making up only 10% of the population.

While TB generally strikes more men than women, it remains among the top five causes of death for women between age 15 and 44 in low- and middle-income countries.

As for malaria, pregnant women are particularly susceptible to the disease. Potentially fatal for women, it can also cause miscarriage, low birth weight or premature births. Fortunately, the Global Fund to Fight AIDS, Tuberculosis and Malaria – one of the largest global partnerships for health equity – has made protecting and promoting human rights and gender equality a strategic pillar of its work. For instance, the Global Fund has increased investments by more than five-fold to reduce HIV incidence among adolescent girls and young women in 13 priority countries where HIV burden is highest. Programs protecting mothers and children from HIV have also been a core component of the Global Fund's investments. In Global Fund-supported countries, the percentage of HIV-positive mothers receiving treatment to stop the virus from infecting their babies reached 85% in 2020, compared to 44% in 2010. When Goodness Mbatha became pregnant at 23, as a person living with HIV, she enrolled in treatment to prevent passing HIV to her daughter, Nqabile. Today, both are living healthy, vibrant lives and are living proof of the Global Fund's progress in reducing mother-to-child transmission of HIV.

### **preventing the transmission of HIV from mother to child**

---

Over the last 20 years in Global Fund-supported countries, more than 7 million HIV-positive mothers have received medicine to keep them alive and prevent transmission of HIV to their babies. In 2020 alone, 686,000 women were reached. Working closely with communities, these interventions are aimed at reaching women who are most at risk and the hardest to reach, and include:

- ensuring women have access to education, condoms, and medications to prevent HIV,
- family planning to prevent unplanned pregnancies,
- HIV testing and treatment and quality maternal and newborn care.

More broadly, what makes the Global Fund a powerful instrument to advance women's health beyond disease-specific investments is that it invests nearly USD\$1 billion a year to build resilient and sustainable systems for health. As a result, the Global Fund can tackle broader health challenges by supporting women and girls' access to the health services they need. Approximately 33% of their investments support comprehensive sexual and reproductive health care.

### **the Global Fund advances Reproductive, Maternal, Newborn, Child, and Adolescent Health (RMNCHA)**

---

To advance RMNCHA, Women and girls living with or affected by HIV are offered opportunities to access quality sexual and reproductive health and rights (SRHR) services, including family planning, screening for sexually transmitted infections, and post-violence care. And it works both ways: women's visits to SRHR clinics present a key opportunity for the provision of HIV prevention and testing services as well as active referral to HIV treatment and care services.

Another unique trait: the Global Fund places a strong emphasis on strengthening systems that run deep into communities, recognizing the critical importance of expanding services beyond formal health facilities, and reaching hard-to-reach populations that do not always go to clinics or hospitals, including women and girls.

### **strengthening community systems to improve women and girls' health**

---

There are many examples of how countries have leveraged Global Fund support for community systems to improve RMNCAH. In Ethiopia, the Global Fund supported the government's initiative to train and pay 40,000 female community health workers, who go to communities to provide a range of health services, including in RMNCAH. The expansion of community systems is widely seen as the reason Ethiopia has made notable improvements in women's health – with increases in prenatal care consultations and family planning, and significant declines in maternal mortality.

All of the above establishes the Global Fund as a mechanism that Canada can be proud of investing in – it aligns with our Feminist International Assistance Policy and Canadian priorities such as the THRIVE Agenda. Investing in the Global Fund is one of the most strategic ways for Canada to deliver on its commitments to ensure that every woman, child, and adolescent can access the quality, affordable, health care they need to survive and thrive. the Global Fund's upcoming Seventh Replenishment is Canada's opportunity to rise to the challenge and contribute to strengthening global systems for a healthier, more equitable, pandemic-proof world that prioritizes the health of women and girls.

**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.

### **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 28% increase (USD\$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 29% 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 (28.5% 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.

**Watch the recording of our call-to-action Q&A** -our Policy and Advocacy Officer Leigh Raithby explains how you can make an impact ahead of the Global Fund's Replenishment Conference.



## our multi-month campaign

results



Watch Video At: <https://youtu.be/EJhm-LJCFwU>

## latest call-to-action updates

- **#Budget2022 (April 2022):** The health issues and needs in the world are great and, with the new budget, Canada has shown our leaders understand that tackling them will create stability in the world and reduce the loss of lives and dollars that current crises are creating.

- **#StopTheDeadlyDivide (March 2022):** This [#WorldTBDay](#), Results Canada supported an end to tuberculosis by increasing awareness, building political champions, and securing resources from Canada. The Honourable Minister Harjit Sajjan made an announcement of CAD\$11 million in TB REACH to end tuberculosis (TB) alongside Results Canada.
- **#EndCovidEverywhere (February 2022):** On April 8, Prime Minister Justin Trudeau announced an [investment of CAD\\$220 million](#) to support COVID-19 vaccination needs in lower-income countries at the COVAX Break COVID Now Summit co-hosted by Gavi.
- **#RaiseYourHand (June 2021):** In March, Results Canada participated at the [Together for Learning Summit](#): Engaging Displaced Youth to Transform Education. Results Canada moderated a session on the impact of the Charlevoix Declaration funding and signed on to an outcome document to [set policy priorities](#) for future programming that was endorsed by global Ministers, heads of agencies and youth participants.



## Carolyne Wasonga

---

### Community health worker, Siaya, Kenya

---

Carolyne experienced the panic and fear of receiving a positive HIV test as a teenager. She was 17 years old when she found out she was HIV positive and admits she lived in denial for years. It was when she became pregnant that she got on medication to protect her son and herself. Carolyne delivered a healthy boy who she named Phillip, after her father. Today, Carolyne is one of 400 peer educators who are part of a Global Fund-supported program aimed at reaching adolescent girls and young women with HIV prevention, treatment, and care.

Learn more about [Carolyne's story](#) and meet more of our [champions](#).

### resources

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

- [Global Fund Investment Case](#)
- [Global Fund Results Report 2021](#)
- [Step Up the Fight: Ending HIV among adolescent girls and young women](#)
- [Our 2022 advocacy plan](#)



Watch Video At: <https://youtu.be/0seSlzejlNM>

**video (above):** [Melissa: Out of School and at Risk of HIV and violence During Lockdown](#)

## key dates

---

May 5: [International Day of the Midwife](#)

May 8: Mothers' Day

May 8: [World Fair Trade Day](#) (We are a Fair Trade organization!)

May 15: [International Day of Families](#)

May 23: [International Day to End Obstetric Fistula](#)

May 22-28: [75th World Health Assembly \(WHA75\)](#)

May 28: [Menstrual Hygiene Day](#)

May 30-June 3: [Week of Action](#) for the Global Fund

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  
Gender  
SRHR  
Canadian Aid

## **hashtags**

---

#Canada4Results  
#FightForWhatCounts  
#GenderEquality  
#SRHR  
#CanadianAid  
#Cdnpoli

## **Twitter tags**

---

[@ResultsCda](#)  
[@HarjitSajjan](#)  
[@JustinTrudeau](#)  
[@GlobalFund](#)  
[@GFAN](#)

# engage parliamentarians in a stunt

 [resultsCanada.ca/action-button/engage-parliamentarians-in-a-stunt-campaign-1/](https://resultsCanada.ca/action-button/engage-parliamentarians-in-a-stunt-campaign-1/)



## Call-to-action summary:

Our call-to-action for May extends our multi-month campaign in support of the Global Fund's Seventh Replenishment by focusing on the grave threats that HIV, TB, and malaria continue to place on women and girls around the world. 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](#)

We are looking for **your perspective as an everyday person** who cares about the Global Fund's replenishment to engage parliamentarians through a stunt in our #FightForWhatCounts advocacy campaign! The stunt is simple - write a statement about why you want to see Canada make an ambitious pledge to the Global Fund to Fight AIDS, Tuberculosis and Malaria and include a photo of yourself. Results Canada will make lawn signs for each submission and display them for one day on Parliament Hill in Ottawa.

**Submit a short statement using this online form by May 20.**

To participate, you will need to provide your name, your occupation, your photo, and your riding. We will also ask you to answer two questions and select one of the answers for your lawn sign:

- Why do you think Canada should invest in the Global Fund?
- Why are you an advocate for global health issues with Results?

**Important note:** In providing your answers, you recognize that they may also be used for future purposes, such as featured on our website or to enhance other advocacy activities throughout the campaign.

**Example statement:**

## I think Canada should invest in the Global Fund because...

results



**We all belong to the same universe, seeing preventable diseases continuously affecting people in low- and middle-income countries is unbearable. The kind of outcome investments in the Global Fund can produce will make this world a better place.**

**Peace Mukazi, volunteer coordinator  
Kanata—Carleton**

**The goal is to get the attention of decision-makers** in Ottawa and on social media – we want them to understand that plenty of people living in Canada care about the replenishment. Often parliamentarians say they do not hear Canadians or voters speak out about international development spending, so we want to show them that Canadians care about ending extreme poverty around the world.

Hurry and submit your statement **by May 20!**

### Unsure about participating?

When we go beyond our comfort zone it's not unusual to feel our hearts beating hard in our chests. When that happens, there are two ways to think of it: the first is as an emblem of fear; the second is as 'inner applause'. Demonstrating that everyday people across Canada care is the crux of our mission to "generate the political will to end extreme poverty". We encourage you to lean into the inner applause and share your point of view!

### secret tip

Send an email to [action@resultscanada.ca](mailto:action@resultscanada.ca) if you need help drafting your statement.

One thing that's really key is that parliamentarians want to help the communities, we want to help you, but our constraint is time. If you have a clear ask of what you want us to do, that helps us so much. Learn more about the tools we have and what you'd like us to do, that goes a long way.

– Heather McPherson, Member of Parliament, Edmonton Strathcona

# write an op-ed

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



## Call-to-action summary:

Our call-to-action for May extends our multi-month campaign in support of the Global Fund's Seventh Replenishment by focusing on the grave threats that HIV, TB, and malaria continue to place on women and girls around the world. 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 Mother's Day (May 8), the International Day of the Midwife (May 5), International Day of Families (May 15), the International Day to End Obstetric Fistula (May 23), or Menstrual Hygiene Day (May 28) to tell Canada that you are counting on them to make an ambitious pledge in support of the Global Fund to improve the health of girls and women 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 women's health beyond disease-specific focus, and that investing in

the Global Fund is one of the most strategic ways for Canada to deliver on its commitments to ensure that every woman, child, and adolescent 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 to write your op-ed and get it 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.

## 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 Thiyanavadivel, 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.

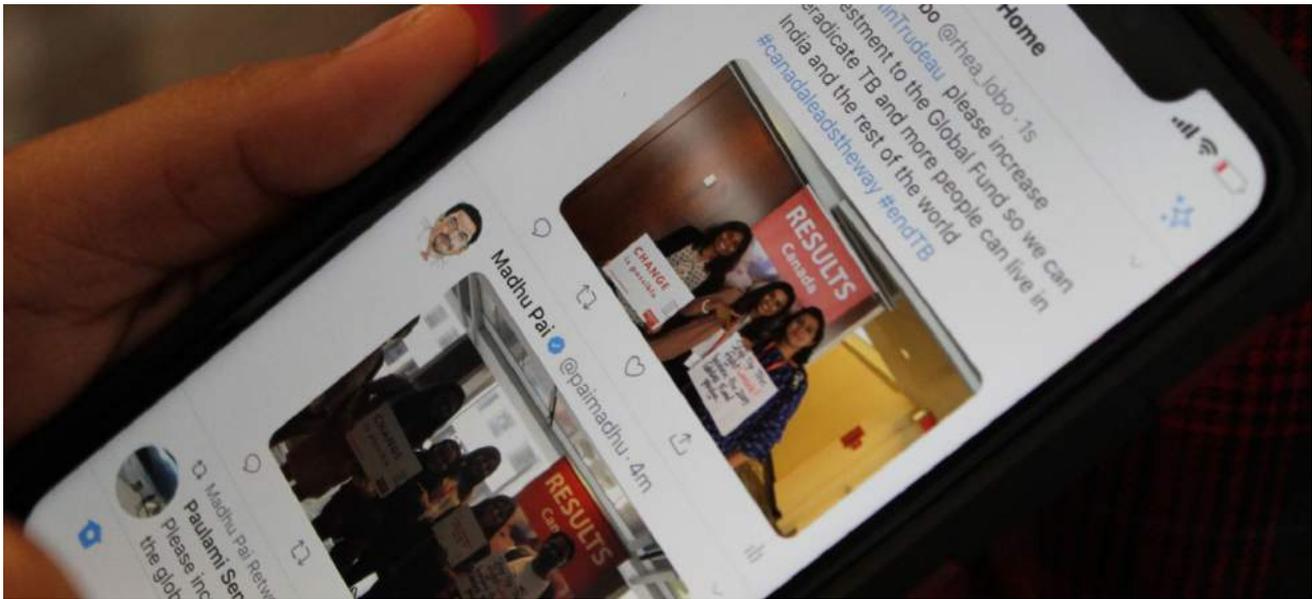
Op-eds take greater effort on your part than a letter to the editor (LTE), but they can also create greater impact! An op-ed offers more space to make your argument and share statistics than a 200-word LTE. Op-eds get a lot of traction with decision-makers because of the great effort it takes to write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

# 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/)



## take action now!

### Call-to-action summary:

Our call-to-action for May extends our multi-month campaign in support of the Global Fund's Seventh Replenishment by focusing on the grave threats that HIV, TB, and malaria continue to place on women and girls around the world. 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 is a powerful instrument to advance women's health beyond disease-specific focus. Investing in the Global Fund is one of the most strategic ways for Canada to deliver on its commitments to ensure that every woman, child, and adolescent 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 the health of girls and women 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-proof world.

**Tweet instantly** (click below)

Women around the world still encounter risks to access basic healthcare. Canada must invest CAD\$1.2 billion in the @GlobalFund to #FightForWhatCounts & address the grave threats that HIV, TB, & malaria continue to place on women & girls. #Canada4Results bit.ly/TakeActionResults

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

As three of the world's deadliest epidemics – HIV, TB, and malaria – continue to impact the health and wellbeing of women and girls around the world, Canada has a responsibility to help ensure equitable access to lifesaving healthcare everywhere.

Canada must invest CAD\$1.2 billion in the Global Fund 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. #Canada4Results #FightForWhatCounts

Learn more: [bit.ly/TakeActionResults](https://bit.ly/TakeActionResults)



**Canada has an opportunity to rise to the challenge and contribute to strengthening global systems for a healthier, more equitable, pandemic-proof world that prioritizes the health of women and girls.**

**#FightForWhatCounts**



[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 #Canada4Results

## 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 board member