

#EndCovidEverywhere

 resultscanada.ca/campaign/campaign-2

“High-quality rapid tests show us where the virus is hiding, which is key to quickly tracing and isolating contacts and breaking the chains of transmission. The tests are a critical tool for governments as they look to reopen economies and ultimately save both lives and livelihoods.”

- Dr. Tedros Adhanom Ghebreyesus, Director General of WHO



If you’ve been COVID-19 tested in Canada or heard from others who have, then you know what to expect: waiting in line uncomfortably for hours with a mask on to hopefully get an unpleasant stick up your nose. While this is notably disagreeable, at least we have access to COVID-19 testing.

Many people in low income countries do not have access to COVID-19 tests; and having access to diagnostic tools is only one piece of the puzzle. Contact tracing and education campaigns are all crucial for being able to effectively detect disease and prevent further community spread. To be able to control COVID-19, public health departments need to know where the virus is and how many people are impacted.

This month, our #EndCovidEverywhere campaign continues to focus on the ACT-Accelerator (ACT-A) and the **diagnostics** needed to track the spread of the virus and prevent further outbreaks. Knowing where the virus is and how many people are impacted is key to controlling it.

While Canada has shown leadership and invested to ensure equitable access to an eventual vaccine via the COVAX Facility (which is part of the vaccines pillar of the ACT-Accelerator), the other pillars must not be forgotten. Implementing a successful COVID-19 exit strategy requires deployment of a comprehensive approach by supporting the objectives of the four pillars. While the world is currently focused on the development and deployment of a vaccine, with adequate investment we could rapidly deploy diagnostic tools to control COVID-19 everywhere, right now.

the four pillars of ACT-Accelerator

There are four key work streams termed “pillars” of the ACT-Accelerator (ACT-A), each of which are intended to serve a different purpose in advancing medical solutions to COVID-19.

1. **Diagnostics** – to enable rapid discovery of people with COVID-19, which is essential to targeting treatment and decreasing the risk of community transmission. This pillar aims to advance testing capabilities and to innovate the time and methods in which people are tested for COVID-19.
2. **Therapeutics** – to provide treatment for people with all forms of disease and to prevent severe disease from presenting in high-risk populations.
3. **Vaccines** – to discover a vaccine to stop disease transmission and eliminate the global health security risk.
4. **Health systems** – to provide frontline healthcare workers with necessary personal protective equipment and to equip health systems with the essential tools needed to deliver safe care.

who is involved in ACT-Accelerator

The ACT-Accelerator (ACT-A) is not an organization in and of itself; it is a coalition that brings together many of the big global health agencies that have demonstrated past success delivering quality, large scale projects. Many of the multilateral organizations Results Canada traditionally supports are involved in the coalition. These are the organizations that can receive and disburse funds from governments like Canada to deliver on the mission of each pillar of ACT-A.

World Health Organization – provides coordination and support for the coalition

GAVI the Vaccine Alliance – co-convenor of the vaccines pillar

Coalition for Epidemic Preparedness Innovations - co-convenor of the vaccines pillar

Wellcome Trust – co-convenor of the therapeutics pillar

Unitaid - co-convenor of the therapeutics pillar

The Global Fund to Fight AIDs, Tuberculosis and Malaria – co-convenor of the diagnostics and health systems pillars

Foundation for Innovative New Diagnostics - co-convenor of the diagnostics pillar

The World Bank – co-convenor of the health systems pillar

Both FIND and The Global Fund are co-convenors of the diagnostics pillar of ACT-A. This one-of-a-kind global collaboration works to accelerate the development, production, and equitable access to COVID-19 tests, treatments, and vaccines. Out of the USD\$38 billion total investment need for ACT-A, USD\$6 billion is required by the diagnostics pillar; however only USD\$0.7 billion has been committed to date.

Canada has recently announced investments in the vaccine pillar and our government now has an opportunity to step up and support other pillars of the ACT-Accelerator, which is why this month we are focused specifically on drawing attention to diagnostics.

The ask: Canada must invest at least 1% of its COVID-19 response in new and additional aid towards an emergency global response to end the pandemic everywhere. A portion of this must go to global health agencies delivering on the ACT-Accelerator (ACT-A) diagnostics pillar.

For our National Conference (November 14 and 15), the focus of the Week of Action (November 16-20) will be on ACT-A and asking Canada to commit at least 1% of its COVID-19 response toward global initiatives. Don't forget to attend the conference and participate in the Week of Action!

latest campaign wins

- On September 29, Prime Minister Justin Trudeau announced CAD\$400 million in new and additional aid to address the humanitarian impacts of COVID-19 on those most vulnerable around the world.
- On September 25, Prime Minister Justin Trudeau announced that Canada will commit a total of CAD\$440 million in a global effort to both procure vaccines and share them with the world
- On September 16, the World Health Organization launched a resource mobilization campaign for ACT-A, suggesting all G20 countries invest at least 1% of their COVID-19 response towards a globally coordinated emergency response. Our 1% ask of the Canadian government was the first of its kind and helped lead the way for others to follow!
- On September 2, over 90 different international development organizations and their vast networks of volunteers took to Twitter to show the Government that Canadians want to #EndCovidEverywhere by investing in a global COVID-19 response.
- See all actions taken by volunteers to date.



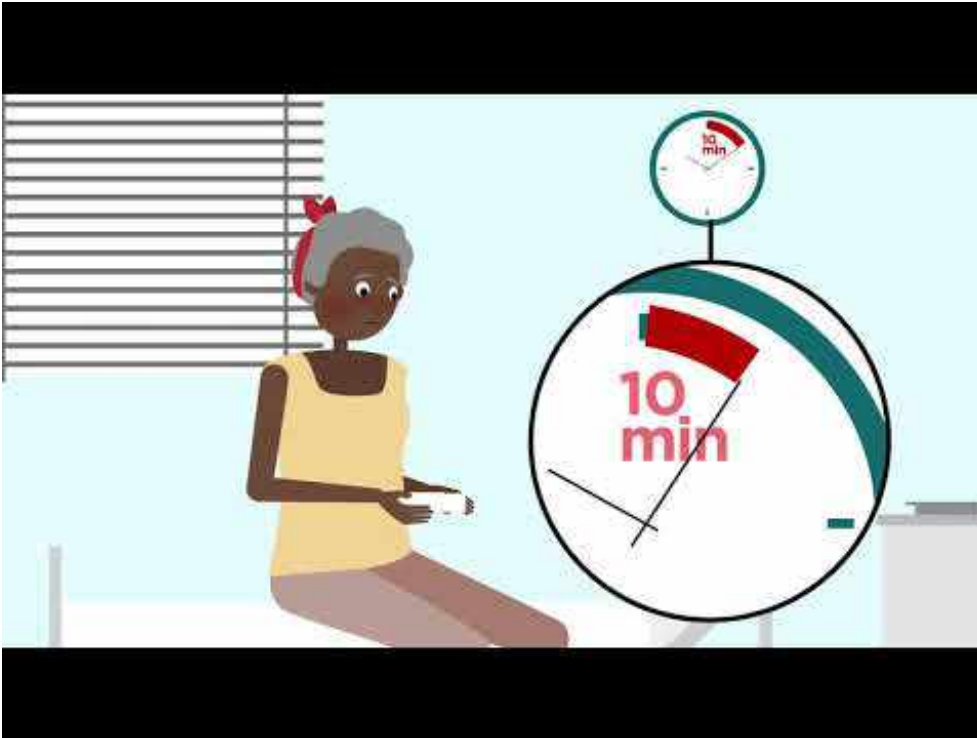
FIND

Foundation for Innovative and New Diagnostics

FIND is a non-profit that focuses on the development and delivery of diagnostics to combat major diseases affecting those in poverty. As a co-convenor of the diagnostics pillar of the ACT-Accelerator along with the Global Fund, FIND is working to accelerate equitable access to the diagnostic tools needed to end COVID-19.

“With the [recently announced 120 million] antigen rapid diagnostic tests package, the ACT-Accelerator partners have secured much-needed tools for low- and-middle income countries to dramatically increase COVID-19 testing. With the financial support of several countries, we have made great progress, but to ensure we reach all those who need testing and bring the prices down, we urgently need substantial funding from public, philanthropic, and multilateral sources.” - Dr. Catharina Boehme, CEO of FIND

Meet more of our champions.



Watch Video At: <https://youtu.be/-4NJJNbaoZI>

resources





A Call For Canada To ACT Now To End COVID-19 Everywhere

- FIND diagnostics COVID-19
- Countries turn to rapid antigen tests

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

key dates

Nov 12: World Pneumonia Day

Nov 14-15: Results Canada National Conference

Nov 16-20: Week of Action

Nov 19: World Toilet Day

Nov 22: Advocacy in action: celebrating and reflecting

hashtags

#Canada4Results
#ACTAccelerator
#ACTogether
#EndCovidEverywhere
#CanadianAid
#Cdnpoli
#COVID19
#LeadOnCanada
#ResultsCanadaConference2020

tags

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

keywords

ACT-Accelerator
COVID19
SDG3
Sustainable Development Goals

write a letter to the editor (LTE)

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

Our **#EndCovidEverywhere** campaign this month focuses on the **ACT-Accelerator** (ACT-A) and the investments Canada needs to make to ensure everyone, everywhere has the diagnostic tools, vaccines, and medicines necessary to end COVID-19.

The ask: Canada must invest at least 1% of its COVID-19 response in new and additional aid towards an emergency global response to end the pandemic everywhere. A significant portion of this must go to global health agencies delivering on the ACT-Accelerator (ACT-A) diagnostics pillar.

letter to the editor \ (LTE)

: a letter written to a newspaper, magazine or other periodical about issues of concern to readers, usually intended to be published in the paper/periodical

Write a letter to the editor and highlight the importance of diagnostics - the critical first pillar in advancing medical solutions to COVID-19. Explain that the **ACT-Accelerator** (**ACT-A**) aims to develop essential health products and ensure that they are distributed equitably with new diagnostics, drugs and technologies delivered to the people who need them most.

Mention the societal challenges particular to this pillar of ACT-A and how many people in low income countries do not have access to diagnostics. Consider sharing your own COVID-19 diagnostic experience or challenge that you or someone close to you has faced. While the world is currently focused on the development and deployment of a vaccine, with adequate investment we could rapidly deploy diagnostic tools to control COVID-19 everywhere. Canada must act now.

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

Try to find a local story to connect to the campaign.

Is there a recent outbreak of a disease in Canada that could be addressed by getting children vaccinated? Raise the importance of vaccination and how Canadians have access and how no one should be left behind because of where they are born.

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

Worldwide poverty is a crisis Canada can't afford to ignore

Readers' Letters Aug 24, 2020 Toronto Star

Poverty is undeniably the root of much suffering in the world. It's an extreme crisis and its prominence around the globe is staggering. Add a pandemic on top of this, and the outcome is tragic.

With poverty comes an entire range of implications including limited to no access to proper food and nutrition, education, health care, etc. These are basic and fundamental rights, but are being impacted by poverty and income inequality nonetheless. With the addition of the current pandemic, the situation worsens as the World Bank estimates that COVID-19 will cause approximately 70 million more people to slide into poverty. This means more malnutrition, more sickness, less education and even more deaths.

This is a crisis that desperately needs to be addressed.

Canada has always been an advocate for the vulnerable, thus it is asked that Canada please permanently increase its aid via Official Development Assistance to further the progress of achieving the sustainable development goals of ending extreme poverty.

Dena Sharafdin, Publication date: Aug 24, 2020, [Toronto Star](#)

secret tip

Don't include mention of Results Canada - this keeps your letter looking like it's your opinion, because it is!

secret tip

You can send your letter to as many editors as you like - no need to change it or make it different. The more editors you send it to, the better your chances of 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](#).

I remember the first time that I sat down to write my first ever LTE. It was nerve wracking but also very exciting to be able to share my opinion in such a quick and easy way. Pressing 'send' can be daunting but you just have to go for it! Remember that you don't have to be an expert to have an opinion, you only need to care.

- Melanie, Results volunteer



use your voice on social media

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

Our **#EndCovidEverywhere** campaign this month focuses on the **ACT-Accelerator** (ACT-A) and the investments Canada needs to make to ensure everyone, everywhere has the diagnostic tools, vaccines, and medicines necessary to end COVID-19.

The ask: Canada must invest at least 1% of its COVID-19 response in new and additional aid towards an emergency global response to end the pandemic everywhere. A portion of this must go to global health agencies delivering on the ACT-Accelerator (ACT-A) diagnostics pillar.

The COVID-19 pandemic is a global crisis demanding a global emergency response — because no one will be safe until this disease is defeated everywhere. Use your voice on social media and tag Prime Minister Justin Trudeau ([@JustinTrudeau](https://twitter.com/JustinTrudeau)) and Finance Minister Chrystia Freeland ([@cafreeland](https://twitter.com/cafreeland)) that Canada must invest 1% of its COVID-19 response in new and additional aid towards a global response.

You can instantly let Canadian decision makers know that you care by sending the ready-made tweet or post text, or follow our step-by-step instructions below to create your own. Don't forget to consult our suggestions for hashtags, tags and keywords!

Tweet instantly (click below)

Dear @JustinTrudeau @cafreeland to #EndCovidEverywhere Canada must not forget about the diagnostics pillar of the #ACTAccelerator. By investing in global health agencies, like @FINDDx, we could rapidly deploy tools to control #COVID19 everywhere, right now! #Canada4Results

Post on Facebook and Instagram (copy and paste below)

Dear Prime Minister Justin Trudeau and Minister of Finance Chrystia Freeland: While Canada recently announced investments to ensure equitable access to an eventual vaccine, the other pillars of #ACTAccelerator – especially diagnostics – must not be forgotten. With adequate investment, global health agencies like @FINDDx can accelerate equitable access to the tools needed to end #COVID19, now. #Canada4Results

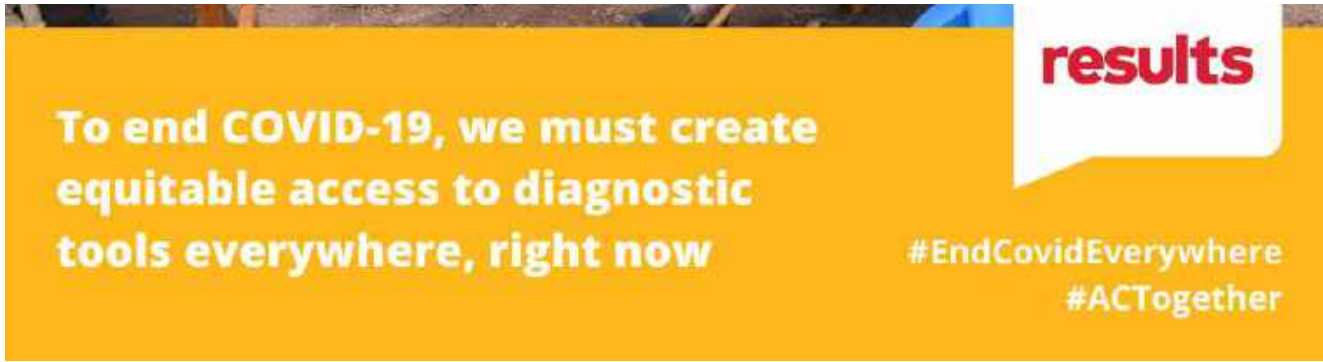
Share these images (right-click, copy and paste on social media)



Investing in diagnostic tools will help control COVID-19 everywhere, even before the release of a vaccine

**#EndCovidEverywhere
#ACTogether**





See our [photo bank](#) for additional sample tweets and graphs.

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

We think Twitter is the best platform for political and media engagement. Watch our [10 Tips to be a Social Media Advocacy Guru](#) webinar to learn more.

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. Login to your profile on social media. If you need help, consult our [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 our social media best practices
 - use the hashtags and keywords provided
 - 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](#).

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

I use social media every day, but I never thought I could use it to make a positive impact in the world. In less than two minutes, I composed a tweet to raise awareness about Results' campaign, tagged my Member of Parliament, and used my voice to take action!

- Hailey, Results volunteer

