

#FightForWhatCounts

results resultscanada.ca/campaign/campaign-1/



The COVID-19 pandemic has reminded all of us of the vital role health workers play to relieve suffering and save lives.

– Dr Tedros Adhanom Ghebreyesus, WHO Director-General

Health workers are the backbone of any well-functioning health system, and the COVID-19 pandemic has only magnified their enormous contribution to protecting communities around the world. Much of the [Global Fund's](#) success over the last 20 years is due to the tireless efforts of these health workers – the majority of whom are women. These health heroes are identifying and fighting disease outbreaks, providing vital health services, ensuring essential supplies reach those most in need, advocating for equal access to health care, and ensuring communities are prepared for future health threats. More than two million community health workers are on the front lines in countries where the Global Fund invests. You can see the full impact of the Global Fund's investments in its Seventh Replenishment [case for investment](#).

This month, we highlight the efforts made by community health workers around the world in fighting to end HIV/AIDS, tuberculosis (TB), and malaria as COVID-19 stretched health systems to the breaking point. As we embark on our final month of advocacy in support of the Global Fund ahead of a potential pledging moment for Canada at the [International AIDS Conference](#), let the stories of these healthcare heroes fuel our commitment to this important cause.

To guide your learning, refer to the Prezi below and follow the instructions embedded. You will be presented with interactive activities and content produced by the Global Fund designed to support you in taking action to #FightForWhatCounts.

START YOUR JOURNEY NOW

You will tour through some of the communities in which the Global Fund invests and meet health workers who bring the Global Fund's programs to the people who need them the most. Embark on this journey to hear about the impact of the Global Fund on the ground, the challenges communities face, and the solutions that advocates like you can bring to the table – like getting Canada to pledge CAD\$1.2 billion towards the Global Fund's Seventh Replenishment this year. Be bold in your advocacy this month as we call on Canada to #FightForWhatCounts to create #TheWorldWeNeed.

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.

latest call-to-action updates

- **#InvestInNutrition:** To spread the message about the dire and rising urgency to combat the global hunger crisis, Results Canada joined five other organizations to publish an op-ed in the Globe and Mail on June 14 titled “[Canada needs to speak up about global hunger at the G7](#)”.
- **#FightForWhatCounts:** With the final meeting of our [Week of Action to #FightForWhatCounts](#) in the books, Results Canada is proud to say that we along with our partners have made loud and clear the need for an ambitious investment in the Global Fund to [Fight AIDS, Tuberculosis and Malaria](#).
- **#RaiseYourHand:** On June 28-30, Results Canada will be attending the pre-summit in Paris, France for the [Transforming Education](#) Summit being convened by the United Nations in September. This is a critical opportunity to address the learning crisis and leverage political support to ensure all children have access to [quality education](#).



Nhin Kpă

community health worker, Viet Nam

Nhin Kpă has been a community health worker since 2019, working to provide essential health services to people living in a remote region of Viet Nam who are at high risk of malaria. Nhin is part of a Community Malaria Action Team. He travels by motorbike to share knowledge on malaria and teach people how to protect themselves and prevent the disease. He also refers patients to health facilities for testing and treatment when needed. “My goal is to help many people in the community – for myself, for my family, for the community in which I live,” he says.

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



Watch Video At: <https://youtu.be/E9jbRWNHRwl>

video (above): [Nombasa's Fight Against HIV, TB and COVID-19](#)

key dates

July 4, 6-7pm ET: [Call to Action Q&A call](#)

July 14-24: [Halifax Pride](#) and [London Pride](#)

July 31: [Vancouver Pride](#)

July 29 – Aug 2: [International AIDS Conference](#)

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

Health workers

Canadian Aid

hashtags

#Canada4Results
#FightForWhatCounts
#1Point2Billion
#TheWorldWeNeed
#FinishTheFight
#CanadianAid
#Cdnpoli

Twitter tags

[@ResultsCda](#)
[@HarjitSajjan](#)
[@JustinTrudeau](#)
[@GlobalFund](#)
[@cafreeland](#)
[@CanadaDev](#)
[@GFAdvocates](#)

chalk your sidewalk

 resultscanada.ca/action-button/chalk-your-sidewalk-campaign-1/



Call-to-action summary:

Our call-to-action for July extends our multi-month campaign in support of the Global Fund's Seventh Replenishment by focusing on the people behind the fight against HIV/AIDS, tuberculosis (TB), and malaria – community health workers. 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](#)

In July, Results Canada encourages all volunteer advocate groups to organize an outdoor in-person social Education & Action (E&A) and chalk your sidewalk in support of the Global Fund! Talk to your group leader and/or offer to organize it yourself. Make sure to follow your local health guidelines, wear masks and be safe.

It's a great opportunity to connect with other volunteers while taking action on our #FightForWhatCounts campaign. Your actions in July could be our last opportunity before Canada makes a pledge to the Global Fund at the [International AIDS conference](#) in Montreal at the end of July.

Take action together: In a public place, draw chalk art to raise awareness for the need for an ambitious pledge to the Global Fund to Fight AIDS, Tuberculosis and Malaria. Take lots of photos and post them on social media.

Do:

- Draw chalk in a public place like a sidewalk
- Research if you're allowed to draw chalk in your chosen spot
- Keep the message positive and draw the hashtag #FightForWhatCounts & #1Point2Billion
- Take photos and share on social media. Tag your Member(s) of Parliament (MP) and use [#Canada4Results](#)
- Have fun and be creative!

Avoid:

- Private property, including shopping centres, universities, city-owned property, memorial gardens, etc.
- Drawing in front of an MP's office

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.

how to go above and beyond

You can invite your MP to meet you at your event and take photos. This would be a great opportunity to amplify the Global Fund campaign, as most MPs will be in their ridings for the summer.

can I do this on my own or with my friends and family instead?

Yes, of course! Feel free to chalk your sidewalk at home and involve friends and family. Make sure you still post photos of your chalk on social media, tag your MP and use [#Canada4Results](#).



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](#).

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

– Lindsay Sheridan, Results Canada staff

swarm the hill

results results.canada.ca/action-button/swarm-the-hill-campaign-1/



Call-to-action summary:

Our call-to-action for July extends our multi-month campaign in support of the Global Fund's Seventh Replenishment by focusing on the people behind the fight against HIV/AIDS, tuberculosis (TB), and malaria – community health workers. 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](#)

Join our partners at [ONE Canada](#) for a stunt on Parliament Hill to create a “buzz” that cannot be ignored. On the morning of **July 20, 2022**, advocates in Ottawa will be swarming Parliament Hill to raise awareness for the Global Fund by shining a light on the malaria epidemic in a creative way. Some participants will be suited in mosquito costumes, while others will be dressed as fly swatters labelled “\$1.2 billion”, demonstrating that eliminating malaria is dependent on an ambitious pledge of CAD\$1.2 billion from Canada to the Global Fund.

Please fill in this form if you are interested in participating in this event and we will follow up with more information.

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.

Not located in Ottawa?

There will be an opportunity to participate virtually, as we want to have a presence across social media channels. Whether you plan to take part in this advocacy in person or virtually, join us on July 20 to create a “buzz” in the Prime Minister’s ear on how Canada can help end malaria.

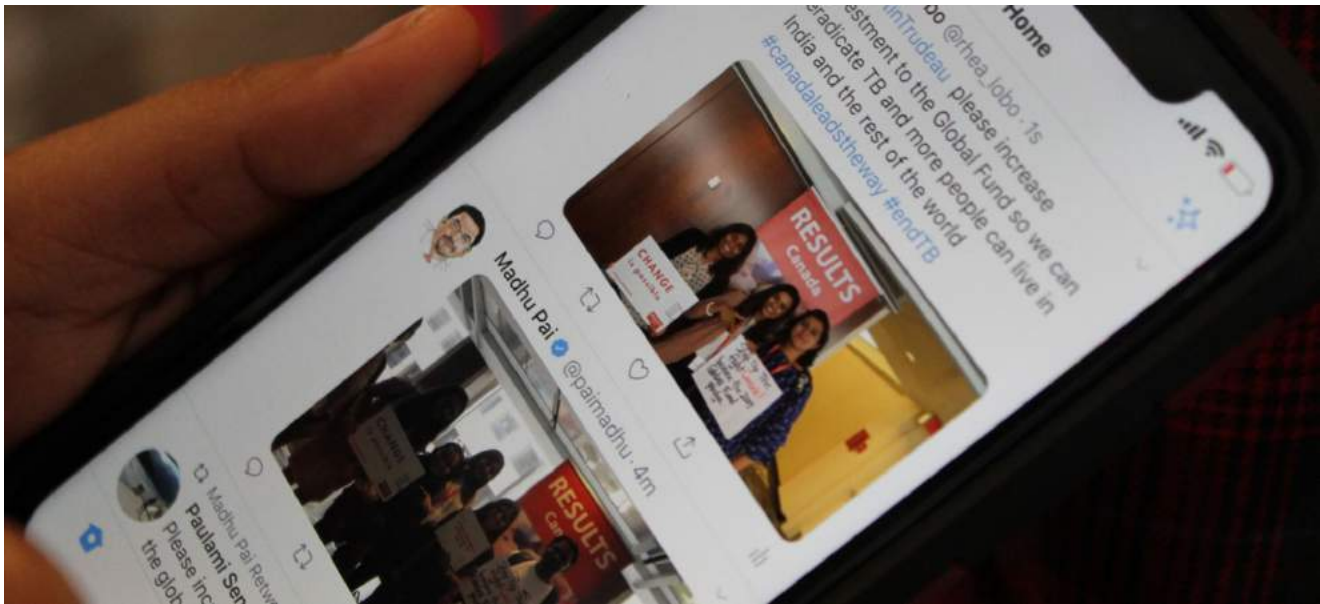
See all our [resources](#) to help you use social media, along with key dates, hashtags, tags and keywords found on our [call-to-action page](#).

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

use your voice on social media

resultscanada.ca/action-button/use-social-media-campaign-1/



Call-to-action summary:

Our call-to-action for July extends our multi-month campaign in support of the Global Fund's Seventh Replenishment by focusing on the people behind the fight against HIV/AIDS, tuberculosis (TB), and malaria – community health workers. 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 stories of health heroes outlined in this month's call-to-action offer a glimpse into the massive impact that community health workers are having in the fight against HIV/AIDS, TB, malaria, as well as COVID-19.

Use your voice on social media to share these stories and tell Canada that you are counting on the government to make an ambitious pledge in support of the Global Fund to ensure that community health workers and all those involved in the fight against the three epidemics can continue to support communities on the ground – providing care to those who need it the most.

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)

Community health workers are the backbone to health systems & the @GlobalFund ensures that these health heroes are supported while addressing pandemics old & new. Canada must #FightForWhatCounts by investing #1Point2Billion to ensure continuity of care. #Canada4Results @CanadianPM

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

Health workers are the backbone of any well-functioning health system and over the last two years the COVID-19 pandemic has only magnified their enormous contributions.

The @GlobalFund ensures that community health workers are supported and protected while they work to address pandemics old and new. Canada must #FightForWhatCounts by investing #1Point2Billion in the @GlobalFund to ensure that health heroes on the ground can continue delivering care to those who need it the most. bit.ly/TakeActionResults
#Canada4Results

how to go above and beyond

Share the stories of the health heroes you learned about in this month's Prezi on your social media by linking to one of the videos below:

- **Justin:** <https://globalfund.exposure.co/justins-fight-ensuring-every-young-person-can-access-hiv-prevention-testing-and-care>
- **Asad:** <https://www.youtube.com/watch?v=zGQr19wF7Gw>
- **Carolyne:** <https://www.youtube.com/watch?v=1dIOHun-uPo>
- **Krayé:** https://www.youtube.com/watch?v=IT0_H3aiYY8

#TheWorldWeNeed

This month, we highlight the efforts of the people behind the fight against HIV/AIDS, tuberculosis (TB), and malaria. **Community health workers** are the backbone of any well-functioning health system. Let the stories of these healthcare heroes fuel our commitment to **#FightForWhatCounts**.

results



Photo: Global Fund

results



Photo: Global Fund

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. **#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

write a Letter to the Editor (LTE)

 resultscanada.ca/action-button/write-a-letter-to-editor-campaign-1/



Call-to-action summary:

Our call-to-action for July extends our multi-month campaign in support of the Global Fund's Seventh Replenishment by focusing on the people behind the fight against HIV/AIDS, tuberculosis (TB), and malaria – community health workers. 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](#)

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

After months of advocating in support of the Global Fund and with the [International AIDS Conference](#) approaching – it's crunch time. July is likely our last opportunity to influence Canada's contribution to the Seventh Replenishment, so we need to be loud in our advocacy and more letters to the editor (LTEs) will help us create a buzz in the media.

Write an LTE about the critical importance of this year's Global Fund replenishment and the need for Canada to step up with an ambitious pledge. Reference [Canada's legacy](#) as a founding donor of the Global Fund, the [impact of COVID-19](#) across AIDS, TB and malaria, the need to [unlock the United States' USD\\$6 billion](#) pledge, or the stories of the people behind the fight that you learned about in this month's [Prezi](#).

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-proof world.

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

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 by 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?

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