

CanWaCH

Canadian Partnership for
Women and Children's Health



CanSFE

Partenariat canadien pour
la santé des femmes et des enfants

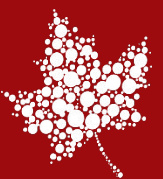
Conversations with Canadians About Global Health During COVID-19

April 15, 2020

Canada

CanWaCH.ca | CanSFE.ca

Welcome!



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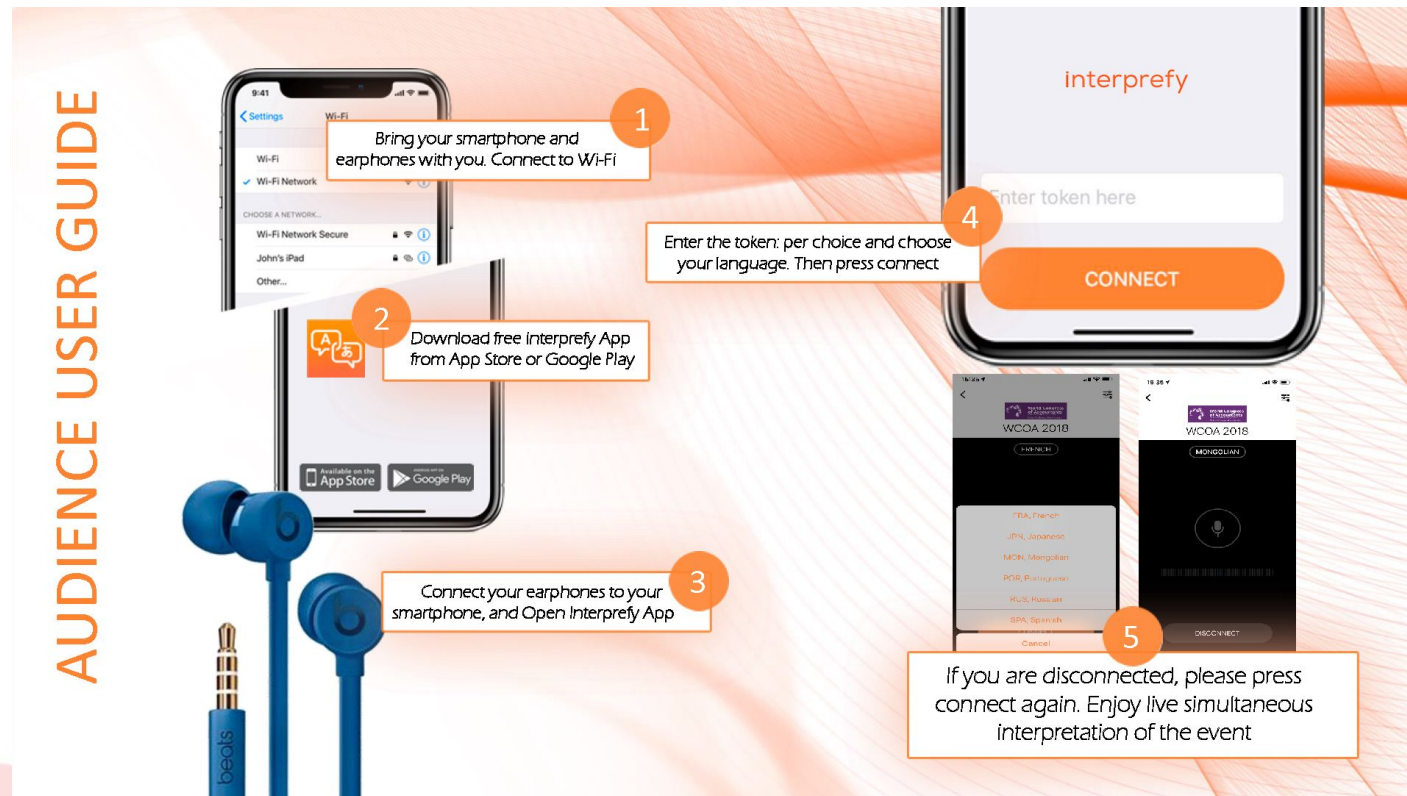
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Simultaneous Translation



CanWACH
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Simultaneous Translation



- 1 Connect to the WiFi network
- 2 In the Google Chrome web browser, enter the URL "**interpret.world**"
- 3 Plug-in your headphones, enter the event token
- 4 Choose your language
- 5 Then select 'Go to my Session' and enjoy!

Event Token:
canwach20



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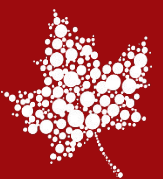
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Zoom Features

- **Chat:** under the 'more' section there is a chat function, please use this if you have any technical difficulties and we will be happy to assist you. Tina LaRoche (Technical Support) is available to help.
- **Q&A:** you can also submit anonymous questions during the presentation using the Q&A button in the bottom middle bar on Zoom.



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Speakers

- Alli Bunting, Manager, Program & Operations, Canadian Partnership for Women and Children's Health (CanWaCH)
- Jennifer Foulds, Communications & PR Director, Amref Health Africa in Canada
- Terry Chemij, Manager, Public Engagement and Awareness, World Vision Canada
- Dr. Spencer Henson, Professor, Guelph Institute of Development Studies
- Latifa Belmahdi, Executive Director, Strategic Communications, International Development, Global Affairs Canada
- Pascale Thivierge, Deputy Director, Engagement of Canadians, Partnerships for Development Innovation, Global Affairs Canada



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Agenda

1. COVID-19 related communications and engagement challenges for Canada's global health and international development sector
2. Public opinion research
3. Overview of Canada's response to date
4. Global Affairs Canada on how the sector can work together
5. Open Discussion



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COVID-19 related communications and engagement challenges for Canada's global health and international development sector.



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What will be the impact of COVID-19 on public support for development?

Increase

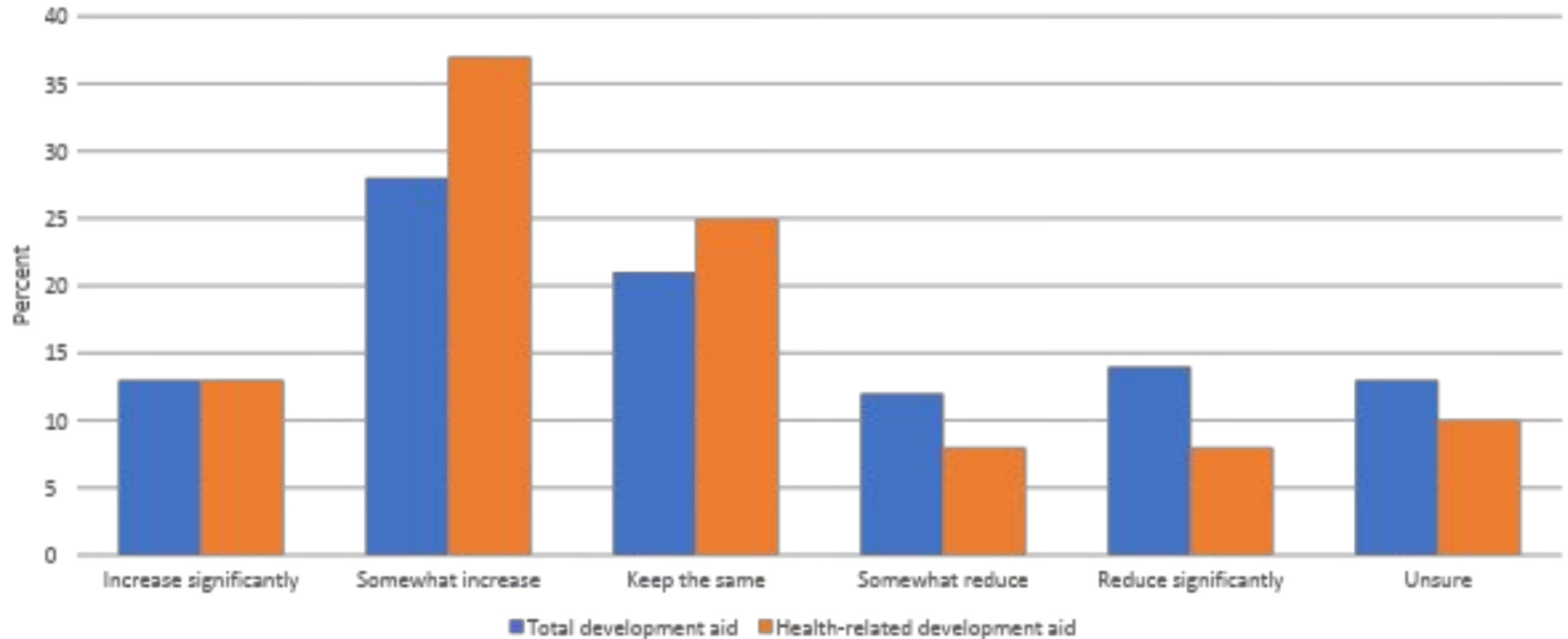
- Major public health issue
- Global in nature
- Most detrimental impacts on developing countries
- Need for cooperation to protect Canadians



Decrease

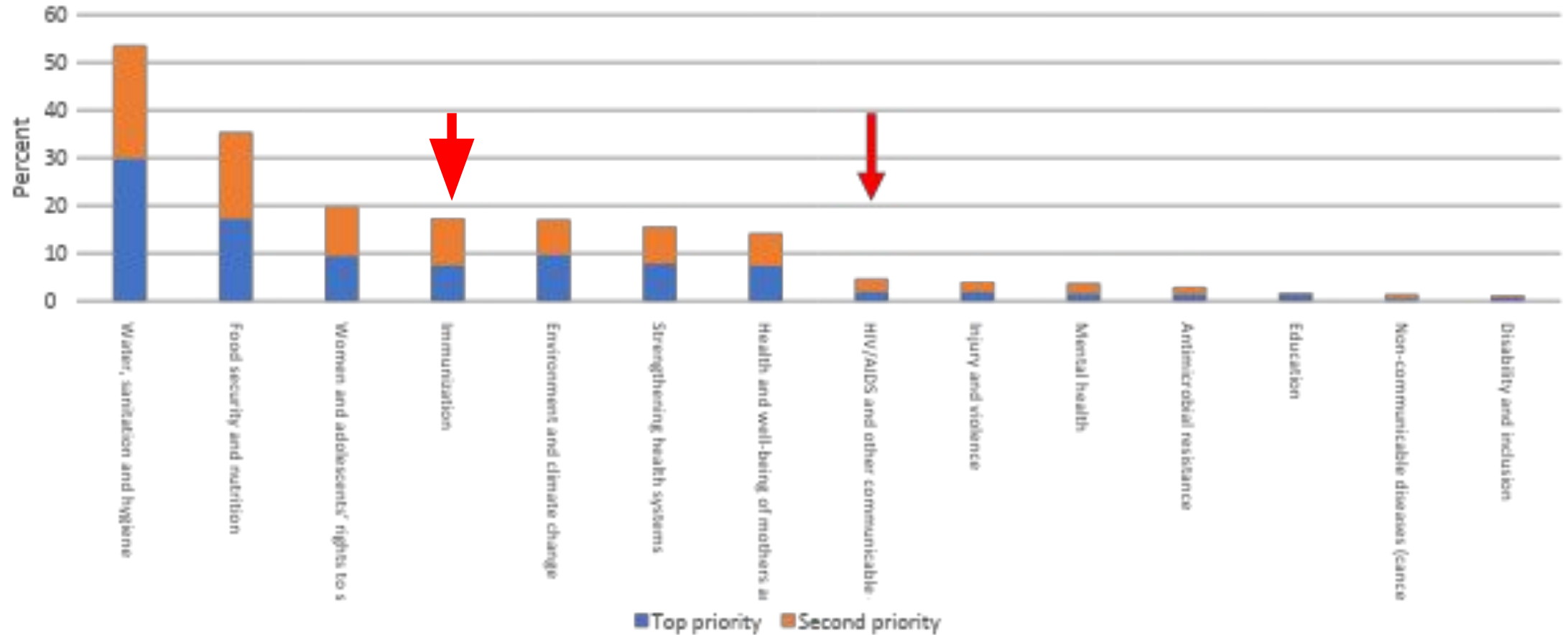
- Large public sector deficit
- Loss of personal income
- Major challenges in Canada
- Complexity and need for protection drives swing towards isolationism

Looking to the future, how do you think the amount that Canada spends on development aid/health-related development aid to developing countries should change?



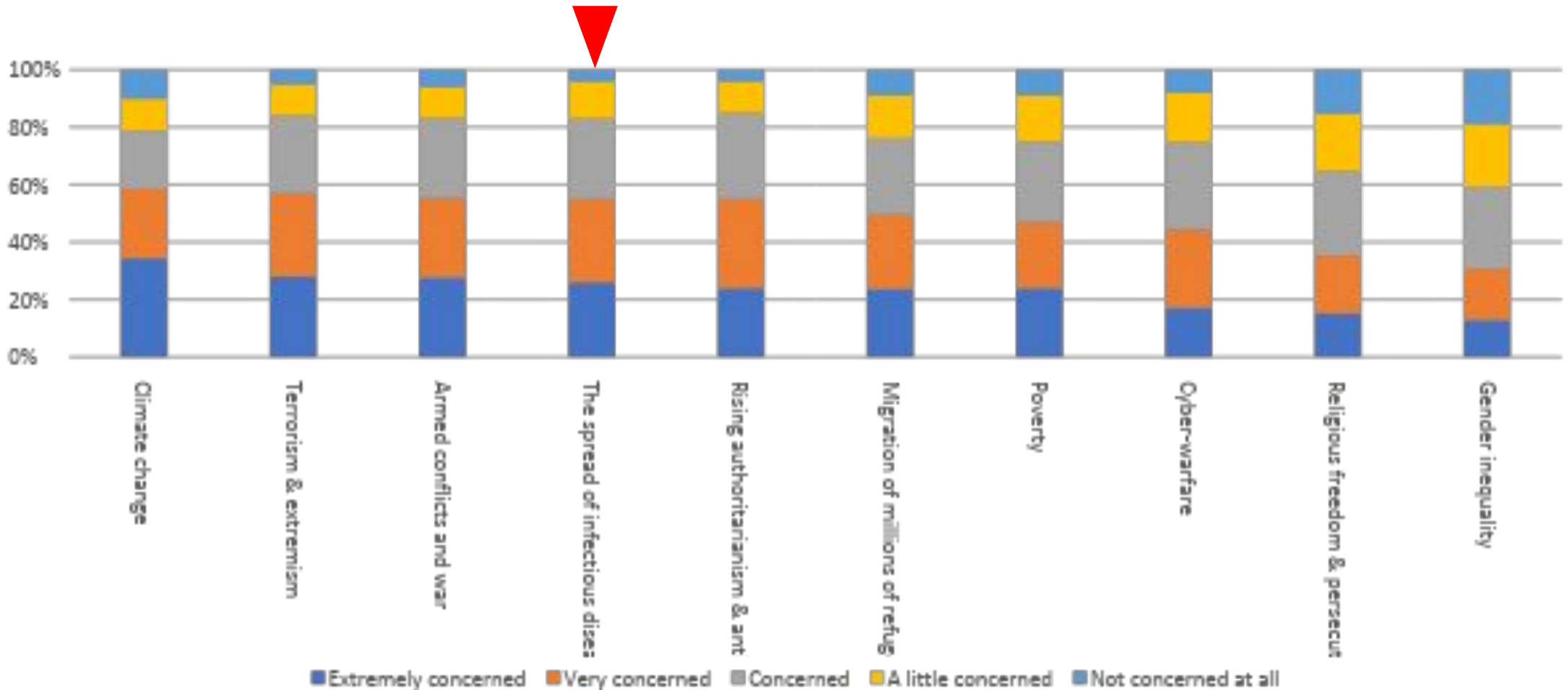
Source: CanWaCH (2019)

Global health issues that should be prioritized in Canadian aid to developing countries



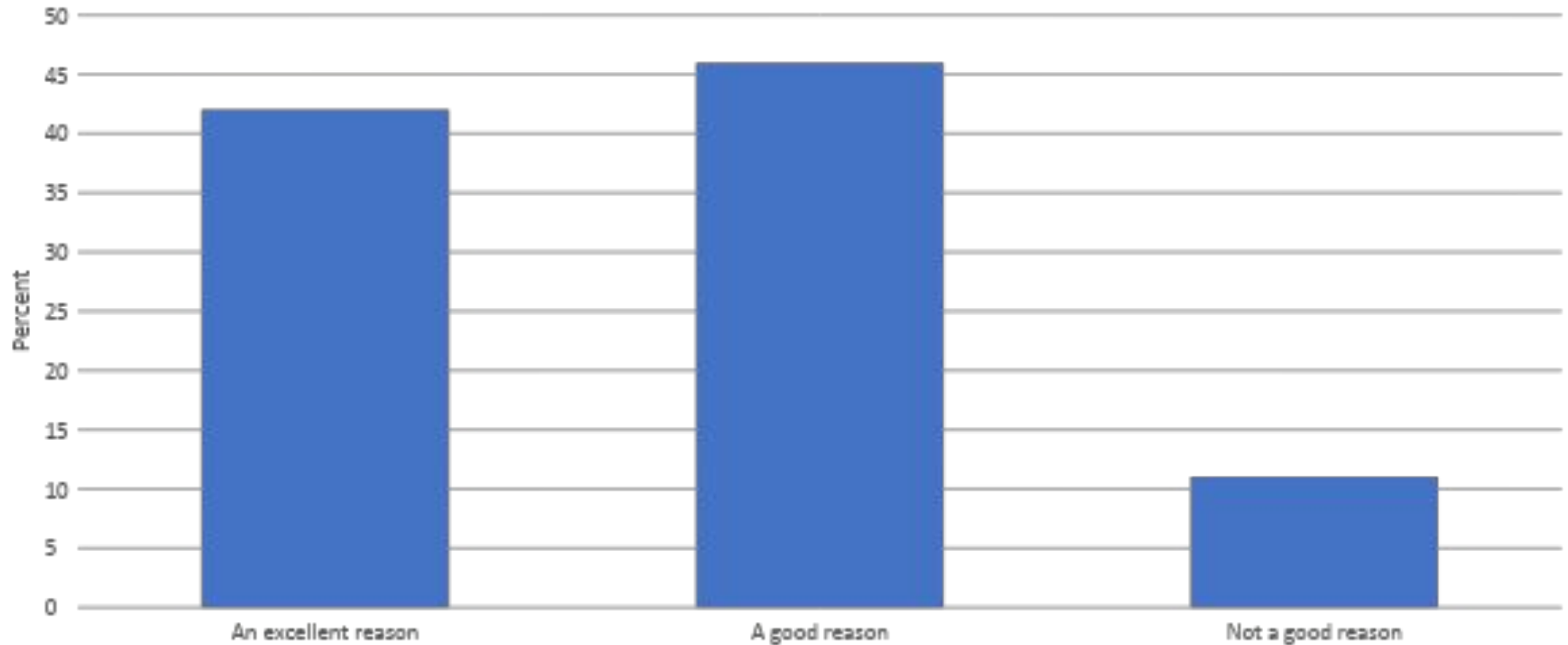
Source: CanWaCH (2019)

Thinking about issues occurring around the world, to what extent if at all, are you concerned about the following?”



Source: CCIC (2020)

Preventing the spread of infectious disease as a reason to increase Canadian ODA



Source: CCIC (2020)

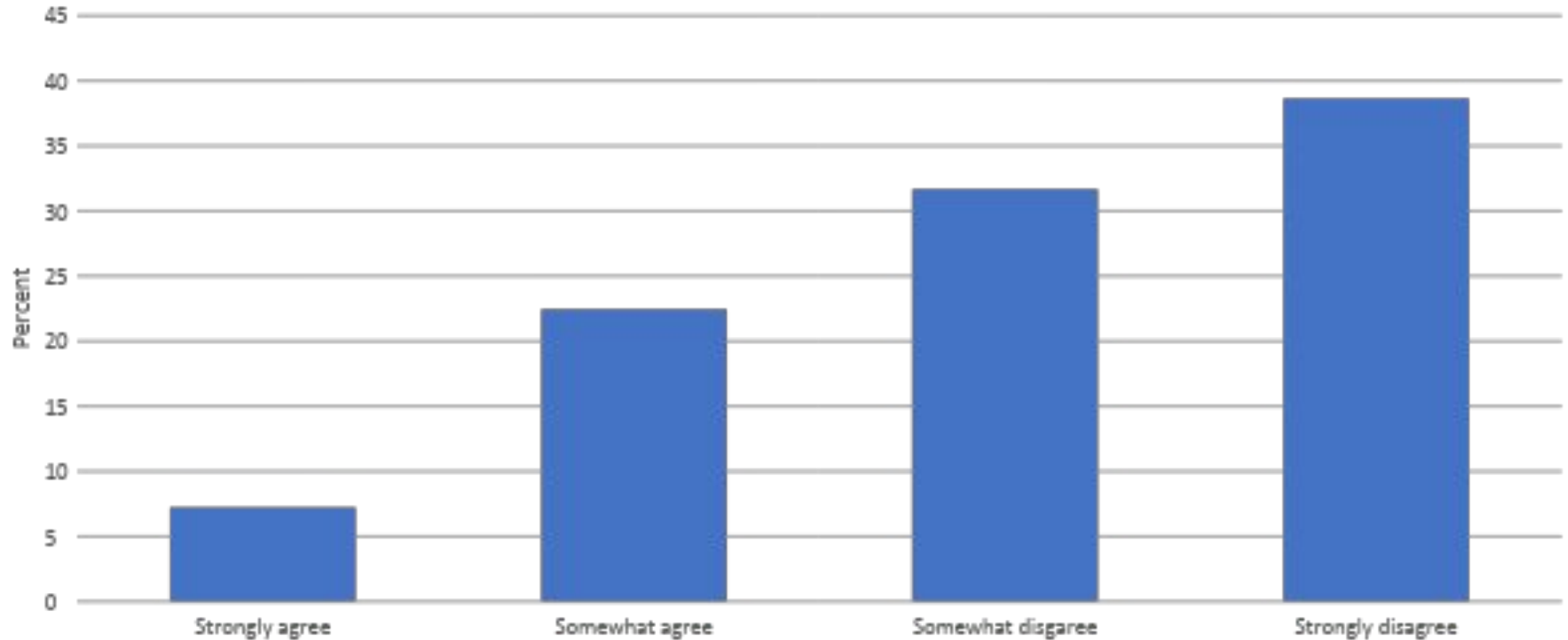
Local



Global

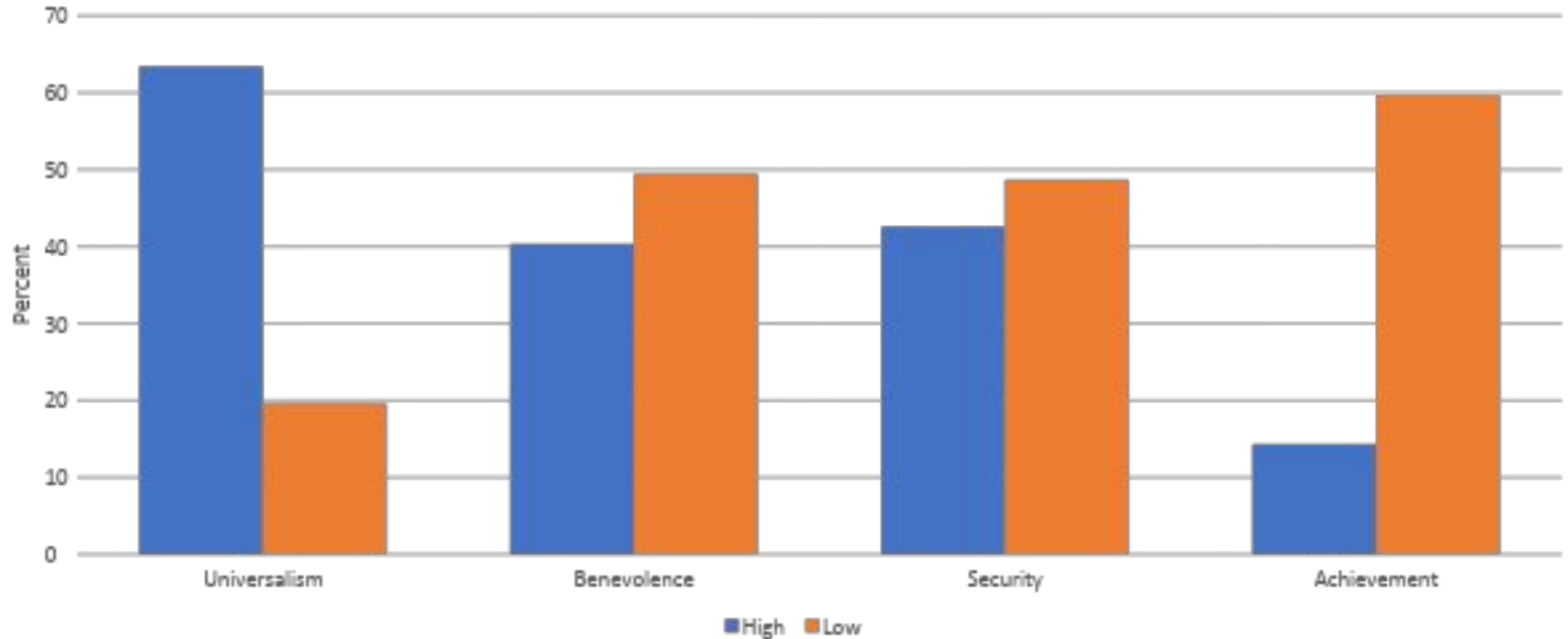
- Identity
- Value positioning
- Interdependency
- Beliefs about impact
- Prioritization

“ I see myself more as a global citizen than as a Canadian”



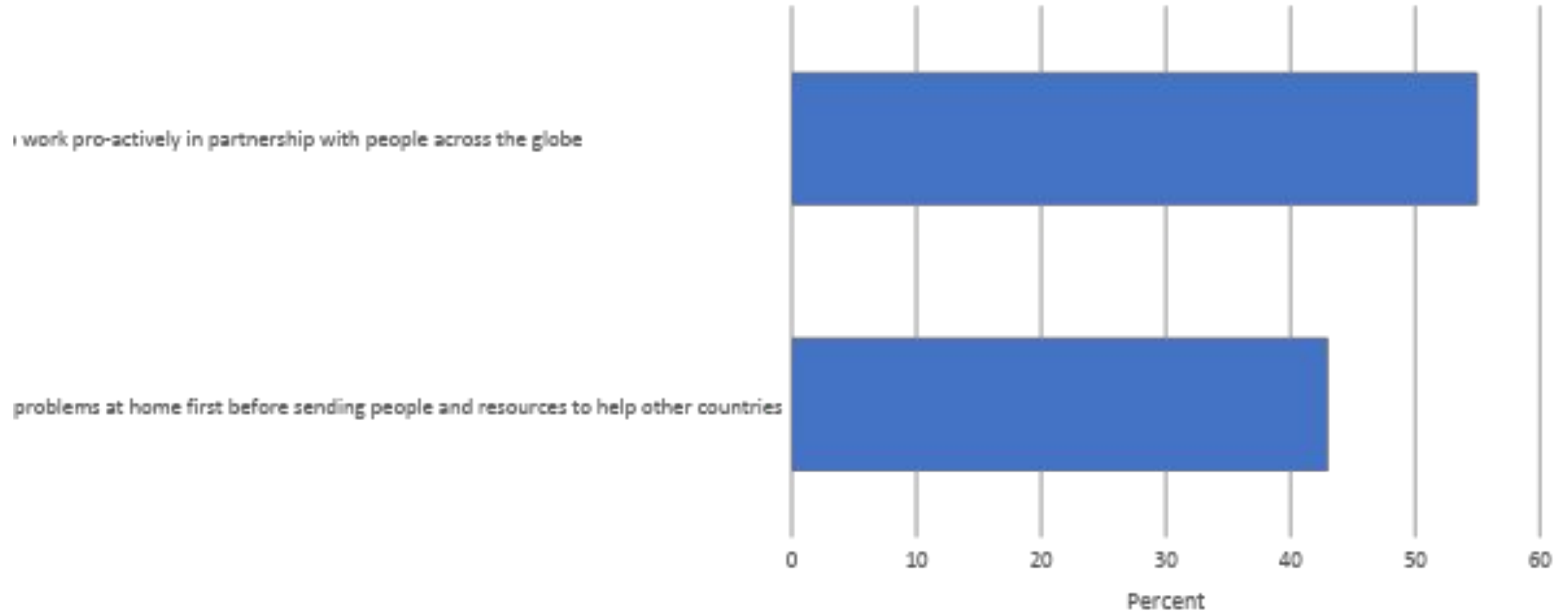
Source: CanWaCH (2019)

Support for increases in Canadian aid spending by value positioning



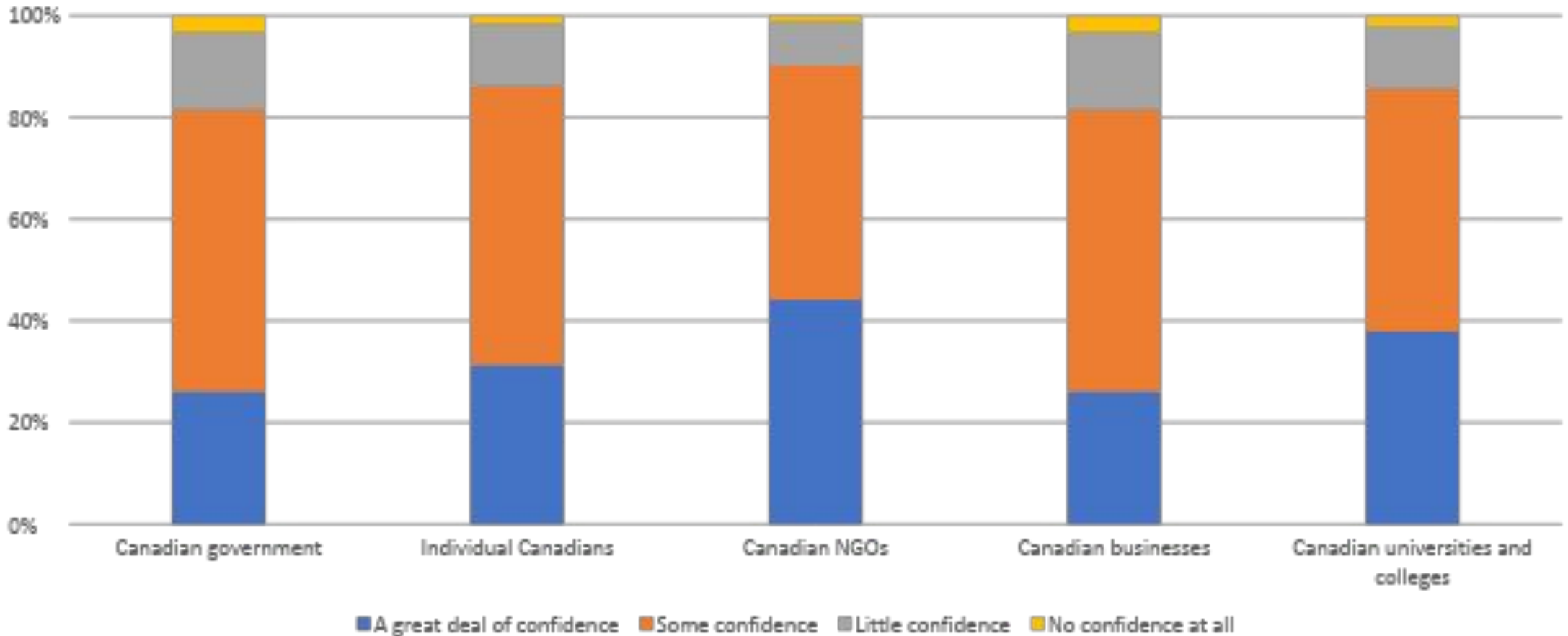
Source: CanWaCH (2019)

Positionality on Canada and its role in the world



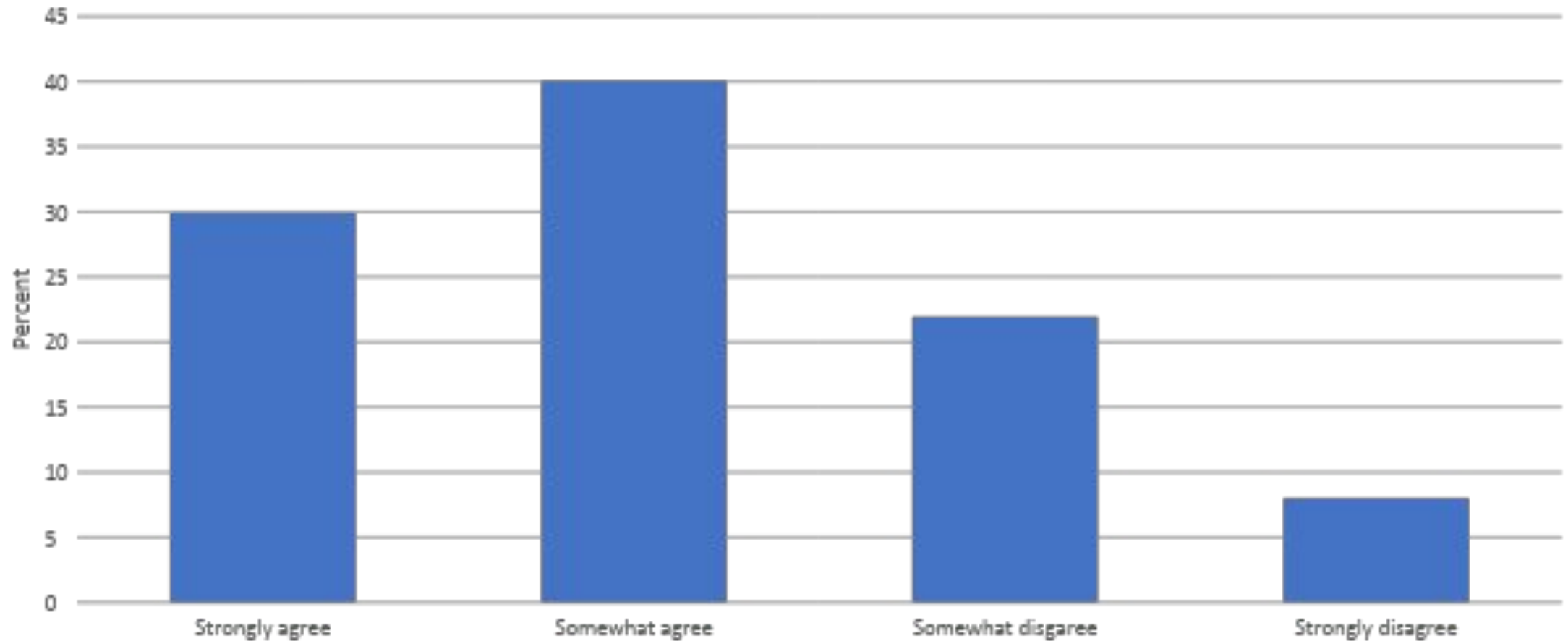
Source: CCIC (2017)

Confidence in capability of actors in Canadian society to make a positive difference in the world



Source: Environics (2017)

“It is more important that we help people in need at home than in developing countries”



Source: CanWaCH (2019)

Implications for engagement

- Openness to engagement at the current time a big question
- Socio-demographics a poor guide to public support
- Framing is critical to effective engagement
- Importance of the local to global paradigm
- Focus on concrete action
- Need for new and ongoing polling

Canada's response to COVID-19

1. Defeating Covid-19 locally and globally keeps Canadians safe and healthy
2. Upholding human rights and FIAP
3. Need to protect the most vulnerable and international progress



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Global Affairs Canada



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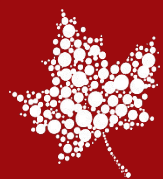
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Open Discussion



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Connect with us!

Lauren Murray

Senior Public Engagement Officer

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Dr. Spencer Henson

Guelph Institute of Development Studies

shenson@uoguelph.ca

Stay tuned

Next Webinar Wednesday:

Opportunities for Students & Young
Professionals during COVID-19

Wednesday, April 22, 2020

1:00 - 2:00 PM EDT



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Thank you for joining us!

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