

Global Affairs Canada Partners Forum – November 2, 2017 – Ottawa

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#### **CanWaCH**

Canadian Partnership for Women and Children's Health



#### **CanSFE**

Partenariat canadien pour la santé des femmes et des enfants



## 2017 REPORT RELEASED AUGUST 10 REVIEWED:

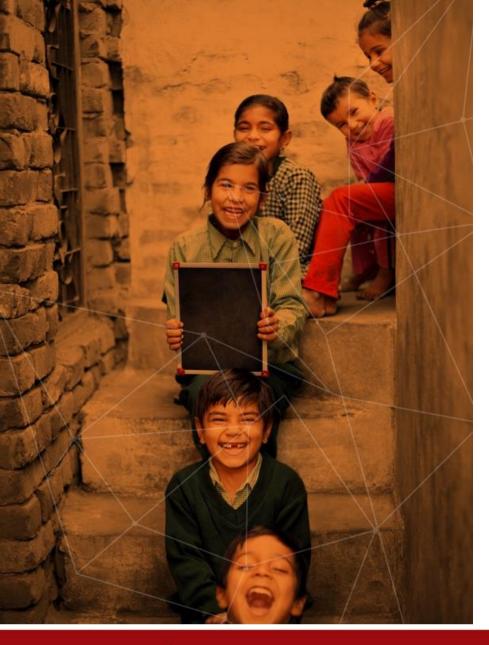
- Shifts in priorities around investment and funding since similar CanWaCH research report in 2015
- Ways we can engage Canadians (on and off line)
- New insights into how we can inform how we talk about our work

#### lpsos:

- The survey was in the field May 1 to May 8
- 1004 nationally representative general population, 18 years and older

Belief-Based Behaviour (B3)

 On-line observation of more than 4,000 conversations by a team of PhD anthropologists



#### PRIORITY GLOBAL ISSUES

The overall ranking of priority global issues remains the same over the past two years:

Women and children's health ranked below:

- climate change
- global economic stability
- poverty and hunger
- education in developing countries
- gender equality



# ATTITUDES ABOUT INTERNATIONAL DEVELOPMENT:

Two-thirds of Canadians continue to see Canada's role in supporting overseas development aid as our country's duty.

6 in 10 Canadians say they feel a sense of pride in Canada's role, significantly higher than two years ago (59% vs. 52% in 2015)

Fewer Canadians believe Canada is falling behind other countries



### CHALLENGE: CIVIC ENGAGEMENT VS. VIRTUAL ENGAGEMENT

Civic engagement has decreased among Canadians particularly in volunteering, donating, and participating in fundraising activity

Increased levels in engagement with social issues – online/social media

## **CHALLENGE:** WHO WE ARE?

Awareness of NGOs that provide programs or raise funds to support the issue of women, maternal and children's health is currently low

# 64% OF CANADIANS COULD NOT NAME ANY ORGANIZATION THAT WORKS IN THE SECTOR

# CHOOSE YOUR SOCIAL MEDIA TOOL WISELY

Social media is a primary channel for news consumption for many Canadians

SOURCES FOR NEWS AND HEADLINES FOR CANADIANS

**61%** FACEBOOK

19% TWITTER

18% YOU TUBE

## EXPAND YOUR CONVERSATION BEYOND THE SECTOR

Very little engagement from the public is evident with official channels of policy makers

The particular language (search terms) used to discuss maternal and child health discourages dialogue

## SPEAK WITH ONE VOICE IN 'PLAIN LANGUAGE'

# BELIEF BASED BEHAVIOUR (B3) FINDINGS



Their key difference is whether they believe this world is possible in their lifetime.





# THE WAY FORWARD: RECOMMENDATIONS

- Connect with Canadians on values AND facts
- Speak and appeal to Canadians' desire for a better world
- Create a national framework for all partner organizations to use when engaging with Canadians
- Acknowledge the realities faced by indigenous women and children within Canada and find ways to support these communities
- Leverage national pride effectively

#### **ROADMAP:**

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NOV – DEC 2017 Q1 2018 Q2 2018 Q3 2018 Q4 2018 Q1 2018 Q2 2018 JUNE 2019

**AGM** 

#### MEMBER READINESS

Finalize program
Develop creative
Develop member assets/
resource centre

MEMBER ACTIVATION CAMPAIGN ACTIVATION

Creative launch + roll-out building momentum to

Women Deliver

June 3-6, 2019
Vancouver, Canada

Engage
Influencers/Spokespeople
Engage partners





## **THANK YOU**

Read the Full Report: CanWaCH.ca

Watch the Webinar: CanWaCH YouTube Channel



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