

2021 Election Toolkit



Introduction



The federal election is fast approaching. You want to have your voice heard among your audiences and supporters but you want to act appropriately and in accordance with Canada's election laws. You can do both! CanWaCH has prepared this toolkit to support member organizations in sharing and talking about their work and Canada's role in global health during the federal election.

There is definitely a heightened appetite among Canadians amid the COVID-19 pandemic to discuss the important issue of global health. A recent **Abacus Data poll** found that 74% of Canadians feel that with our world being so interconnected, a return to normal cannot be possible until the spread of COVID-19 is under control across the globe. **The Foreign Policy by Canadians** Deliberative Democracy exercise found that 72% of Canadians believe Canada should take a leadership role in global health by building on our track record in women and children's health. In a non-partisan way, we can ensure that all candidates and elected officials know that Canadians want to see Canada focus on women and children's health, especially since they have been the hardest hit during the pandemic!

What follows are some useful tools to help you advance the conversation around global health in your digital and physical communities and across the country. If you have questions or need additional support, reach out to **info@CanWaCH.ca**.

Actions to Avoid

It is recommended that you avoid referencing, endorsing and/or opposing specific parties or candidates or their views and policies in your organization's outreach during the election campaign. There are even some important cautions around speaking about an election issue, such as global health, especially if you are paying to 'boost' social media posts or undertaking any other form of paid advertising digitally or in print. You must register immediately as a third party if you incur costs of \$500 or more on activities in relation to the election. You should carefully review **Elections Canada rules on Third Parties** before your engagement during this election campaign. When in doubt, and as best practice, you should seek legal counsel and/or consult with **Elections Canada**. But that doesn't mean you can't take action!



Social Media



Encourage your followers to continue to think and talk about investments in women, children's and adolescent health and gender equality during the election. [Click here](#) for shareable graphics you can download and post on Facebook, Twitter, LinkedIn or Instagram. We will also be posting these to CanWaCH social media channels. Where appropriate, you can add hashtags like #CdnPoli and #Elxn44.

[#CDNPOLI](#)

[#ELXN44](#)

Social media is all about sharing. Here are a few accounts that are doing a great job of raising awareness for the health, rights and well-being of women and children in Canada and around the world. Follow them to inspire your digital activism, learn about different perspectives and experiences, and find great content to retweet and share.



[@CanWaCH](#)

[@EqualFuturesCA](#)

[@ResultsCda](#)

[@ONE_in_Canada](#)

[@GIBlCtznCAN](#)

[#EndCOVIDEverywhere](#)



Connect With Your Candidates



During the election campaign, candidates might knock on your door, call you, or attend community events. This is a great time for you or your staff, volunteers and supporters to ask about global health for women and children. Here are a few questions to ask.



1. How will you demonstrate your support for Canada's proud tradition of investment in women and children's health and rights around the world, which is more important than ever during a pandemic?
2. If elected (or re-elected) what would you do to make sure COVID-19 is ended everywhere and address the decades of progress that have been lost in health outcomes for women and children around the world?
3. Have you met with organizations in our riding, such as **[insert local organization]**, to learn more about the great work they are doing to advance the health, rights and wellbeing of women and children around the world?

