

2025 Election Toolkit



CanWaCH

Canadian Partnership for
Women and Children's Health





INTRODUCTION

With a federal election on the horizon, it's critical for CanWaCH members to engage their audiences and supporters in meaningful conversations — while staying compliant with Canada's election laws. Navigating these rules doesn't have to be complicated. This toolkit is designed to empower you to confidently share your organization's work and highlight Canada's commitment to global health throughout the election period.

[Public opinion polling](#) conducted in 2024 by Abacus Data suggests that Canadians believe strongly in Canada's leadership on the global stage, with nine in ten Canadians affirming their support for Canada's role in advancing global health and development initiatives. While these findings are encouraging, the international landscape has shifted significantly in the months since. The halt to USAID funding, rising tensions between Canada and the United States, and nationalistic movements worldwide have created new challenges for international aid and development efforts. For Canadian-based organizations working globally, this changing environment makes it even more crucial to amplify the value and impact of Canada's investments in global health and equality.

In a non-partisan way, we can ensure that all candidates and elected officials understand that investing in women and children's health around the world is an investment in Canadians as well. Canada's economy and security are closely tied to global stability — and by continuing our steadfast commitment to global health, we help foster that stability.

This toolkit provides useful tools to help you advance the conversation around global health in your digital and physical communities and across the country.

ACTIONS TO AVOID

We recommend 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 important cautions around speaking about election issues, 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.

Elections Canada may consider paid content partisan if it can reasonably be seen as promoting or opposing a party or candidate's position on an issue. For example, while

discussing Canada's past investments in global health or changes to international aid funding is permissible, framing these discussions in a way that explicitly aligns with or criticizes a party's stance could be interpreted as partisan.

You must [register immediately as a third party](#) if you incur costs of **\$500 or more** on activities in relation to the election. 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

Social media can be a great tool to connect with local and national audiences and convey support for an issue. Encourage your followers to continue to think and talk about Canada's role in supporting the health and rights for women, children and adolescents worldwide. Below are sample posts you and your followers can share.

- » Canada's commitment to global health has never been more important. We must continue investing in women and children's health to build a stronger, more stable world. [#GlobalHealth](#) [#GlobalDev](#) [#CdnPoli](#) [#Elxn45](#)
- » Investments in health result in high-impact, wide-ranging benefits beyond health. In addition to more resilient health systems, these investments see people and their communities build stronger economies, pursue further education and live longer healthier lives.
- » Improved health outcomes result in more stable communities and economies. Continued investments in health care not only support health outcomes, they also catalyze well-being and economic empowerment and reduce the burden of care disproportionately faced by women and girls.
- » When women and girls thrive, whole communities thrive. Canada must continue to invest in their health and rights to create a more equitable world. [#GlobalHealth](#) [#Elxn45](#)
- » At a time of global uncertainty, Canada cannot turn away from those who are most vulnerable. Ask your candidates: How will you ensure Canada remains a strong partner in women and children's health? [#AskYourCandidates](#) [#GlobalHealth](#) [#Election2025](#) [#CdnPoli](#)

Click [here](#) for our **complete toolkit** featuring shareable graphics you can download and post.

Suggested hashtags

[#GlobalHealth](#)

[#Elxn45](#)

[#GlobalDev](#)

[#Election2025](#)

[#CdnPoli](#)

[#InvestInWomen](#)

[#PolCan](#)

[#ElectionAction](#)



CONNECT WITH YOUR CANDIDATES

During the election campaign, candidates may 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. What is your vision for Canada's role in international development over the next decade?
2. In your previous experience have you ever had a chance to meet with [insert local organization], to learn more about the great work they are doing to advance the health, rights and well-being of women and children around the world?
3. Do you support increasing Canada's international development budget, and if so, by how much?
4. How will you demonstrate your support for Canada's proud tradition of investment in women and children's health and rights around the world?
5. How will your party ensure that Canada's humanitarian assistance reaches the most vulnerable communities in times of crisis?
6. If elected (or re-elected), what steps would you take to maintain Canada's commitment to global health, especially given recent changes to the international aid landscape?
7. How will you engage Canadians — including youth and diaspora communities — in shaping Canada's international development policies?

For more information on [political engagement during the election](#), check out our [Candidate Engagement Guide](#).

As the election approaches, your voice can shape the conversation around Canada's commitment to global health. By engaging thoughtfully and responsibly, you can emphasize the vital link between global health and development and the well-being of Canadians. Together, we can ensure that candidates of all political stripes recognize that when women and girls are empowered to thrive, everybody wins.

For additional support, reach out to info@CanWaCH.ca.