

# 2019 Election Toolkit



**CanWaCH**

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Canadian Partnership for  
Women and Children's Health

# 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 leadership in global health during the federal election.

There is definitely an appetite among Canadians to discuss the important issue of global health. The **CanWaCH 2019 public opinion survey** found that 76% of Canadians agree we have a duty to support the improvement of health, education and economic opportunity for the world's poorest and most marginalized people. In a non-partisan way, we can ensure that all candidates and elected officials know that Canadians want to see Canada as a leader in women and children's health!

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](mailto:info@CanWaCH.ca).

## **Important 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**



# Social Media

Encourage your followers to continue to think and talk about Canada's role in global health during the election. [Click here](#) for shareable graphics you can download and post on Facebook, Twitter, or Instagram. We will also be posting these to CanWaCH social media channels. Use the following sample posts to get started, or write your own. Where appropriate, you can add hashtags like #CdnPoli and #Elxn43.

COPY AND PASTE OUR SAMPLE POSTS

#CDNPOLI

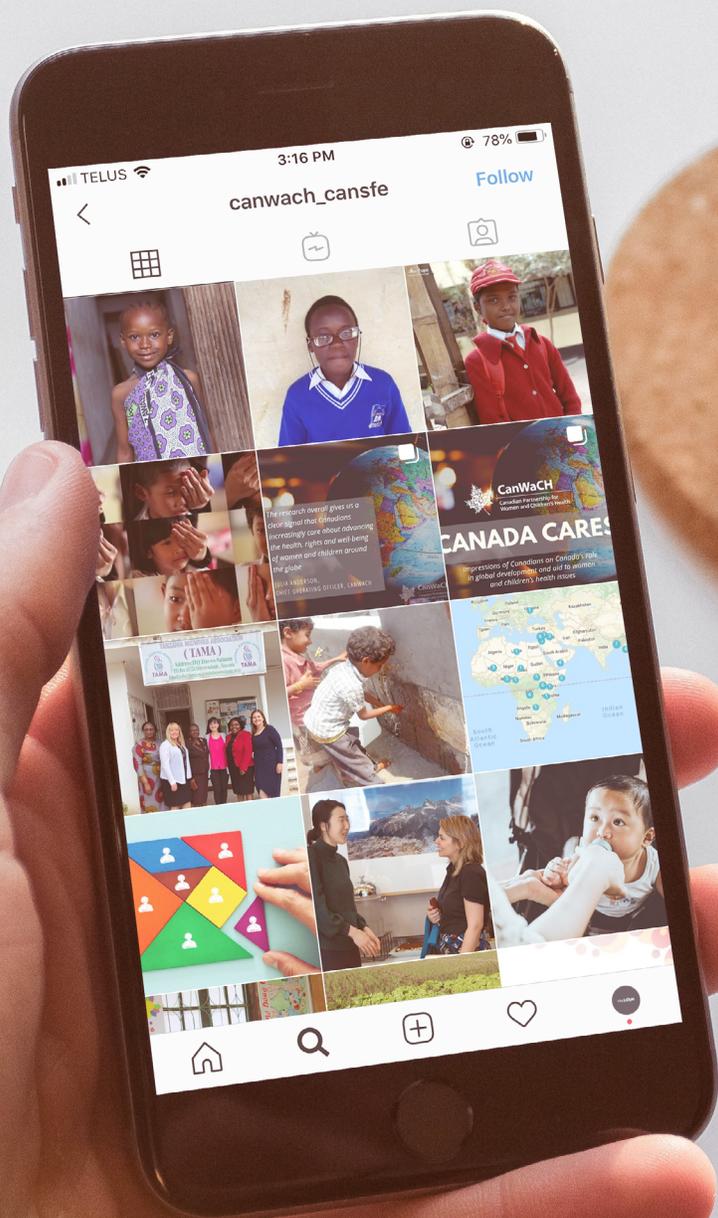
#ELXN43



- Want to talk to federal candidates about the health, rights and wellbeing of women and children globally during this election? Here are some questions you can use the next time a candidate knocks on your door. (USE THE PROVIDED QUESTION SHAREABLE)
- It's time to vote, Canada! Take a moment to consider where the parties and candidates stand on global health for women and children.
- Canada has long championed the health, rights, and wellbeing of women and children around the world. During this federal election, find out where your candidates stand on this important legacy. 
- 81% of Canadians agree that Canada should do its fair share to help developing countries. This election, tell your candidates that you support Canada's proud tradition of investment in women and children's health and rights around the world. 
- 90% of Canadians agree that when developing countries are more stable places to live and work, we all benefit. This election, tell your candidates that you support Canada's proud tradition of investment in women and children's health and rights around the world. 
- 76% of Canadians agree that we have a duty to support the improvement of health, education, and economic opportunity for the world's poorest and most marginalized people. Find out what the parties and your candidates have to say.
- Nearly 8 in 10 Canadians agree that Canada should continue to fund programs that improve sexual and reproductive health and rights for women and girls in developing countries — including access to safe abortion. Find out where the candidates and parties stand this election. 



# Get Inspired



Social media is all about sharing. Here are a few accounts that are doing a great job of raising awareness for 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](#)

[@CanadaWD2019](#)

[@ResultsCda](#)

[#VoteforEveryChild](#)



# 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 to ask about the issues you care about. Here are a few questions that your staff and volunteers could ask about global health for women and children.

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?
2. If elected (or re-elected) what would you do to address the problems of global poverty, hunger, and improve 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?

HERE ARE SOME QUESTIONS YOU CAN ASK

