



USING SHARED VALUES AND BELIEFS TO ENGAGE CANADIANS

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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



A better world
is possible if
we work hard
for it

Systemic
forces mean
we will never
improve

Each segment has an ambition and desire to live in a better, fairer, more prosperous world.

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:



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

**WOMEN
DELIVER**
2019 CONFERENCE

June 3-6, 2019
Vancouver, Canada

CAMPAIGN READINESS

Engage
Influencers/Spokespeople
Engage partners





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A COMPREHENSIVE REPORT



NATIONAL

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THANK YOU

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CanWaCH.ca

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