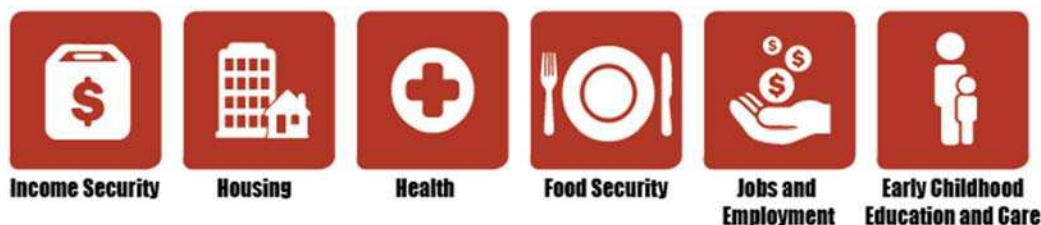




**Who We Are:** Dignity for All is a campaign that is co-led by Canada Without Poverty and Citizens for Public Justice. It began in 2009 as a multi-year, multi-partner, non-partisan campaign with a vision to create a poverty-free and more socially secure and cohesive Canada. More than 10,000 individuals and 600 organizations support the campaign goals, particularly the creation of a national anti-poverty strategy.

**We Need A Plan:** February 3<sup>rd</sup>, 2017 marks the second anniversary of the release of *Dignity for All: A National Anti-Poverty Plan for Canada*. The model plan outlines six key areas to be addressed in a national anti-poverty strategy, including:



We need a plan that is:

- Comprehensive and integrated in federal planning for poverty eradication and that complements the work of other partners, notably provinces, territories, & communities;
- Consistent with Canada's international human rights obligations; a plan must focus on meaningful engagement with vulnerable communities, especially individuals with lived experiences of poverty; and
- Legislated through a federal anti-poverty act to eradicate poverty, promote social inclusion, and strengthen social security.

The federal government has committed to creating a national poverty-reduction strategy. Consultations for the strategy are set to begin early this year, along with six pilot projects in cities across the country for the federal Tackling Poverty Together initiative to learn about various experiences of poverty.

**#ChewOnThis:** In March 2016, food banks across Canada reached record-high numbers at 863,492 users.

Each October, Dignity for All organizes a national campaign known as *ChewOnThis!* to commemorate the International Day for the Eradication of Poverty and raise awareness of the experiences of people living in poverty across Canada. Our first campaign took place in 2013 involving thirteen communities. We held our fourth annual campaign in 2016 with a record level of participation; nearly 15,000 materials were distributed from coast-to-coast-to-coast.



# Highlights from the 2016 *ChewOnThis!* Campaign

- **Record Participation:** Dignity for All is thrilled that for the first time, every province and territory had communities participating in the *ChewOnThis!* campaign. We also had a new record number of local organizers – 64 communities, which is nearly 5 times as many as the first *ChewOnThis!* campaign in 2013.
- **Social Media:** Once again, Dignity for All launched a Thunderclap campaign to bring the #ChewOnThis messaging to social media. This year, our online reach was nearly 200,000 people. The campaign was also trending on Twitter.
- **Postcard Follow-Up:** The 2016 postcards were directly addressed to Jean-Yves Duclos, Minister of Children, Families and Social Development. Several weeks after the International Day for the Eradication of Poverty, Minister Duclos posted a photo and statement about the campaign online (see below).



*“Reading through hundreds of postcards sent to me by Canadians from across the country in support of the Chew On This! initiative led by Canada Without Poverty and Citizens for Public Justice. I agree —[#WeNeedAPlan](#) to help the millions of Canadian families living in poverty. Our government has committed to developing a National Poverty Reduction Strategy.”*

*Minister Duclos*

*“I received much positive feedback about 'Chew On This!'. People really liked the postcards, with some saying this made it convenient to express their views to Ottawa. Our college and university partners said this was a good way to start a discussion about the challenges that people face trying to make ends meet. Several people stated their appreciation of keeping the focus on the voices of those with lived experience of poverty.”*

*ChewOnThis! Community Organizer  
Saskatchewan*

