



# *DIGNITY FOR ALL: CHEW ON THIS! 2018*

## **Campaign Review**

dignité pour touTEs  
la campagne pour un  
canada sans pauvreté



dignity for all  
the campaign for a  
poverty-free canada

## Dignity for All

October 17th is the International Day for the Eradication of Poverty. Chew on This! marks this important day each year with our nation-wide event, drawing attention to poverty in Canada and calling for action through a national plan to end poverty. With the release in August of the first federal Poverty Reduction strategy, Opportunity for All, this year was more important than ever to ensure the government was held to account for the plans implementation through legislation and adequate funding.

This year, Chew on This! 2018 was our largest event to date. With over 800 volunteers, spanning 65 cities and 100+ events from Iqaluit to Nanaimo to Saint John's, we had the most participation from civil society, as well as parliamentarians and various policy makers, including the Minister of Children, Families and Social Development - Minister Jean-Yves Duclos, who was tasked with developing the strategy.

Weeks after *Chew on This!* Legislation was tabled for the first federal Poverty Reduction Act – Bill C-87.

With huge successes stemming from our event and organization this year, we want to recognize and document the areas we can improve for the years to come. After completing telephone and online questionnaires from our participants across the country, we have consolidated the information to ensure our message continues to grow and improve.

*Chew on This!* wouldn't happen without the support of our organizers and volunteers who continue to make the fight for a poverty-free Canada a reality.



## Organizer Feedback

Overall, *Chew on This!* organizers were satisfied with the support from our Dignity for All team.

- ✓ Organizers felt supported in communications and materials for facilitation from the events, however commented that they wanted more resources for approaching the general public to discuss the campaign.
- ✓ Groups note the opportunity to have greater advertising such as a digital poster and additional talking points to share with people passing by. 79% of survey respondents and 100% of phone call participants reported they would host another Chew on This event, while 93% indicated they want to continue advancing the campaign for a National Poverty Plan through our various means.
- ✓ An important note would be the opportunity for groups to join other initiatives and events happening on October 17th. Having a better network at the DFA office/ online for connecting groups to other events in their areas would help grow the campaign and consolidate groups in the same areas with the same mandates and goals.



DFA also had the opportunity to ask organizers what else could be included for supplies and resources in our packages to volunteers from our offices.

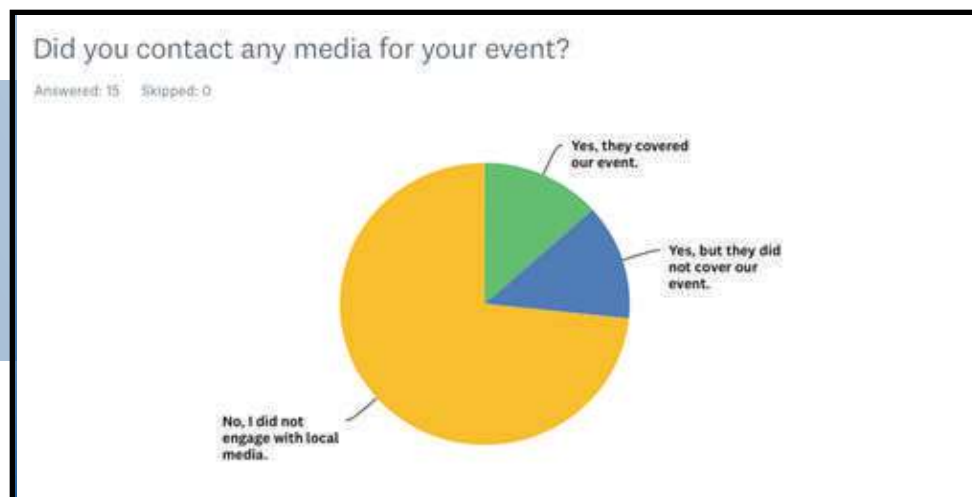
- ✓ In addition to bags, magnets, postcards and organizer notes included, there was an overwhelming desire for better descriptions of how to approach people on the street and engage them in conversation. Participants also noted having resources such as the Poverty Trends Report helped with spurring conversation during their events – it was mentioned that including hard copies of the report for the event would be beneficial, as well as a small note for the bags with some stats etc. More statistics, table signs and pamphlets were all mentioned in this section.
- ✓ Groups that facilitated events in schools remarked the buttons for organiz-

ers were a huge hit with students and that sending more buttons, or providing the option for stickers, would help engage more people.

- ✓ Having more accessible and variable formats for organizer documents was noted i.e. videos if possible.
- ✓ Having the interactive map display the organizations and contact information for groups facilitating events (if authorized).
- ✓ A participant noted wanting to have a summary of previous events.

## Media and Event Promotion

Only 27% of respondents reported contacting media for their local events, while 13% reported having media attend and report on their events. More resources and outreach in future years could be beneficial in highlighting the campaigns goals and objectives and increasing media engagement.

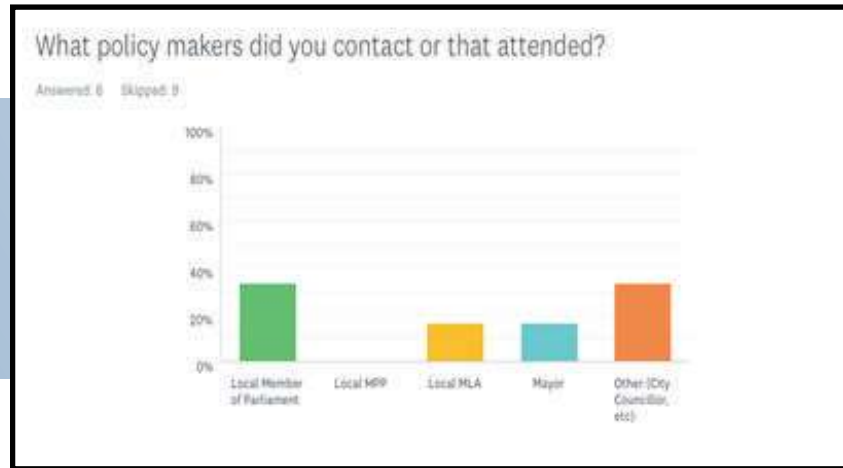


## Policymaker Engagement

Our event in Ottawa had the largest representation from policy makers to date including 10 Members of Parliament, 2 Senators and the Deputy Mayor. As well, we had leaders from a faith delegation and anti-poverty organizations attend our event on the Hill.

- ✓ From survey respondents, 60% reported not engaging with policy makers to attend the event, 33% reported they were made aware of the event and 7% said someone interacted before, during or following the event.
- ✓ Providing greater support for individual groups to engage with policy makers may help more groups reach out to policy makers to attend or endorse the event.

- ✓ Out of the groups who did contact, or have participation from policy makers, 33% reported it was a local Member of Parliament, 17% reported it was a local MLA, 17% reported it was a Mayor and 33% reported it was other (City Councilors, etc).



## Challenges for Organizers

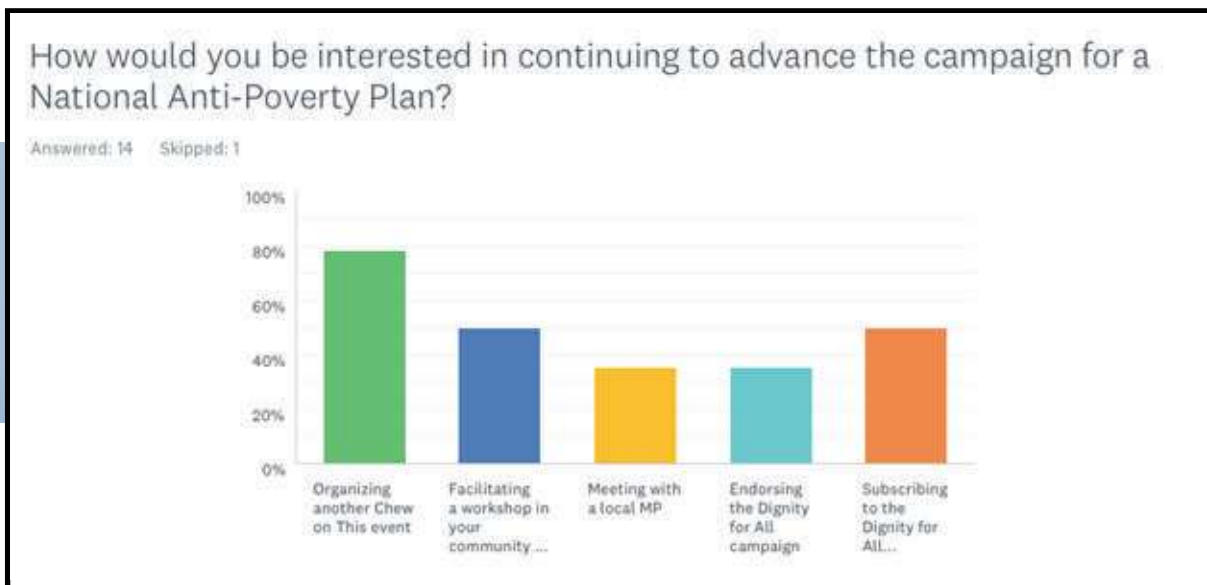
The main concern expressed by organizers was around engaging individuals on the streets to participate in the Campaign.

- ✓ Providing more resources with statistics to engage the public, as well as a "How To" video or document would be widely used. Comments on how to create a crowd so that more people are intrigued and want to stop in would make it easier to recap the campaign goals.
- ✓ Having people take home the postcard rather than sign and collect onsite made organizers worry the postcards were being forgotten about. Having participants sign onsite and organizers deposit them was remarked as being very successful.
- ✓ Comments arose around too much waste. Recommendations and solutions revolve around having a more "Self-serve" style for the public where individuals choose what materials they would like to collect.
- ✓ Making sure DFA mentions that this time of year is notoriously bad for weather and having alternative options is beneficial if weather is poor.
- ✓ Better platforms for sharing the event to attract a bigger crowd (including media, social media, etc). Individuals felt they needed more support connecting with other events.
- ✓ Conversation arose around wanting the citation for the statistic on the postcard.

## Highlights and Successes

In addition to the previously-highlighted success of this year's campaign, organizers had big wins in their communities as well.

- ✓ Many organizations had high levels of participation and gathered groups from within the anti-poverty movement, churches and congregations, community food centres, community services, food banks and more.
- ✓ Organizers this year took to the streets and delivered over 25,000 materials including thousands of postcards address to the prime minister.
- ✓ The post card called for the strategy to be strengthened, legislated and fully-funded and weeks later poverty legislation was tabled.
- ✓ National and local media outlets covered events and the #ChewonThis hashtag received engagement on almost all social media platforms.
- ✓ The social media cards distributed gave organizers a chance to discuss and share on online platforms why they are calling for national leadership on poverty and this connected groups together across the country.
- ✓ Another amazing note is the collaboration between groups. One group noted handing out at a film screening taking place for the International Day for the Eradication of Poverty and having fantastic dialogue.



## Participating Parliamentarians

- Adam Vaughn
- Sonia Sidhu
- Sean Casey
- Brigitte Sansoucy
- Marjolaine Boutin-Sweet
- Nathaniel Erskine-Smith
- Tracey Ramsey
- Alexandre Boulerice
- Carol Hughes
- Minister Duclos
- Sen. Kim Pate
- Sen. Nancy Hartling
- Ottawa Deputy Mayor Mark Taylor

## Participating Faith Delegation

- Right Rev. Richard Bott, Moderator  
*United Church of Canada (UCC)*
- Christie Neufeldt, *UCC*
- Sara Stratton, *UCC*
- Peter Noteboom, General Secretary  
*Canadian Council of Churches*
- Rev. Canon Laurette Glasgow  
*Anglican Church of Canada*
- Rev. Jim Dekker, *CPJ Board President*



**“There were a few people who recognized the campaign, which made for a really good talking point.”**

**-2018 participant**



**“The Ottawa office was very helpful in the process, like a well-run machine.”**

**-2018 participant**

**“We had more interest than ever this time around. Thank you so much for helping us facilitate the conversation around poverty in our community.”**

**– 2018 participant**

