



#ChewOnThis!



TRAINING WEBINAR #1 : TALKING POINTS FOR CHEW 2021

AGENDA

- Our key message: WHY and WHAT?
- Our pledge: HOW and WHEN?
- Engaging MPs
- Engaging local media

KEY MESSAGE

- The GoC committed to reducing poverty by 50% by 2030. Who will be left behind?
- Systemic inequities cause & perpetuate poverty, disproportionately impacting certain groups. Will they be left behind?
- To effectively and equitably deal with poverty, we need specific targets and timelines for the people who are most often left behind.

PLEDGE: Framing

- Ambitious, but attainable
- A lack of political will might make some targets *improbable*, but they are all *possible*.
- Pathways must be developed in consultation with communities most affected
- Preamble recognizes systemic oppression and commits to working with others to realize the targets and timelines, support adequate investment, and develop action plans.

PLEDGE: Water & Food

Ensure sustainable access to **safe drinking water** by 2023 and to adequate, culturally appropriate, **nutritious food** in the territories and on reserves by 2025.

Eliminate **food insecurity** for all by 2030.

PLEDGE: Income Security

Establish a **minimum income floor** for all people living in Canada, bringing them up to 60% of the median income of all Canadians by 2025.

PLEDGE: Housing

Eliminate **core housing need and homelessness** by 2030, tracking data to ensure equitable progress along the way. Close the gap in funding for rural vs urban housing and homelessness immediately.

PLEDGE: Health

Eliminate unmet medical needs due to financial constraints by expanding Canada's public health care system to include in-community, culturally appropriate access to publicly funded pharmacare, mental health, dental, vision, & physiotherapy by 2025.

PLEDGE: ECE & Care

Ensure all families can access affordable, flexible, accessible, publicly funded, and culturally appropriate early learning education and child care, investing in the creation of additional subsidized spaces and fair compensation for staff by 2025.

PLEDGE: Employment

Close the gaps in employment rates and pay equity experienced by equity-seeking groups by 2030.

ENGAGING MPs: Goals

- Ensure MPs know what matters to their constituents and how it affects them
- Demonstrate *public will* to support *political will*
- Accountability
- Fill in knowledge gaps
- Build relationships to increase access & influence

ENGAGING MPs

Liberal MPs

- Go further
- Go faster
- Minority message

Conservative MPs

- Efficiency
- Small government:
federal standards &
funding, local solutions
- *Good jobs* - working
poor

ENGAGING MPs

NDP MPs

- A lot of common ground, but still room for improvement
- More concrete details on how & when & who
- MPs use their seats to vote on effective & sustainable poverty policies

Bloc MPs

- Greater focus on equity
- Go further
- All in this together

Green MPs

- Transition to Green Economy must prioritize poverty eradication for everyone
- More concrete details on how & when & who

ENGAGING MPs: All Parties

- “How will we pay for all these things?!”
- “Sure, but what about [insert other pressing issue here]?”
- “I support these, but the timeline is too short.”

If YES	If NO
<ul style="list-style-type: none">● Ask to discuss with caucus● Photo & Share● Invite to virtual townhall● Ask for follow-up post-budget	<ul style="list-style-type: none">● Ask to discuss with caucus● Express need for urgency● Offer to share more information● Invite to virtual townhall

ENGAGING LOCAL MEDIA

- Sample press release
- Sample letter to the editor
- Sample Tweets & graphics

ChewOnThis.ca