

VOTE



FOR OUR FUTURE

Election Toolkit 2021

#voteourfuture



CHILDREN
FIRST
CANADA

LES ENFANTS
D'ABORD
CANADA

A graphic header featuring a stylized, multi-colored background with horizontal bands of cyan, red, orange, green, and dark blue. On the left side, the background curves downwards. In the center, there is a white silhouette of a family consisting of a child and an adult. To the right of the silhouette, the word "VOTE" is written in large, white, bold, sans-serif capital letters. Below "VOTE", the phrase "FOR OUR FUTURE" is written in smaller, white, bold, sans-serif capital letters.

VOTE
FOR OUR FUTURE

A BIG BOLD PLAN TO MAKE CANADA THE BEST PLACE IN THE WORLD FOR KIDS TO GROW UP!

The wellbeing of kids in Canada has steadily declined for the past decade, in addition, the COVID-19 pandemic has had a devastating impact on children.

It is time for Canadians to [#VoteForOurFuture](#).

A BIG BOLD PLAN TO MAKE CANADA THE BEST PLACE IN THE WORLD FOR KIDS TO GROW UP!

We will #voteforourfuture because:

- The future of Canada depends on the strength of our children and youth.
- Investing in our children means a stronger, better, Canada.
- We can reinvigorate Canada by doing right by our kids.
- Our children's voices matter! They are the leaders of today and the future.
- WE CAN MAKE A DIFFERENCE by investing in our children so they thrive and survive!

THE TIME IS NOW!

Canada's ranking has fallen from 10th to 30th place amongst 38 wealthy nations.¹

More than 1/3 of kids in Canada do not enjoy a safe and healthy childhood.²

The COVID-19 pandemic has had a devastating impact on children. 61% of parents expect residual effects of the pandemic on their children's mental health, even after the pandemic is over, and 17% expect these impacts will be long term.

75% of parents say they have received some government support throughout the pandemic, but it hasn't been enough (42%), or they haven't received any support at all (33%).

91% of Canadians believe that Canada should put a high priority on improving its rating for child wellbeing.³

Kids cannot vote (yet!) but they represent nearly 1/4 of our population and 100% of our future.

Nearly 9 in 10 Canadians say that investing in children will pay off and save the need for additional expenditures in the future.

Key to Canada's previous success was dedicated federal leadership and bold investments of financial resources in tackling the top threats to childhood.

1. <https://www.unicef.org/press-releases/worlds-richest-countries-grappling-childrens-reading-and-math-skills-mental-well>

2. Raising Canada 2020: <https://childrenfirstcanada.org/raising-canada>

3. www.childrenfirstcanada.org/news/2019/11/20/new-poll-reveals-majority-of-canadians-believe-our-country-ranks-in-top-10-for-childrens-well-being

THE CHILDREN'S PLATFORM CALLS ON ALL FEDERAL PARTIES TO:

- Make a big, bold plan to improve the lives of children and make Canada the best place in the world for kids to grow up
- Ensure that children's voices are heard and that their issues are prioritized
- Put children at the heart of Canada's pandemic recovery plans, and invest in short, medium and long-term solutions for children to survive and thrive.

#voteforourfuture

Election 2021

VOTE
FOR OUR
FUTURE

There are 6 essential building blocks to improve the lives of all 8 million kids in Canada:

1. Establish an independent Commissioner for Children and Youth to provide the leadership and accountability to measurably improve the health and wellbeing of children and ensure the protection of their rights.
2. Develop a National Strategy for Children to tackle the top 10 threats to childhood and ensure the full implementation of children's rights¹
3. Invest in children, including launching a Catalytic Investment Fund for Children and publishing a Children's Budget to provide transparency and accountability.
4. Measure What Matters, by systematically collecting disaggregated national data on the health and wellbeing of kids across Canada, to measure progress and identify gaps and areas warranting attention.
5. Provide equitable funding and services for First Nations, Métis and Inuit children and implement the TRC's Calls to Action and the Spirit Bear Plan
6. Involve Children in decisions that affect their lives, including consulting them in policy decisions through the Young Canadians' Parliament and youth advisory councils. We also call on all parties to commit to lowering the voting age in Canada.

For more information visit childrenfirstcanada.org/campaign/election/



CHILDREN
FIRST
CANADA

LES ENFANTS
D'ABORD
CANADA

CALL TO ACTION

As members of the public, we have immense power to urge those seeking office to improve the lives of the 8 million children in Canada. Candidates should be urged to share their plans, ideas, and points of view to improve the lives of Children.

1. Engage candidates on social media

- Tag federal party leaders and your local candidates on social media. Here's a suggested post:

I endorse the Children's Platform and plan to #voteforourfuture. What is your plan to prioritize children and invest in them, so they thrive and survive? #elxn44 #cdnpoli #voteforourfuture @children1stca

- Party leaders handles: @JustinTrudeau @erinotoole @yfbianchet @theJagmeetSingh @AnnamiePaul
- Find your local candidates by entering your postal code under "my voter information" on the [Election Canada's website](#). You can also find your candidates by party; the parties' websites often list information about each candidate and include links to their websites and social media pages.

2. Engage candidates in your riding

- Go to debates and ask questions about whether they will endorse the Children's Platform and commit to investing in children so they can thrive and survive?
- Call your candidates' offices. Tell them that you plan to vote for our future, and ask whether they will commit to implementing the Children's Platform?
- When someone phones or comes to your door ask them where they stand.
- If they hold events, go and ask them questions.

Supporting materials:

- Print off the Children's platform handout and ask candidates if they endorse the recommendations.
- Print the Children's platform poster and stick it to your door, window or mailbox for candidates to see during canvassing.
- Social media shareable are available for you to use

Download these resources at childrenfirstcanada.org/campaign/election/

3. Spread the news:

Share the [Children's Platform](#) with friends, family and colleagues and ask them to make children a priority in the federal election and [#voteforourfuture](#).

4. Stay informed

Keep up to date on where each party stands and what is happening in the election as it relates to children by following Children First Canada on social media [@children1stca](#), keep tabs on our [website](#) and [sign up for the newsletter](#). On our website you can check out our [platform analysis](#) which will be updated as parties announce their platforms.

5. Involve Children

Kids Speak up!

Share the information about the Children's Platform with children and youth, and ask them what they think. Invite them to speak up and make their voices heard. They can take all of the actions listed above, and also take creative actions like creating their own campaign signs and posting them outside or on social media.

Co-vote

Have discussions with your kids about the recommendations in the Children's Platform, make a joint decision on who to vote for and go together to the voting booth.

6. Vote For Our Future

Make your voice heard on election day.

- a. Make a plan for when you will vote and how you will get there.
- b. Post a message to social media on your way to/from the polling station and share your commitment to [#voteforourfuture](#).
- c. Details on voting accessed [here](#).

WE CAN MAKE A DIFFERENCE by investing in of our children so they thrive and survive!

For rational and detailed policy recommendations please access the Children's Platform [here](#).

For access to social collateral please access the folder [here](#).

For additional information please visit [here](#).

#voteforourfuture

