



Canada 



**THE POWER OF PUBLIC ENGAGEMENT**

**#CHANGETHETHEBIRTHSTORY**

June 2017 – March 2020



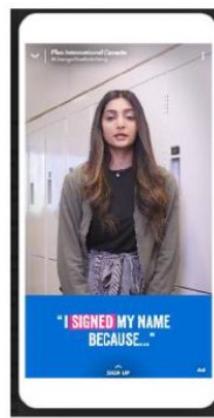
YOUR NAME + 60 SECONDS COULD HELP **#CHANGETHEBIRTHSTORY**

SIGN YOUR NAME TODAY

plancanada.ca/Changethebirthstory

# EMPOWERED CANADIANS INSPIRING CHANGE

Our work is rooted in storytelling. We aimed to capture Canadians by bringing home inspirational stories from across the globe. We launched innovative local activations that proved Canadians care and stand in solidarity to **#Changethebirthstory** as part of Plan International Canada's maternal newborn child and sexual and reproductive health and rights program (SHOW), funded by Global Affairs Canada.



Canadians were motivated by **rich stories of impact** through the eyes of beneficiaries, volunteers, teachers, healthcare workers and community leaders across Ghana, Senegal, Bangladesh, Nigeria and Haiti. In accompaniment, we shared **powerful testimonies from our Canadian supporters** on why they are advocating for change.

Canadians of **all ages, genders, races and economic status** came out to participate in nationwide activities that challenged participants to **walk a mile in the shoes of a teenage mother** or a daddies club member and digital campaigns that showed what the experience of delivering a baby is like in **developing countries**.

Equipped with knowledge, thousands of Canadians came forward to support the project and endorse **#Changethebirthstory**.

# OUR PUBLIC ENGAGEMENT RESULTS

## CANADA CARES!



Our research\* found that **44% OF INDIVIDUALS** said it's important to them personally that we help improve the health, wellbeing and rights of

women, adolescents and children in developing countries.

**43% OF INDIVIDUALS** strongly agree that knowing about Canada's efforts related to improving the health, wellbeing and rights of women, adolescents and children in developing countries makes them think more highly of the federal government.

**NEARLY ONE-HALF (46%) OF INDIVIDUALS** believe Canadians have a duty to support the improvement of health and rights of women, adolescents and children in developing countries.

\*Strategic Navigator Quantitative Research, August 2019

## THE RESULTS BY NUMBER

**119,256**

endorsement forms completed



**1,008,261**

website visits with an average viewing time of

**1:07 MINUTES**



Our youth advocates engaged with

**OVER 16,000 PEOPLE**

through independent initiatives



**78,602**

conversations at the traveling exhibits

**& 73%**

of visitors signed the endorsement

## DIGITAL ENGAGEMENT

	Plan International Social Media	Social Influencers	Digital Media Buy	Total
Impressions	712,765	1,400,000	170,000,000	172,112,765
Video Views	157,339	400,652	10,500,000	11,057,991
Social Engagements (Likes, Comments, Shares)	24,098	39,100	307,000	370,198

# WE ENGAGED IN PERSON

## TRAVELING EXHIBITS

We engaged Canadians on sexual and reproductive health and rights (SRHR) and maternal, newborn and child health (MNCH) through interactive nationwide activations. Each summer, our three exhibits showcased our work at malls, festivals and events across the country. Participants could walk a mile as a pregnant adolescent in Ghana through virtual reality viewing chairs or test their knowledge in an interactive floor quiz. The activations also offered an opportunity to touch and learn about other aspects of our program work like rickshaw ambulances, baby scales or view photographs of the daddies clubs.



## YOUTH ADVOCATE PROGRAM

A total of 76 youth aged 16–24 from across Canada were trained in advocacy, gender equality and SRHR. The program included a year long mentorship that kept them engaged in the program. They became leaders in their communities by spreading awareness on global issues of gender equality.

**Approximately half of the advocates participated for multiple years.**

The youth advocates also had educational opportunities for further engagement. This included a Plan International Youth Summit and attending important conferences like the Canadian conference on Global Health, the United Nations Commission on the Status of Women, the Canadian Partnership on Women and Children's Health, and Women Deliver.

Ten advocates even traveled to Ghana to meet ten Ghanaian youth also participating in Plan International youth programs. They had the opportunity to learn first-hand about the plight of women's rights and health in the African country.



**“Really, this campaign ... and this trip has opened my eyes to the importance of projects and programs so that women and girls and everyone have access to health care but also can make [informed] decisions regarding when they want to start a family or how to live the best life for them.” – Rachel, 22, Youth Advocate**

# WE ENGAGED DIGITALLY



#ChangeTheBirthStory's online presence was widespread and diverse. We involved the project in a range of unique promotions across multiple platforms. This included:

- A **project-specific landing page** where visitors could receive valuable information and learn about ways to support;
- An **endorsement feature** where people were encouraged to sign their name to #ChangeTheBirthStory;
- **Banner ads** and multiple posts **across social media platforms** including Facebook, Instagram, Twitter, Snapchat and Youtube;
- Engaged **18 social influencers** who engaged their followers to #ChangeTheBirthStory;
- **Celebrated ambassador** Sarah Rafferty travelled to Ghana and engaged her followers on MNCH and SRHR;
- **E-Newsletters** offered powerful stories of change across the globe.

## Social Media Post by @jillian.harris

I've partnered up with @PlanCanada to spread awareness of the work they are doing to #ChangeTheBirthStory in many countries around the world, including Ghana, Haiti and Nigeria...now that I'm a mama to Leo and soon to be our little girl, this topic sits very near and dear to my heart. Find out why, along with more details about the campaign, over on the blog. In the meantime, join me in signing your name and endorsing this important work at [changethebirthstory.ca](http://changethebirthstory.ca) (link in bio) #PlanCanadaPartner

❤️ 18,502

💬 358

## Comments

noah\_and\_emilia So proud to see a regular mom standing up for such an important cause! As women and mothers we cannot ignore the issues affecting our sisters on the other side of the world, and their children. Thanks for sharing! ❤️

nourish\_with\_renata Wow what an incredible cause! Thank you for sharing this!

foziakhan1983 Congratulations on the partnering, such an important cause!

# WHAT WE LEARNED

For three years, **#Changethebirthstory** engaged the Canadian public through stories of hope, inspiration and resilience. Our experiences with this initiative have brought forward some powerful conclusions on public engagement. Here are some highlights from our learnings:

- Canadians respond best to a **variation of stories from different lenses**, including domestic voices.
- Engagement levels are better with **micro-influencers** (engagement rate of 12%) than those with larger followings.
- With the right tools, like **Snapchat**, we can engage better with Canadian youth.
- In person conversations are powerful – we received a **73% conversion rate at our nationwide activations**.
- The better an individual understands the issue the more serious they perceive it to be and the **more likely they are to support the cause**.
- **Concentrated bursts of social engagement** were most effective (campaigns ran from June-August every year).
- **119,256 Canadians** submitted information to complete an endorsement, and join the movement that believes every adolescent girl, woman and child have the right to be healthy and live a life free of discrimination.

By leveraging our extensive public engagement experience, we were able to shine a positive light on the impactful SRHR and MNCH work being funded by Canadians. Canadians leaned in to learn more and demonstrate their support. This is something we can all be proud of. **Plan International Canada** looks forward to scaling up public engagement with Canadians!



Learn more and get involved at [plancanada.ca](http://plancanada.ca)



**Plan International Canada Inc.**  
245 Eglinton Avenue East  
Suite 300  
Toronto, ON M4P 0B3  
Canada

416 920-1654  
1 800 387-1418  
[plancanada.ca](http://plancanada.ca)



**Canada**

CRA Charity Registration Number 11892 8993 RR0001

© 2019 Plan International Canada Inc. The Plan International Canada and Because I am a Girl names, associated trademarks and logos are trademarks of Plan International Canada Inc.

\*The Standards Program Trustmark is a mark of Imagine Canada used under license by Plan International Canada