



Stronger Workers | Un personnel plus fort
Stronger Survivors | des survivant·es plus fort·es



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IMPACT



RÉSEAU
D'IMPACT

STRONGER WORKERS, STRONGER SURVIVORS: ONLINE CAMPAIGN BRIEFING

Presented by: Samantha Fernandes &
Somiya Tabassum



Thursday, August 13, 2026



1:00 - 2:00 p.m. ET

EN

FR

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Campaign Briefing Session



Aug 13, 2026



Presenters:

Samantha Fernandes, MSW RSW
Somiya Tabassum, BSc.



Who is ESVA Canada?

- National non-profit, working collaboratively with member organizations from provinces/territories.
- Advance systems change efforts through research, education, policy work, and advocacy.
- Do not engage in direct front-line work.

Goals for Today

- 01 Understand the purpose of the Stronger Workers Stronger Survivors campaign and advocacy toolkit.
- 02 Get to know which resources best fit your organization's capacity.
- 03 Leave with options for concrete actions you can take.



The Labour Force Strategy

- Aims to increase visibility for the GBV workforce, raise awareness of the difficult conditions workers are struggling with, and outline the systemic actions needed to address this
- Informed by last 2 years of work, research & consultation with sector
- Guided by our GBV Worker Wellness Network
- Reflects a broad and inclusive understanding of GBV work
- Identifies concrete areas where coordinated action is needed

“Systems-level transformation will require collective action, solidarity, and a sustained commitment to improving labour conditions for GBV workers.”



**Stronger Workers
Stronger Survivors**

Stronger Workers Stronger Survivors

Labour Force Strategy



SECTION A: BACKGROUND & CONTEXT

FRAMING THE ISSUE,
OVERVIEW OF OUR
PROCESS



SECTION B: CHALLENGES FACED BY THE WORKFORCE

WHAT WORKERS HAVE
TOLD US, BACKED BY
RESEARCH



SECTION C: JOB POSTING ANALYSIS

RESULTS AND FINDINGS
FROM OUR RESEARCH



SECTION D: STRATEGIC AREAS FOR ACTION

THE “STRATEGY”,
ACTIONS THAT NEED TO
BE TAKEN



All materials available in English & French

The Stronger Workers Stronger Survivors Advocacy Toolkit

Goals



To provide advocacy tools that are versatile and customizable based on your local context, capacity, and resources.

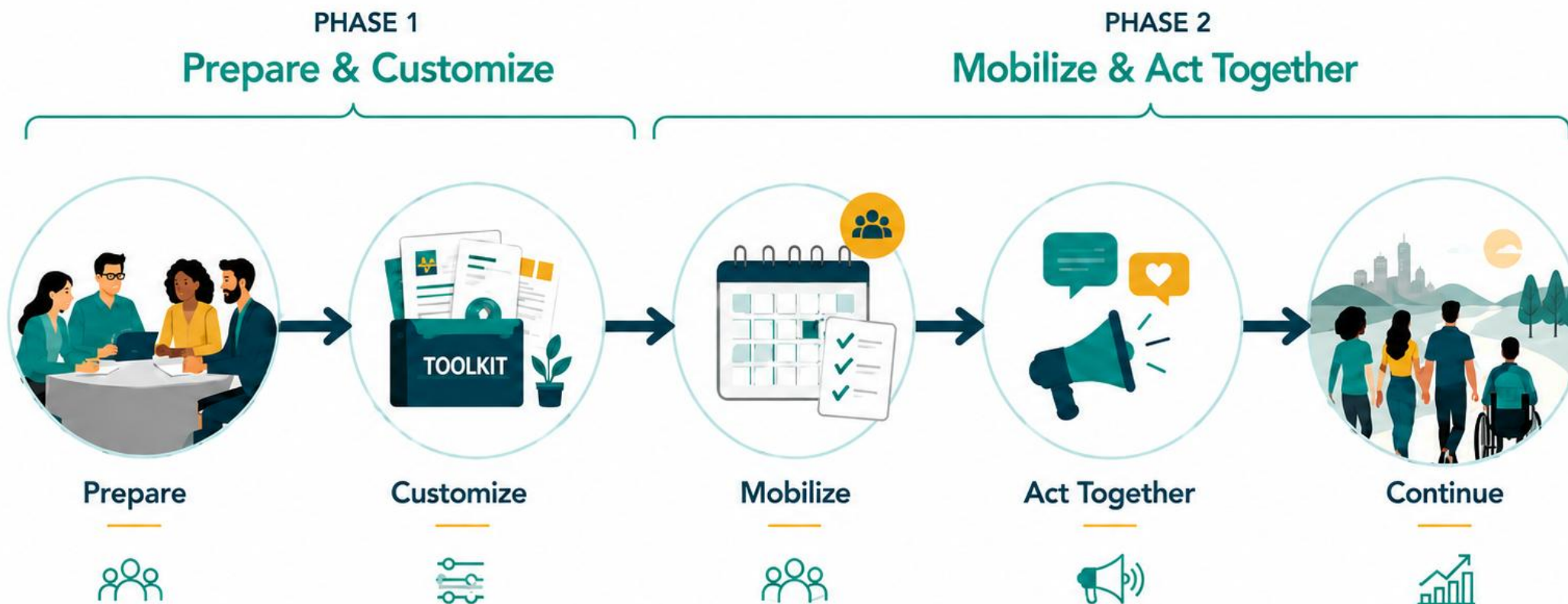


To provide shared language/messages that can be adapted and used across the GBV sector at large

Who it's for: anyone doing gender-based violence/anti-violence, or survivor-serving work who wants to engage in advocacy, communications, public education, or collective action.



Collective Advocacy Timeline



Participation Options



Scenario 1: *“We only have 20 minutes.”*

Download a social media post, add the campaign hashtag, schedule it, and circulate the strategy internally.



Scenario 2: *“We can dedicate a few hours.”*

Feature a worker using the Worker Profile and share it during campaign week.



Scenario 3: *“We are ready for deeper advocacy.”*

Customize the letter, request a meeting with a representative, and use the briefing document and meeting guide.

What's Inside the Toolkit



Stronger Workers
Stronger Survivors

The Stronger Workers Stronger Survivors logo is on all materials to signify our collective advocacy & movement



Explore the Advocacy Toolkit

Scan to access templates,
messaging, meeting tools
and campaign resources.



Available in **English & French**

The Advocacy Tools



Worker Profile Template

Telling our stories and highlighting our day-to-day realities.

- ✓ Available in Canva + PDF for organizations to customize.



GOAL

Make the work visible and personal.



Briefing Document

Provides a brief overview of what's in the Labour Force Strategy.

- ✓ Intended for people who don't have time to read in detail.



GOAL

Provide high level snapshot and get people interested.



Job Posting Analysis Infographic

Key findings on working conditions across the GBV sector.

- ✓ Use to support your own narratives of the challenges and needs of workers.



GOAL

Provide quick facts and statistics to support your case

The Advocacy Tools



Key Themes

5 key themes that can be used across advocacy efforts this fall.

- ✓ Use this wording in presentations, discussions and meetings, and choose the themes most relevant to your context.



GOAL

Shared messaging for collective action.



Template Letter to a Public Official

Use this letter to contact local representatives, request meetings, and encourage decision makers to take action

- ✓ Word document format, the content is customizable so you can adapt to your context.



GOAL

Start conversations, build decision-maker support.



Guide to Meeting with a Public Official

A guide to structure meetings with public officials using the key themes.

- ✓ Customize your agenda to tailor themes to your local context.



GOAL

Help decision makers hear consistent messaging across the sector.

Online Campaign

 **September 1 – 7, 2026**

Goal

To build awareness and collective support for stronger, more sustainable investment in the gender-based violence workforce and mobilize organizations and allies to advocate for change.

Campaign Materials Include:

- Ready-to-use social media graphics, hashtags and suggested captions.
- Materials available in English and French.
- A suggested posting schedule for September 1–7.



Email us: communications@endingviolencecanada.org