

**Canadian Supplement to The State of the World's Children 2009 – Aboriginal children's health:  
Leaving no child behind**

**Dissemination and Media Pick-ups Summary (30 June 2009)**

**Dissemination**

- Direct mailings with individual letters to key political leaders at the federal and provincial/territorial levels, reaching over 110 politicians including, the Prime Minister, federal party leaders and relevant party critics, provincial Premiers, ministers with children's and Aboriginal portfolios and their respective support staff.
- All senators, members of parliament and provincial members of parliament/legislative assemblies (total 1,213) received the report through the market wire.
- Approximately 200 civil society organizations with memberships and affiliations numbering in the hundreds received our report via email and further disseminated the report through their list serves etc. Organizations include research/academic groups/health groups/ youth serving groups/rights advocacy groups/Aboriginal organizations and others.
- UNICEF Canada's e-newsletter sent out to 57,328 supporters on 24 June, featured the report with links to the report PDF and our calls to action on the report web pages in English and French [www.unicef.ca/leavingnochildbehind](http://www.unicef.ca/leavingnochildbehind) - <http://www.unicef.ca/portal/SmartDefault.aspx?at=2063> [www.unicef.ca/pourtouslesenfants](http://www.unicef.ca/pourtouslesenfants) - <http://www.unicef.ca/portal/SmartDefault.aspx?at=2064>.
- Received by over 3000 educators across Canada through our Global Classroom network.
- Received by over 2000 UNICEF Canada volunteers.
- We are registering high traffic on our report web pages at an average of 150-200 hits a day. On the day of the launch, we registered about 700 hits.

Total: approximately 63,651 individuals and about 200 organizations across Canada have been accessed. This figure does not include listserves and web sites outside UNICEF Canada that are linked to the report.

UNICEF International: The report will feature in two UNICEF e-newsletters (Child Protection and Child Rights) circulated to all offices across the world in July 2009 and will feature on the UNICEF Intranet Home Page for National Committees.

**Media (24 – 30 June)**

- Electronic: 107 (radio) and 25 (television)
- Print: 37
- Social media: 3 blogs; 62 tweets, including 6 from news outlets and one from Manitoba MP; 344 Facebook hits

Total (excluding social media) media impressions 169.

**Response**

Overall, gauging from the media reporting, twitters, blogs and mails we have received so far, the response has been overwhelmingly supportive. Political leaders are seeking engagement to address the issues, civil society and particularly Aboriginal leaders have expressed endorsement and the general

public has been responsive. In terms of the media reviews we can safely say that 98% of the reporting has been positive.