

***The Keep the Promise (KTP) campaign:
Ending poverty for children, by children, and with children***

The Keep the Promise (KTP) campaign (2013-2016) was built by children, with children and for children. *It was based on the premise that children have the capacity and the credibility to tackle the issues and to call on government and civic leaders to take action at the structural and policy levels.* The goal was to raise public awareness and political commitment about the issue on the occasion of the 25th anniversary of the 1989 resolution of our federal government to end child poverty by the year 2000--*a promise that was not kept.*

The promises of the Keep The Promise initiative			
The outcomes KTP seeks:			
At least 2500 kids in schools across Canada engaged in creating “End Child Poverty” projects, where they will develop new skills in:			
	Citizenship and democratic action		Research skills related to poverty
	Social change and advocacy		Use of Internet for advocacy
Deepened understanding of the determinants of child poverty among youth, parents, and teachers			
Increased support for policy initiatives that are essential to eradicating child poverty			
Increased pressure on political leaders to give priority on their agendas to child poverty			
New awareness of and engagement with other organizations working on child poverty among participants			
Engaged teachers with new interest/ability to teach poverty issues			
New curriculum materials related to child poverty			

While the campaign has concluded, the effort is ongoing and promising, thanks to two primary partners, the Canadian Teachers’ Federation (CFT) and *Campaign 2000--End Child and Family Poverty in Canada*. Visit <http://www.keepthepromise.ca/> for the archived website.

KTP made opportunities for children to

- meet with politicians to express their concerns and expectations
- learn from each other what poverty looks like in different communities across the country
- empower them to develop anti-poverty projects in their own community
- develop their skills and confidence as social change agents

Campaign 2000/KTP 2016 publications

Campaign 2000/KTP presented its 2016 report, “A Call to Action: Let’s end child poverty in Canada for children, by children, with children.” The illustrated booklet report covers the key issues on what the children involved have been doing since the 2014 conference and shows students what to do to keep the campaign going.

<http://www.keepthepromise.ca/wp-content/uploads/2016/03/Keep-the-PromiseA-Call-to-Action.pdf>

KTP issued a final report April of 2016. This report provides a summary of the key elements of the campaign including the leadership, the partners, campaign funding and spending, key accomplishments, an assessment of impact, the estimated reach of the campaign and several appendices with additional background information.

<http://vorcreatex.com/wp-content/uploads/2016/03/Canada-Campaign-2000-Keep-The-Promise-Final-Report-2016.pdf>

The campaign's greatest accomplishment was to imagine and execute a project that engaged several thousand young people across Canada on this issue, an issue that has a profound impact on the lives of a million Canadian children today and one that will have a negative impact on the future of all Canadian children if it is not addressed decisively.

The campaign empowered young people to speak and to act. Their voices were heard at the local and national level and they saw how they could create positive change to reduce and, indeed, eliminate child poverty.

Of course, measuring impact is tricky business, especially on an issue that is as widespread and complex as child poverty. KTP adopted four measures to evaluate the success of the campaign:

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| (1) engagement of children | (3) resources developed |
| (2) media coverage | (4) partnerships |

KTP's goal: do something never been tried before--to give voice to the experience and perspective of children on the issue of child poverty, to empower them as leaders and to cultivate a new generation of adults who would advocate for the rights of children to adequate housing, good food, accessible education and safe conditions for play and learning.

The campaign engaged over 13,325 adults and reached 2,560 in 75 schools from every province and territory across Canada. Students analyzed the issues, participated in national and regional summits, deepened their understanding of citizenship, implemented anti-poverty projects in their local communities, met with politicians to discuss the issue and engaged the conversation with the adults in their circles. In 2015, CTF engaged ten more schools, and in 2016 they will engage another 25 schools.

- The first National Children's Summit on child poverty, which brought 70 children and their teachers from every province and territory in Canada to Ottawa in November 2014.
https://www.youtube.com/watch?v=mI5Gyw3I9ZI&index=4&list=UU2-aDP4A5K1_rgSZtuSry6A
 - Regional summits took place in Nova Scotia in 2015 and in Ottawa in 2015 and 2016.
- A creative and engaging handbook entitled *Poverty: What is It?*, in which children answer the question and provide moving insights into their perspective and experience of the issue.
<http://vorcreatex.com/wp-content/uploads/2016/03/Canada-Campaign-2000-Poverty-What-is-it-A-discussion-booklet-for-grades-5-8.pdf>

Conclusion/Next Steps *The Keep the Promise* campaign:

The campaign (2013-2015) played a useful and important role in drawing attention to the fact that 25 years after the commitment to end child poverty, a million children in Canada are still living in poverty. There is no national plan. The human, social and economic costs to Canada far exceed the cost of addressing the issue. KTP engaged 2500+ children in working on the issue and got 13,000 Canadians thinking about solutions. It developed new resources support-the work in the future. The campaign's lead partners, the CTF and *Campaign 2000*, are deeply committed to continuing the work, to ensuring that KTP participants stay active, to disseminating KTP resources and to engaging new participants in this vital work.

Campaign 2000/KTP initiatives

***Calling all Kids* KTP website: Calling all kids: Help us end poverty for good!**

This idea under the KEEP THE PROMISE part of the KTP website speaks directly to students: “Almost a million children live in poverty: Here are some things you can do to change that.”

<http://www.keepthepromise.ca/calling-all-kids/>

The website has the same approach to teachers: “Hunger and homelessness can be found right here in Canada. Kids can be a part of the change with your help.”

<http://www.keepthepromise.ca/for-teachers/>

KTP Newsletter

Stories in this edition:

- The Power of Student Voice a year later
- What’s the impact of KTP?
- The Waterfront School KTP Colloquium.
- The KTP students’ art project on display

<http://www.keepthepromise.ca/wp-content/uploads/2014/05/Keep-the-Promise-Newsletter-August-2015.pdf>

Ideas for Teachers: Getting students engaged in school community social action projects to effect positive change

<http://www.keepthepromise.ca/for-teachers/>

“Schools and classrooms are more than vehicles to ‘teach’ children literacy and numeracy and to prepare them for the world of work. Schools and classrooms are ‘Human Development Institutions’ that provide opportunities for critical thinking, creativity, empathy, character development and citizenship, all with a view to the betterment of society--our society.”

~ Dr. Calvin Fraser, Secretary General, Canadian Teachers’ Federation

This KTP page provides teachers with ideas about “Things You Could Do” to enable students to understand the value of eliminating poverty by creatively engaging in school community social action projects to effect positive change

- Classroom Challenges and Discussion
- Civic Engagement
- Research Projects for Students
- Classroom Resources