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Welcome to the Millennium Development Goals Guide to Action! In this guide, you will find valuable information on the MDGs and how you can help achieve them. This guide will provide you with what you need to get informed, get inspired, and find ways to get involved in addressing some of the most important issues of our time!

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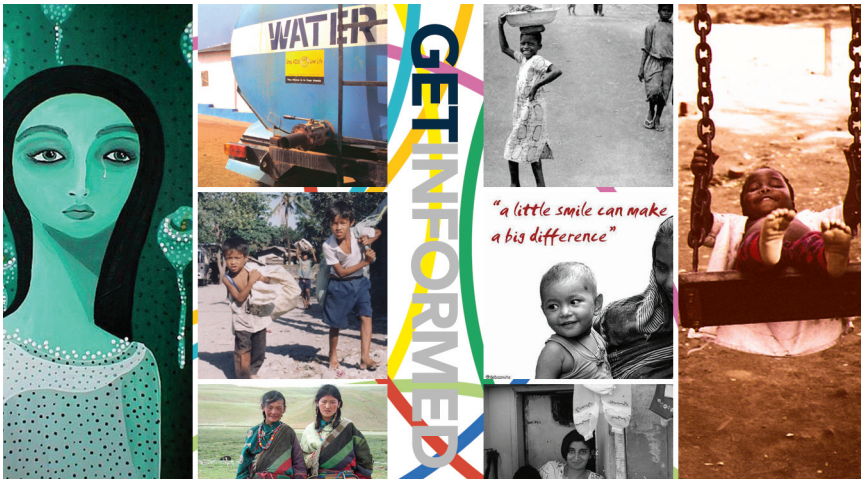
What is Canada doing to achieve the MDGs? More specifically, what actions are Canadian youth taking? What is your inspiration to take action on the MDGs?

“Let us be clear about the costs of missing this opportunity. millions of lives that could have been saved will be lost; many freedoms that could have been secured will be denied; and we shall inhabit a more dangerous and unstable world.”

*Kofi Annan*  
*United Nations Secretary General*

# GET INFORMED

We have all heard the statement, “knowledge is power.” By educating yourself on the MDGs and learning more about them, you really can be more powerful in helping to achieve them.



## Overview

At the United Nations Millennium Summit in September 2000, 189 heads of states and governments signed the Millennium Declaration, promising to “*free men, women, and children from the dehumanizing conditions of extreme poverty.*” They committed developed and developing countries alike to eight Millennium Development Goals.

These goals are part of an ambitious agenda, committing developed and developing countries to a global partnership to work to achieve the goals by 2015. The Goals are interrelated so that achieving one goal helps to achieve the others. For each goal, a set of targets and indicators have been defined to make the goals easier to understand, implement, and measure progress.

The MDGs symbolize a world united by common values, and shared responsibility. They symbolize the hopes of the international community for the new century!



### The Millennium Development Goals

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other disease
7. Ensure environmental sustainability
8. Develop a global partnership for development

## 1. ERADICATE EXTREME POVERTY AND HUNGER

**Target 1.** Halve, between 1990 and 2015, the proportion of people whose income is less than \$1 a day

**Target 2.** Halve, between 1990 and 2015, the proportion of people who suffer from hunger

- 1.2 billion people live on less than \$1 a day
- Every day, 28,000 children die from poverty-related causes

## 2. ACHIEVE UNIVERSAL PRIMARY EDUCATION

**Target 3.** Ensure that, by 2015, children everywhere, boys and girls alike, will be able to complete a full course of primary schooling

- 115 million children are not in school-56 percent of them are girls and 94 percent of them live in developing countries
- Only 37 of 155 developing countries have achieved universal primary school completion

## 3. PROMOTE GENDER EQUALITY AND EMPOWER WOMEN

**Target 4.** Eliminate gender disparity in primary and secondary education, preferably by 2005, and in all levels of education no later than 2015

- Two-thirds of the world's illiterate people are female
- The employment rate for women is 30% lower than the rate for men

## 4. REDUCE CHILD MORTALITY

**Target 5.** Reduce by two-thirds, between 1990 and 2015, the under-five mortality rate

- 70% of deaths before age five are caused by disease, or a combination of disease and malnutrition, that would be preventable in developed countries
- 48 countries had mortality rates greater than 1 in 10 childbirths, compared to 1 in 143 in developed countries

## 5. IMPROVE MATERNAL HEALTH

- Target 6.** Reduce by three-quarters, between 1990 and 2015, the maternal mortality ratio
- More than 500,000 women die from complications of pregnancy and childbirth every year
  - 99 percent of maternal deaths from childbirth occur in the developing world

## 6. COMBAT HIV/AIDS, MALARIA, AND OTHER DISEASES

- Target 7.** Have halted by 2015 and begun to reverse the spread of HIV/AIDS
- Target 8.** Have halted by 2015 and begun to reverse the incidence of malaria and other major diseases
- Malaria causes more than one million deaths each year
  - There were two million deaths from tuberculosis in 2002

## 7. ENSURE ENVIRONMENTAL SUSTAINABILITY

- Target 9.** Integrate the principles of sustainable development into country policies and programs and reverse the loss of environmental resources
- Target 10.** Halve, by 2015, the proportion of people without sustainable access to safe drinking water and basic sanitation
- Target 11.** Have achieved by 2020 a significant improvement in the lives of at least 100 million slum dwellers
- 1.2 billion people lack access to safe drinking water and 2.4 billion people lack access to proper sanitation facilities
  - 2 million children die every year from infections spread by dirty water or the lack of toilets

## 8. DEVELOP A GLOBAL PARTNERSHIP FOR DEVELOPMENT

- Target 12.** Develop further an open, rule-based, predictable, nondiscriminatory trading and financial system. Includes a commitment to good governance, development, and poverty reduction—both nationally and internationally.
- Target 13.** Address the special needs of the Least Developed Countries (includes tariff- and quota-free access for Least Developed Countries' exports, enhanced program of debt relief for heavily indebted poor countries [HIPCs] and cancellation of official bilateral debt, and more generous official development assistance for countries committed to poverty reduction)
- Target 14.** Address the special needs of landlocked developing countries and small island developing states (through the Program of Action for the Sustainable Development of Small Island Developing States and 22nd General Assembly provisions)
- Target 15.** Deal comprehensively with the debt problems of developing countries through national and international measures in order to make debt sustainable in the long term
- Target 16.** In cooperation with the developing countries, develop decent and productive work for youth
- Target 17.** In cooperation with pharmaceutical companies, provide access to affordable essential drugs in developing countries
- Target 18.** In cooperation with the private sector, make available the benefits of new technologies—especially information and communications technologies.
- Europe's cows receive \$2 a day in subsidies, more than the income of half the world's population
  - It is estimated that if developed countries were to break down trade barriers, this could help lift 300 million people out of poverty by 2015

\*\* all statistics come from the MDG Youth Action Guide available to download at: [http://www.takingitglobal.org/themes/mdg/campaign\\_kit](http://www.takingitglobal.org/themes/mdg/campaign_kit).

Which of these statistics surprised you the most? Why? Which of the goals speaks to you the most? Why?

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To learn more about the Goals visit:

<http://www.un.org/millenniumgoals/>

<http://www.takingitglobal.org/themes/mdg/>



Find three other websites related to the MDGs. List them here:

- 1)
- 2)
- 3)

## The Global Effort

Different countries have agreed to take different actions to achieve the MDGs. Developing countries pledged to reform policies, improve governance, and channel resources to development objectives (Goals 1-7). Developed countries must deliver on their end of the deal by providing more effective aid, faster and deeper debt relief, and fairer trading rules (Goal 8). Canada was among many developed countries that agreed more than five years ago to give 0.7% of their national income as development aid. However, few countries have kept their promises. Canada is not one of them.

Governments cannot achieve the Goals alone. The world needs everyone, including young people! Anyone concerned with the future of our world can participate. We can, as citizens, advocate the implementation of the Goals by monitoring our government's commitments, putting pressure on donor governments and international institutions, and by participating in local and national campaigns. We must do everything we can to help make the Goals become a reality by 2015!

“The enemy of humanity, the enemy of life, the enemy of beauty is indifference. And therefore we must always remember that indifference to evil is evil.”

*Elie Wiesel*  
*author, philanthropist and humanitarian*

# GET INSPIRED

Being aware of what inspires you will help you take more effective action on the MDGs! Through the stories of others, we can tap into their sources of inspiration and learn what motivated them to make a difference. Get inspired by the words and actions of youth advocates, diplomats, and community leaders!



## Canadian Initiatives

Many Canadians are active in achieving the MDGs on two levels, internationally and nationally. Get inspired by these initiatives and consider how you might get involved in one or more.

### 1 Eradicate extreme poverty and hunger

#### International

Canada's campaign to end poverty, Make Poverty History, calls for more and better aid, trade justice, debt cancellation and the elimination of child poverty.

<http://www.makepovertyhistory.ca>

#### National

Campaign 2000 – End Child Poverty in Canada is a cross-Canada public education movement that aims to increase public awareness of child/family poverty.

<http://www.campaign2000.ca>

### 2 Achieve universal primary education

#### International

UNICEF Canada's Trick-or-Treat program supports UNICEF's Schools for Africa program; a partnership between UNICEF and the Nelson Mandela Foundation.

<http://www.unicef.ca/portal/SmartDefault.aspx?at=1317>

#### National

UNICEF Canada's Education for Development programme incorporates international development issues into Canadian school curriculum fostering global citizenship.

<http://www.unicef.ca/portal/GetPage.aspx?at=1420>

### 3 Promote gender equality and empower women

#### International

The Canadian International Development Agency (CIDA) has been a world leader in integrating gender equality analysis into its programming sectors.

<http://w3.acdi-cida.gc.ca/cidaweb/acdicida.nsf/En/JUD-1118141734-QMJ>

#### National

Amnesty International – Stolen Sisters is a campaign to stop discrimination and violence against Indigenous women in Canada.

[http://www.amnesty.ca/campaigns/sisters\\_overview.php](http://www.amnesty.ca/campaigns/sisters_overview.php)

## 4 Reduce child mortality

### International

The Canadian International Immunization Initiative works to establish and maintain successful national childhood immunization systems in developing countries.

[http://www.cpha.ca/programs/ciii/en/pub\\_e/br\\_ini\\_e.pdf](http://www.cpha.ca/programs/ciii/en/pub_e/br_ini_e.pdf)

### National

The Early Childhood Development Agreement is a long-term commitment to help young children reach their full potential and help families support their children.

<http://www.socialunion.ca>

## 5 Improve maternal health

### International

Through CIDA support, contraceptives distributed by the UN Population Fund, prevent unintended pregnancies, unplanned births, induced abortions, infant deaths, pregnancy related deaths and children from losing their mothers due to pregnancy-related deaths.

<http://www.acdi-cida.gc.ca/CIDAWEB/acdicida.nsf/En/JUD-41183252-2NL>

### National

Canada's Maternal Child Health (MCH) Program for First Nations living on reserve benefits pregnant women and families with infants and young children.

<http://www.afn.ca/article.asp?id=2270>

## 6 Combat HIV/AIDS, malaria and other diseases

### International

Canada is currently the lead donor to the World Health Organization's "3 by 5" Initiative. In addition, Canada passed the Jean Chrétien Pledge to Africa Act, which allows developing countries to access essential drugs at lower cost.

<http://www.acdi-cida.gc.ca/CIDAWEB/acdicida.nsf/En/JUD-1318912-HFH>

### National

In August 2006, Toronto was host to the XVI International AIDS conference. TakingIT Global was a leading partner on the Toronto Youth Force building the youth website.

<http://www.youth.aids2006.org>

## 7 Ensure environmental sustainability

### International

Earth Water International (EWI) is a Canadian corporation that produces bottled drinking water. 100% of EWI's net profits are donated to the United Nations Refugee Agency (UNHCR) to be used in water aid programmes in developing countries.

<http://www.earthwater.ca>

### National

The Youth Environmental Network (YEN) connects Canadian youth environmental groups to empower each other and have more successful projects and campaigns.

<http://www.yen-rej.org>

## 8 Create a global partnership for development

### International

Connectivity Africa is a programme to improve access to information and communication technologies (ICTs) in Africa.

<http://www.connectivityafrica.ca>

### National

TakingITGlobal is an international organization - led by youth and empowered by technology. TakingITGlobal connects youth around the world to find inspiration, information and get involved in improving their local and global communities.

<http://www.takingitglobal.org>

**Put a star next to three Canadian initiatives you are interested in learning more about. Visit their websites. After reading more about the organization or program, circle one initiative you may want to join or raise awareness about.**

## Canadian Youth Taking Action

On their school campuses, or in their local and global communities, Canadian youth are letting their voices be heard about what they're doing to achieve the MDGs. Read an excerpt from Daniel's story as he works to achieve Goal 3, and from Jameson's story as he tells the story of two students' struggles to achieve Goal 2. Download the rest of the magazine to read other great inspiring tales.



*In August 2005 I returned from India as an intern with Canada Corps, a Canadian International Development Agency (CIDA) funded initiative administered through the Association of Universities and Colleges of Canada (AUCC). For over three months I traveled with governmental and non-governmental agencies working to aid Tsunami victims, examine the impact of international economic policy on rural community groups, and research both gender equity issues and the current HIV/AIDS pandemic.*

Daniel Grace



*After co-founding the Queens D.R.E.A.M. Foundation (Discover the Reality of Educating All Minds), two students decided to hold an event that would force their infant organization and its cause into the spotlight. The episode called for two D.R.E.A.M. members to rope themselves off in an area of less than 10m2 in the front foyer of Queens' central library and stage a "sit-in" for ten days straight. The pair even insisted that their activities be available to public scrutiny 24-hours a day via a live web cam broadcast. One student described the event as, "an endurance race with global education as the grand prize."*

**While Daniel worked overseas to achieve the MDGs, the Queens' students created a foundation in Canada. Remember – you can make a difference wherever you are if you put your mind to it!**

To read the rest of Daniel and the Queens students' stories and to hear what else Canadian youth are doing to achieve the MDGs, download the latest copy of TIG Magazine: As one.

url: TBA

To read similar stories from youth globally, download the TIG publication Raising their Voices.  
<http://research.takingitglobal.org/TIGMDG.pdf>

What or who (e.g. Artist, author, activist, community leader) inspires you to take action on the MDGs? Why?

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How can you inspire others to take action on the MDGs?

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Why do you think youth are so important in achieving the MDGs?

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“If everyone who wants to see an end to poverty, hunger and suffering speaks out then the noise will be deafening. Politicians will have to listen.”

*Archbishop Desmond Tutu*

# GET INVOLVED

Now that you have gained the knowledge and the inspiration, it is time to leverage resources so that you can take effective action! To do this you will need to think of specific ways in which you can get involved.



## Using the previous sections as a resource



List two organizations you will contact for more information:

- 1.
- 2.

Here are some project ideas you might like to try. These ideas can be used to help you get involved in what you read in the Canadian Initiatives. Put a star next to 4 that sound interesting to you.

### Participate in discussions

Create or participate in online and offline discussion groups (i.e. here | <http://discuss.takingitglobal.org/mdg>). Engage and share with those in your local community to share ideas and suggestions about MDG campaigns.

### Create a school group to promote the goals

Start by recruiting friends with a common interest, and find a faculty advisor.

### Use the youth and MDGs website: <http://mdg.takingitglobal.org>

Take advantage of the resources (e-cards, action blogs, flashgame, etc.) available on this web site to educate and inform your peers, and raise awareness about the MDGs.

### Organize a school assembly

Talk to your school administrators and request your auditorium or gymnasium to host a student meeting about the Millennium Development Goals.

### Publish articles and artwork online and in print

After researching and reflecting on the MDGs create a written or artistic piece that can be shared in local media (i.e. high school newspaper, local magazines) or on the internet (i.e. here | <http://panorama.takingitglobal.org>).

### Launch an MDG art contest

Find a gallery or a space that will allow you to showcase your MDG theme, and invite your school to promote the contest to the entire student body.

**Organize a public meeting on the goals in your community or place of worship**

Find a team and a space to meet and exchange ideas on how the Goals affect your community, and what can be done together.

**Organize an MDG Forum**

Invite young people and youth organizations in your community to discuss how you can help achieve the MDGs.

(learn more about Open Forums | <http://www.takingitglobal.org/action/openforums>)

**Start an educational MDG Radio Show**

Work with local or school radio stations to support a program that examines how the MDGs are affecting your community.

**Organize a theatre group showcasing the goals**

Talk to drama students or directors about creating an MDG play or presentation.

**Organize a concert**

Seek out local/national music groups to perform and promote the MDGs and then get permission to use a space to host a concert.

**Write letters to politicians**

Send letters to your congressional representatives, Members of Parliament or mayor, reminding them of your government's commitment to achieve the Goals and demanding action.

**Organize a rally**

Gather a large group of people to demonstrate (perhaps in front of your national parliament) and demand action from your government on the Goals.

**Adopt a statement supporting the goals**

Encourage your city council, place of worship, or civic group to put the Goals on their agenda, and issue a statement showing their support for the MDGs.

“It’s not that I’m so smart, it’s just that I stay with problems longer.”

*Albert Einstein*

# HAVE A LASTING IMPACT

Take a moment to reflect on what you have read in this guide. In “Get Informed” you learned about the MDGs and the importance of achieving them by 2015. In “Get Inspired” you read about what other Canadians are doing to help achieve the MDGs and reflected on your own sources of inspiration. In “Get Involved” you learned how YOU can do your part to help achieve the Goals!



Now that you have the knowledge and the resources, ask yourself the following questions:

What actions can you take to achieve the MDGs in your community?

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What is your Personal Action Plan?

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It is equally important that after you get involved with MDG initiatives or campaigns, you make your mark last longer! Remember, there are several years before 2015 and if we don't keep up our hard work until then, the goals are not likely to be realized. A good way to sustain your actions is to educate your family and friends on the issues and spread the responsibility by getting others involved.

Set 3 goals you would like to achieve. What progress do you want to make on them in a month? A year? 5 years from now? By 2015?

Goal	Progress to be made in ...			
	a month	a year	5 years	by 2015



## Tips for a better project

**Network** - Use your contacts so that you can exchange information, share ideas and ultimately strengthen the quality of your work. Networking can also help you gain support for your project.

**Managing information** – Keep good records of your contacts to create an MDG network in your community. You can also pass this information down to other MDG activists in your community.

**Identify your Needs** – What will you need to carry out your project? Make a list of the items/resources and beside these write where you will get them or who you can get them from.

**Stay motivated** – Don't forget to reward yourself for achieving your goals. The more you persevere and sustain your actions, the better chances you have of achieving your goals.

## Conclusion

This guide has taken you through some key steps and shown you how to help achieve the MDGs from within your own community. From getting you informed and inspired to providing you with resources on how to get involved, you have gained valuable information on the MDGs so that you can take action and have a lasting impact!

You have read stories on Canadian youth and youth from around the world taking action on the MDGs. Now, it is your turn to help achieve the Goals. Take what you have learned from this experience and be a part of this historic movement!

# RESOURCES

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# CREDITS

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