

POVERTY COSTS CORE MESSAGES:

Poverty Costs is a campaign to raise awareness about the cost of poverty in Saskatchewan, recently calculated to be **\$3.8 Billion each year** in heightened service use and missed economic opportunities. People all over Saskatchewan are calling for a **comprehensive poverty reduction plan**.



The **Poverty Costs Saskatchewan Report** indicates that poverty rates are declining in this province, but poverty is also deepening for those who experience it. **Now is the time** for a plan that ensures that everyone in this province has the opportunity for true health and meaningful participation in the workforce. Let's join the majority of Canadian provinces and create a comprehensive poverty reduction plan for Saskatchewan.

THE POVERTY COSTS SASKATCHEWAN REPORT:

This report, released in October 2014 by the Poverty Costs team, examines the current state of poverty in Saskatchewan and provides evidence for the need of a poverty reduction strategy.

Some Highlights from the Report

- o Saskatchewan's resource-based economy is booming, contributing to reduced poverty rates for our province.

In recent years, our poverty rate has been in the area of between 10% and 15%. This is a great deal lower than what it was in the 1980s when it reached as high as 20%.

- o Poverty is declining, but it is also deepening for those who experience it.

According to Stats Canada, in 2002, the average poor household in Saskatchewan reported incomes 26.9% below the poverty threshold, while this number rose to 37.6% in 2010.

- o This is our moment. We are well-positioned to focus resources and set ambitious targets to reduce poverty where it's hitting the hardest.

Poverty reduction plans that are comprehensive and include targets, timelines and accountability measures have shown positive results.



MEDIA TALKING POINTS

POVERTYCOSTS@GMAIL.COM



TALK ABOUT THE CORE MESSAGES OF THE CAMPAIGN

- o Poverty costs Saskatchewan \$3.8 billion per year in heightened service use and missed economic opportunities
- o Now is the time for a comprehensive poverty reduction plan for our province

TALK ABOUT THE RELEASE OF THE REPORT

- o Saskatchewan's resource-based economy is booming, contributing to reduced poverty rates for our province
- o Poverty is declining, but it is also deepening for those who experience it
- o This is our moment. We are well-positioned to focus resources and set ambitious target to reduce poverty where it's hitting the hardest.

TALK ABOUT POVERTY IN YOUR COMMUNITY

- o Draw out one or two specific barriers to health and well-being as experienced in your community
 - i.e., Barriers to Employment
 - o Child care
 - o Transportation
 - o Supports for disabilities
 - o Education
 - o Job and skills training
 - ie, Barriers to Health
 - o Affordable housing
 - o Food costs
 - o Access to health and community services
 - o Rising cost of living
 - o Insufficient wages
- o Share the experience of groups working 'downstream' on the frontlines of poverty and consider how poverty reduction would make a difference to you and your stakeholders.
- o Consider why poverty reduction matters to your community specifically, and how/why your community supports a poverty reduction plan for the province.
- o End with a call to action. For example, encourage your community to sign letters of support for a comprehensive poverty reduction plan.



OTHER TIPS

- o Talk about your values, your feelings, your hopes and desires. The report is full of facts of figures for the media to relay. From you, they want a human perspective about why this matters.
- o Stay positive if you can. We want to get people excited about poverty reduction solutions and instill a sense of optimism and urgency.

MORE RESOURCES AVAILABLE AT

WWW.POVERTYCOSTS.CA

MEDIA CONTACTS:



FOR QUESTIONS REGARDING:

THE CAMPAIGN & GENERAL INQUIRIES:

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POVERTY IN SASKATCHEWAN: SIX KEY FACTS

Six simple facts about poverty in our community:

1. Poverty Costs Everyone
2. In spite of a growing economy, poverty has not gone away
3. Poverty affects unequally
4. Poverty is hard on people's health
5. Poverty is getting harder and harder to escape
6. We can reduce poverty in Saskatchewan

POVERTY COSTS VALUES:

We work **collaboratively**. We recognize that meaningful outcomes are possible only through working together.

We are **nonpartisan**. Everyone can contribute to positive change.

We are **open** about our agenda. We believe poverty reduction is possible and urgent.

We strive to generate both **awareness and action** about poverty issues and solutions.

We value **evidence**. Decisions about poverty reduction must be based in evidence.

We believe in the power of **community**. We believe we have the knowledge, power and strength to build a healthy community for all.

The voice and **experience of people with lived experience** is critical to making meaningful change.

WHO'S INVOLVED:





SHOW YOU SUPPORT FOR A POVERTY REDUCTION PLAN

Saskatchewan is one of only two provinces in Canada without a plan for reducing poverty that includes targets, timelines, and accountability mechanisms. The evidence shows that paying to address the effects of poverty costs more than working to reduce it in the first place. Every day that we do not act, we pay the price.

SIGN A LETTER OF SUPPORT



The main call to action for this campaign is for every person to sign a letter of support for a comprehensive poverty reduction plan for Saskatchewan. We want to show the Government of Saskatchewan just how much support there is for a poverty reduction plan in this province.

Signing a letter of support is not only a vital step in achieving our goal, it is also important to the awareness component of Poverty Costs. We want to emphasize that, while charity and philanthropy are natural responses to poverty, long-term poverty reduction occurs at a systems level.

CONSIDER OTHER WAYS OF SUPPORTING THE POVERTY COSTS CAMPAIGN

- ▷ Endorse the campaign in your organization, business, club or group, or partner with a local school or church for a joint-endorsement
- ▷ Urge your town and rural municipality to endorse Poverty Costs
- ▷ Host a Poverty Costs event in your community. Poverty Costs will provide all the necessary support to make your event a success.
- ▷ Tell people about why poverty reduction matters to you by writing a blog post for our website
- ▷ Support the campaign through social media:
 -  Like the Poverty Costs Facebook page at facebook.com/PovertyCosts
 -  Follow us on Twitter at twitter.com/PovertyCostsSK
- ▷ Reach out to your neighbors, and ask them to sign a letter of support for a poverty reduction plan
- ▷ Stay up to date with the Poverty Costs campaign by signing up at povertycosts.ca
- ▷ Hang a Poverty Costs poster in your business, church, school, or at a local community hub

SIGN A LETTER OF SUPPORT TODAY AT

WWW.POVERTYCOSTS.CA