



ON CANADA PROJECT

The ON COVID-19 Project Transitions to the On Canada Project

On March 1st, 2021, our grassroots, youth-led and 130+ volunteer-based project, ON COVID-19, will transition into the On Canada Project to evolve and meet the needs of our community of over 10K Millennials and Generation Z.

The ON COVID-19 Project found success in our conversational tone, critical lens and distilled presentation of COVID-19 information. We were founded in June 2020 in response to the need for **accessible, easy to share, and equity-oriented** information targeted at Millennials and Generation Z.

We have approached content creation with the understanding that while we are experts at distilling information, our audience are experts on their unique circumstances. We leverage their expertise by engaging in a two-way dialogue on social media to learn about the issues our audience is facing so that we can help them stay safe during this pandemic.

Through this two-way communication, it became apparent quickly that it was impossible to talk about COVID-19 in isolation; it was necessary to **contextualize the existing systemic inequities that the pandemic has deepened**.

This knowledge inspired us to transform the project into something even more significant: **The On Canada Project**. Our mission remains to empower and engage the generations of young Canadians to stay informed, take up action and champion change in the time of COVID-19 and beyond.

We have received an overwhelmingly positive response to content that reflects the experiences of BIPOC communities and marginalized folks during the pandemic. Part of that success is in our approach of inviting people in instead of calling people out; this makes our posts accessible to people without privilege and those with it. We believe that we all have to know what **'this'** looks like for all Canadians for us to be **#InThisTogether**.

The On Canada Project will continue to be a platform that creates space for people to ask questions, and we will continue to answer questions the same way we would to a close friend: with compassion and by finding ways to best set them up for success. This approach, which is rooted in compassion and equity values, creates a safe space for growth and learning for our audience and our growing team. We believe that education and awareness lead to critical thinking and dialogue, which will lead to more informed citizens that will be the catalyst for change in our society.

"The ON COVID-19 Project has had a great response from our target demographic, which has made us realize that Millennials and Gen Z are **struggling to find resources that accurately reflect their unique experiences and varying degrees of privilege**," says Samanta Krishnapillai, Founder and Executive Director of the project, "In particular, there isn't a compassionate, equity and evidence-informed resource that is easy to digest."

She added, "We realized there was an urgent need to consolidate to make a greater impact on our peers. With the On Canada Project, we will continue to keep Canadians up to date with COVID-19 and expand to discuss the social determinants of health, including the individual, community, and government layers to these issues that require a health-in-all-policies approach to bring about equitable and sustainable change. We also hope to bring a **critical, credible and Canadian** lens to our government, systems, culture, and behaviours to help mobilize Millennials and Gen Z to stay informed, take up action, and champion change in our country. **An informed demographic is a mobilized demographic.**"

"We will remain true to our mission, vision and values, but will now be expanding to bring that evidence-informed and equity-oriented lens to the myriad of issues impacting young Canadians, including COVID-19," she concluded.

We welcome interviews by the media.



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About The On Canada Project:

We mobilize Millennials and Gen Z to create equitable, evidence-informed change.

Addressing the problem of misinformation is not a new feat. It is something society has been grappling with for years, and our project is harnessing the power of young people and social media to ignite change. We engage with our audience in a meaningful way and approach them as if they were our friends looking for information. Our content is always evidence-informed, equity oriented, and relevant to Canadians, setting us apart from others in a similar space.

Our project also strives to challenge the status quo of traditional business models. We have an executive team that is 100% women-identifying, a racially diverse core team, and we foster a fail-safe environment.

We represent the vast diversity across Canada, aim to mobilize youth, co-create solutions, and spread ownership throughout our project, we are respectful and evidence-informed, equity-oriented, and we seek to provide relevant and timely information on our platforms.

Before March 1st, 2021, please visit www.oncovid19project.com, and find us on Instagram [@ONCOVID19](https://www.instagram.com/ONCOVID19).

As of March 1st, 2021, the [ON COVID-19 Project](https://www.oncovid19project.com) will rebrand to The On Canada Project, and our new website (www.oncanadaproject.ca), and Instagram handle ([@oncanadaproject](https://www.instagram.com/oncanadaproject)) will go live.

About Samanta Krishnapillai, Founder & Executive Director:

Samanta is a creative problem solver who actively challenges the status quo. While nearing the completion of a Master's degree in Health Information Science from Western University (London, Ontario), she founded The ON COVID-19 Project that is now transitioning to the On Canada Project. Sam is passionately transitioning her education into action by engaging audiences in conversations about health equity, trauma and violence informed care, diversity and inclusion and system change. Samanta was recently named one of Best Health Magazines Women of the Year and 2020 Health Hero.

For further information, please contact:
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