



# ON CANADA PROJECT

## The On Canada Project: A Women-led Nationwide Project that is Driving Change

March 5, 2021

In June 2020, the determination of one young woman of colour to bring about change in pandemic communications led to the launch of the ON COVID-19 Project, now known as the [On Canada Project](#), a grassroots, volunteer-based social media movement to share accessible, easy to share, and equity-oriented information targeted at Millennials and Gen Z.

Led by an executive team entirely made up of diverse and dynamic women, the On Canada Project has seen great success in our conversational tone, critical lens and distilled presentation of COVID-19 information. We have received a lot of positive feedback for our ability to bring an equity and inclusion perspective to our content, especially our accurate representation of BIPOC experiences and marginalized folks during the pandemic.

Our movement challenges traditional business and the boundaries of what's possible, by using a **feminist business model** that puts compassion, kindness, and equity at the forefront of our actions and decision-making. We invite people in instead of calling people out; this makes our content accessible to people with and without privilege.

We are especially proud of how we approach mistakes and failure on our project. We champion a fail-safe environment which allows for conversation, compassion and learning to occur after problems arise, instead of blame. We also invite constructive and critical feedback on our project, and work with those who provide us with such feedback to help us action it.

Finally, we foster an environment of reciprocal learning throughout our organization, in which seniority (time on the project, degrees and age) does not mean an individual is better suited for a role on the project than someone without. Enthusiasm and a drive to learn and unlearn means more to us than years of experience.

The On Canada Project **gives young women the opportunity to take on leadership roles and ownership of spaces that they feel passionate about**, and be involved at the decision making table from day one of their journey with our project.

Samanta Krishnapillai, Founder and Executive Director of the On Canada Project believes that women need to have a seat at the table and be part of the decision making process. She said, "A 100% women executive committee was not by design but I am pleased with the way our team has shaped up. We are a talented team who lift each other up, learn from one another and celebrate each other's achievements. Our diversity is certainly our advantage."

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.

We use social media to share accessible, easy to share, and equity-oriented information targeted at Millennials and Gen Z. We are 100% grassroots, led by young adults, and volunteer-based.

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.

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.

Find us at [www.oncanadaproject.ca](http://www.oncanadaproject.ca) and on [Instagram](#).

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## 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.

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