



# ON CANADA PROJECT

## #FlipTheScriptCanada: A Movement to Make Young Canadian Voices Heard

May 4, 2021

Most Canadians have been doing their part to curb the spread of COVID-19 by adhering to public health guidelines to the best of their ability and their privilege. Yet over a year later, we are in the midst of the worst wave, and our government can't claim they've done all that they can.

In fact, the Government of Ontario continues to enact half-measures and policies that put the blame on the people, rather than take responsibility for their performative, political actions that are costing lives. Young Canadians are campaigning to #FlipTheScriptCanada and hold their elected officials accountable instead of allowing this to slide.

Led by the [On Canada Project](#), the #FlipTheScriptCanada campaign encourages Millennials and Gen Z to reach out to their MPP via emails, calls and Tweets, to mandate 10 days of paid sick leave, prioritize public health over policing, vaccinate essential workers, as well as those who are uninsured, and part of marginalized communities, reallocate vaccines to hot spots, and close all non-essential businesses.

The On Canada Project has simplified the process by making it easy to find your MPP, and creating email templates that people can customize, or use as is, on their [website](#). The movement is amplified by those who have reached out to their MPPs sharing, tagging and challenging their friends to do the same. The goal of the website is to make it easy to engage politically, especially since for many in our community this is the first time they have connected with their elected rep.

Samanta Krishnapillai, Founder and Executive Director of the On Canada Project explains, "We, along with our community of 15K Millennials and Gen Z, are frustrated and exhausted by the Government of Ontario's pandemic response. Our elected officials keep telling us to do more to curb the spread, but they haven't used every tool at their disposal to protect all of us," She added, "This campaign mobilizes young Canadians to champion change in an accessible way, and asks officials to do what we've elected them to do: listen to the experts and represent all of us."

Since launching the campaign last week, the #FlipTheScriptCanada [webpage](#) on the On Canada Project website has received over 6,000 impressions, creating a clear impact and filling the inboxes of MPPs across the province.

Given that young Canadians don't typically reach out to their elected officials as much as older generations do, their voices and concerns are underrepresented, which allows officials to feign ignorance around what young people are experiencing. As young Canadians reach out to their MPPs, they have been seeing elected officials responding with disrespectful, dismissive, and detached emails, if they respond at all. While this has been extremely frustrating, young Canadians are not giving up, and continuing to make noise so they can be heard.

Prior to launching the campaign, the On Canada Project [polled](#) their audience of over 15K Millennials and Gen Z, and received thousands of responses expressing anger, frustration, annoyance and mistrust in the government's pandemic response. The community shares a view that experts, scientists and doctor's demands have been ignored by officials, and the impact is detrimental to the lives of Canadians, especially those in vulnerable, marginalized groups.

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, and engage in a two-way dialogue with our community, leading with compassion and kindness, creating opportunities for Millennials and Gen Z to stay informed, take up action, and champion change in the time of COVID-19 and beyond.

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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