



Canadian
Immunocompromised
Advocacy Network

COMMUNICATIONS TOOLKIT

Version 2.0 | December 11, 2023

PURPOSE

This toolkit is a resource for members to help enhance the effectiveness of advocacy efforts by:

- Providing a clear, consistent message, and
- Offering a compilation of templates for social media engagement



Canadian
Immunocompromised
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“ELEVATOR PITCH”



CIAN Pronunciation
[see - en]

Hi. My name is [Insert Your Name] and I am with CIAN, the Canadian Immunocompromised Advocacy Network.

Our mandate is to unite and amplify the diverse voices of all immunocompromised Canadians to increase awareness of their continued challenges and to advocate for broader, faster and more equitable access to life saving and life-altering prophylactics and therapeutics. By protecting more Canadians we will improve quality of life and significantly reduce hospitalizations for vulnerable populations.

I am happy to send you the CIAN website and position paper for your review.



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EMAIL TEMPLATE

Dear [Insert Name]:

On behalf of the [Canadian Immunocompromised Advocacy Network \(CIAN\)](#) I am excited to share with you our [position paper](#). This work outlines call to actions that unify and amplify diverse voices of all immunocompromised Canadians to increase awareness of our continued challenges and advocate for broader, faster and more equitable access to lifesaving prophylactics and therapeutics.

We understand that support comes in various forms and we value each one:

1. **Join CIAN:** If you or someone you know is interested in joining CIAN as a group or partner, we would be delighted to hear from you.

2. **Just Endorse:** We welcome anyone who wishes to support our cause without further commitment. We warmly welcome endorsements from individuals and organizations that



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NEWSLETTER BLURB



Excited to announce the launch of the [Canadian Immunocompromised Advocacy Network \(CIAN\)](#) that unifies diverse voices of immunocompromised patient groups from across the country. CIAN just released their [position paper](#) outlining several calls to action that increase awareness of the continued challenges that immunocompromised Canadians face and advocates for broader, faster and more equitable access to lifesaving prophylactics and therapeutics. Please take the time to read their recent work and stay tuned for more exciting resources and activities from this group! To find out more please visit <https://immunocompromised.ca/>

[Click Here for
Google Doc Version](#)



Canadian
Immunocompromised
Advocacy Network

SOCIAL MEDIA POSTS



Canadian
Immunocompromised
Advocacy Network



Protecting
Immunocompromised
Canadians from COVID-19
and Beyond

November 2023

www.immunocompromised.ca

Explore our comprehensive position paper on:

- navigating the challenges of COVID-19 for Immunocompromised Canadians,
- their experiences,
- and recommendations on how to achieve an equitable future state.

immunocompromised.ca



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visit our website for more info & to sign up

immunocompromised.ca



Canadian
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While the world has moved on from COVID-19, immunocompromised Canadians are still

fighting an uphill battle.

discover how you can help

visit our website for more info & to sign up

immunocompromised.ca



Canadian
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Help amplify our voice by:

- ➡ Sharing the C.I.A.N. website with your network.
- ♥ Endorsing the cause as an individual / organization.
- ⊕ Becoming a member.

visit our website for more info & to sign up

immunocompromised.ca

Located on the Collab Hub

QUICK LINKS



Website:

immunocompromised.ca

Position Paper:

immunocompromised.ca/#positionpaper



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