

RESULTS

the power to end poverty

RESULTS Fact & Action Sheet

Month: August 2015

Campaign: Australian Aid

Fact & Action Call: 30 August

Title: A pivotal moment in history – be a part of it!

For more information: www.results.org.au/australian-aid

Action: Write and publish a letter to the editor or opinion piece.



8-year old Beth McDonald lights Prime Minister Bob Hawke's candle at the vigil.

In 1990, a promise was made to the world's children.

"On 29-30 September 1990 the largest gathering of world leaders in history assembled at the United Nations to attend the World Summit for Children. Led by 71 heads of State and Government and 88 other senior officials, the World Summit adopted a *Declaration on the Survival, Protection and Development of Children* and a Plan of Action for implementing the Declaration in the 1990s." (From unicef.org/wsc)

This didn't happen by accident. In the summit's lead up RESULTS founder Sam Daley-Harris coordinated 2600 global candlelight vigils with over 1 million attendees to urge world leaders to take urgent action at a time when 40,000 children were dying daily from poverty-related causes.

The goals set out in the Declaration were the basis for a number of the Millennium Development Goals (MDGs), and the action towards achieving these laid the foundations for the unprecedented impact of the MDGs.

25 years after the World Summit for Children, we stand at a pivotal moment in history.

"We are resolved to free the human race from the tyranny of poverty and want and to heal and secure our planet. We are determined to take the bold and transformative steps which are urgently needed to shift the world onto a sustainable and resilient path. As we embark on this collective journey, we pledge that no one will be left behind." ([Transforming our World: The 2030 agenda for sustainable development](#), UN)

The 17 Sustainable Development Goals, or Global Goals set out briefly below, aim to finish what the MDGs started back in 2000. Since 2000, the number of people living in extreme poverty has halved, and the number of children dying daily from poverty-related causes has dropped to 16,000.



But pivotal moments are called ‘pivotal’ for a reason – they can go either way.

The Sustainable Development Goals and related targets will guide and stimulate action between now and 2030 in the vital areas of People, Planet, Prosperity, Peace and Partnership.

On Partnership, the UN’s [2030 Agenda for Sustainable Development](#) states, “We are determined to mobilise the means required to implement this Agenda through a revitalised Global Partnership for Sustainable Development, based on a spirit of strengthened global solidarity, focussed in particular on the needs of the poorest and most vulnerable and with the participation of all countries, all stakeholders and all people.”

It is vital that all countries, including Australia, whole-heartedly support the global effort to consign poverty to the history books and build a better world for everyone.

If we wish to ensure commitment to the Global Goals becomes a reality, it will be essential for us to convey to the public through the media why the Global Goals are important to us as individuals and what achieving these goals will mean to us; calling on Australia to endorse, adopt and resource the goals.

Let’s share this exciting moment!

Take action 1: Write a letter to the editor highlighting the importance of the Sustainable Development Goals, and urging Australia to endorse, adopt and resource these goals.

Take action 2: For the super keen - Write and pitch an opinion piece to a newspaper, highlighting your story and connection to the Sustainable Development Goals.

Tips for writing your letter this month – you can see more tips [here](#)

1. Write and send your letter straight away, immediately after this month’s Fact & Action Call.
2. Keep it short and simple, less than 180 words. Follow the **EPIC** format –Engage your reader, state the **P**roblem, **I**nform about solutions, **C**all to action.
3. Respond to an article or letter and react strongly, incorporating your message.
4. Submit it, including your full name, address and phone number. See all newspaper contact details at: results.org.au/get-involved/resources-tools

Tips for writing an opinion piece – you can see more tips [here](#)

1. Opinion pieces (op-eds) are 500-700 words, concise and compelling.
2. Make one clear argument with one specific ask.
3. Use an active, personal voice and use personal anecdotes to support your information.
4. Send to a newspaper via email, then follow up with a specific editor by phone.

If you need help, please ask your Group Leader, or Gina - our Grassroots Engagement Manager. The impact of your action can be multiplied if RESULTS knows about it, so please tell us what action you take. Email us: info@results.org.au