

WHERE TO START

EXPLORE the issues and stories at LookDeeper.ca

TAKE ACTION using the suggested actions on each issue page

LISTEN to the Speak Up, Inspire Change poetry competition winners. And share their message of connection, humanity, and hope.

CONNECT with SCIC and our members for more ways to take action every day. **VISIT** www.earthbeat.sk.ca to sign up for emails

FOLLOW [@SaskCIC](https://twitter.com/SaskCIC) on Twitter and [Facebook](https://www.facebook.com/SaskCIC)

SUBSCRIBE to SCIC's [YouTube channel](https://www.youtube.com/channel/UC...) for positive stories & inspiration

USE the #LookDeeper hashtag when posting about issues covered in the campaign

CONTACT SCIC for campaign posters. Hang them in your school, workplace, or community:
communications@earthbeat.sk.ca

About the Campaign...

We are all connected on this pale blue dot in space. Even more so than we think. The need to protect all the people and places on our planet is becoming more apparent.

In 2015, the United Nations agreed on an ambitious but achievable plan to halt climate change and to end poverty and inequality for everyone, everywhere by the year 2030.

We know that together, a better world is possible. But in order to make real, sustainable progress by 2030, our **solutions must move beyond charity.**

As a coalition of organizations

Look Deeper is an education and awareness campaign calling on Saskatchewan people to:

LOOK below the surface to find the root causes of four major global challenges: hunger, health, education and conflict;

LEARN about sustainable, justice-based solutions that tackle root causes by focusing on: equality and power, healthy ecosystems, partnerships and solidarity, and dignity and human rights;

INSPIRE others, using creativity and the power of the human voice, to join a global movement of people working to create lasting change and to make the world a better place.

dedicated to global cooperation, peace and justice, SCIC members work to tackle the root causes, not just the symptoms, of interconnected global issues.

But in order to transform our world into the world we want by 2030, **we need everyone.**

As one person, we can each learn more, and take small actions that can lead to big things. When we take responsibility for our impact in global systems, we help to create sustainable, justice-based solutions.

So where do we start?

Looking Deeper is the first step.

ENDORSE LOOK DEEPER

Look Deeper is a campaign about perspective, and about committing to working for change in the most sustainable way we can. One of the best ways to support the campaign is to simply embrace the message and encourage others to join you.

If your organization works through one of the **four justice-based approaches** highlighted through the LookDeeper campaign:

Healthy Ecosystems

Partnerships & Solidarity

Dignity & Human Rights

Equality & Power

this campaign is not about taking on something new. It's about recognizing the important work you and others are already doing to lay the foundation for justice-based solutions to major global issues.

WHAT YOU CAN DO

SHARE your pledge to Look Deeper at the root causes of our shared global challenges, and invite others in your family, community, or network to join you.

MAKE a personal or organizational commitment to support projects, organizations or businesses that approach local and global challenges by working for justice-based solutions.

EMAIL & MOBILE

Digital communication is so common, we cannot miss the opportunity to alert people about this campaign through our email and devices.

WHAT YOU CAN DO

CHANGE your email signature to include a message about the campaign. For example:



We're calling on Saskatchewan people to [#LookDeeper](#) at the root causes of global issues such as hunger, health, education and conflict. Join us! [LookDeeper.ca](#)

REAL ENGAGEMENT

The most successful social media initiatives understand that social media is about connections and conversations. The LookDeeper campaign is designed to be accessible and inviting. If you feel a connection to a theme or idea, run with it!

WHAT YOU CAN DO

CREATE original content that conveys your own thoughts about the campaign topics

POST a photo of yourself taking one of the suggested actions from the Issues pages

HANG a schnazzy campaign poster in your school, workplace, or community to stimulate discussion.

LISTEN to the poetic radio spots and **TALK ABOUT** your favourite and why you connect with it.

ADD your two cents when you retweet the campaign and share our posts/pics/videos.

WRITE a blog for our series: "When I started to #LookDeeper":

Share a personal moment or experience that helped you understand the need to tackle the root cause of a particular issue tackled through the campaign, and to work for justice, not just charity. Send your blog idea to: communications@earthbeat.sk.ca.

SHAREABLE CONTENT

The information and stories at www.LookDeeper.ca are meant to provide you with knowledge and inspiration to tackle these important issues. Each issue page and all related stories have a social media share button.

WHAT YOU CAN DO

POST and re-post our stuff.

POINT people to newly released items through emails, posts and tweets.

If you're an organization, **DOWNLOAD** and print copies of relevant resources for you and your members to use at the ground level.

ANNOUNCE and **LINK** to our stuff from blurbs in your e-newsletter.

Feel inspired, awakened, curious?

Simply **CLICK** on any icon from the "share" menu to instantly share the content through Facebook, Twitter, Email, or your favourite platform. Add your own message or pledge.

SAMPLE TWEETS

General

I support fixing the root causes of shared global challenges. I pledge to #LookDeeper, will you? www.lookdeeper.ca

Health

#Health is just the tip of the iceberg. #LookDeeper @ root causes to create lasting change www.lookdeeper.ca/health

Building more clinics won't achieve #globalhealth. #LookDeeper @ root causes to create lasting change for all www.lookdeeper.ca/health

Education

#Education is just the tip of the iceberg. #LookDeeper @ root causes to create lasting change www.lookdeeper.ca/education

Building more schools won't achieve #gloaleducation. #LookDeeper @ root causes to create lasting change for all www.lookdeeper.ca/education

Conflict

#Conflict is just is just the tip of the iceberg. #LookDeeper @ root causes to create lasting change www.lookdeeper.ca/conflict

Training more soldiers won't keep global #peace. #LookDeeper @ root causes of conflict to lay foundation 4 peace www.lookdeeper.ca/conflict

Hunger

#Hunger is just the tip of the iceberg. #LookDeeper @ root causes to create lasting change www.lookdeeper.ca/hunger

Growing more food won't solve global hunger. Let's #LookDeeper @ root causes, create sustainable food systems 4 all! www.lookdeeper.ca/hunger