

Talking points

This month, we are asking you to write to an online media outlet – maybe your local online news site – or use your social media channels. Try to ensure that your tone is positive and shows that you are championing human development investments, rather than criticising economic development programmes.

- UK aid alleviates poverty around the world. It is highly effective, and among the most transparent in the world.
- We know that if the UK invests in nutrition, health care, education, jobs and skills overseas, countries will be able to create their own sustainable economic growth. This will be crucial for achieving the UK's objective of promoting global prosperity.
- Vital investments in health by countries like the UK will help us achieve Global Goal 3, Good Health and Wellbeing. Health is a cornerstone for all development and is vital to achieving all the Global Goals.
- We want to see our new government make sure improving people's access to health and education remains a priority.
- UK aid has supported immunisation of over 56 million children, saving 990,000 lives, between January 2015 and December 2017. It reached over 60 million children under 5, women of childbearing age and adolescent girls through nutrition-relevant programmes from April 2015 to March 2019. And it supported over 14 million people to gain a decent education between April 2015 and March 2019.
- The UK has helped immunise up to 45 million children against polio whilst saving £2 billion globally by 2035 in costs saved treating polio.

Effective use of digital content

- On Twitter: Don't forget to hashtag #100WaysUKAidWorks, and the more general #UKAid or #AidWorks as well as tagging @AlokSharma_RDG and @MatthewRycroft1 (DFID's Permanent Secretary)
- On Twitter: Sometimes 140 characters isn't enough space to say everything you'd like to, but you can [start a thread](#) if you want to share more than one point at a time. Emojis can also keep the character count down.

- On Twitter: If you start your tweet with '@' for someone's handle, make sure you use a full-stop before the '@'. That way the post will appear on your 'Tweets' feed, so that your followers can easily see it.
- Do you have a personal story of why UK aid matters to you? The people reading your tweet or media piece won't be policy experts, and telling a great story will help your message to sink in.
- Material with visuals will likely be more compelling; can you and your group think of a photo-op to go with your piece?
- Case studies will help you show the positive impact of human development programmes on people's lives. Check out [Background Sheet 1](#), and there are also short video case studies on DFID's [Facebook](#) and [Twitter](#) pages.
- Use other talked-about moments as a hook, whether it's going back to school or the UN HLM.
- You can publish longer media pieces on websites such as [Medium](#).
- For something a bit snappier, try creating a 'listicle' on [Buzzfeed](#) using facts and interesting images or GIFs.
- Responding to articles others have published can get a discussion going, so consider using the 'comments' section of online media.
- If you'd rather write to your local media, why not try to get published on their online site? Make sure your MP knows about it – send them a copy.

Example Tweets

- Loving @AlokSharma_RDG #100WaysAidWorks series. For me, DFID's work on nutrition has to be an example. Over 60m people reached in 5 years boosting their health and economic prospects simultaneously.
- The UK has helped immunise up to 45 million children against polio whilst saving £2 billion globally by 2035 in costs saved treating polio. Healthier populations and more secure economies. #100WaysAidWorks @AlokSharma_RDG
- Vaccines are just one of the amazing #100WaysAidWorks. @DFID_UK support for @gavi has given more than 279 million children & young adults access to meningitis vaccines, helping to improve health & the economy in the 'meningitis belt' region of sub-Saharan Africa. @AlokSharma_RDG