

# Election 2019 Toolkit



Canadian  
Physiotherapy  
Association

Information provided by the  
**Canadian Physiotherapy Association**  
as a service to our members

# Political Landscape

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Polls are most consistently predicting that if an election were to be held today that neither the governing Liberal Party of Canada or competing Conservative Party of Canada would win a majority government. Other parties are far back in public support, suggesting this is a two-way race.

Federal election day is October 21. Parties are expected to make daily platform commitments and announce their full platforms before the official leaders' debates (October 7<sup>th</sup> and 10<sup>th</sup>) and the Thanksgiving weekend when advance polls are likely to open.

Expect the economy and affordability to be the top issue of the campaign as parties jockey to be seen as the true representative of middle-class Canadians. Each party is finding ways to appeal to that broad electoral group, constructing policy positions and appeals to those worried about the cost of living.

Whoever forms government will name a Cabinet. Ministers and Parliamentary Secretaries will be appointed in the weeks after the election. Committees will decide on representation which will help map important MPs that will oversee and scrutinize health policy and legislation.



# The Liberal Party of Canada

**Leader:** Justin Trudeau

**Current Seats held:** 177

**Slogan:** Choose Forward



The Trudeau Liberals are trying to hold onto their majority government. Their campaign's main message is that progress has been made on the economy and the affordability of everyday life. They are positioning themselves as the only viable progressive choice to stop a Conservative government. Their message is as much about forward progress as it is about warning that a Conservative government could represent a step back on progressive priorities such as Indigenous relations, affordable housing and poverty reduction.

The Liberals have not released their platform on health care yet, but their current Health Accord with provinces increases health funding by 3% per year plus additional dollars for mental health and home care. It is widely expected they will announce a universal pharmacare program, building on their work in the 2019 Budget and the recommendations of their Pharmacare Advisory Council.



# Conservative Party of Canada

**Leader:** Andrew Scheer

**Current Seats Held:** 95

**Party Slogan:** It's Time For You to Get Ahead



The Conservative Party led by Andrew Scheer is trying to make the affordability of everyday life a major issue for the election. He has focused on the carbon tax as a policy that has increased costs on Canadians at a time when many feel that they are only getting by as it is. Conservatives have a lead in fundraising dollars and have nominated candidates in every riding. They enjoy strong support in the Prairie provinces but will need to increase their support in the vote-rich Greater Toronto Area to find a path back to government.

The Conservatives have made the Health and Social Programs Guarantee ahead of the campaign, promising that they will continue increasing the Canada Health Transfer and Canada Social Transfer as a rate of at least 3% annually to each province.



# New Democratic Party

**Leader:** Jagmeet Singh

**Current Seats Held:** 39

**Slogan:** In It For You



The NDP faces an uphill battle in the campaign. The party has the least nominated candidates of any national party and faces low polls in Quebec where it had made major inroads in 2011. The NDP have also struggled to fundraise, forcing them to pare down their travel schedule for the campaign. They are currently in third place but will face competition from the Green Party of Canada who have been building in strength.

The NDP are promising a “head to toe” healthcare plan in the coming election, promising universal pharmacare and public funding for vision, dental and mental health treatment. The NDP also promises to tackle the opioid crisis with more funding for overdose prevention sites. They would also develop a plan to recruit more doctors, nurses and other health professionals across Canada.





# Green Party of Canada

**Leader:** Elizabeth May

**Current Seats Held:** 2

**Slogan:** Not Left. Not Right. Forward Together



The Green Party enters the election with one of the most organized campaigns it has had in years. With Elizabeth May at the helm, the party has seen increased popularity recently in the Atlantic provinces and enjoys candidates nominated in a majority of ridings. The Green Party will try to capitalize on the Liberals purchasing the Trans Mountain pipeline and approving its expansion while presenting an alternative progressive choice to the NDP.

The Green Party has identified the cost of prescriptions and seniors care as its two priorities ahead of the election. It has promised to create a federal Crown corporation to bulk buy medication in order to save on costs with economies of scale and to develop a senior's strategy that would include investments in preventative care.



# Bloc Québécois

**Leader:** Yves-François Blanchet

**Current Seats Held:** 10

**Slogan:** Le Québec, c'est nous



The BQ is polling at approximately 20% in Quebec and is expected to compete for the progressive vote in ridings currently held by the NDP. They are expected to make gains in the election and have spent the pre-election period focused on the environment and economic issues such as supporting dairy farmers affected by recent free trade agreements.

The BQ has not released any health policy so far.





# People's Party of Canada

**Leader:** Maxime Bernier

**Current Seats Held:** 1

**Slogan:** Strong and Free



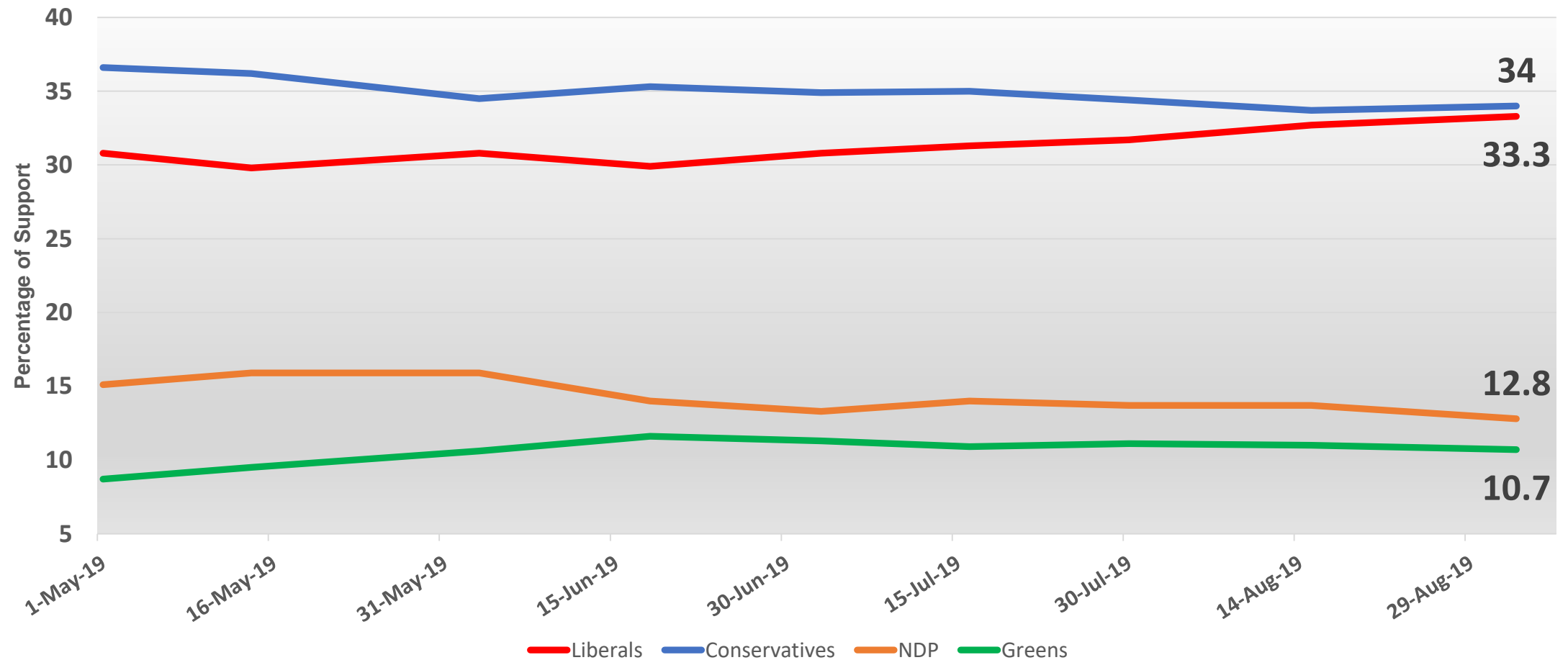
Mr. Bernier's party nascent Libertarian – lite party has generated a lot of media coverage but has not seen that translate into support in the polls. Once thought to be a threat to the Conservatives chances due to vote-splitting on the right, the People's Party of Canada is now battling to hold Mr. Bernier's riding of Beauce, QC.

The PPC health platform promises to end the Canada Health transfer. It would also end the GST, and then allow provinces to increase taxes that would then cover health care costs. It would establish a temporary program to compensate provinces whose revenue from the tax would be lower than their annual Canada Health Transfer. The PPC would also "Create the conditions for provincial and territorial governments to innovate", an allusion to private-public health care models seen in other parts of the world.



# Party Support Leading into the Election Campaign

Numbers according to CBC poll tracker



# **Election Readiness**

# CPA Advocacy Approach

CPA remains non-partisan in its interactions with all parties, MPs and governments. As a national organization representing members across the country, we focus on building constructive relationships with MPs of all party stripes to move our agenda forward.

The power of this approach is rooted in four advocacy realities:

- **A non-partisan approach respects the diversity of political opinions of our members, staff and stakeholders.**
- **It strengthens our ability to advocate across party lines to build consensus with all parties on our advocacy priorities.**
- **Relationships with MPs in all parties makes us trusted partners who bring forward information without political bias.**
- **We can build advocacy strategies for the long-term that outlast any one party's time in government.**

# Know the Parties

Websites:

- **Bloc Quebecois:** [www.blocquebecois.org](http://www.blocquebecois.org)
- **Conservatives:** [www.conservative.ca](http://www.conservative.ca)
- **Greens:** [www.greenparty.ca](http://www.greenparty.ca)
- **Liberals:** [www.liberal.ca](http://www.liberal.ca)
- **NDP:** [www.ndp.ca](http://www.ndp.ca)
- **People's Party:** [www.peoplespartyofcanada.ca](http://www.peoplespartyofcanada.ca)



# Learn About Your Candidates and Issues

- Oftentimes, the parties' websites will have a short bio on each candidate with links to his or her website and social media pages. Candidate websites will list contact information and the address of their campaign office.
- **Keep an eye on the news!** Getting information from non-partisan sources is integral when deciding who to vote for. Many media outlets offer election resources, including summaries of major election issues and the parties' stances.

# How to Speak With Your Local Candidates

- Local candidates are looking for opportunities to engage with **you**. Most candidates will be spending the majority of their time door-to-door canvassing during the campaign.
- If you would like to speak to your candidate, reach out to their office. Look for campaign literature at your door with contact information, check their website online or stop in. The candidate will likely not be there but you can ask for them to call you.
- Candidates budget approximately 5 minutes per door so if one does come knocking, focus on the topics and issues you care about most and ask them straightforward questions.
- Attending a local debate is an option, but that setting rarely allows for you to share your thoughts directly with a candidate or have a genuine conversation.

# **Election Topics**

# Seniors' Health

- By 2036, more than [62% of health care](#) spending will be on those over the age of 65
- CPA members at Forum 2019 [called for better access](#) to physiotherapy to prevent hospital admissions and save money
- [93% of Canadians](#) believe we need a Canadian Seniors Strategy
- Seniors and health practitioners have identified better outcomes linked to care in the home

## Questions for candidates:

1. What will your party do to ensure that seniors get the care they need as close to home as possible?
2. Physiotherapy has proven solutions to help people stay healthy and independent. Will your party recognize physiotherapy's role in keeping seniors happy, healthy and active?

# Pain Management

- [One in five](#) Canadians live with chronic pain
- Incidence of pain is higher in older adults, children, females, Indigenous populations and veterans
- The cost of Chronic pain is estimated at \$60 billion per year

## Questions for candidates

1. How will your government tackle chronic pain and the high use of opioids?
2. Physiotherapy has cost-effective solutions for acute and chronic pain. Will you push for physiotherapy to be included as part of the solution to pain management and opioid use?



# Indigenous, Rural and Remote Communities

- [90% of physiotherapists](#) in Canada are employed in urban settings
- There are significant challenges in recruiting to non-urban centres
- New technologies, like tele-health and tele-practice are [underutilized in rural and remote communities](#)
- Indigenous peoples consistently have [poorer health outcomes](#) than other Canadians

## Questions for candidates:

1. If elected, how will your party improve health care across the whole country?
2. How will your party ensure Indigenous people and Canadians in rural and remote communities have access to the care they need?

# Health Care Funding

The Advisory Panel on [Healthcare Innovation](#) recommends the study of innovative health delivery and new forms of payment that reflect the quality of the care provided

A '[demographic top-up](#)' would help provinces and territories with a large population of aging Canadians provide necessary health services

## Questions for candidates:

1. Does your party plan on increasing healthcare funding? If so, do they plan on focusing on any specific priorities for that funding?
2. Will your party commit to increasing health funding to the provinces with a higher population of seniors to offset rising health care costs?