

Canadian  
Physiotherapy  
Association

# FEDERAL ELECTION 2025

Campaign Tool Kit

# *CANADA'S NEXT GOVERNMENT MUST INVEST IN PHYSIOTHERAPY TO IMPROVE HEALTHCARE FOR ALL.*

At a time when governments at all levels are looking for savings and efficiencies, new solutions to improve patient journeys while reducing the socio-economic costs of illness and injury are needed. There is no better time to improve the integration of physiotherapy expertise into Canada's healthcare system because Canadians deserve accessible, affordable, and high-quality care.



## This kit is designed for the physiotherapy profession and physiotherapy students.

Political leaders need to hear how you help Canadian patients every day in your community. They need to take ideas forward that will break down inter-provincial barriers, enhance integration across the healthcare system, save Canada's healthcare system billions, and support new physiotherapy professionals entering the workforce.

As a physiotherapy professional and physiotherapy student we are encouraging your participation because:

- You are a highly skilled primary care provider, assistant, technologist or student who can help Canada's healthcare system save billions of dollars every year.
- You serve patients in emergency rooms, on primary care teams, in community clinics and in your own practices.
- You are the next generation, with physiotherapy students prepared to enter a health workforce that is overburdened and under-resourced.
- You have a tremendous amount of untapped expertise that can best serve Canadians and improve the health care experience.

By expanding physiotherapy professional's role in Canadian health systems through scope-of-practice reforms, better integration in primary care teams, and the support of a health-focused human resources task force, we can ensure all Canadians, from infancy to senior years, benefit from a modernized, cost-effective healthcare system.

Good public policy ideas need support and advocacy to be adopted fully. We heard from a recent survey conducted by the CPA, that 80% of Canadians want to see their physiotherapist more often. We want to encourage you to share your voice and the key messages contained in this document as the physiotherapy sector has an impact on health care design and health outcomes for Canadians.

In an election as close as this campaign is shaping up to be, every vote and every voice will count. That is why we have developed this campaign toolkit to make your advocacy work easier and more effective. We need our profession to advocate for change so that health policy better reflects both the needs of our patients and the way we work in the Canadian health care system. If we don't advocate for change, we cannot expect change to happen. This offers the chance to elevate your voice, utilize your physiotherapy expertise and leverage your perspective for political change and improvement to the health care system.

*Together with governments, our colleagues, and the patients we serve, we can begin solving healthcare challenges in Canada starting with this election.*

# ABOUT THIS RESOURCE

After more than three years of a minority parliament, Canada has been thrust into an election campaign. Over the past three months, there has been a steady drumbeat of political news culminating in Mark Carney becoming Prime Minister.

The government has still been operating despite parliament not sitting. Politicians (and the media covering them) are consumed with the tumult surrounding U.S. tariffs and a possible trade with our largest trading partner.

To support you as an engaged advocate of the physiotherapy profession during the 2025 federal election, the Canadian Physiotherapy Association has developed this non-partisan election tool kit.

This toolkit is your go-to resource for engaging with local political candidates across party lines to demand change. As a non-partisan organization, we must work together to ensure that the interests

of physiotherapy professionals, physiotherapy students, our patients, and the broader healthcare system can 'cut through' the campaign 'noise.' You can play a critical role in ensuring equitable and barrier-free access to care while advancing an evidence-informed approach that strengthens Canadian health systems.

To support your election advocacy, this toolkit includes:

- A recap of our profession's priorities and key messages to share with your candidates,
- Best practices and templates for engaging and outreach during the election, and
- Social media assets for you to leverage on your online profiles.

# TOGETHER, LET'S MAKE PHYSIOTHERAPY A PRIORITY.

This kit is designed to give you the information and best practices to engage your local representatives and candidates, a few opportunities for you to leverage this kit in the weeks ahead will be:

- At candidate information sessions and town halls, where you will be empowered to ask questions about each candidate's stance on issues related to physiotherapy leveraging our asks of government from the policy one-pager,
- Through one-on-one meetings you can request by calling, emailing or sending a letter to their campaign office with engagement best practices,
- In written letters to the candidates sharing practice success stories, areas for improvement, with strong calls to action starting with the template provided, and
- On social media, leveraging the sample content included to articulate how physiotherapy professionals like you and patients will benefit from the next government's support, and
- Knowing where to go to find information about political party platforms and Elections Canada so this 2025 Federal election you can be involved in a way that works for you.

Thank you for all you do – including as an advocate for patients, families, and our profession.



**Krissy Bell**  
*Chief Executive Officer*  
Canadian Physiotherapy Association

# VOTING INFORMATION

## VOTER ELIGIBILITY

To vote in the federal election, you must be:

- Canadian citizen,
- At least 18 years old on election day, and
- Able to prove your identity and address.

## CASTING YOUR BALLOT

To find your electoral district, visit Elections Canada and **input your postal code here**. If you're not sure where you stand on political issues, the CBC has created a survey called **the Vote Compass**. The survey asks you a series of questions and provides you with input on where you stand on Canadian politicians and parties.

## VOTING ACCOMMODATIONS

Accommodation is available to help you or your patients with voting. Accessibility accommodations available through Elections Canada include:

- Large print ballots,
- Braille lists of candidates,
- Tactile and Braille voting templates,
- Language and sign interpretation,
- Magnifying glasses,
- Big pencils with extra grip, and
- Assistance in the voting booth to mark your ballot.

For residents in a long-term care home or patients in hospital, a mobile polling station or an individual voting kit may be available. Check with the home or hospital for more information, visit the **Elections Canada website**, or call **1-800-361-8935 (TTY)**.

# ELECTION 2025

## ADVOCACY 101

There are 343 House of Commons seats up for grabs in this election – one for each riding across Canada this election. (That’s an increase of five seats from 2021.) In most ridings, three or more candidates will be seeking election and will be eager to engage with *voters like you* to understand how they can win your support. There are likely to be candidates from the four major parties – the Liberal Party of Canada, the Conservative Party of Canada, the New Democratic Party (NDP), and the Green Party of Canada.

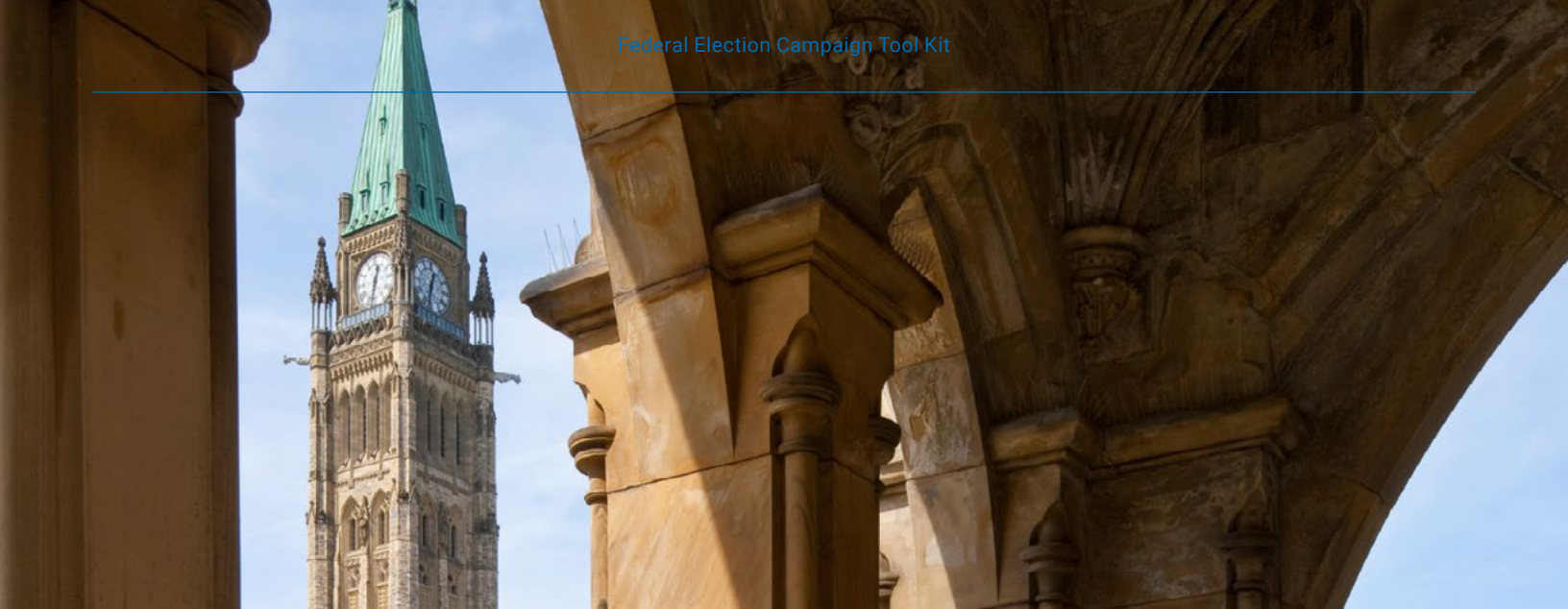
The candidate with the most votes will win their riding’s seat and represent your community over the next four years as a Member of Parliament (MP). The party with the most elected MPs will form Canada’s next government and their leader will become Prime Minister. The party with the second most elected MPs will form the official opposition with a mandate to hold the government accountable by scrutinizing policies, proposing alternatives, and representing diverse viewpoints.

Should the party that wins the most seats fail to win more than 172 seats (half plus one), the governing party must rely on support from an opposition party (or parties) to maintain confidence and pass bills.

### WHY NOW?

A federal election in Canada can happen for several reasons, and the timing depends on the political circumstances. Typically, elections are held every four years, as outlined by Canada’s fixed-date election law. The next fixed date is October 20, 2025. Mark Carney called a snap election to earn a seat in the House of Commons and a mandate from Canadians for his Liberal government, who have been in minority government status since 2019. Conservative leader Pierre Poilievre represents the strongest challenge to the governing Liberals. The Bloc Quebecois leader Yves-Francois Blanchet and the NDP’s Jagmeet Singh had all vowed to topple the government at the earliest opportunity, when the House was to resume in late March. Each leader will be vying to produce the best possible showing for his or her respective political party.

*At this moment, you have the power to influence your next MP’s commitments and priorities, and you can do so by seeking out opportunities to raise physiotherapy as an essential piece of a modernized, cost-effective healthcare system.*



# PREPARING FOR ADVOCACY

It's likely that most, if not all, candidates will be actively promoting their candidacy on social media, in community groups and forums, and through local election events.

To find your electoral district enter your postal code in this link: [Elections Canada](#).

Once you have identified your electoral district, you can find candidates for each riding and their party's plan on their websites:

<a href="#">FIND YOUR CANDIDATE</a> >				
<a href="#">FIND YOUR PARTY PLATFORMS</a> >	<a href="#">CPCs PLAN</a>	<a href="#">LPCs PLAN</a>	<a href="#">NDPs PLAN</a>	<a href="#">GREEN PARTY PLAN</a>

Throughout a campaign, party websites will be your best resource to reference party platforms and policy promises. These may change and will be updated throughout the campaign, so check back regularly. Major announcements will be captured by national media, but there can be spending commitments tucked away in platform documents.

Your local candidates will do their best to message how those policies will impact your local communities – both at the doorsteps and on their social media accounts. We encourage you to monitor your candidate or candidates' pages for announcements as well.



# CONNECTING WITH CANDIDATES

Throughout the campaign, you may find it beneficial to meet with your local candidate or candidates to discuss policy positions and the role that physiotherapy professionals have in healthcare in your community.

Resources below include ready-to-use templates that can be filled in and sent to your local candidates. Most candidates will have an election email address. Usually, these are listed on their social media page or on their party's website.

Engaging with candidates ensures that they are hearing from a real person – and a real potential

voter – in real-time. There is no better way to garner their attention during a busy campaign. Using the following materials to pique interest in physiotherapy's value to our healthcare system will be worthwhile. With the right message, the right approach and your experience supporting patients, *you are a formidable advocate for patients and the profession.*

## HOW TO GET INVOLVED

### DO

- ✓ Share your anonymous practice success stories, while ensuring patient information is protected and privacy is maintained.
- ✓ Leverage the key messages to advocate for healthcare policy changes that matter most to you.
- ✓ Tailor those messages to what it means in your community and your work setting.
- ✓ Be proactive – reach out to candidates and engage them if you see them in the community.
- ✓ See if you can attend community events where candidates will be present, such as a debate or a visit to a local community group or place of worship you are associated with.
- ✓ Let us know how the interaction went! We are eager to hear back from you about your experience.

### DON'T

- ✗ Take a partisan approach (favour one party), engage with all party candidates as you are able.
- ✗ Be hostile or attack a candidate for sharing a different perspective – share your message and encourage candidates to consider the recommendation or point you share.
- ✗ Be shy. Candidates and their teams are trying to reach as many voters during the campaign as possible. Reaching out to their campaign office and following up if needed is encouraged.
- ✗ Be discouraged if you don't get the answers you had hoped for. Advocacy is a long game, and every interaction counts toward changing minds and driving impact.

## IN-PERSON ENGAGEMENT & MEETING TIPS

- **Be prepared:** understand the candidate(s) you are meeting by researching their platform and priorities so you can tailor your discussion to align with their interests, don't forget to leverage the key points below that matter to you.
- **Stay professional and non-partisan:** present yourself as a representative of the physiotherapy profession rather than as a supporter of any particular political party.
- **Share your personal stories and CPA data:** use real-life examples from your practice to highlight the importance of physiotherapy in improving patient outcomes and reducing healthcare costs. Don't forget to leverage key information to strengthen your case.
- **Focus on solutions:** don't just present problems—offer practical solutions or recommendations.
- **Respect their time and yours:** keep your message concise and focused. Candidates often have busy schedules, so aim to make your key points within a few minutes.
- **Ask questions:** engage candidates by asking open-ended questions about their views on healthcare and physiotherapy-related issues.
- **Follow up:** after your meeting, send a thank you email or letter to express appreciation for their time and reiterate your key points.

## QUESTIONS FOR YOUR CANDIDATE

When meeting your candidate, consider the following questions to guide your conversation:

- Tell me what you know about the physiotherapy profession and your interaction with them in the past. Have you ever seen one for an injury?
- If elected, can I count on you to work with me and organizations like the Canadian Physiotherapy Association to address healthcare challenges in our community?
- Will your party work to reduce inter-provincial barriers for physiotherapy professionals, allowing them to move and practice more easily across Canada?
- Can you tell me about your vision for making Canada's healthcare system more patient-centered, and how do you see physiotherapy playing a role in that vision?
- What is your plan to improve access to physiotherapy services for Canadians, particularly in rural and underserved areas?
- Would you support the creation of a national health human resources task force to address staffing shortages and improve interdisciplinary collaboration?

## SAMPLE EMAIL TO CANDIDATES

# REQUESTING A MEETING

### NEW MESSAGE

**SUBJECT** Supporting Physiotherapy Professionals and Strengthening Canada's Healthcare System

Dear [Candidate's Name],

My name is [Your Name], and I am a [tailor to your title - physiotherapy professional] living and working in [your Riding/Community]. As a member of the Canadian Physiotherapy Association (CPA), I am passionate about improving healthcare for Canadians and advocating for the vital role physiotherapy professionals play in delivering efficient and accessible care.

Physiotherapy professionals deserve the opportunity to work to the full extent of our scope, supporting Canadians with effective, patient-centered care. The physiotherapy profession represents over 29,000 physiotherapy professionals across Canada who would benefit from fewer inter-provincial barriers, greater integration within the healthcare system, support for new graduates and internationally trained physiotherapy professionals entering the workforce, and the establishment of a health human resources task force to address critical challenges through an interdisciplinary approach.

As part of this effort, I would welcome the opportunity to meet with you to discuss how physiotherapy can contribute to addressing healthcare challenges in our community and across Canada.

Whether it's in person, over the phone, or virtually, I'd be happy to arrange a time that works best for you. Please feel free to reach out to me at [Your Email Address] or [Your Phone Number]. I look forward to connecting with you and learning more about your vision for healthcare in our riding.

Thank you for your time, and best wishes for your campaign.

Sincerely,

[Your Name]

[Your Title/Designation]

## SAMPLE EMAIL TO CANDIDATES

# FOLLOW-UP EMAIL

### NEW MESSAGE

#### **SUBJECT** Partnering to Strengthen Canada's Healthcare System Through Physiotherapy

Dear [Candidate's Name],

Thank you for taking the time to meet with me on [date] to discuss healthcare issues that matter to Canadians, particularly the role that physiotherapy has in strengthening our healthcare system. I appreciated the opportunity to share insights from my experience as a registered physiotherapy professional working in [name your riding/community].

As we discussed, physiotherapy plays a vital role in improving patient outcomes, reducing healthcare costs, and addressing critical challenges such as access to care and health human resource shortages. I am encouraged by your interest in these issues and hope to see them reflected in your platform and future policies.

To recap, some of the key priorities I highlighted include:

- [list out the issues you spoke about leveraging the key messages provided]

If you have any questions or would like additional information about how physiotherapy can contribute to addressing Canada's most critical healthcare challenges, I would be happy to provide further details or resources. Please don't hesitate to reach out to me at [your email address] or [your phone number].

Thank you again for your time and commitment to improving healthcare for Canadians. I wish you all the best in your campaign and look forward to seeing how your leadership can help advance these important issues.

Sincerely,

[Your Name]

[Your Title/Designation]

# AFTER THE ELECTION

## FOLLOW-UP EMAIL TO CANDIDATES

Following up with your successful election candidate after the campaign is a critical step in continuing election advocacy momentum, turning that effort into meaningful action and long-term relationships with policymakers. To congratulate your newly elected MP, consider drafting a

congratulatory letter using the template below and set up another meeting to refresh your newly elected representative on the importance of physiotherapy professionals in improving Canada's healthcare system.

### NEW MESSAGE

#### SUBJECT Congratulations on Your Election and Request for a Meeting

Dear [Candidate's Name],

I would like to extend my heartfelt congratulations on your recent election as the Member of Parliament for [Constituency Name]. This is an exciting opportunity for you to represent our community and make a meaningful impact on issues that matter to Canadians. I wish you every success in your new role.

As a physiotherapy professional and a member of the Canadian Physiotherapy Association, I am deeply committed to improving access to high-quality healthcare services for all Canadians. During the campaign, I appreciated hearing about your priorities for healthcare and the ways you plan to address challenges within our system. I believe physiotherapy can play a key role in advancing these goals by helping patients recover from injuries, manage chronic conditions, and maintain their independence—all while reducing strain on other parts of the healthcare system.

As we discussed, physiotherapy plays a vital role in improving patient outcomes, reducing healthcare costs, and addressing critical challenges such as access to care and health human resource shortages. I am encouraged by your interest in these issues and hope to see them reflected in your platform and future policies.

To recap, some of the key priorities I would like to discuss with you further include:

- [list out the issues you spoke about leveraging the key messages provided]

I would greatly appreciate the opportunity to meet with you to discuss how physiotherapy professionals can contribute to addressing healthcare challenges in our community and across Canada. Please let me know if there is a convenient time for us to meet. I am happy to accommodate your schedule and can provide additional information ahead of our discussion.

Thank you for your dedication to serving our community. I look forward to working together to ensure Canadians have access to the care they need to live healthy, active lives.

Sincerely,

[Your Name]

[Your Title/Designation]

# KEY MESSAGES

Over the next few weeks and months, consider using the key messages below to support your personal experiences and stories when speaking to candidates and advocating for our profession more broadly.

These messages will help you to articulate the priorities that matter most to your peers from coast to coast – unifying our ask of the next government.

## *Why are we here and advocating?*

To lead a new, cost-effective era in Canadian primary healthcare with accessible mobility, health and well-being for all.

## **WE PROVIDE BARRIER-FREE EQUITABLE ACCESS TO HEALTHCARE.**

- Physiotherapy professionals offer cost-effective healthcare options for Canadians. The practice is reducing the financial burden of osteoarthritis, back pain, and coronary heart disease in Canada by \$232 million per year. Increasing the supply of physiotherapy professionals in Canada to the OECD average can further reduce this estimated annual burden by \$144 million.
- Optimizing our scope of practice across Canada will increase equitable and barrier-free access to healthcare services, especially in rural communities.
- Standardizing this optimized scope across the country will allow Canadians better access to specialists, reduce wait times, and better clinical outcomes.
- Better access to the physiotherapy profession will reduce spending on hospital stays, medical appointments, diagnostics, treatments, and drugs within the healthcare system by \$99 million.
- Physiotherapy is a complementary part of the healthcare system that creates efficiencies for reinvestment in other areas of the sector, such as universal coverage and better access to physiotherapy services.

## OUR PROFESSION DELIVERS TIMELY AND EFFECTIVE CARE WITH AN OPTIMIZED SCOPE OF PRACTICE.

- Physiotherapy professionals improve the health and well-being of Canadians by offering a range of optimized healthcare services including diagnostic, pelvic and orthotic care when enabled to work to the full extent of our knowledge, skills and training.
- Physiotherapy professionals' scope of practice addresses a wide range of conditions across the musculoskeletal, circulatory and nervous systems addressing pain management, and further injury prevention, while helping to improve overall quality of life. This scope of practice is helping to reduce the cost of these diseases and injuries which is estimated to be about \$69.3 billion combined and impacting more than 10 million Canadians.
- We play an integral role across the healthcare system caring for patients in primary care organizations, home care, acute care, emergency rooms, rehabilitation centers, private clinics and in community workplaces, educational institutions and research organizations.
- Physiotherapy professionals offer patients reduced pain, faster recovery time, and fewer lost days of work. Likewise, we reduce the demand for other healthcare system resources and reduce the burden on caregivers.

## WE'RE CALLING ON THE GOVERNMENT TO SUPPORT NEWCOMERS BY ADDING BENCH STRENGTH TO THE WORKFORCE.

- Physiotherapy programs in Canada offer foundational learning about primary healthcare, population health approaches, and clinic placement training. This education equips physiotherapy professionals to play an active role in managing Canada's overwhelmed care delivery system.
- In 2023, internationally trained physiotherapy professionals accounted for 24.2% of Canada's supply, or 7,049 primary care providers who prevent, assess and treat the impact of injury, disease and/or disorders in movement and function, helping to address the health care human resources crisis.
- Services such as Physiotherapy Bridging Programs are effective in preparing newcomers for licensing exams, adapting their expertise to the Canadian context, providing clinical practice, and integrating internationally educated colleagues into a meaningful network of healthcare professionals. Our national association works with the Canadian Alliance of Physiotherapy Regulators (CAPR) to modernize our healthcare workforce increasing scale, capacity, and resources of bridging programs that help newcomers and meaningfully contribute to Canada's healthcare system and workforce.

## WE ARE INNOVATING TO MEET DEMAND AND ELEVATE OUR HEALTHCARE SYSTEM.

- We have demonstrated our ability to generate innovative models of care, lead research, and are ready to play a role in elevating the healthcare system to its full capacity.
- Physiotherapy professionals specialize in preventing, assessing, diagnosing, and treating various conditions affecting the musculoskeletal, neurological, and respiratory systems.

# POLICY ONE-PAGER

The CPA has prepared the following policy primer to help you in articulating our association's priorities this election season.

The policy primer includes examples of how our profession is already supporting Canadians while simultaneously saving Canada billions of dollars each year in healthcare expenses. The document also includes our asks of government, which can also be found immediately below.

The CPA and its members will advocate for the following changes this election season:

- A national, standardized scope of practice to provide Canadians with barrier-free, equitable access to necessary physiotherapy care including uniform diagnostic testing in all provinces,
- Address the healthcare human resources crisis, by prioritizing Express Entry draws for physiotherapy professionals, support bridging programs and advocating to expand provincial fast-track credential recognition pilots nationwide, and
- Establish a health human resources taskforce to identify barriers limiting access to care and implement solutions with a clear understanding of the challenges and available resources led by the expertise of all regulated healthcare providers through an interdisciplinary approach, including physiotherapy professionals.



# CANADA'S NEXT GOVERNMENT MUST INVEST IN PHYSIOTHERAPY TO IMPROVE HEALTHCARE FOR ALL

There is no better time to improve the integration of physiotherapy expertise into Canada's healthcare system. because Canadians deserve accessible, affordable and high-quality care.

Physiotherapy professionals are highly skilled primary care providers who help save Canada's healthcare systems billions of dollars every year. By expanding our role through *scope-of-practice reforms*, *better integration in primary care teams*, and the support of a *health-focused human resources task force*, we can ensure all Canadians, from infancy to senior years, benefit from a modernized, cost-effective healthcare system.

## PHYSIOTHERAPY PROFESSIONALS ARE ALREADY LEADING BY EXAMPLE

Physiotherapy professionals offer cost-effective healthcare options for all Canadians. We must continue encouraging provinces and territories to enable our profession to work to the full extent of our scope, including diagnostic imaging, treating and preventing various conditions affecting the musculoskeletal, neurological, and respiratory systems, and giving Canadians the care they want and need.

Standardizing this optimized scope will provide Canadians with barrier-free, equitable access to necessary physiotherapy care, cut wait times, and improve clinical outcomes—particularly in rural communities. For example, in Ontario and Prince Edward Island, we have been empowered to offer publicly funded pelvic floor muscle training for individuals with incontinence and pelvic organ prolapse. These programs have greatly enhanced quality of life while also generating cost savings.

## TO BETTER SERVE PATIENTS, EMPOWER PHYSIOTHERAPY PROFESSIONALS

Our healthcare system is under enormous pressure as the cost of care continues to rise. Nearly 40 percent of Canadians say accessing key health services has become difficult or impossible. Delayed diagnoses, avoidable hospitalizations, and poor health outcomes are even more common for Canadian patients as our population grows and ages.

Physiotherapy professionals are primary healthcare providers delivering essential, comprehensive care. To better serve Canadians, we urge the Government of Canada to eliminate barriers, recognize a pan-Canadian standardized scope of practice and recognize the growing demand for patient service.

Currently, our scope of practice across Canada is not uniform. In some provinces, physiotherapy professionals may work in emergency rooms, order X-rays, or prescribe orthotics. In other provinces, their scope of practice doesn't allow for them to provide their patients with that care.

To alleviate pressure on Canada's healthcare system, we are ready to take on a larger role within unified healthcare teams. We have in-depth knowledge of human systems, and our profession is made up of skilled, regulated experts dedicated to providing patient-centered care. We have extensive training and education and take an evidence-informed approach to care. Investing in physiotherapy can deliver savings in the treatment of osteoarthritis, back pain and coronary heart disease; and there is more work we can do together.

# CALLING ON GOVERNMENTS TO DRIVE RESULTS

## BREAK DOWN INTER-PROVINCIAL BARRIERS

Inconsistent regulations across Canada are creating barriers for our profession and our patients. A physiotherapy professional can order an X-ray in Gatineau, Quebec, but not across the river in Ottawa, Ontario. Mismatched rules limit our potential and patient outcomes nationwide.

### SOLUTION

*To improve efficiency and equity, the Government of Canada must accept and recognize a national agreement on physiotherapy's scope of practice, with the first step focused on uniform diagnostic testing across all provinces.*

## INTEGRATE MORE PHYSIOTHERAPY CARE INTO THE HEALTHCARE SYSTEM

In a recent survey, 81% of Canadians shared that they have a great deal of trust in the expertise of physiotherapy professionals, and 84% believe that physiotherapy professionals are critical to improving Canadians' health – but we need to do more to offer Canadians better access to this type of care.

### SOLUTION

*To better serve Canadians, we are calling on the Government of Canada to play a role in modernizing the healthcare system. Eliminating barriers, recognizing a standardized scope of practice and affirming the growing interest to use physiotherapy professionals as primary care providers.*

## STRENGTHEN THE SUPPORT FOR THOSE WHO COME TO PRACTICE IN CANADA

Canada needs more healthcare providers. Internationally educated physiotherapists (IEPTs) account for 24 percent of the physiotherapy profession working with Canadians to prevent, assess and treat the impact of injury, disease and/or disorders in movement and function. Internationally educated physiotherapists help to address the healthcare human resources crisis. Despite efforts to expedite credentialling and licensure to practice, with partners like the Canadian Alliance of Physiotherapy Regulators (CAPR) and the provincial regulators, the process for internationally educated physiotherapists remains lengthy, and the funding of bridging programs insufficient.

### SOLUTION

*To address the healthcare human resources crisis, federal political leaders must prioritize Express Entry draws for physiotherapy professionals, support bridging programs and advocate to expand provincial fast-track credential recognition pilots nationwide, creating a fair and efficient path to credentialling and licensure to practice for applicants.*

## SYSTEM INNOVATION FOR 21<sup>ST</sup> CENTURY HEALTHCARE

Addressing the health human resources crisis involves the removal of bureaucratic barriers—ensuring a more diverse workforce, while unlocking the full potential of our healthcare system. Innovation is key, with new care models and team-based approaches to patient care. We are already driving and leading this change, from community care to vital roles in emergency rooms.

### SOLUTION

*The Government of Canada must establish a health human resources taskforce, post-election, within 100 days of appointing a new health minister. Their mandate: identify barriers limiting access to care and implement solutions with a clear understanding of the challenges and available resources, led by the expertise of all regulated healthcare providers through an interdisciplinary approach, including physiotherapy professionals.*

## ABOUT THE CPA

The Canadian Physiotherapy Association (CPA) represents physiotherapy professionals, including registered physiotherapists, physiotherapist assistants, physiotherapy technologists, and students across Canada. Physiotherapy professionals provide essential rehabilitative care and treatment, enabling Canadians to live well and actively participate in all facets of their lives.

# SOCIAL MEDIA CONTENT & VISUALS

## BEST PRACTICES

- **Be Authentic:** Use the content below as a foundation, but tailor it to your writing style and online brand.
- **Use High-Quality Images:** When advocating for the physiotherapy profession this election, consider using the provided images or a photo that you know will resonate with your followers. We encourage you to use the graphics below in the tool-kit to reshare.
- **Include a Clear Call to Action:** If you edit the provided posts, be sure to clearly state your ask of followers to generate conversation and momentum around our shared priorities.
- **Engage with Your Audience:** Respond to questions and comments to continue the discussion about the importance of physiotherapy in our primary care system.
- **Support Your Peers and Profession:** Elevate your social media presence by sharing relevant posts from peers and the CPA during this election cycle.

## STEP BY STEP INSTRUCTIONS

1. To post a caption and image to social media in support of your profession this campaign season, first open the desired platform like Instagram, Facebook, or LinkedIn and initiate a new post.
2. After saving one of the images below, or using an image from your device, add the image by selecting it from the gallery on your mobile device.
3. Next, copy and paste the pre-written caption below into the caption field. Consider adding a location if appropriate and hashtags relevant to your specific area if applicable.
4. Before publishing, carefully review the post if you've made edits or changes to ensure formatting and to avoid typos.
5. Post or schedule the post to show your support for physiotherapy professionals across Canada.
6. Tag the CPA on your post!


## SOCIAL MEDIA POSTS YOU CAN USE




Did you know, nearly half of Canadians find it difficult or impossible to access important healthcare services? As a physiotherapy professional *[insert title, physiotherapy professional]* I consider multiple human systems including our muscle, nervous, skeletal and respiratory systems when working with my patients. I'm proud to work beside my colleagues in primary care at *[insert local clinics, hospitals, long-term care homes, etc. to demonstrate an integrated team approach to patient care]*.

This election, I'm calling on our next member of parliament to help make this the standard of care for our community, and for patients in communities across Canada – because our healthcare system is better when care providers work together.

*[tag local candidate accounts]* help us make timely, barrier-free, equitable access to healthcare the rule in our community, not the exception.

 @physiotherapycanada


 Canadian Physiotherapy Association


#elxn45 #cdnpoli #CdnHealth #Physiotherapy #CPA



Physiotherapy isn't just for recovery—it's injury prevention, wellness, and quality of life, at every stage of life. This federal election, I'm *[we are]* ready to show up as part of Canada's network of *[name sector]* to ensure everyone in *[name of community]* can access an affordable, interdisciplinary healthcare team with the expertise and consistency of care that we all deserve.

Tell me *[us]* why you care about quality, accessible healthcare today in the comments below. Let's empower physiotherapy professionals to be part of a healthcare movement and provide barrier-free care for all Canadians.

 @physiotherapycanada

 Canadian Physiotherapy Association


#elxn45 #cdnpoli #CdnHealth #Physiotherapy #CPA




Communities like ours face unique challenges in providing quality, accessible healthcare.. At *[name of practice]* having a standardized scope of practice would help our team to serve this community better and could mean you don't need to wait for weeks to be referred for x-rays, orthotics, and pain relief.

This election, I'm calling on our local candidates to advocate with me for a national scope of practice so I can be part of the solution to Canada's healthcare crisis.

*[tag local candidate accounts]*, are you with me?

 @physiotherapycanada

 Canadian Physiotherapy Association

#elxn45 #cdnpoli #CdnHealth #Physiotherapy #CPA

## ENGAGE YOUR COMMUNITY WITH A SOCIAL MEDIA VIDEO

### *Script Option 1*

#### **BREAK DOWN INTER-PROVINCIAL BARRIERS (UNIFORM DIAGNOSTIC TESTING)**

Hi, I'm [Your Name], and I'm a physiotherapy (insert title) in [Hometown, Province]. Did you know that I can order an X-ray for a patient in one province, like Quebec, but not in another like Ontario?

It's time to break down these outdated interprovincial barriers. We need a national agreement on physiotherapy's scope of practice, starting with the ability for all physiotherapists to order diagnostic testing across Canada. Let's make healthcare more efficient and effective for everyone. This election, will you help me tell our local candidates that physiotherapy professionals are already stepping up? Together, we can advocate for fewer barriers and better access to patient services with a nationally applied scope of practice.

### *Script Option 2*

#### **INTEGRATE MORE PHYSIOTHERAPY CARE INTO THE HEALTHCARE SYSTEM (STANDARDIZED SCOPE OF PRACTICE)**

Hi, I'm [Your Name], and I'm a physiotherapy (insert title ist, -py technician, -py student) in [Hometown, Province]. As a physiotherapy professional, I see every day opportunities where we can reduce wait times, improve patient outcomes, and save money in Canada's healthcare system. But my colleagues in my profession are underutilized. By modernizing healthcare and fully integrating physiotherapy professionals into primary care teams, we can deliver better care to more Canadians. It's time to eliminate barriers and recognize physiotherapy professionals as essential primary care providers. This election, we can build a healthier, more efficient healthcare system. Are you with me?

*Script Option 3***STRENGTHEN THE SUPPORT FOR THOSE WHO COME TO PRACTICE IN CANADA (IEPTS)**

Hi, I'm [Your Name], and I'm a physiotherapy (ist, -py technician, -py student) in [Hometown, Province]. Canada needs more healthcare providers, and internationally educated physiotherapists are a vital part of the solution. But the process for them to get credentialed here is too long and complicated. We need the government to prioritize express entry, support bridging education programs, and expand fast-track credential recognition. This election, help me ask candidates to welcome these skilled professionals and address the healthcare human resources crisis. Will you join me in asking this of our next government?

*Script Option 4***SYSTEM INNOVATION FOR 21ST CENTURY HEALTHCARE (HEALTH HUMAN RESOURCES TASKFORCE)**

Hi, I'm [Your Name], and I'm a physiotherapy (ist, -py technician, -py student) in [Hometown, Province]. To truly fix our healthcare system, we need innovative solutions and a team-based approach. That's why [I am/we are] calling on the government to establish a health human resources task force within 100 days of appointing a new health minister. This task force must identify barriers to care and implement solutions, led by the expertise of all regulated healthcare providers, including physiotherapy professionals. By joining together, we can collaborate on solutions for Canadians. Let's make sure that happens this campaign – will you join me in telling Canada's next government we NEED this taskforce?

# QUESTIONS ABOUT THIS KIT?

## CONTACT

Kayla Scott

Senior Director, Advocacy

Canadian Physiotherapy Association

[kscott@physiotherapy.ca](mailto:kscott@physiotherapy.ca)

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