



# ADVOCACY TOOLKIT

# PHYSIOTHERAPY KEEPS CANADIANS WORKING



Canadian  
Physiotherapy  
Association

Association  
canadienne de  
physiothérapie

# PHYSIOTHERAPY KEEPS CANADIANS WORKING.

## WHY THIS MATTERS

Canada is facing health system pressures, workforce shortages, and rising disability rates. Physiotherapy treatment is part of the solution — and it's essential that policymakers hear directly from the profession about its impact.

Your participation helps make that happen. When members use these messages in a consistent and coordinated way, it strengthens how physiotherapy is understood by decision-makers. It helps advance key discussions on issues like public funding for health care, stagnant compensation rates, workforce mobility, and the role of digital care.

Collectively, these conversations ensure physiotherapy is recognized not just as a service, but as a practical solution to Canada's health and workforce challenges.

## WHAT WE NEED FROM YOU

Help ensure physiotherapy treatment is recognized as a practical, cost-effective solution to health system pressures by engaging with your local MP and sharing our messages.



# MESSAGES

## ACCESS & SYSTEM EFFICIENCY

- Early access to physiotherapy:
  - Prevents injuries from becoming chronic
  - Reduces reliance on the health care system
  - Improves patient outcomes and system efficiency

## WORKFORCE & ECONOMY

- Musculoskeletal conditions are a leading cause of disability and work absence
- Physiotherapy helps people return to work faster
- This supports productivity and reduces disability costs

## COMMUNITY-BASED CARE

- Local physiotherapy clinics are often the first point of access
- They keep patients out of hospitals and reduce system strain
- Clinics are under pressure due to rising costs and stagnant reimbursement rates

## WOMEN'S HEALTH

- Physiotherapy supports women at all stages of life, including pregnancy, postpartum recovery, perimenopause, and menopause
- Early access to care can prevent complications, reduce pain, and improve quality of life
- Better access to physiotherapy treatment helps more women stay active at work and in their daily lives



# MESSAGES

## SCOPE OF PRACTICE

- Allowing physiotherapists to work to their full scope:
  - Helps patients get care sooner
  - Reduces pressure on physicians and the broader health system
  - Makes better use of the existing health workforce without requiring new resources

## WORKFORCE SOLUTIONS (IEPTs)

- Canada cannot meet the growing demand for physiotherapists with domestic graduates alone
- Internationally educated physiotherapists are a ready-to-work solution
- Streamlining pathways to practice for IEPTs improves access to care faster



# THE ASK

When speaking with or writing to their MPs, members should clearly ask for support for physiotherapy treatment in federal policy and programs.

## Example Ask:

I encourage you to support greater integration of physiotherapy into federal health and workforce strategies, including by improving access to care, supporting community-based clinics, and accelerating the integration of internationally educated physiotherapists.

## Elevator pitch for short conversations:

Physiotherapy keeps Canadians working. We help people recover from injuries, manage chronic conditions, and return to work faster. With better access to physiotherapy, we can reduce pressure on hospitals and improve productivity. It's a practical, cost-effective solution that should be better integrated into federal health and workforce strategies.



# ADVOCACY TIPS

## Do:

- Keep messages simple and consistent
- Focus on solutions, not complaints
- Connect physiotherapy to workforce and economy
- Be respectful and non-partisan

## Don't:

- Overload messages with technical detail
- Criticize the government directly

## You can help by:

- Sharing messaging via social media posts
- Sending an email to your MP
- Raising awareness in your community
- Participating in CPA advocacy initiatives

## Why you need to engage in the discussion

Physiotherapy is not just part of the health system — it's part of the solution to Canada's workforce and economic challenges.

**Your voice helps ensure it is recognized.**



# EMAIL TEMPLATE TO MP

**Subject:** Physiotherapy Keeps Canadians Working

Dear MP [Name],

I am writing as a [physiotherapist / clinic owner / student] in your riding to highlight the important role physiotherapy plays in keeping Canadians healthy and working.

Physiotherapy helps people recover from injury, manage chronic conditions, and return to work faster. It also reduces pressure on hospitals, physicians, and surgical waitlists.

As Canada continues to face health system and workforce challenges, there is an opportunity to better integrate physiotherapy into federal programs and strategies. This includes improving access to care, supporting community-based clinics, and accelerating the integration of internationally educated physiotherapists.

I encourage you to support policies that recognize physiotherapy as a practical, cost-effective solution that helps Canadians stay active and in the workforce.

I would welcome the opportunity to connect further or share perspectives from my [practice/community].

Thank you for your time and consideration.

Sincerely,

