



# Federal Advocacy Toolkit

A brighter future of care is possible.  
This toolkit is a guide to support individual  
advocacy on care issues in Canada.



Canadian Centre for  
Caregiving Excellence

# It's time to Act on Care

Elected Members of Parliament (MPs) play a very important role as your voice in the federal government. They work very hard to hear from their constituents, like yourself, and ensure your views and opinions are heard as our government makes decisions.

While MPs are busy splitting their time between Ottawa and their home ridings, there is no bad time to connect with them to ask for a meeting. Our job as care champions is to make sure that caregiving issues get the attention they deserve. Our National Caregiving Strategy for Canada offers practical solutions that MPs need to know about, respond to, and start implementing as soon as possible.

This toolkit is designed to help you engage with your local MPs and help make caregiving a national priority. If you have any questions about advocacy and how to use this document, get in touch at [info@canadiancaregiving.org](mailto:info@canadiancaregiving.org).



## How to Find Your MP



Finding the name and contact information for your MP is just a couple of clicks away. Visit [ourcommons.ca/members/en](https://ourcommons.ca/members/en) and enter your postal code to find your MP's information including name, party, contact information and any other Parliamentary Roles they may hold. They could be a committee member, Parliamentary Secretary, or even a Minister.



## Connecting With Your MP

Here are just a few ways you can connect with your local MP to help put caregiving on the national agenda:

- **Send your MP a letter** (template at the end of this document) or call them at their constituency office.
- **Ask your MP for a meeting** to discuss caregiving issues. Use the questions below as a guide.
- **Follow our social media accounts** and share our posts, tagging your MP.

Follow Us    



## How to Ask for a Meeting

Once you have identified your MP, contact the constituency office closest to you or send an email. However you choose to connect with them, be sure to:

- Introduce yourself.
- Identify yourself as a constituent (you may be asked to provide your postal code as proof that they are your representative).
- Describe why you would like to meet (i.e. to discuss caregiving policy in Canada and the adoption of the National Caregiving Strategy).
- Share brief details about your caregiving experience but save your full story for your meeting!
- Be explicit that you want to meet with your MP.

**Keep your message or email short!** Your goal is the meeting, not getting everything into one point of contact. Your enquiry will likely be answered by staff. This is standard procedure because MPs need help managing their correspondence.

**Meetings can be offered in-person, virtually or by phone.** An in-person meeting is generally best but not always possible for caregivers with significant care responsibilities.



## Questions to Ask Your MP

Here are some caregiving-focused questions to start a conversation with your local MP during a meeting:

- What do you know about the state of caregiving in Canada?
- What are you planning to do to support caregivers and care providers in Parliament?
- What has your Party leader said regarding caregiving issues?
- What do you think about the government's commitment to develop a National Caregiving Strategy?
- Do you know about the strategy released by the Canadian Centre for Caregiving Excellence? Can I tell you about it?
- Can we count on your advocacy to make the Canadian Caregiver Credit refundable?
- What are you and your party doing to make life more affordable for caregivers?



## Speaking With Your MP

- **Be polite, friendly and respectful.** Remember that they are regular people serving their community. If you agree with them, say so. If you disagree, say so as well, but always calmly and respectfully.
- **Respect their time.** Come prepared and be confident in the message you want to deliver.
- **Thank them for the opportunity to voice your concerns** and ask how you can continue the conversation later, if needed.
- **Take a photo and post it on social media.** Use the hashtags #CdnCaregiving and #ActOnCare and tag us in your post.



## After the Meeting

What you do after the meeting is just as important as the meeting itself. After the meeting, make sure you:

- **Thank your MP** and their staff for the meeting.
- **Post the photo** you took on social media.
  - Tag the MP and CCCE.
  - Don't forget to use #CdnCaregiving and #ActOnCare in your post.
- **Let CCCE know about your meeting** so we can follow-up as well.



## Other Ways to Connect With Your MP

MPs participate in community events throughout the year, such as parades, local festivals, and some even host BBQs and drop-ins during special times of year.

These events are a gateway to connecting with your MP and their staff, without the pressure of a 1:1 meeting. To learn more about these events, follow your MP on their social media channels or subscribe to their newsletter for future opportunities.







## Key Information About Caregiving in Canada

# 1 in 4 Canadians is a caregiver today

Half of us will be a caregiver at some point in our lives.  
This is an issue that affects all Canadian families.



The Canada-wide impacts of insufficient support for caregivers are significant:

## 25%

**of caregivers  
report poor  
mental health**

Nearly half feel exhausted, anxious, or overwhelmed, and many provide 30+ hours of unpaid care per week—the equivalent of a full-time job.

## 50%

**face financial  
strain**

1 in 5 spending \$1,000+ monthly on out-of-pocket costs.

## 80%

**of paid care  
providers**

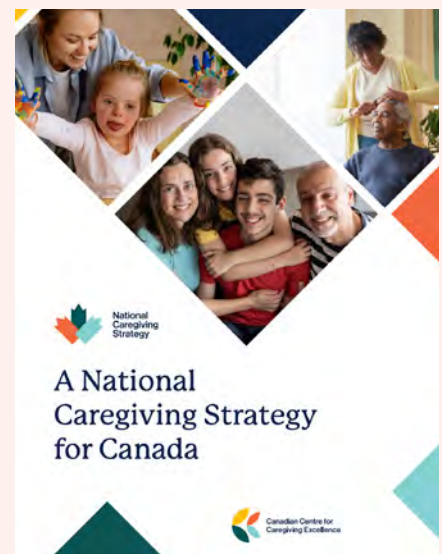
Such as PSWs have considered leaving due to low wages, understaffing and unsafe conditions.

### A National Caregiving Strategy for Canada

The Canadian Centre for Caregiving Excellence published *A National Caregiving Strategy for Canada* which outlines ways you and your party can help make our lives better. The most pressing issues faced by caregivers and care providers can be addressed through public policy changes.

The Strategy includes actual ways to solve this crisis, like tax credit reform that puts money in caregivers' pockets and CPP changes to keep seniors from falling into poverty because they worked less, in order to support someone they love.

Caregivers and care providers can't wait any longer. We need YOUR help. It's time to Act on Care.





## Send a Letter to Your MP

This letter template has been prepared to help you communicate electronically with your MP. You are welcome to customize this template to reflect your personal experience and concerns.

Dear [insert name of MP],

One in four Canadians is a caregiver today, and half of us will take on this role in our lifetime. We are the backbone of our communities and healthcare system, yet we are stretched to our limits.

Caregivers across Canada are undervalued, stretched too thin, and at a breaking point. This is no longer a private struggle—it's a national crisis.

I am writing to you as a constituent in your riding to ask that you support caregivers and care providers in our community.

Caregivers are in crisis. A quarter of us report poor mental health, nearly half feel exhausted, anxious, or overwhelmed, and many provide 30+ hours of unpaid care per week— nearly the equivalent of a full-time job. Half of us face financial strain, with 1 in 5 spending \$1,000+ monthly on out-of-pocket costs. Meanwhile, 80% of paid care providers have considered leaving their jobs due to low wages, understaffing, and unsafe conditions.

The Canadian Centre for Caregiving Excellence, a program of the Azrieli Foundation, has released *A National Caregiving Strategy for Canada*—a practical plan developed in consultation with thousands of caregivers, care providers, researchers and leaders across the aging, disability and healthcare communities from all parts of the country to ensure caregivers get the support they need. The strategy calls for:

- **Financial Relief** – A refundable tax credit and caregiver allowance to ease financial strain.
- **Stronger Workplace Support** – Improved leave policies and benefits so caregivers can take time off work when needed and retire with confidence.
- **Better Access to Disability Benefits** – Simplified disability and medical tax credits for essentials like groceries and rent.
- **Respect for Paid Care Providers** – Living wages and stronger protections for essential care workers like Personal Support Workers.
- **Federal Leadership** – A national commitment to solve this crisis now and for the future.

As a first step, will you commit to making caregiving a national priority and champion policies that provide real support? Caregivers can't wait, and neither can Canada.

Will you stand with the 8+ million caregivers who keep this country going?

Sincerely,

[Insert your name and email address]



## Useful Documents

Letter template  
(shown above)

[Pre-budget  
submission](#)

[A National Caregiving  
Strategy for Canada](#)



## Let's Act on Care Together

Advocacy doesn't end with an election cycle. MPs are elected public servants, and their job is to serve their communities. MPs want to hear your concerns, your personal story and how they may be able to help. Don't be afraid to reach out by email, phone or even popping into their office. Find your local MP's information at [ourcommons.ca/members/en](https://ourcommons.ca/members/en).

**The CCCE team is here to support you. If you aren't sure where to start or would like a partner, let us know and we are happy to help.**



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