

**CONCERNED**  
♥ **FRIENDS** ♥

A VOICE FOR QUALITY  
IN LONG-TERM CARE

# Election Toolkit

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PREPARED BY  
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## Introduction

On February 27, 2025 Ontario goes to the polls to elect its next provincial government. This provincial election is another important opportunity for us all to exercise our civic duty and use our voices to advocate for a better Long-Term Care system.

The Concerned Friends Policy and Advocacy Committee has updated our previous 2022 Election Toolkit to embolden you in your conversations with local candidates and help you get the answers you are looking for to guide your choice.

For more than 40 years, **Concerned Friends** has advocated for a system where individuals living in long-term care homes have access to health and support services that best meet their diverse needs; where every person has a voice that is heard, and rights that are respected. Those being served feel safe, cared for, and part of a vibrant inclusive community.

As a charitable organization, **Concerned Friends** is non-partisan and does not endorse a particular party or candidate. We do commit to asking all parties the same probing questions about their plans for long-term care. Our impact will be greater as our members and other supporters lend their voices to this campaign.

## Purpose of this Toolkit

During the campaign, we need as many voices as possible to raise concerns about the quality of long-term care in Ontario and ask each party to commit to urgent action. We hope this toolkit provides you with some ideas about how, where and what you can do to get this important message out.

The kit includes:

- who to contact
- key messages, solutions and questions to ask
- how to get your message out
- how best to frame the messages



## Who to contact

Find your provincial riding and check that you can vote.

### [Elections Ontario](#)

Go to the site and enter your postal code in the Voter Information Service box to find your riding. Under Voter Registration, add, update, or confirm your voting information.

Find your Member of Provincial Parliament (MPP) if running again.

### [MPP Search](#)

For their contact information, go to the site and enter your home address.

Find out who is running from all the parties and how to reach them.

### [Ontario 2025 Elections Candidates](#)

You can find all candidates running in the election. To search by party, visit the links below.

- [Progressive Conservative Party](#)
- [New Democratic Party](#)
- [Liberal Party](#)
- [Green Party](#)



### Be strategic

Ideally, you will be able to contact all candidates. If time is limited, focus on the candidates in your riding that are most likely to be elected.



Source: Getty Images

## Key Messages, Solutions & Questions

Concerned Friends has submitted several position papers to the Government outlining the key long-term care home (LTCH) issues and solutions. Overall, they have consistently fallen into the following categories:

The Problem	Proposed Solutions	Questions to Ask
<p>Historic chronic underfunding of long term care services means that Ontario is struggling to meet the rapidly growing needs of an aging population.</p> <p>Ontario’s population is aging. Currently, 48,000 people are on the waitlist for LTCHs. The median wait time for a LTCH bed from community is 201 days and from hospital is 149 days.</p>	<p>LTCH expansion must be in the not-for-profit or municipal sector in order to maximize accountability for public funds and ensure all health dollars go to resident care and not profit lines.</p>	<p>What kind of Long Term Care investment can we expect if your party forms the next government?</p>
<p>Late in 2021, the Ontario Government launched “a new and improved annual proactive inspections program in long-term care homes”. However to date less than 60% of long term care homes have received at least one proactive inspection.</p>	<p>The Fixing Long Term-Care Act (2021) re-introduced annual unscheduled and comprehensive inspections. Proactive inspections are key to ensuring quality and responsive care for LTCH residents. These must be carried out with adequate follow-up and enforcement to ensure compliance.</p>	<p>Is your party prepared to ensure annual proactive inspections (i.e. comprehensive and unannounced) of all long term care homes in Ontario?</p> <p>Will it ensure strict follow-up and penalties for lack of compliance?</p>



The Problem	Proposed Solutions	Questions to Ask
<p>In 2020 the Ontario government announced its commitment to ensure long-term care residents get an average of four hours of direct care each day. An average of four hours a day has not been reached and it is not enough.</p>	<p>Four hours of personal care, on average, across the province by 2025 is not sufficient. A minimum of four hours per resident must be implemented now.</p>	<p>Will your government require and fund a minimum of 4 hours of direct care per resident immediately in each home (not an average over the province)?</p>
<p>The Ontario government proclaimed the Fixing the Long-term Care Act in 2021 but did not provide the resources needed to satisfy the new requirements.</p>	<p>There is a direct connection between compliance and funding. LTCHs need significant funding increases to meet the new standards.</p>	<p>How will your government change funding so that LTCHs can meet the regulations, and improve the quality and safety of LTCHs?</p>

The Problem	Proposed Solutions	Questions to Ask
<p>Long term homes in Ontario are chronically understaffed, leading to unsafe conditions and poor quality of life for residents.</p> <p>Staff turnover and vacancy rates have been high. Salaries in LTCH are not competitive and qualified staff leave to work in other settings (such as hospitals) or other sectors.</p>	<p>A bold and comprehensive recruitment and retention strategy needs to be implemented by Ontario to address vacancies and the need for more qualified staff to care for residents with increasingly complex needs.</p> <p>LTCH salaries need to be comparable to the hospital sector.</p>	<p>What will your government do to address the critical shortage of quality, trained staff in long term care homes?</p> <p>Will you fund increases in salaries and benefits so that LTCHs can offer a competitive package for staff?</p>
<p>The latest report of the National Institute on Ageing (NIA) calls for the urgent prioritization of small care home models in the future delivery of long-term care (LTC) services across Canada. But the Ontario government has continued to subsidize the development or redevelopment of large traditional LTC homes according to pre-pandemic design standards.</p>	<p>Developing small LTC homes of 8-12 residents each will have better outcomes for those residents.</p> <p>Smaller homes help to prioritize proximity for residents from rural and remote regions so that they can stay maintain connections with their communities.</p>	<p>Will your government encourage and fund small LTC homes (i.e. 8-12 people) which will have better outcomes for residents and could also promote keeping residents from rural and remote regions in their communities?</p>

## In Brief

The above chart is detailed and may require more time than is available during an interaction with a candidate. The issues and questions for candidates are summarized below:

- 1** What kind of LTCH investment can we expect if your party forms the next government?
- 2** Are you prepared to ensure annual proactive inspections (i.e. comprehensive and unannounced) on all long term care homes?
- 3** Will your government require and fund a minimum of 4 hours of direct care per resident immediately in each home (not an average over the province)?
- 4** Will your government encourage and fund small LTC homes (i.e. 8-12 people) which will have better outcomes for residents and could also promote keeping residents from rural and remote regions in their communities?
- 5** How will your government change funding so that LTCHs can meet regulations and improve quality and safety in homes?
- 6** What will your government do to address the critical shortage of quality, trained staff in long term care homes? Will you fund increases in salaries and benefits so that LTCHs can offer a competitive package for staff?

# How to get your message out

During a campaign, there are multiple opportunities to speak with candidates and raise issues.

<p><b>Canvassing</b></p> <p>Candidates at your door or calling you on the phone.</p>	<p><b>Debates</b></p> <p>Local all-candidates debates or meetings delivered in person or virtually.</p>	<p><b>Town Hall</b></p> <p>Local or regional issue-specific town hall meetings such as a special forum on health, seniors' issues or long-term care.</p>	<p><b>Campaign Office</b></p> <p>Opportunities to visit candidates or their staff at campaign offices.</p>
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## Add legitimacy to your message

Consider introducing yourself as a member of **Concerned Friends**, an organization that has been advocating for long-term care home (LTCH) residents for more than 40 years. This can add greater weight to your message and demonstrate your serious commitment to the issue.

In addition, you can express your concerns through various media:

- Send a letter to the editor of local or community newspapers
- Submit stories about personal or family experiences with long-term care
- Post comments or questions on Twitter, Facebook or other social media
- Create a blog to highlight issues on a regular basis
- Use social media to reach out to friends and neighbours and encourage them to advocate for fixing long-term care










Source: Satrio Ramadhan



## How to best frame your message

When speaking with candidates, here are a few helpful tips on how to have maximum impact:

-  **Research the candidates**  
Know their background, what they have said in the past about long-term care, and how they have voted on comparable issues. The better you know them, the better you can frame your message to catch their interest and garner their support.
-  **Plan a clear message**  
Our suggested key messages and facts (on pages 4-6) can help you develop what you want to say in the most effective way. Your time with the candidate will be brief. Prepare your message in advance to be concise and as compelling as possible.
-  **Propose concrete actions**  
Focus on solutions and how everyone will benefit if action is taken. Describe how your solution aligns with their party's values, positions and the public good.
-  **Personalize it**  
Share your story. Your personal experience with the system puts a human face to the problem and can help candidates connect to the facts and the urgent need for change.
-  **Talk about the numbers**  
Have a few statistics ready to back up your call to action. See page 4-6 for examples.
-  **Be open to an ongoing relationship**  
Candidates will give greater consideration to your comments if they see you as a potentially helpful resource going forward. Therefore, if appropriate, offer to provide more information and feedback at a later time.
-  **Remember to stay calm**  
Sub-standard long-term care home conditions have existed through many governments. Try not to express your concerns in an angry or blaming manner. Instead, show them what can be done, in government or in opposition, so that they win public support and succeed at improving the lives of LTCH residents.