



ELECTION 2019
PUT HEALTH BACK
ON THE AGENDA

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Tips and Tricks

It's an election year in Canada. In the lead-up to election day this October, candidates and their volunteers will be knocking on doors — your door — in search of your vote. When they show up on your front step, give them the opportunity to listen and react to the priority issue that matters most to you and so many Canadians: health and health care. This is your chance to inform and challenge them.

Below are tips on how to talk to the candidates and their volunteers.

Tips

- **Show that you know.** Study the candidates in your riding so you know which party they represent and the issues they are promoting — let them know that you are watching the campaign closely.
- **Use the time wisely.** Candidates are on a tight schedule when they knock on doors — you will only have a few minutes with them. Steer the conversation from their usual talking points to your top issue at the start of the conversation. Keep it concise and short.
- **Be prepared.** Have your “elevator pitch” and your pointed argument ready. Inform the candidate about the issue before asking the tough questions.
- **Be direct, not confrontational.** Leaving the anger aside goes a long way in getting the message across. Simply let them know that you will consider a candidate who considers your issue.
- **Tell real stories.** If the issue resonates with you because of your own experiences, or an experience of a family member, friend or neighbour, tell that story in one minute. A real story is the perfect pathway to raise an issue.
- **Ask two to three questions.** Candidates are listening to what voters have to say — a lot of voters. Choose the top take-aways and stick to them.
- **Offer a next step.** Tell candidates and their volunteers where they can learn more about this key issue.

Keep reading to see some sample elevator pitches and targeted questions we've developed to help you spark the conversation on some of the key issues in the health care arena, including:

[Seniors Care](#) | [Access to Care](#) | [Virtual Care](#)