

Federal Election Platform 2021

Unlocking Pharmacy's Potential as a Healthcare Partner

Federal Election Toolkit

PURPOSE

The purpose of this toolkit is to provide relevant background information and key messaging for engaging on the core advocacy priorities identified in [Neighbourhood Pharmacies' 2021 Federal Election Platform: *Unlocking Pharmacy's Potential as a Healthcare Partner*](#).

TOOLKIT

To support issues-based advocacy for the pharmacy sector in the upcoming federal election on September 20, 2021, Neighbourhood Pharmacies has developed this customized toolkit to tell the story of pharmacy with impact and evidence-based information. Canada's pharmacies have offered accessible, critical support to patients and communities throughout the pandemic and continue to be a partner to public health, primary care providers and governments.

The goal of our platform and key messages is to strengthen pharmacy's voice as a unified sector. As frontline healthcare hubs in communities across Canada, pharmacies and pharmacy teams are effectively positioned to share their perspectives on *how policy decisions impact people*.

This toolkit includes seven resources:

1. **Federal Election Platform 2021: Unlocking Pharmacy's Potential as a Healthcare Partner**
2. **Platform Press Release**
3. **Key Messages on Unlocking Pharmacy's Potential**
4. **Social Media Key Messages**
5. **Summary of Party Platforms**
6. **Advocacy 101: Ten Suggestions for Meeting with a Candidate**
7. **Advocacy 101: Candidate Meeting Report**

You will also see Neighbourhood Pharmacies posting messages from our 2021 federal election platform on social media. We encourage and invite you to support and amplify these messages, strengthen the voice of our sector, and purposefully contribute to the national conversation in this election period. Please visit our website for position statements and key messages on our Association's [Focus Issues](#). For more information, contact Jennifer Deschenes, Director of Communications and Stakeholder Relations, at jdeschenes@neighbourhoodpharmacies.ca.



NEIGHBOURHOOD PHARMACIES FEDERAL ELECTION PLATFORM UNLOCKING PHARMACY'S POTENTIAL AS A HEALTHCARE PARTNER

Canada's pharmacies have offered accessible, critical support to patients and communities throughout the pandemic and continue to be a partner to public health, primary care providers and governments. This partnership has ensured the continuity of patient care, safeguarding of the medication supply, and providing COVID-19 vaccination and testing services. Our doors have always remained open throughout the course of the pandemic. As we look ahead there are even more opportunities to unlock the potential of pharmacy as a healthcare partner in communities across the country.

The rise and spread of the COVID-19 virus have exposed global weaknesses in healthcare systems and emergency preparedness. From early detection to adequate emergency stockpiles of supplies, Canada, like almost every other nation, was unaware of what was needed to protect our citizens, treat those who contracted the virus, and protect our most vulnerable. Through the challenges faced since early 2020 to today, many components of our healthcare system have remained at the ready to treat and care for Canadians. However, one remains under-utilized: pharmacy.

The Neighbourhood Pharmacy Association of Canada (Neighbourhood Pharmacies) advocates for pharmacies' role in caring for Canadians. We represent leading pharmacy organizations, including chain, banner, long-term care, grocery chains, specialty pharmacies, and mass merchandisers with pharmacies. We advance healthcare for Canadians by leveraging close to 11,000 pharmacies, in almost every Canadian community, as integral healthcare hubs. Pharmacies typically have extended hours, offering primary care with convenience and accessibility. Designated by government as an essential service, pharmacies and pharmacy teams are critical links in the healthcare system, providing uninterrupted care and coordination with other healthcare providers.

During the pandemic, pharmacies further expanded their role as integrated healthcare hubs in all communities. Pharmacies are the first and often most frequent point of contact patients have with the healthcare system. Pharmacy teams deliver medication therapies, vaccinations, disease management support and innovative solutions in urban, rural, and remote communities.

As we navigate the steady stream of challenges caused by the COVID-19 pandemic, and our federal political leaders reflect on the future needs of our healthcare system to support our citizens, treat those in need, and protect our most vulnerable, Neighbourhood Pharmacies wishes to highlight five key areas where we can unlock the pharmacy sector's potential as a healthcare partner:

1. Build Immunization Capacity
2. Expand Point-of-Care Testing
3. Enhance Opportunities to Fight the Opioid Crisis
4. Prioritize Medication Coverage for the Uninsured and Underinsured
5. Balance Drug Pricing with Patient-Centred Value

CREATING PUBLIC HEALTH CAPACITY

Detecting, monitoring, and preventing infectious and chronic disease are key tenets of public health. We have seen pharmacies offer critical support in the areas of testing and vaccination and know that we are just scratching the surface of pharmacy's potential to increase capacity in many public health areas.

With 95 per cent of Canadians living within five kilometers of one of Canada's 11,000 community pharmacies, our sector is poised to continue stepping up beyond the pandemic.

1. Build Immunization Capacity

Evidence demonstrates that convenience is a key driver to vaccine uptake, and the accessibility of community pharmacies provides convenience like no other. The commitment of pharmacy professionals working inside an infrastructure able to distribute, store and administer vaccines paved the way for pharmacy teams to successfully administer a record 5.6 million flu shots to Canadians last year – during the height of the COVID-19 pandemic.¹ Pharmacies have administered up to 40 per cent of COVID-19 vaccinations in some jurisdictions, reducing the rate of illness and strain on an overwhelmed healthcare system.²

We also know that our focus on COVID-19 in the recent past has led to other unintended consequences in routine care, including delayed and missed child and adult routine immunizations. Health system partners will need to work together to help fill these gaps and catch up on delayed vaccinations to ensure Canadians are protected against other vaccine-preventable illness.

Recent polling indicates 80 per cent of Canadians trust pharmacists to administer vaccines, and 87 per cent would be comfortable receiving routine vaccines in pharmacy.³ Pharmacists in most jurisdictions already have the scope to administer other recommended vaccinations targeted by jurisdictional immunization programs. However, in many cases, public supply of vaccines is not readily available through community pharmacies. This is creating a barrier in access to these vaccines based on where a patient chooses to receive their vaccine.

Governments must ensure equitable access to publicly funded vaccines for both individuals and pharmacies to enable opportunities for pharmacy to support immunization programs across all jurisdictions.

2. Expand Point-of-Care Testing

Widespread COVID-19 testing continues to be vital to ensure the successful reopening of economies across Canada while the pandemic runs its course. Community pharmacies have leveraged their position as the health system's most accessible touchpoint to offer convenient access to COVID-19 testing in communities to Canadians in where they live and work. As Canada moves beyond the pandemic, community pharmacy must be leveraged to build on this expertise to further support the healthcare system in point-of-care testing activities to detect, monitor and manage acute and chronic diseases.

Governments should enable pharmacists to administer point-of-care tests to support optimal medication stewardship for their patients.

3. Enhance Opportunities to Fight the Opioid Crisis

Pharmacists are also on the frontlines fighting the opioid crisis. Expanding pharmacists' role in managing opioid therapy by making the exemptions to the Controlled Drugs and Substances Act (CDSA) permanent, enabling pharmacists the ability to initiate opioid agonist therapy through a modernization of the CDSA, and improving access to naloxone through community pharmacy further empowers pharmacists to offer solutions to this devastating public health crisis.

PROMOTING ACCESS TO MEDICATIONS

As the first and most frequent touchpoint to the healthcare system for many Canadians, pharmacy teams have a deep understanding of the concerns of Canadians, particularly as they relate to access to prescription medications needed to maintain a positive quality of life. We are calling on the federal government to promote policies that lead to improved access to medications through a more robust, sustainable pharmaceutical supply chain.

4. Prioritize Medication Coverage for the Uninsured and Underinsured

All Canadians deserve access to the medications they need without financial barriers. Our top priority is, and always will be, maintaining and continually improving access to prescription medications. Research demonstrates that while 82 per cent of those surveyed support a national pharmacare plan, 70 per cent of these supporters are opposed to a program that would replace their existing drug plan. In fact, 80 per cent of those surveyed continued to be satisfied with their existing benefits.⁴ Canada's priority should be helping those who do not have coverage and those with insufficient coverage, without disrupting the majority of Canadians who have drug coverage, especially during a global pandemic. By taking this approach, we can minimize unnecessary costs to the taxpayer and allocate money to other critical healthcare priorities.

There must be collaborative work between federal, provincial, and territorial governments to close gaps in coverage while ensuring continuity of coverage for those who have it already. The federal government can demonstrate leadership by establishing national principles to ensure an equitable approach, while maintaining the integrity of existing provincial and private plans. As the frontline distributors of medications, pharmacies should be consulted as integral stakeholders in the design and implementation of a national pharmacare program.

5. Balance Drug Pricing with Patient-Centred Value

Canadians deserve to pay a fair and reasonable price for their prescription drugs. However, reductions in drug prices have unintended impacts on the professional pharmacy services that Canadians rely upon to ensure the timely access, safety, appropriateness, and effectiveness of their therapies.

More work is required to attain clarity on medications impacted by, and the broad economic implications of, the proposed reforms to the Patented Medicine Prices Review Board (PMPRB) guidelines and regulations. Our sector must be equipped to manage new prices, minimize supply chain disruption, and determine if a new framework for patient service funding is needed to ensure patient support services to maintain specialized care for patients with complex conditions.

1. Neighbourhood Pharmacies. Data on file
2. Neighbourhood Pharmacies. COVID-19 Vaccine Deployment Summary. August 19, 2021
3. Neighbourhood Pharmacies. Pharmacy's role in routine immunizations. Building on the COVID-19 Experience. Results of public polling. Webinar presentation, July 15, 2021.
4. Pollara Strategic Insights. Pharmacare in Canada. A quantitative study of Canadian attitudes and preferences. November 2020

PRESS RELEASE

Neighbourhood Pharmacies Launches 2021 Federal Election Platform Focused on Unlocking Pharmacy's Potential as a Healthcare Partner

August 25, 2021

The [Neighbourhood Pharmacy Association of Canada](#) (Neighbourhood Pharmacies) has released its 2021 federal election platform entitled "[Unlocking Pharmacy's Potential as a Healthcare Partner.](#)" The platform provides 5 key recommendations responding to two core issues: creating public health capacity and promoting access to medications.

"During the pandemic, pharmacies have offered critical support in ensuring continuity of patient care, safeguarding the medication supply and providing COVID-19 vaccination and testing services. But there are even more opportunities to unlock pharmacy's potential," says Sandra Hanna, CEO, Neighbourhood Pharmacies. "Canada is known globally for having a strong, accessible healthcare system. As a partner to public health, primary care providers and governments pharmacy can help respond to some of the pressures faced by the healthcare system, especially through promoting policies that lead to improved access to medications and public health."

As federal leaders navigate the challenges caused by the COVID-19 pandemic and reflect on the future needs of our healthcare system, Neighbourhood Pharmacies provides **five key recommendations to further unlock the pharmacy sector's potential as a healthcare partner:**

To increase Canada's capacity in public health, Neighbourhood Pharmacies is calling on all parties and candidates to:

- 1. Build Immunization Capacity**
- 2. Expand Point-of-Care Testing**
- 3. Enhance Opportunities to Fight the Opioid Crisis**

To better support improved access to medications through a robust, sustainable pharmaceutical supply Neighbourhood Pharmacies recommends that the elected government promote policies that:

- 4. Prioritize Medication Coverage for the Uninsured and Underinsured**
- 5. Balance Drug Pricing with Patient-Centred Value**

"During the pandemic, government recognized and designated pharmacies as an essential service," says Hanna. "Government, communities and Canadians can continue to choose pharmacies as a trusted partner in providing high-quality, accessible healthcare to all."

With over 35,000 pharmacy professionals working in Canada's 11,000 community pharmacies, which are accessible by 95 per cent of Canadians living within five kilometers of a community pharmacy, the pharmacy sector is poised to continue stepping up beyond the pandemic.

Neighbourhood Pharmacies and its members stand ready to support the federal government as it charts the future of healthcare.

KEY MESSAGES

2021 Federal Election Platform

Unlocking Pharmacy's Potential as a Healthcare Partner

Neighbourhood Pharmacies has identified two core issues in our 2021 Federal Election Platform:

- 1) Creating Public Health Capacity
- 2) Promoting Access to Medications

Pharmacies: Accessible to Patients, Partner to Government

- Canada's pharmacies have offered accessible, critical support to patients and communities throughout the pandemic and continue to be a partner to public health, primary care providers and governments.
- This partnership has ensured continuity of patient care, safeguarding of medication supply, and providing COVID-19 vaccination and testing services.
- Pharmacy's doors have remained open throughout the pandemic.
- With 95 per cent of Canadians living within five kilometers of one of Canada's 11,000 community pharmacies, our sector can continue stepping up beyond the pandemic.

Unlocking Pharmacy's Potential as an Under-Utilized Healthcare Provider

- As we look ahead, there are even more opportunities to unlock pharmacy's potential as a healthcare partner in communities across the country.
- Through the challenges faced since early 2020 to today, many components of our healthcare system have remained at the ready to treat and care for Canadians. However, one remains under-utilized: pharmacy.

Pharmacy's Convenience and Expertise

- There are close to 11,000 pharmacies, in almost every Canadian community.
- Pharmacies typically have extended hours, offering primary care with convenience and accessibility.
- Designated by government as an essential service, pharmacies and pharmacy teams are critical links in the healthcare system, providing uninterrupted care and coordination with other healthcare providers.
- During the pandemic, pharmacies further expanded their role as integrated healthcare hubs in all communities.
- Pharmacies are the first and often most frequent point of contact patients have with the healthcare system.
- Pharmacy teams deliver medication therapies, vaccinations, disease management support and innovative solutions in urban, rural, and remote communities.

Neighbourhood Pharmacies' Five Priorities

1. Build Immunization Capacity
2. Expand Point-of-Care Testing
3. Enhance Opportunities to Fight the Opioid Crisis
4. Prioritize Medication Coverage for the Uninsured and Underinsured
5. Balance Drug Pricing with Patient-Centred Value

Neighbourhood Pharmacies' Two Core Issues for Federal Election 2021

1. Creating Public Health Capacity
2. Promoting Access to Medications

1. Creating Public Health Capacity

- Detecting, monitoring and preventing infectious and chronic diseases are key tenets of public health.
- Pharmacies offer critical support in the areas of testing and vaccination and know that we are just scratching the surface of pharmacy's potential to increase capacity in many public health areas.
- With 95 per cent of Canadians living within five kilometers of one of Canada's 11,000 community pharmacies, our sector can continue stepping up beyond the pandemic.
- **Build Immunization Capacity**
 - Evidence demonstrates convenience is a key driver to vaccine uptake. The accessibility of community pharmacies provides convenience like no other.
 - The commitment of pharmacy professionals working inside an infrastructure able to distribute, store and administer vaccines, paved the way for pharmacy teams to successfully administer a record 5.6 million flu shots to Canadians last year – during the height of the COVID-19 pandemic.
 - Pharmacies have administered up to 40 per cent of COVID-19 vaccinations in some jurisdictions, reducing rates of illness and strain on overwhelmed health systems.
 - The focus on COVID-19 created unintended consequences in routine care, including delayed and missed child and adult routine immunizations.
 - Health system partners need to work together to fill the gaps and catch up on delayed vaccinations to protect Canadians against other vaccine-preventable illness.
 - Recent polling indicates 80 per cent of Canadians trust pharmacists to administer vaccines. 87 per cent would be comfortable receiving routine vaccines in pharmacy.
 - Pharmacists in most jurisdictions already have the scope to administer other recommended vaccinations targeted by jurisdictional immunization programs.
 - However, in many cases, public supply of vaccines is not readily available through community pharmacies. This is creating a barrier in access to these vaccines based on where a patient chooses to receive their vaccine.
 - Governments must ensure equitable access to publicly funded vaccines for individuals and pharmacies to enable opportunities for pharmacy to support immunization programs across all jurisdictions.
- **Expand Point-of-Care Testing**
 - Widespread COVID-19 testing continues to be vital to ensure the successful reopening of economies across Canada while the pandemic runs its course.
 - Community pharmacies have leveraged their position as the health system's most accessible touchpoint to offer convenient access to COVID-19 testing in communities to Canadians in where they live and work.
 - As Canada moves beyond the pandemic, community pharmacy must be leveraged to build on this expertise to further support the healthcare system in point-of-care testing activities to detect, monitor and manage acute and chronic diseases.
 - Governments should enable pharmacists to administer point-of-care tests to support optimal medication stewardship for their patients.

- **Enhance Opportunities to Fight the Opioid Crisis**
 - Pharmacists are on the frontlines fighting the opioid crisis.
 - Expanding pharmacists' role in managing opioid therapy by making the exemptions to the Controlled Drugs and Substances Act (CDSA) permanent, enabling pharmacists the ability to initiate opioid agonist therapy through a modernization of the CDSA, and improving access to naloxone through community pharmacy further empowers pharmacists to offer solutions to this devastating public health crisis.

2. Promoting Access to Medications

- As the first and most frequent touchpoint to the healthcare system for many Canadians, pharmacy teams have a deep understanding of the concerns of Canadians, particularly as they relate to access to prescription medications needed to maintain a positive quality of life.
- We are calling on the federal government to promote policies that lead to improved access to medications through a more robust, sustainable pharmaceutical supply chain.
- **Prioritize Medications for the Uninsured and Underinsured**
 - All Canadians deserve access to the medications they need without financial barriers. Our top priority is, and always will be, maintaining and continually improving access to prescription medications.
 - Research demonstrates that while 82 per cent of those surveyed support a national pharmacare plan, 70 per cent of these supporters are opposed to a program that would replace their existing drug plan.
 - In fact, 80 per cent of those surveyed continued to be satisfied with their existing benefits.
 - Canada's priority should be helping those who do not have coverage and those with insufficient coverage, without disrupting the majority of Canadians who have drug coverage, especially during a global pandemic. By taking this approach, we can minimize unnecessary costs to the taxpayer and allocate money to other critical healthcare priorities.
 - There must be collaborative work between federal, provincial, and territorial governments to close gaps in coverage while ensuring continuity of coverage for those who have it already. The federal government can demonstrate leadership by establishing national principles to ensure an equitable approach, while maintaining the integrity of existing provincial and private plans. As the frontline distributors of medications, pharmacies should be consulted as integral stakeholders in the design and implementation of a national pharmacare program.
- **Balance Drug Pricing with Patient-Centred Value**
 - Canadians deserve to pay a fair and reasonable price for their prescription drugs.
 - However, reductions in drug prices have unintended impacts on the professional pharmacy services that Canadians rely upon to ensure the timely access, safety, appropriateness, and effectiveness of their therapies.
 - More work is required to attain clarity on medications impacted by, and the broad economic implications of, the proposed reforms to the Patented Medicine Prices Review Board (PMPRB) guidelines and regulations.
 - Our sector must be equipped to manage new prices, minimize supply chain disruption, and determine if a new framework for patient service funding is needed.

UNLOCKING PHARMACY'S POTENTIAL AS A HEALTHCARE PARTNER SOCIAL MEDIA KEY MESSAGES

During an election campaign, issues emerge and evolve rapidly. National conversations on hot-button policy priorities often take place in real-time, especially on social media. Social media can be an ideal 'place' to engage and weigh in on these policy conversations while they're happening!

You can follow candidates through their social media accounts, respond and/or interact with them by @mentioning them in the posts we've developed below, designed to encapsulate and promote the messages detailed in our platform.

We developed brief messages (below) to align with the key recommendations enumerated in our platform. In addition to using these messages on social media, you can leverage these concise points in conversations with your networks, stakeholders, and even when a candidate knocks on your door.

We encourage you to amplify these messages through your social media and networks, and incorporate tags and the link to our platform, [Unlocking Pharmacy's Potential as a Healthcare Partner](#).

Please follow Neighbourhood Pharmacies [@pharmacy CAN](#) on Twitter and [Neighbourhood Pharmacy Association of Canada](#) on LinkedIn. You can use our social content as a guide and follow us to stay up to date on what's happening in the election as it pertains to pharmacy. Remember to retweet/share our posts and tag us in your posts.

Hashtags: #cdnpoli, #Elxn44, #UnlockingPharmacysPotential.

Posting content and calling upon candidates to act on the priorities we've identified can be an effective way to engage, educate and inform on issues of importance to our sector and healthcare in Canada.

- Enable community pharmacy to distribute all publicly funded vaccines to reduce barriers to equitable access and build Canada's immunization capacity.
- Empower Canadians with the choice to receive publicly funded vaccines at their community pharmacy. Reduce barriers to equitable access and build Canada's immunization capacity by broadening pharmacy's potential as an immunization partner.
- Leverage community pharmacy's proven expertise in COVID-19 testing to other point-of-care tests to expand our capacity to detect, monitor and manage disease in communities across the country.
- Reduce the continued opioid-related harms to Canadians. Enable community pharmacists to help manage the safe, effective use of opioids and opioid agonist therapy.
- Support harm reduction opportunities by improving access to life-saving naloxone through community pharmacy across all jurisdictions.
- Work with the pharmacy sector to close gaps in drug coverage faced by many Canadians, while ensuring continuity of coverage for those who already have it.
- Consider all aspects of patient value in drug pricing decisions, including impact of pricing changes on pharmacy's ability to provide effective patient care and professional services to Canadians.

SUMMARY OF PARTY PLATFORMS

Liberal Party of Canada | [Forward. For Everyone.](#)

Titled *Forward. For Everyone*, the 82-page document mostly features policies and promises already announced along the campaign trail, but not without some new additions. The platform is divided into six key categories: the pandemic, housing, healthcare, the economy, climate change, and reconciliation. In their pandemic strategy, the Liberals have committed to a \$1 billion fund to support provinces in creating and implementing proof of vaccination. On housing, the party takes a bold stand, announcing a new Tax-Free Home Savings Account and promising 1.4 million new homes along with a 'Home Buyers' Bill of Rights'. On the economy, the Liberals will be spending big with promises to reform EI, restore pre-pandemic employment levels, creating more than one million "well-paying" jobs and make good on their \$10-a-day childcare promise. On climate, the Liberals are promising a 40-45% reduction in emissions from 2005 levels by 2030 and net-zero no later than 2050. On reconciliation, the platform commits \$1.4 billion for a distinction-based Indigenous mental health and wellness strategy, ending the boil water advisories and adopting UNDRIP. At the very end, unlike all other platforms, the Liberals have included costing. The platform includes \$13 billion in promised new spending this fiscal year, and a total of more than \$78 billion over the next five years with no plan of balancing. As a revenue-generating measure, the Liberals will be creating a minimum tax rule so that everyone who earns enough to qualify for the top bracket pays at least 15% each year (the tax rate paid by people earning less than \$49,000), removing their ability to artificially pay no tax through excessive use of deductions and credits.

Conservative Party of Canada | [Canada's Recovery Plan](#)

As the title suggests, Conservative Leader Erin O'Toole's plan focuses on Canada's economic recovery from COVID-19. O'Toole and the party put forward a bold plan of bringing back 1 million jobs that were lost over the last year-and-a-half by stimulating the economy with spending incentives and supports for small businesses and families. Canada's Conservatives have promised to implement a month-long GST holiday this fall, in which all purchases made at retail stores will be tax-free for the month. The platform also promises to overhaul Canada's pandemic preparedness plan in favour of one that would make Canada less dependent on foreign support and sourcing. The Conservatives have put health transfers at the centre of their healthcare plan, promising to boost the annual growth rate of the Canada Health Transfer to at least 6%. There also exists an addictions plan that promises to invest \$325 million over the next three years to create 1,000 residential drug treatment beds and build 50 recovery community centres across the country. The platform acknowledges that women were hit harder by the pandemic and looks to get women back to work with a Childcare strategy. Although the Liberals already have several agreements with provinces in place for national childcare, the CPC are proposing converting the Child Care Expense Deduction into a refundable tax credit covering up to 75% of the cost of childcare for lower-income families. The plan cites that this alternative strategy will provide greater flexibility in service selection for parents.

Canada's New Democrats | [Ready for Better](#)

The NDP's 115-page plan features familiar party positions including, publicly funded national pharmacare and dental care that would provide full benefits to all Canadians. The central theme of the party platform is making life more affordable through government programs and supports. Notably, the plan proposes making the Canada Emergency Rent Subsidy (CERS) permanent in the form of universal basic income, student debt forgiveness and free tuition, housing affordability and a price cap on phone and internet bills. To finance these programs, the NDP is promising raising income tax on big corporations and a wealth tax on high earners. The NDP also proposed a special "excess profits" levy that would double the income tax for corporations that profited beyond expectations during the pandemic and made more than \$10 million in 2020. High on the priority list for the NDP is climate change. The party has put forward bold benchmarks, including reducing Canada's emissions by at least 50% from 2005 levels by 2030. The NDP also has its own childcare plan and is pledging to build a universal, \$10 a day childcare system. There also exists a pandemic preparedness plan which would create a Crown corporation to produce vaccines in Canada, and secure emergency stockpiles of personal protective equipment.

ADVOCACY 101 TEN SUGGESTIONS FOR MEETING WITH A CANDIDATE

1. Interact professionally with staff

- ✓ Polite, professional interactions with the candidate's staff are important.
- ✓ The staff's perspective can influence your ability to book a meeting, follow-up meeting or any future interactions.

2. Gather information

- ✓ Gather and learn basic information about the candidate and the area they represent.
- ✓ To learn more information about the platforms of each party, you can reference the "Summary of Party Platforms" section of this toolkit.

3. Arrive on time

- ✓ Candidates have busy schedules.
- ✓ It's important to be prompt, even if this means starting early.
- ✓ Keep timing in mind. If you have an agreed-upon time limit, do not exceed the limit unless the candidate is open or willing to do so.

4. Prepare for your discussion

- ✓ Allow yourself the time needed to review and understand your key messages and determine what, precisely, you are keen to convey during this interaction.
- ✓ To establish a collegial rapport, it can help to consider topics where you may have shared interest. For example:
 - Do you have a mutual friend, associate, or acquaintance?
 - Are you involved in local community groups, perhaps similar to the candidate?
 - Can you share a story about something in the news where they were positively featured?
 - Based on your earlier review of their basic information, do you have the same/similar: education, family composition, pastimes?
- ✓ Any opportunity to demonstrate sincere shared interests can help build your relationship.

5. Maintain focus on local issues

- ✓ Remember, the candidate will be most interested in how this issue impacts votes in their community, so prepare to illustrate your point(s) from this perspective.

6. Demonstrate your knowledge

- ✓ Be prepared to respond to questions about yourself and your perspective.
- ✓ If you're asked a question to which you cannot provide an immediate answer (e.g., regarding data/metrics, etc.), politely inform the candidate you will follow up with a response as soon as possible.
- ✓ Following the meeting, connect with your organization or Neighbourhood Pharmacies for any additional information you may need to provide your response.

7. Remember to leave something behind

- ✓ Included in this toolkit is Neighbourhood Pharmacies' election platform, "[Unlocking Pharmacy's Potential as a Healthcare Partner](#)."
- ✓ This platform can be shared with the candidate before or after your interaction.
- ✓ You need not refer to the platform specifically during your interaction, where time is best spent on discussion. However, the platform succinctly presents valuable information that can be easily referenced by the candidate or staff following the meeting, to further drive home your key messages.

8. Detail the interaction

- ✓ As soon as possible following the meeting, make notes of the key points discussed, highlight any questions asked, and indicate the prevailing tone.
- ✓ A 'Candidate Meeting Report' is included in the toolkit to support you with this piece.
- ✓ Please share the meeting highlights with your organization's government relations/PR/advocacy team and Neighbourhood Pharmacies.

9. Follow up with a 'thank you'

- ✓ Within ten days of meeting with the candidate, follow up with a 'thank you' note.
- ✓ Your communication should touch on the key points of your discussion and advocacy.

10. Begin planning your next interaction

- ✓ Consider this meeting as the first step towards establishing a relationship with the candidate.
- ✓ Give some thought to other ways in which you can engage with this person going forward.

Be patient. The offices of candidates are often busy places with many issues simmering. Results will likely not be immediate, but they may indeed come in time, after a series of interactions and a good deal of effort.

ADVOCACY 101 CANDIDATE MEETING REPORT

Thank you for providing this update on your recent meeting!

Sharing your insights and the details of your interaction will help us understand:

- Whether messages from our industry are resonating with government
- Issues that are most interesting to candidates
- How we can position ourselves to achieve the best results

Please complete and email this form to your government relations team and Jennifer Deschenes, Director of Communications and Stakeholder Relations at Neighbourhood Pharmacies, jdeschenes@neighbourhoodpharmacies.ca.

PLEASE COMPLETE THE INFORMATION BELOW

Meeting/Interaction date:

Requested by:

Location:

Tone (e.g., collegial, intense):

Attendees:

Was the candidate receptive to your message(s)?

Were the materials we provided helpful and supportive?

Are there issues or questions that require follow-up? If yes, please explain:

Please share other relevant details from your meeting, including questions asked, topics of greatest interest, receptivity/reaction to your message(s), etc.

Did you discuss next steps, and can we assist you in making plans to follow up?



NEIGHBOURHOOD PHARMACY ASSOCIATION OF CANADA

The [Neighbourhood Pharmacy Association of Canada](#) (Neighbourhood Pharmacies) advocates for pharmacies' role in caring for Canadians. We represent leading pharmacy organizations, including chain, banner, long-term care, grocery chains, specialty pharmacies, and mass merchandisers with pharmacies. We advance healthcare for Canadians by leveraging close to 11,000 pharmacies, in almost every Canadian community, as integral healthcare hubs. Pharmacies typically have extended hours, offering primary care with convenience and accessibility.

The benefits of [Neighbourhood Pharmacies membership](#) include:

- Industry-wide representation with governments
- Informed and independent information-sharing and analysis
- Exclusive business-building networking events
- Real-time industry and regulatory updates

Interested in learning more about how you can be engaged in Neighbourhood Pharmacies? Please contact info@neighbourhoodpharmacies.ca.