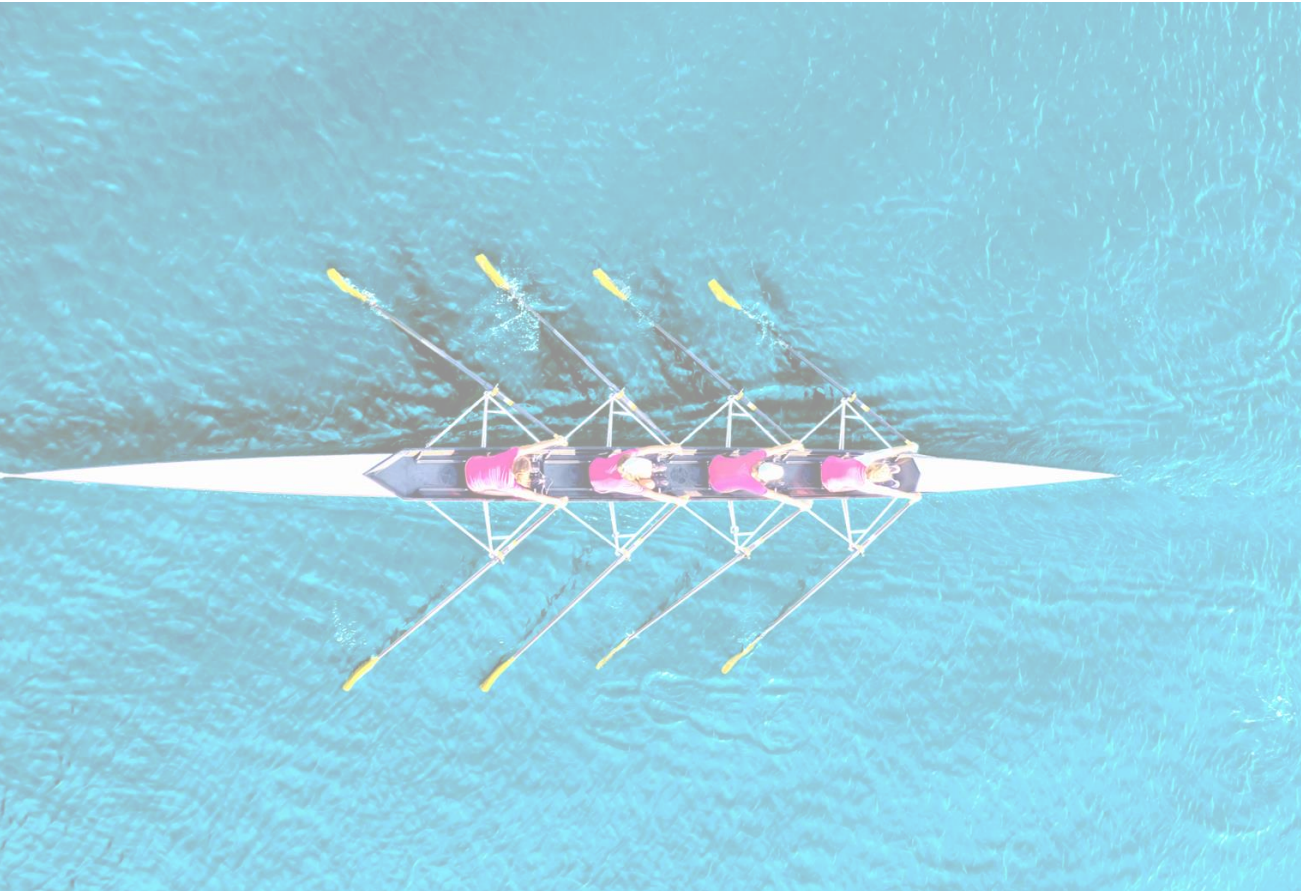




**Advocacy in Action Webinar**  
**February 12, 2025**



AFHTO membership means joining a powerful, unified voice advocating for improved healthcare and the success of FHTs and, other member models, across Ontario.

AFHTO is committed to supporting FHTs and other member models, ensuring they can continue to provide high-quality, accessible care to Ontario communities.

Sudbury

A family health team in Sudbury, Ont. is using AI to take doctors' notes

Patients have to consent to doctors using the software

Jonathan Migneault · CBC News · Posted: Apr 28, 2024 7:00 AM EDT | Last Updated: April 28, 2024



Prince Edward Family Health Team receives provincial award

Belleville, ON, Canada / Quinte News

Alana Cameron

Nov 5, 2024 | 10:37 AM



A community-based health care clinic serving Windsor, ON and the surrounding area.

**Family Practice Program**

Family physician, nurse practitioner and allied health care for individuals and families over their lifespan.

2475 McDougall, Suite 245  
Windsor, ON N8X 3N9

Mon – Fri: 8:30AM – 8PM

\*Subject to change, see [Contact Us](#) page

(519) 250-5656

**Team Care Centre**

Allied health care for individuals 16+ supporting mild to moderate mental health, addictions and other complex health care needs (by referral only).

2475 McDougall, Suite 150  
Windsor, ON N8X 3N9

Mon & Wed: 8:30AM – 8PM  
Tue, Thurs & Fri: 8:30AM – 4:30PM

(519) 250-5656

**Local health team expanding clinics to service 'our full community'**

'People are needing access to care. We don't have walk-in clinics. So, we are an area of need for access to care,' says Couchiching Ontario Health Team official

 [Tyler Evans](#)  
May 23, 2024 1:30 PM







Getting this support from candidates, allows us to better influence and contribute to ensure our members needs are met:

- Contract Modernization
- Compensation Grid and Increases
- Expansion vs. New Teams
- "Right" Accountability through reporting and data

We want AFHTO and our members to be included in discussions regarding the initiatives highlighted in the investment, and ensure we have **a place at the table** in discussions regarding **standards legislation, expansion of FHTs\***, and **improvements for HHR.**

FHTs\* provide essential leadership in their communities, and with the **right structures and funding**, their impact can be significantly amplified for even greater impact.

\*insert primary care team or model

**Key messages for effectively communicating the value of family health teams, and other primary care teams, to key decision-makers and government to secure policy support and sustainable funding.**

**FHTs, and primary care teams more broadly, are key to the future of Ontario's healthcare system,** providing comprehensive care that reduces costs, improves patient outcomes, and helps prevent unnecessary emergency visits and hospitalizations.

**Sustainable, equitable funding for FHTs\* is critical to maintaining and expanding their services,** allowing them to meet the growing demand for primary care in Ontario's diverse communities.

**AFHTO advances policies that integrate primary care teams into Ontario's healthcare reform,** ensuring they are part of the solution to addressing the province's healthcare challenges, including long wait times and access to care (attachment).

**Investing in FHTs\* is investing in Ontario's health future.** Continued support for diverse FHTs\*, and other primary care teams, will improve health outcomes, reduce system-wide pressures, and provide better care for all Ontarians.

# Agenda

- 1. Introduction to Santis**
- 2. Political and Policy Landscape in Ontario**
- 3. Advocacy Tools**
- 4. Principles and Reminders for Advocacy**
- 5. Process map**
- 6. Key Messages and Asks**
- 7. Role of Member Organizations, Role of AFHTO, and the Roles of All Staff/Team Members within Organizations**
- 8. Progress Tracking and Reports**

Presentation

# **AFHTO 2025**

## **Election Update & Advocacy Support**

Prepared for the Association of Family Health Teams of Ontario

February 10, 2025

**Santis Health**

[SantisHealth.ca](https://SantisHealth.ca)

116 Albert St, Suite 202  
Ottawa, ON  
K1P 5G3

# Introduction

SANTIS



**Stephanie Gawur**

Principal, Ontario Government Relations  
Santis Health



**Chloé Currie**

Public Affairs Coordinator,  
Santis Health

# Providing first-class counsel and support to clients exclusively in the health care and life sciences sectors.



## **Government Relations & Advocacy**

*Our federal and provincial government relations experts know what it takes to get government on your side, how to better understand Canada's health care and government climate and propel your organization forward.*



## **Strategy & Management Consulting**

*Santis has built trusted relationships with the people that matter most to our public and private sector clients. Through intensive planning sessions and a custom-built facilitation framework, Santis Health immerses itself in the work of our clients.*



## **Communications & Stakeholder Engagement**

*Through tailored and targeted messaging, our clients' issues receive the attention they deserve with the government, the media and the public.*





# Ontario Election Polling

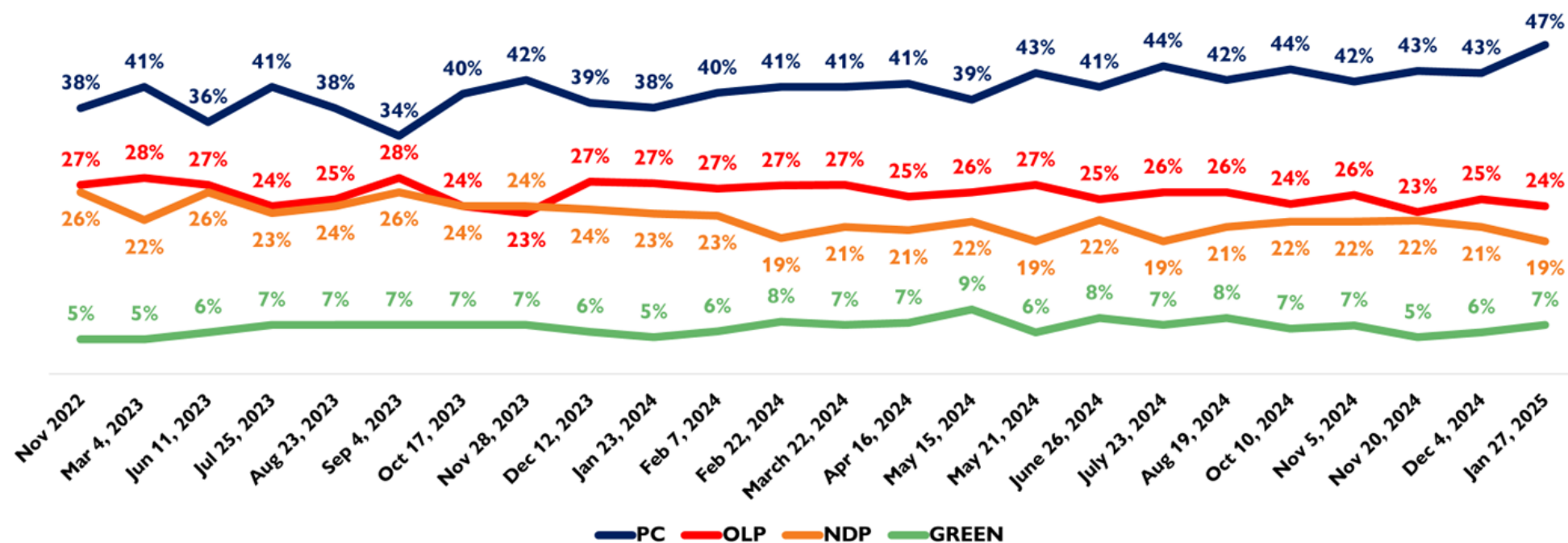


If a provincial election was held today, which party would you vote for?



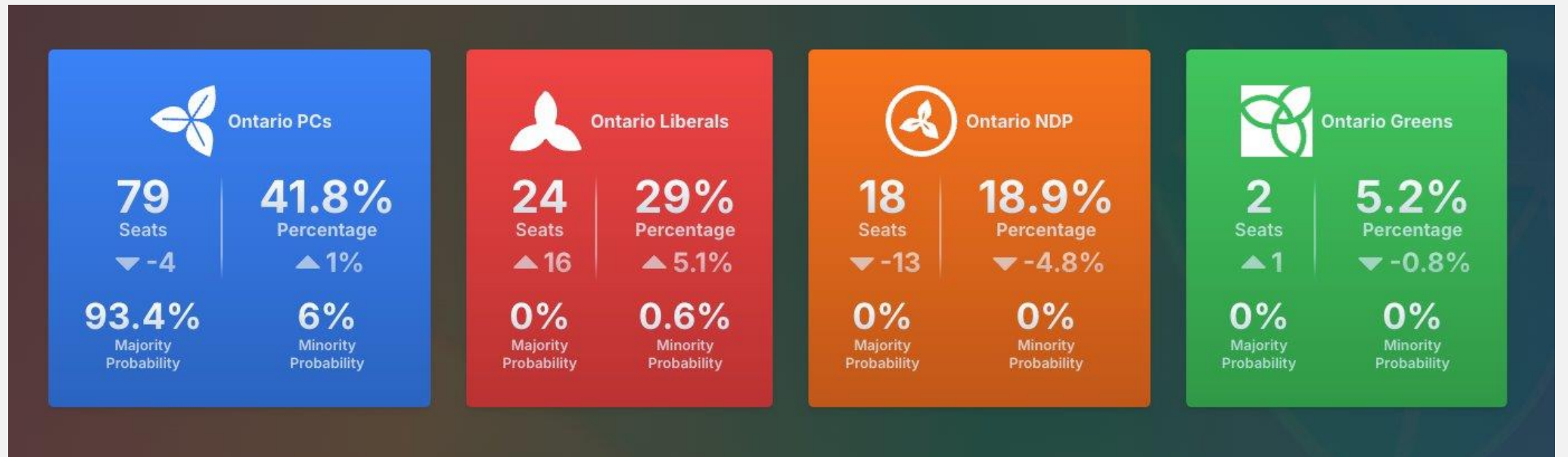
## CURRENT PROVINCIAL VOTE INTENTION

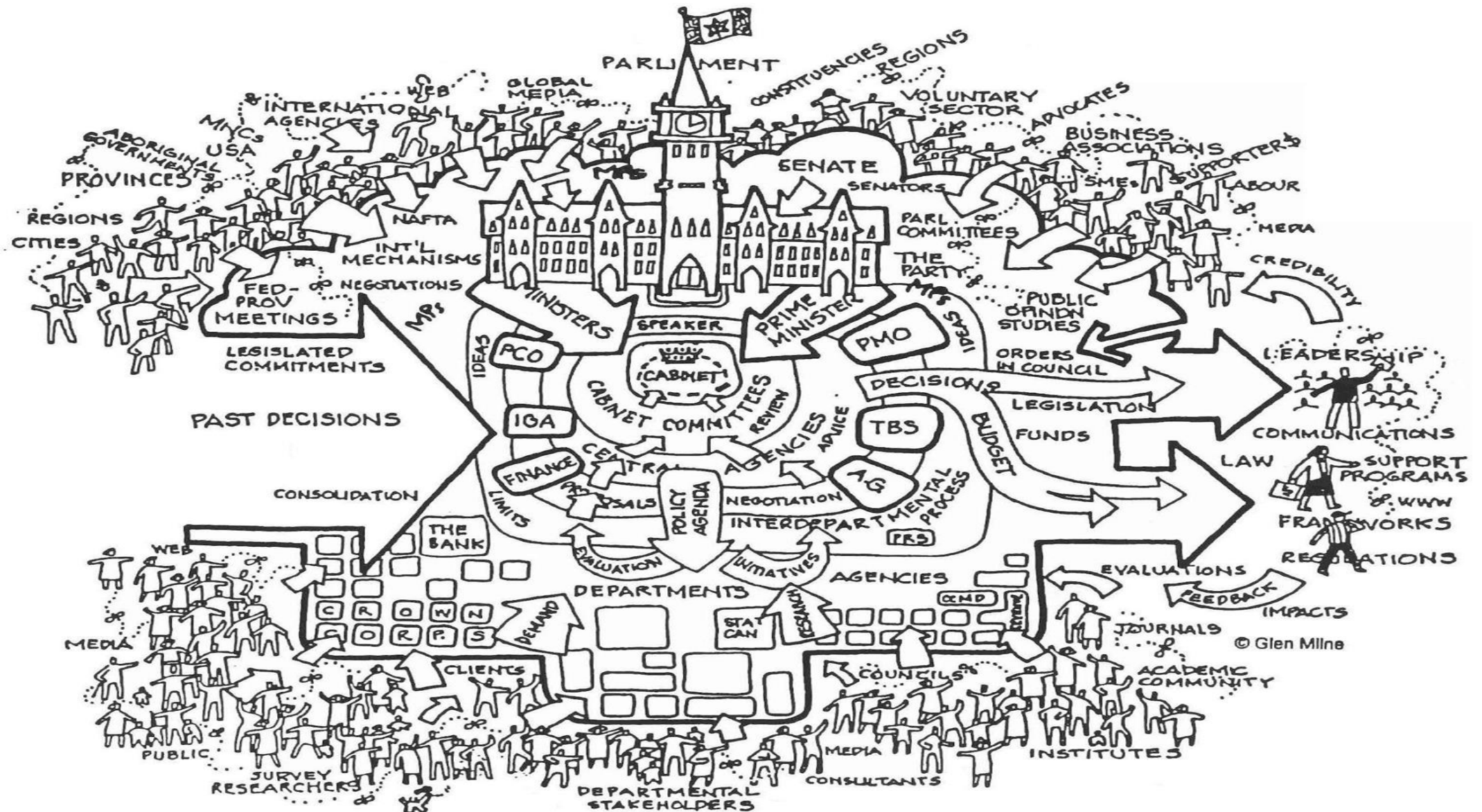
ALL COMMITTED VOTERS



January 22 to 26, 2025, n=1,021

# Ontario Election Polling





## Policy Priorities are Set in Several Different Ways

1

Election Platforms

2

Speech from the  
Throne

3

Budget and Fall  
Economic  
Statements/Updates

4

Mandate Letters  
from Leader to  
Cabinet Ministers

5

Emerging global  
issues

## How Governments Make Decisions

### **Realistic**

- Tackles a problem
- Solutions are available

### **Political Alignment**

- Ideological supported
- Not detrimental to political support

### **Easily Implemented**

- Time and Resources Available
- Stakeholders Supportive

### **Public Perception**

- Relevance of the narrative easily conveyed
- Societal impact is neutral/favourable



# Key Principles of Advocacy

## Focused

- Identify a short list of priorities
- Avoid a long laundry list of asks
- Know what your “top priority” is

## Relevant

- Align your priorities with government priorities
- What problem are they solving?
- What will this cost? How much money will it save?

## Clear

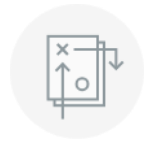
- Frame the ask by presenting the problem, the solution and the benefit
- Where possible, have proof points

## Targeted

- What part of government is responsible for your issue?
- Is an elected official passionate about this issue?
- Leverage relationships

# Key Tactics

**Effective government affairs requires multiple tactics:**



## **Strategic Planning**

*Approaching the issue with the right goals and objectives*



## **Policy Development and Analysis**

*Proposing policy that is aligned with the government's interests/agenda*



## **Government Relations**

*Navigating government – understanding the key decision-makers and processes*



## **Community and Stakeholder Engagement**

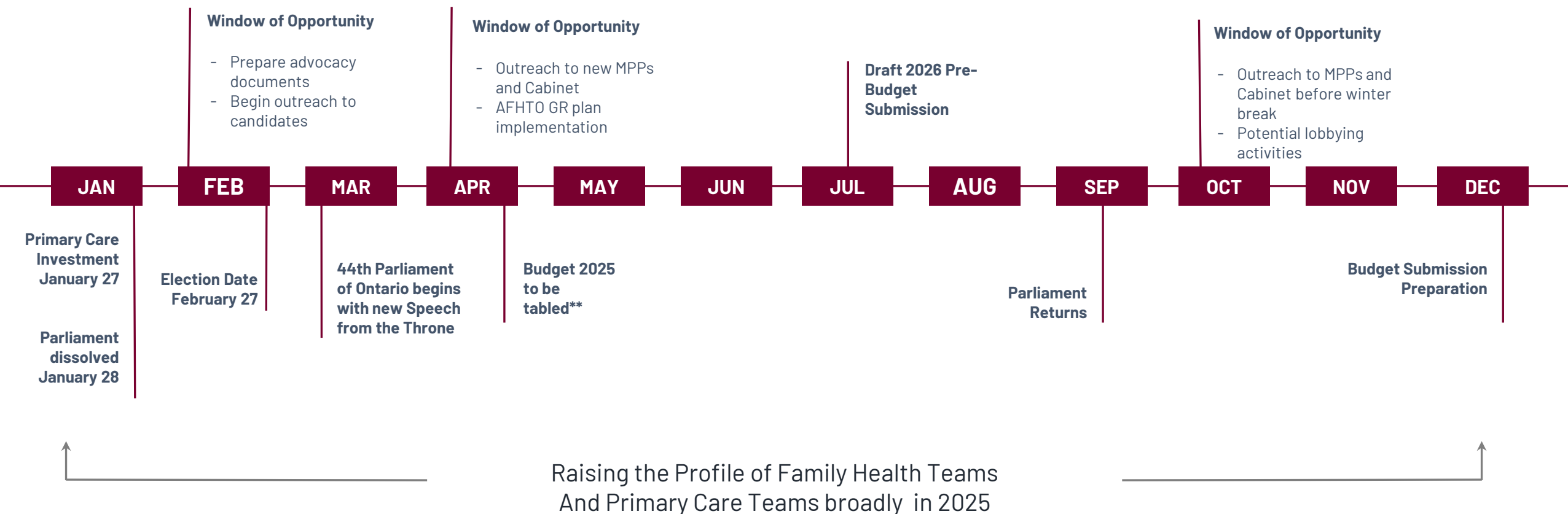
*Cultivating the right relationships with credible external stakeholders*



## **Communications and Storytelling**

*Communicating your interests/policy effectively*

# 2025 Advocacy Timeline



Ongoing public relations activities (Identifying opportunities)

Adjustment to the plan can be made as real dates are confirmed

# Reminders for Advocacy

1

**Stick to the facts** and focus on advocating for healthcare policies that support team-based care. Avoid endorsing specific parties or candidates—**advocate for your patients and communities.**

2

**Use Social Media to Raise Awareness during the campaign.** Share stories, statistics, and visuals about how FHTs improve health outcomes and use hashtags like **#ItTakesATeam** or **#TeamBasedCare** to amplify your voice.

3

Encourage your clinicians, staff, and patients to **engage with candidates** and **share their experiences.**

4

Schedule brief meetings with candidates to discuss your priorities. Be **direct and clear.**

5

Use the **one-pagers** and **fact sheets** explaining how AFHTO and Family Health Teams as a whole improve patient outcomes

6

Once the election is over, **follow up** with elected officials to **establish relationships and continue the conversation.**

Thank candidates for their engagement, regardless of the outcome, and invite elected officials to visit your Family Health Team.

# Reminders for Advocacy

## Writ Process

- The Writ sets the nomination deadline, polling date, and the return date with the winning candidate's name.
- During the writ period, the government enters caretaker mode, meaning:
  - Ministers/MPPs running for re-election have limited influence.
  - The civil service ensures government operations continue.
  - No new spending programs are approved (except in emergencies).

## Advertising Rules

- A third party is any person or entity (excluding political parties, candidates, or constituency associations) that engages in political advertising.
- What Qualifies as Third-Party Advertising?
  - Comments on a political party or leader.
  - Calls to action urging voters to oppose a candidate.
  - Paid advertisements on TV or online.

## Blackout Period for Media

- Applies the day before and on polling day for all elections.
- No paid third-party political advertising is allowed.
- Broadcasters and publishers cannot run election ads during this period.

## Eligible Contributors & Contribution Limits

- Contributions to political parties, constituency associations, candidates, and leadership contestants are eligible for tax receipts.
- Contributions to nomination contestants and third parties are NOT eligible for tax receipts.
- Individuals can donate up to \$3,400 per registered political party (indexed annually).



# Key Messages and Asks

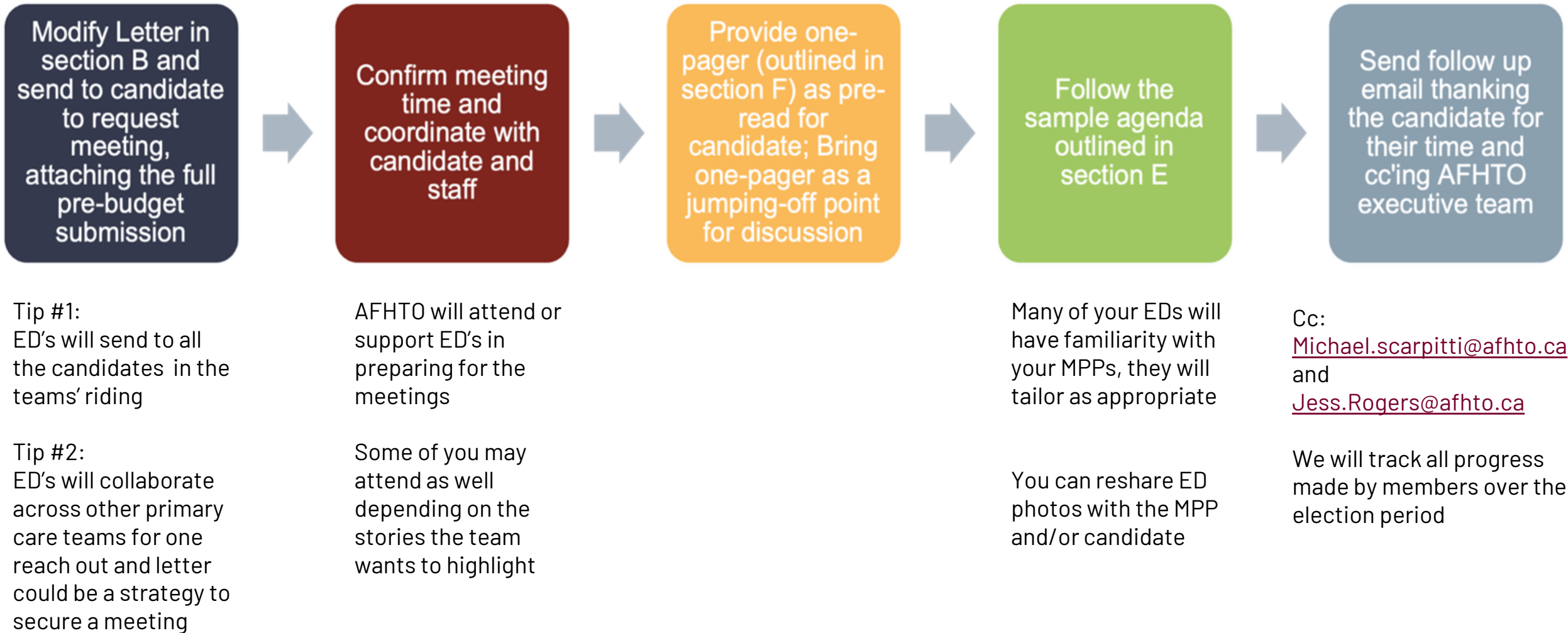
The main goal at this time is to ensure the **\$1.8 billion investment in primary care** is properly implemented following the 2025 election, focused on ensuring there is further focus on expanding existing teams.

We want AFHTO and our members to be included in discussions regarding the initiatives highlighted in the investment, and ensure we have **a place at the table** in discussions regarding **standards legislation, expansion of FHTs, and improvements for HHR.**

AFHTO members can **continue to drive change** and **impact the implementation of key initiatives** outlined by the government, including:

- Helping with the introduction and expansion of 305 additional teams,
- Consulting on future primary care standards legislation,
- Advising on team performance indicators, home and community care modernization, and enhanced digital tools,
- Supporting the expansion of teaching clinics, and
- Ensuring two million people are attached to primary care teams by 2029.

# Cheat Sheet of the Suggested Process for ED's/CEO's



# Roles of AFHTO, Member Organizations, and Team Members

## Santis

- Support AFHTO with their government relations efforts
- Provide strategic advice
- Prepare materials
- Organize meetings with key stakeholders

## AFHTO

- Support members in their local/regional advocacy efforts
- Issues management
- Prepare materials
- Attend meetings / events
- Execute broader advocacy activities
- Ensure ALIGNED and COORDINATED effort
- Track activity / progress
- Report back to membership

## Member Leadership

- Create local advocacy plan, consider collaborating with other teams in area
- Mobilize Leadership Team including lead HCPs (docs, NPs)
- Modify the materials provided as required for use
- Engage candidates/MPPs
- Consider local media re: success stories at your practice
- Ensure AFHTO is informed of work/progress for tracing purposes
- Clear expectations to team members

## Members' Team

- **Champion messages, social posts etc. across their own networks**
- **Signature on petition**
- **Support organization efforts to engage local stakeholders. Stay on message**

Getting this support from candidates, allows us to better influence and contribute to ensure our members needs are met:

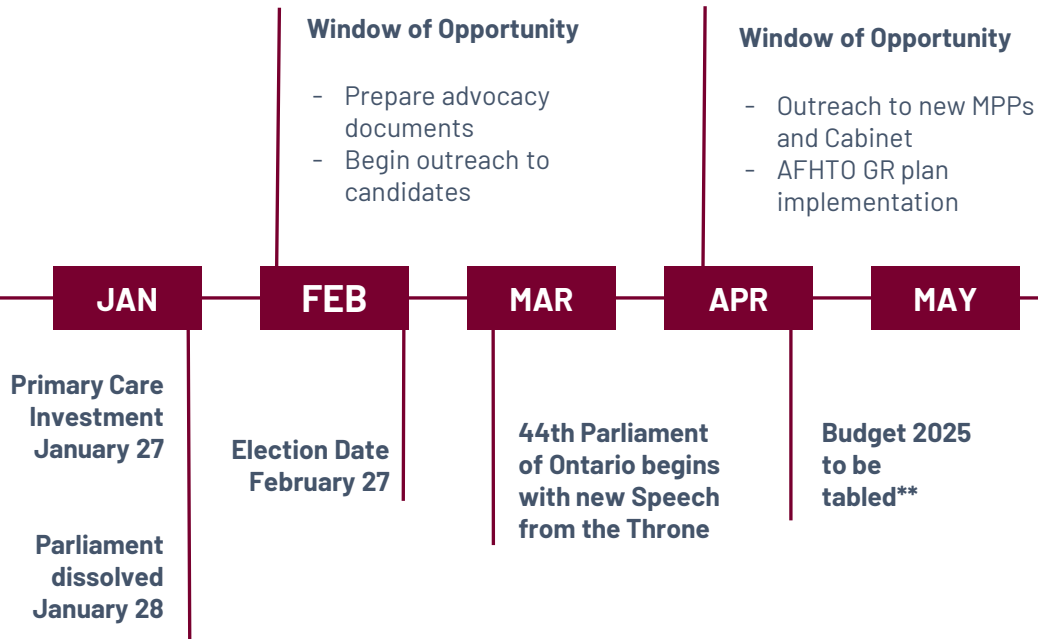
- Contract Modernization
- Compensation Grid and Increases
- Expansion vs. New Teams
- Accountability through reporting and data

We want AFHTO and our members to be included in discussions regarding the initiatives highlighted in the investment, and ensure we have **a place at the table** in discussions regarding **standards legislation, expansion of FHTs, and improvements for HHR.**

FHTs provide essential leadership in their communities, and with the **right structures and funding,** their impact can be significantly amplified for even greater impact.

# 2025 Advocacy Timeline

Raising the Profile of Family Health Teams  
And Primary Care Teams broadly in 2025



## Immediate Next Steps

- Review material in folder
- Tailor as required
- Check in with ED to ensure you understand the approach being taken by leadership
- Ensure your communications person is linked to AFHTO
- Follow AFHTO and other members on social channels
- Promote petition from For Us For You Campaign
- Stay on message when speaking as an employee of the FHT
- Be active in your community, events etc. leverage opportunities as they come up to get the messages across to candidates, MPP's and other stakeholders.