

## 2025 Member Toolkit

AFHTO has been proud to be part of national conversations on strengthening primary care in Canada. With millions of Canadians still lacking access to a family doctor or primary care provider, there is an urgent need for federal leadership and investment to ensure everyone can receive timely, team-based, and culturally safe care close to home.

As we head into the federal election, this is a crucial moment to elevate primary care as a national priority. Through advocacy at the community and national level, AFHTO member organizations can drive meaningful change and help shape the federal role in:

- Expanding access to team-based primary care across Canada,
- Establishing and upholding national standards for primary care delivery,
- Improving digital health tools and data-sharing between care providers,
- Investing in training and expanding teaching clinics to grow the workforce, and
- Ensuring unattached patients—particularly in rural, remote, and Indigenous communities—can access high-quality care.

We are calling on all federal candidates to champion bold action on the health workforce crisis and commit to targeted investments that will improve access, equity, and outcomes in primary care.

This toolkit is designed to help you further engage with your [local MP candidates](#) during this election period.

### This toolkit contains:

- AFHTO's Key Messages,
- Suggested engagement within meetings with officials,
- Social media template posts,
- Contact information,
- The College of Family Physicians of Canada's Team-Based Care one-pager (as a separate document), and
- Copy of AFHTO One-Pager (as a separate document).

Together, we can ensure that the next federal government is **ready to act on the changes Canadians urgently need.**

## A. AFHTO Key Messages

### We need federal leadership to address the health workforce crisis.

- This includes increasing immigration support for internationally educated health professionals,
- Repealing capital gains increases that deter physician practice investment, and
- Helping providers move between provinces to serve where needed.
- This includes support for Indigenous-Led Primary Health Care. Communities deserve access to culturally safe, team-based care close to home supported by long-term stable funding.

### We need investments in population health and preventative health care initiatives.

- Canada's health system is stretched to the limit. Investing in our population and addressing affordability —like housing, food security, and climate resilience—reduces pressure on primary care and emergency departments.
- Federal investments in population health pay off by preventing illness and allowing primary care teams to focus on complex patient needs.

### We need targeted federal investments in Team-Based Primary Care and unattached Canadians

- Over 6.5 million Canadians have no family doctor or primary care provider.
- Canada's bilateral health agreements investing in home and community care expire in 2027.
- New investments need to focus on supporting provinces in expanding access to team-based primary care to reduce ER visits, improve health outcomes, and ensure that all Canadians have access to a clinician.

### We must leverage new technologies, including AI, to reduce administrative burden

- Federal investment in interoperable, connected digital health systems is essential to reduce paperwork and free up time for patient care.
- Support the adoption of AI tools and integrated electronic medical records across provinces—help us work smarter, not harder.

### Preparing for the next health emergency is a continuous process

- Climate events, misinformation, and public health crises are the new normal. We need a health workforce and health infrastructure prepared to respond.
- Federal emergency preparedness plans must include health workforce support and investments in climate-resilient, team-based care delivery models.

## B. Suggested Engagement within Meetings

When in meetings with MP candidates, it is important to have an outlined course of action to ensure the discussion remains on topic and on time. Outlined below is a suggested agenda for meetings with MPP candidates, as well as a process map outlining the collateral information to provide before and after the discussion.

Additionally, the key messages above [Section A] can be used to reach out with meeting requests to local MPPs.

### *Suggested Agenda*

#### Introductions (2-3 minutes)

- Introduce yourself, your connection with AFHTO, and any other members in attendance.
- Briefly overview the agenda, highlighting the one-pager.

#### Overview of Key Asks (10 minutes)

- Summarize key asks and outline the recommendations AFHTO has for the system, and the impact it would have on you and your organization.
  - Federal leadership to address the health workforce crisis.
  - Investments in population health and preventative health care initiatives.
  - Targeted federal investments in Team-Based Primary Care and unattached Canadians
  - New technologies, including AI, to reduce administrative burden
  - Preparation for the next health emergency is a continuous process

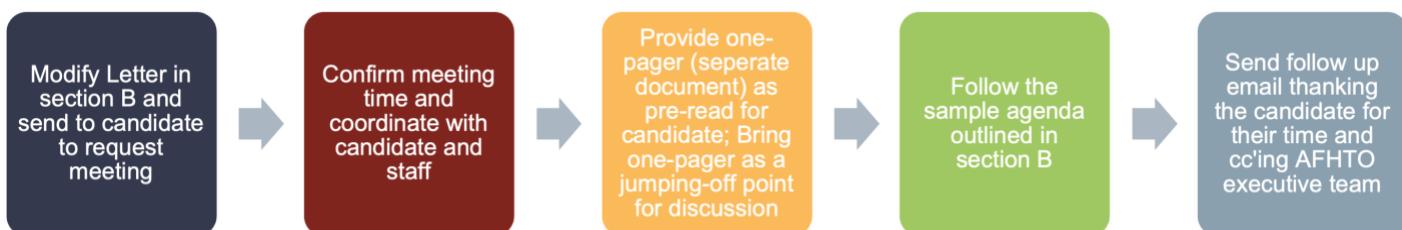
#### Discussion with MP Candidate (15 minutes)

- Allow MP Candidate to provide any and all feedback.
- Contribute further to the discussion by asking any follow up questions.

#### Wrap-Up (2-3 minutes)

- Thank the MP Candidate and their staff for their time.
- Highlight wanting to further the discussion in future meetings and discuss introducing the MP Candidate to AFHTO executives.

### *Process Map*



## C. Sample Social Media Engagement

We strongly encourage you to retweet @AFHTO posts on Twitter/X, LinkedIn, and Facebook, and use the hashtags **#ItTakesATeam**, **#CDNpoli**, **#PrimaryCare**, and **#HealthCareForAll** as space permits. If you'd prefer to post your own messages, below are some tweet-length samples and longer messages for LinkedIn and Facebook. Please remember to tag us in your tweets, use **#ItTakesATeam** and tag your local candidates.

### Twitter/X

- Family Health Teams provide comprehensive, team-based care that keeps Canadians healthy. Investing in primary care means fewer ER visits & better outcomes. **#ItTakesATeam** @AFHTO **#PrimaryCare** **#CDNpoli**
- We need sustainable federal funding for Family Health Teams to expand access to nurses, social workers, dietitians & mental health care. Strong primary care = strong communities! @AFHTO **#ItTakesATeam** **#HealthCareForAll**
- Millions of Canadians don't have access to a family doctor, but Family Health Teams help close the gap through team-based care. More teams = more access. Let's scale what works. @AFHTO **#ItTakesATeam**
- Too many Canadians rely on overcrowded ERs for issues that could be managed in primary care. Expanding Family Health Teams reduces wait times & strengthens the system. @AFHTO **#ItTakesATeam** **#CDNpoli**
- Canada's healthcare system is under strain. Family Health Teams are a proven solution delivering high-quality, team-based care. Let's invest in stronger primary care nationwide! @AFHTO **#ItTakesATeam**

### Facebook and LinkedIn:

Canada's healthcare system is at a tipping point. Millions of Canadians lack access to a family doctor, and emergency departments are overwhelmed. But there's a proven solution: **Family Health Teams**. Family Health Teams provide team-based primary care by bringing together doctors, nurses, social workers, dietitians, mental health professionals, and other allied health experts to care for patients holistically. This approach:

- Reduces pressure on ERs by offering comprehensive care close to home
- Improves access for people without a regular doctor
- Supports mental health needs in the community
- Keeps Canadians healthier through prevention and chronic disease management

But to continue delivering high-quality, accessible care, we need **sustainable, long-term federal investment** to expand Family Health Teams and strengthen primary care across the country.

#TeamBasedCare #InvestInPrimaryCare #HealthCareForAll #ItTakesATeam #AFHTO #CDNpoli  
#PrimaryCare

**For more information about this toolkit, or for questions, please contact:**

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