



## Election Tool Kit

### TWEETS:

1. Suffering is universal, palliative care is not. This election season let's make sure that equitable access to palliative care is a priority! #QELCCC #PallCare2021 #CdnPoli
2. This #election2021, make the issues that matter most known! Palliative care ensures that you get care tailored to your needs for the rest of your life. #QELCCC #PallCare2021 #cdnpoli
3. Palliative care isn't about dying, it's about living the most fulfilling and best quality life until the very end #QELCCC #PallCare2021 #CdnPoli
4. The #COVID19 pandemic has amplified an unfortunate truth: suffering and loss are universal experiences, but palliative care is not. This election season let's make sure issues that matter are being addressed. #QELCCC #PallCare2021 #CdnPoli
5. Long-term care residents deserve pain management, their wishes to be heard, family to be included, and their physical, emotional, and spiritual needs to be met. A palliative approach to care is the answer! #QELCCC #PallCare2021 #CdnPoli
6. Only 6% of residents in LTC have record of receiving palliative care in the last year of life (CIHI, 2018). The #QELCCC is calling on party leaders to embed palliative care in national long-term care standards. #PallCare2021 #CdnPoli
7. Access to quality palliative care is important. That's why #QELCCC sent a letter to federal parties demanding prioritization of quality palliative care and grief and bereavement supports for all Canadians. Read the full letter here:

\*Please accompany this tweet with photo of the letter in the graphics section below

8. Has someone close to you received palliative care? If comfortable, share your experience. We want to hear from you! #QELCCC #PallCare2021 #CdnPoli

### TAGS:

Please try and tag these accounts in your tweets.

**@CanadianGreens**

**@NDP**

**@CPC\_HQ**

**@liberal\_party**

**@blocquebécois**

### LINKS:

QELCCC : Webpage [chpca.ca/qelccc](http://chpca.ca/qelccc)

**HASHTAGS:**

#QELCCC #PallCare2021 #CdnPoli

**GRAPHIC #1**

## QELCCC Election 2021 Asks

- Fully commit to funding and implementing the **Framework on Palliative Care in Canada**
- Embed palliative care in **national long-term care standards**
- Ensure full implementation of **Bill C-220, An Act to amend the Canada Labour Code**



**GRAPHIC #2**



A palliative approach to care is about

**“How well do you want to live until you die?”**



### GRAPHIC #3



## Suffering and loss

are universal experiences

## Palliative care

is not

### Graphic #4

Dear Sir/Madam,

**Re: Election commitments related to palliative care**

On behalf of the Quality End-of-Life Care Coalition of Canada (QELCCC) we ask you and your party to publicly commit to improving access to quality palliative care and grief and bereavement supports in Canada.

The COVID-19 pandemic has amplified an unfortunate truth: suffering and loss are universal experiences, but palliative care is not. The pandemic has laid bare healthcare system inequities, particularly as they relate to care for seniors and those in long-term care. These challenges will become more difficult to solve for our aging population if steps are not taken immediately. Those living in rural and remote communities, First Nations, Inuit, and Métis people, and structurally vulnerable populations have also experienced difficulty accessing palliative care. The next government must act to ensure all Canadians have access to the palliative care and grief and bereavement supports they deserve.

QELCCC is a group of more than 30 national stakeholder organizations dedicated to improving palliative and end-of-life care for all Canadians. To achieve this, there must be a well-funded, sustainable national strategy for palliative care. A robust [blueprint for action](#) has been developed outlining necessary steps to increase equitable access to palliative care services. It is our mission to work together in partnership with governments and other organizations to achieve this goal.

To that end, the QELCCC is calling on all parties to make a commitment to the following three priorities in the 2021 federal election:

1. **Fully commit to funding and implementing the Framework on Palliative Care in Canada.**
2. **Embed palliative care in national long-term care standards.**
3. **Ensure full implementation of Bill C-220, *An Act to amend the Canada Labour Code (bereavement leave)*.**

We have included a briefing document outlining some specific details regarding these priorities.

Any plan to address the challenges facing our society coming out of the COVID-19 pandemic must prioritize investing in quality palliative care. It is our intention to share your response broadly through our social media networks and contacts.