



YOUR CANDIDATES
YOUR HEALTH

VOS CANDIDATS
VOTRE SANTÉ

ADVOCATES' TOOLKIT:



Tips for Effective Advocacy



RESEARCH
CANADA

An Alliance for Health Discovery

RECHERCHE
CANADA

Une alliance pour les découvertes en santé



About Research Canada

Research Canada is a national, broad-based alliance dedicated to increasing investment and support in health research and health innovation through collaborative advocacy. We believe health research and innovation are a shared benefit and responsibility and an investment in Canada's future. We engage and work with government, academia, industry and non-profit sectors to build support for balanced and long-term health research funding-investments that strengthen Canada's innovation system and lead to better health, sustainable health care, new commercialization opportunities and skilled jobs for Canadians.

OUR MISSION: To improve the health and prosperity of all Canadians by championing Canada's global leadership in health research and health innovation.

Our Members

Research Canada is proud to have over seventy member organizations which represent the diverse Canadian health research and health innovation ecosystem. Visit our website to view the full list of Research Canada's Members, Supporters and Partners.

The Parliamentary Health Research Caucus

The Parliamentary Health Research Caucus (PHRC) is a non-partisan, "owned by Parliamentarians" forum established in 2009 by Senator Wilbert Keon and Research Canada to engage elected officials in educational events that showcase Canadian health research and health innovation and to raise awareness about the social and economic benefits of Canada's health research enterprise and health innovation system.

Learn more about the *Your Candidates, Your Health* campaign at yourcandidatesyourhealth.ca

QUICK TIPS FOR HEALTH RESEARCH ADVOCATES:

Advocacy DOs and DON'Ts

DO

- ✓ Be on time
- ✓ Introduce yourself and your role in health research, and acknowledge that they have taken time out of their busy schedule to meet with you
- ✓ Address Candidates who are Ministers by this title (thank you, Minister)
- ✓ Give real world examples that demonstrate health, economic or social benefit
- ✓ Know the party platform on research and the party record; if possible, connect it to your issue
- ✓ Leave brief written materials (2pgs) and your business card
- ✓ Tell them you plan to follow up, and do so – make sure to ask for the most direct way to connect with them

DON'T

- ✗ Bring anyone who is not necessary for your presentation
- ✗ Focus only on the candidate if they bring members of their staff
- ✗ Get sidetracked by introducing extraneous topics
- ✗ Assume that your candidate will know about, or be interested in, health research – they don't know!
- ✗ Be negative, e.g. complain about inadequate funding or regulatory challenges
- ✗ Misjudge your time and force them to bring the meeting to a close
- ✗ Criticize their leader, party or other candidates

Quick Tips For Effective Advocacy

WHEN MEETING WITH FEDERAL CANDIDATES, IT IS IMPORTANT TO:

- Use the meeting(s) to build the relationship
- Use clear, simple and concise messages
- Tailor the message for the target audience
- Use plain language, not scientific jargon

You influence with your message, but mostly with *your passion* for health research, health innovation and your experience. Your influence will grow with every visit.

WHAT TO EXPECT *DURING* THE MEETING:

- Expect to make the case: Action needed now
- Expect to listen and to ask questions
- Expect tough questions
- Expect to ask what they would be prepared to do

WHAT TO EXPECT *AFTER* THE MEETING:

- Expect to follow-up with the candidate and/or their staff
- Plan to debrief following the meeting

MEETING WITH CANDIDATES:

Policy Questions and Answers



Below is a list of questions you may ask federal candidates when you raise the importance of health research and health innovation as key policy issues for this election:

- Does your party support increasing investments in the Canadian Institutes of Health Research's (CIHR) budget to advance health research?
- Does it also support increasing the budgets of the Natural Sciences and Engineering Research Council (NSERC) and the Social Sciences and Humanities Research Council (SSHRC)?
- Does your party support increasing investments in doctoral trainees and post-doctoral fellows?
- Does your party support increasing support for Indigenous health researchers and for women health researchers?
- Does your party support the development of public policies that catalyze health and biosciences sector investments in Canadian health R&D?
- If your party is elected, will you form a government that signals Canada is a science nation?



ANSWERS TO QUESTIONS YOU MAY BE ASKED

Below are some questions you may be asked by federal candidates when you raise the importance of health research and health innovation as key policy issues for this election.

1

Why should I be concerned about health research when my constituents are more worried about the economy and health care?

Health research is already tackling some of this country's greatest health and health system challenges. Health research provides us with the evidence we require to decrease waiting times and provide better access to diagnostic services and treatment. We cannot improve our health system without the knowledge we acquire from research that allows us to make informed decisions about procedures and innovative system strategies. This evidence can only come from research that is rigorous, integrated and based on fact. Research helps to ensure a health system that is adaptable, responsive, innovative, cost-effective and accountable.

Secondly, health research provides the means to test the effectiveness of new treatments, first in controlled environments, through clinical trials, then in actual use, through ongoing surveillance. It also helps to prevent disease by teaching us more about the factors that increase the probability of illness and our susceptibility to disease.

2

How can your organization ask for an increase in public investment in health research when there has been a substantive increase in your sector over the past several years? What about other priorities for government?

Canada has made a significant commitment to health research over the past decade and a half. The health research community sincerely appreciates Budget 2018's announcement of an unprecedented investment in Canada's research system. This nearly \$4 billion commitment recognized the central role of the Canadian research enterprise in driving economic growth, innovation and producing a highly

skilled, competitive workforce. Budget 2019 further strengthened the federal government's commitment to the research environment and a highly skilled workforce—the cornerstones of a globally competitive knowledge economy; however, as encouraged as we are, Research Canada remains concerned about the impact of previous underinvestment on our next generation of fundamental science research. Canada

has not only trailed the OECD average for research and development intensity and growth, but fallen further behind. As Canada works to reverse its previous course, the rest of the world is only gaining further momentum.

The health research community wants to make sure that the promised reinvestment has the best chance of propelling Canada forward through an extraordinarily competitive environment, rather than

merely stabilizing the status quo. This includes funding the full costs of research. It also includes building a research system that recognizes the multifold value of Indigenous health research informed directly by Indigenous communities, and that encourages the skilled employment opportunities provided by Canada's health and biosciences industry.

3

Where do Canadians stand on the money being spent on health research?

Canadians have not wavered in their commitment to the importance of supporting health and medical research because they recognize the benefits it can bring to our health and to our economy. Canadians are increasingly convinced that Canada should be a global leader in health and medical research, according

to a survey on health research and health innovation released in the spring of 2019 by six leading national health organizations. A majority of Canadians say they are still willing to pay out of pocket to support health and medical research and to pay more taxes for Canadian-made health science innovations and technologies.

The survey, CanadaSpeaks! 2019 updates the results from landmark surveys in 2006, 2009 and 2015.

SURVEY HIGHLIGHTS



An overwhelming majority of Canadians (86%) are more likely to vote for a candidate who supports increased funding for health and medical research, a rate of support consistent with four years ago (84%).



Canadians are increasingly convinced that Canada and their province should be global leaders in health and medical research (91% of Canadians say Canada should be a global leader in health research while 86% say that their province should be a national leader).



91% of Canadians say that health and medical research makes an important contribution to the healthcare system while 81% of Canadians say that health and medical research makes an important contribution to the economy.



9 out of 10 Canadians agree that basic research is necessary and should be supported by the federal government.



6 out of 10 of Canadians are willing to pay out of pocket for new health and medical research projects and would be willing to pay \$1 more a week in taxes if they knew the revenues would pay for government investment in Canadian-made health science innovations and technologies.

4

Why should I make health research and health innovation my priorities?

The benefits of health research are the priorities of Canadians: improved health, an efficient and sustainable health system and a prosperous economy that creates jobs.

Canadians hold their healthcare system near and dear to their hearts. Health research will be critical to facing the most pressing challenges we are currently facing in our health care system.

HEALTH RESEARCH

- Provides the evidence that facilitates sound decision-making and provides governments with the information required to develop sound public policy
- Provides the healthcare system with the tools it needs to effectively diagnose and treat Canadians when they become ill
- Provides the means to test the effectiveness of new treatments, first in controlled environments, through clinical trials, then in actual use, through ongoing surveillance

- Supports the development of the most efficacious and cost-effective means of delivering healthcare services to Canadians

The return on Canada's investment in health research is measured not only in terms of health, but also in terms of wealth.

THE GOVERNMENT OF CANADA'S INVESTMENT IN HEALTH RESEARCH IS UNDERPINNING THE INNOVATION AGENDA BY:

- Providing the foundation for spin-off companies that supply important health services and products to Canadians while generating economic growth and creating jobs
- Fostering partnerships with the health and biosciences and voluntary sectors that are leveraging the federal investment, integrating all partners into the development and implementation of strategic agendas for health research and maximizing the impact of health research dollars
- Providing Canada with skilled graduates who are equipped with advanced levels of training, knowledge and expertise
- Repatriating Canadian researchers from abroad and attracting distinguished foreign researchers to Canada, where their discoveries will benefit Canadians
- Creating a brighter future for Canada's youth, Indigenous Peoples and women by providing opportunities to harness their energy and creativity in becoming the next generation of health researchers

USING SOCIAL MEDIA FOR Health Research Advocacy



"Canada has one of the most connected populations in the world. For many Canadians, social media is now a part of their daily routine."

- RYERSON SOCIAL MEDIA LAB

During the 2019 Canadian federal election campaign, Candidates and their political parties will be making the most of social media to engage with Canadians. By joining in this conversation, Canadian health research organizations can have a huge impact on raising awareness about the importance of Canadian health research and health innovation.

Social media is a powerful tool to advocate for health research. And like any good tool, it works the best when you use it properly. The following tips will help ensure that your use of social media is effective and successful.



1

REMEMBER THAT SOCIAL MEDIA IS A CONVERSATION, NOT A MONOLOGUE.

Your use of social media should be clearly focused on raising awareness about key issues in creative and engaging ways that are personal, visual, conversational and persistent without being repetitive or tiresome.

2

BE STRATEGIC

- **What are your advocacy objectives?**

Before you even think about a social media strategy you need to be clear about your advocacy messages. Are you calling for specific actions to improve the health research that will benefit Canadians? Check in with your staff and key stakeholders for their input and to ensure their support.

- **What is your story?**

Think about engaging and interesting ways to get your messages across in the social media context. Remember this may be different than how you promote your message through other channels such as the mainstream media.

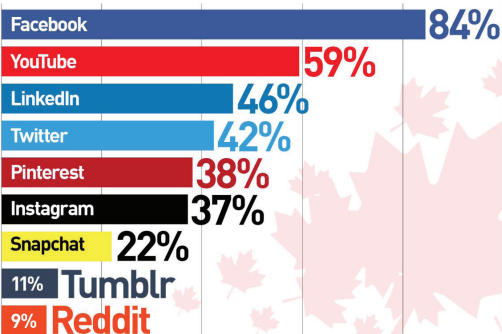
- **Who is your audience?**

Be clear on who you want to engage in the conversation and what social media platforms they use (Chart 1). You can choose to speak directly to candidates through social media, but it is also important to encourage voters to advocate on your behalf.



CANADIAN SOCIAL MEDIA USE:

PERCENTAGE OF ONLINE ADULTS WITH AN ACCOUNT ON THE FOLLOWING PLATFORMS:



SOURCE: RYERSON UNIVERSITY SOCIAL MEDIA LAB

cbc.ca/spark

3

CREATE COMPELLING "SHARE-WORTHY" MESSAGES AND MATERIALS.

- Make sure your audience will notice your posts and respond to them. It will be important that your posts are shared by those who will resonate with your message.
- Your posts are more likely to be shared if they include personal stories, important facts and data, inspirational quotes, or breaking news.
- High-quality photos and images are critical and so are concise, well-crafted key messages no more than 40 characters long.

4

UNDERSTAND THE DIFFERENCES IN SOCIAL MEDIA PLATFORMS

Most online adult Canadians (94%) use at least one social media platform, but gender, age and income influence what platforms they choose. Facebook is the most popular followed by YouTube, LinkedIn, Twitter, Pinterest and Instagram. Consider starting with one or two social media platforms that you are most comfortable with.



KEY TIPS FOR ALL SOCIAL MEDIA PLATFORMS

- **Post often** on different days of the week and at different times of day, but don't post too often or you won't be noticed.
- **Interact with your audience.** Respond to comments and thank those who share your message. Ask your followers to share messages to their candidates.
- **Engage with candidates** – tweet messages, thank them for taking the time to meet with you.
- **Follow other social media users** you would like to have follow you – news reporters and outlets, bloggers, etc.
- **Follow relevant health organizations** and other campaigns with large lists of followers and access to key decision-makers and stakeholders.
- **Follow news sites**, check blogs and pay attention to what campaigners and political parties are saying in social media. Support them when their messages are in synch with yours.
- **Use shared hashtags** that your stakeholders and others are using.
- **Track your results** and see what resonates.



FACEBOOK

- Women (88%) are more likely to use Facebook than men (81%)
- Facebook is the only social media platform where the oldest generation (55+) crosses the 50% adoption mark (75%)



YOUTUBE

- Unlike Facebook, men (62%) are more likely to have an account on YouTube than women (55%)
- There is a large distribution of user across the age groups, but adoption lowers with age



LINKEDIN

- LinkedIn is particularly popular with those who are self-employed (56%)



TWITTER

- Men and women have similar adoption rates of Twitter
- Older people are the least likely to adopt Twitter

Source: Ryerson Social Media Lab



PARTICIPATE IN THE YOUR CANDIDATES, YOUR HEALTH SOCIAL MEDIA CAMPAIGN

- Use the campaign hashtags: #YCYH2019 and #HealthResearch4Cdns
- Follow Research Canada on Twitter (@ResearchCda) and Facebook (@ResearchCanada)

MAXIMIZING YOUR IMPACT:

How to Organize a Town Hall Meeting with Election Candidates



WHAT IS A TOWN HALL MEETING?

A town hall meeting is an opportunity for health research and health innovation advocates to meet Candidates in their research institution/organization/company's ridings and advance health research and health innovation advocacy efforts, raise awareness among Candidates about the social and economic benefits of Canadian health research and health innovation and lay the groundwork for future relationships with Candidates who will become elected officials.



HOW TO PREPARE

Start early and schedule the event in the last two weeks of the election campaign



Determine the goal of the town hall



Decide on a desired range of dates for the meeting



Identify Candidates in your riding, potential partners, sponsors and key contacts



Create a small planning committee drawn from like-minded organizations that will:



1 Contact all Candidates and campaign teams

2 Develop a key theme for the event

3 Develop a communications plan including community outreach, media and social media, designate media contacts and spokespeople

4 Liaise with the Candidate's campaign teams to decide upon date, time, length of event, event scenario, Q&As

5 Develop a budget

6 Secure a venue and organize logistics (room set-up, AV, etc.)

7 Identify a Moderator for the Candidate Panel who ensures event stays on time and ends as scheduled as well as manages the discussion and audience Q&As

8 Approve all event materials, including press releases and messaging

9 Be in frequent contact with campaign staff and update them as the event unfolds



AT THE EVENT

- Ensure key questions are asked to Candidates about priorities for the health research and health innovation sector
- Assign non-partisan questions to the Chair and/or committee members in the audience
- Provide relevant hand-outs to Candidates once town hall is over with key messages, patient stories and contact information of town hall organizers



FOLLOW-UP

- Send thank-you letters to Candidates and include a contact person for Candidate follow up
- Prepare Letter to the Editor of the local newspaper on the event
- Develop a summary of the report of the town hall that includes next steps and share it with stakeholders and policymakers



FOR YOUR CONSIDERATION

A town hall meeting is an opportunity for members of the health research and health innovation community to participate in the electoral process and to have some policy influence on future Members of Parliament.

It is also important to consider the challenges of hosting a town hall. Namely, that it can be difficult to schedule all Candidates and spontaneity at a large public event can lead to unanticipated results.



SAMPLE AGENDA FOR TOWN HALL

- 1 Welcome and Introductions
- 2 Overview of Issue: Moderator provides overview of state of health research enterprise/ health and biosciences sector and presents challenges
- 3 Perspectives on the Challenges: Moderator and Candidates provide insight/perspective on challenges
- 4 Audience Input/Interaction: Moderator solicits questions on challenges
- 5 BREAK
- 6 Perspectives on Proposals to Address Challenges: Moderator and Candidates provide their insights and policy ideas and commitments if elected
- 7 Audience Input/Interaction: Moderator solicits questions on proposals
- 8 Open Discussion with Panel on Next Steps: Moderator interacts with panel to try to solicit different/common steps Candidates will take, if elected, to address challenges for health research and health innovation communities
- 9 Summary: Moderator summarizes Candidates views and their commitments if elected and adjourns the meeting

Thank you

TO OUR SPONSORS



AstraZeneca is a global, innovation-driven biopharmaceutical business with a primary focus on the discovery, development and commercialization of primary and specialty care medicines that transform lives. Our primary focus is on three important areas of healthcare: Cardiovascular and Metabolic disease; Oncology; and Respiratory, Inflammation and Autoimmunity. For more information: www.astrazeneca.ca.



Consumer Health Products Canada is the industry association representing the companies that make evidence-based over-the-counter medicines and natural health products. These are the products you can find in medicine cabinets in every Canadian home. We work to shape a policy and regulatory environment that recognizes self-care as vital to the health of Canadians and the sustainability of our healthcare system. This ensures that Canadians have access to safe and effective products for their health.



Diabetes Canada is the registered national charitable organization that is making the invisible epidemic of diabetes visible and urgent. Diabetes Canada partners with Canadians to End Diabetes through:

- Resources for health-care professionals on best practices to care for people with diabetes;
- Advocacy to governments, schools and workplaces; and
- Funding world-leading Canadian research to improve treatments and find a cure.

Diabetes Canada is urging candidates in all parties to support the Diabetes 360° strategy to help urgently address the diabetes epidemic. For more information, visit diabetes.ca/strategy.



Innovative Medicines Canada is the national voice of Canada's innovative pharmaceutical industry. We advocate for policies that enable the discovery, development and commercialization of innovative medicines and vaccines that improve the lives of all Canadians. We support our members' commitment to being valued partners in the Canadian healthcare system.



BRIGHTER WORLD





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yourcandidatesyourhealth.ca