Help spread the word

Tools and ideas for reaching local and provincial audiences to amplify OurCare’s call for change
Thank you for continuing to support OurCare!

- Ways you can amplify OurCare recommendations and the Standard
- Key messages
- How to make a pitch or a post
We need your help to amplify OurCare’s call for change.

We want you to reach out to your MLAs/MPPs, MP and local councillors, as well as regional health authorities.

But we also want you to think about the networks you belong to: book clubs, congregations, service clubs, professional associations, neighbourhood groups.
You can help to amplify OurCare online and off.

- Ask for a meeting with local health leaders, policy makers and politicians
- Make a presentation to a local organization like the YMCA or Community Foundation.
- Post about your experience on Facebook, X and LinkedIn
- Write an op-ed
- Reach out to your local radio station.
We have materials to help!

- Press releases
- Fact sheets
- Generic presentations
- Talking points
Primary care is the front door to our health system, but for too many people living in Canada, that front door is closed.

One in five Canadians do not have access to primary care services.

Primary care providers are facing burnout and administrative burden impacting their ability to deliver high-quality care.

With an increasing number of family doctors retiring and fewer medical students choosing to specialize in family medicine, coupled with continued population growth and aging, access to a family physician will only get worse.

Patients are not able to access the care that they need when they need it, with more patients than ever turning to seek care in Emergency Departments, travelling long distances or forgoing care altogether resulting in negative downstream effects of the health system.
So what’s so special about OurCare?

- Largest ever pan-Canadian conversation about primary care — based on 9,000 survey responses and 10,000 hours of volunteer time
- Everything starts with primary care. Strengthening primary care is the best way to improve health and reduce pressure on the health system.
- Everyone should be able to access ongoing, high quality primary care and be served by a primary care team.
Key Themes Across Jurisdictions

- **Resolve** the attachment crisis
- **Enable** patient access to health records
- **Grow** the primary care workforce
- **Improve** accountability
- **Expand** team-based primary care
- **Expand** virtual care
- **Bring** a strong equity focus
- **Expand** primary care coverage
OurCare Goal: Raise the standard for primary care across Canada

OurCare believes that every person in Canada must be connected to a primary care team.
Introducing the OurCare Standard

The OurCare Standard distills several hundred recommendations into six guarantees we want governments across Canada to adopt.

1. Everyone has a relationship with a primary care clinician who works with other health professionals in a publicly funded team.

2. Everyone receives ongoing care from their primary care team and can access them in a timely way.

3. Everyone’s primary care team is connected to community and social services that together support their physical, mental and social well-being.

4. Everyone can access their health record online and share it with their clinicians.

5. Everyone receives culturally safe care that meets their needs from clinicians that represent the diversity of the communities they serve.

6. Everyone receives care from a primary care system that is accountable to the communities it serves.
Ways to Achieve the Standard

01. Guarantee access to primary care for everyone living in Canada

02. Increase funding for primary care

03. Legislate requirements for electronic health record interoperability and patient access to their health data

04. Scale up training capacity to increase the number of health professionals graduating with interest and competency in primary care and optimize interprofessional collaboration

05. Enhance curriculum, professional development offerings, and practice standards to ensure all primary care professionals are trained to provide trauma-informed, anti-discriminatory, culturally safe, and gender-affirming care

06. Reduce barriers to practice for internationally trained clinicians

07. Ensure consistent funding and use of language interpretation services for language-concordant care

08. Establish systems for patient and public oversight of primary care.
Investing in OurCare recommendations is a win for government

Investing in primary care will:

- Reduce strain on the health care system.
- Ensure everyone has access to the care they need.
- Ensure everyone can thrive physically, mentally and socially.
How to talk about OurCare


● “We all want to make primary care better — we can by adopting the OurCare Standard and investing in primary care.”

● This is what people across Canada want — strengthening primary care is one thing that everyone agrees on.
How to NOT to talk about OurCare

- Government is the problem.
- The solution is easy.
- Doctors and nurses need to be made to do more.
Tips

Use personal and professional connections

Stick to time

Be appreciative

Learn about your audience

Write a cheat sheet
Share your wins! (And your losses)

We want to hear how about your experiences talking about OurCare

Email: info@ourcare.ca
Social media

#ourcare

X/Twitter

Unity Health Toronto @UnityHealthTO
Dr. Tara Kiran @tara_kiran
MAP Centre for Urban Health Solutions @Map_Health

LinkedIn

Unity Health Toronto Unity Health Toronto Tara Kiran

Instagram

unityhealthto

Facebook

Unity Health Toronto