



# 2025 Election Advocacy Toolkit



## **YOUR VOICE IS IMPORTANT IN THE FEDERAL ELECTION**

The election campaign has officially launched across the country, and the vote will take place on Monday, April 28th.

The issues related to mental health and substance use health have not left Canadians indifferent in recent years. In fact, they impact the entire population, either directly or indirectly. In the current context, it is essential not to remain passive and to take up space online by speaking out to raise awareness of CAMIMH's asks with both candidates and the general public.

**That's why we need your voice now more than ever.**

We've created this toolkit to support your engagement on social media and with candidates during this election.

Inside, you'll find:

- Our asks for the next federal government
- Tips for talking to your local candidates
- Examples of how to use social media to your advantage and spread CAMIMH's key messages

## OUR KEY ASKS

CAMIMH has identified **four policy areas** where there is a clear role for the federal government to make a difference in improving our mental health and substance use health, and our overall quality of life.

### 1. Improving and expanding access to mental health and substance use health services

The next federal government must commit to:

- Take on a stronger leadership role with provinces and territories to improve timely access to mental health and substance use health care.
- Equally value mental health and physical health in its policies.
- Adopt a companion piece of legislation to the Canada Health Act called the Mental Health and Substance Use Health Care for All Parity Act.

### 3. Increasing investments in mental health and substance use health research

The next federal government must commit to:

- Recognize the importance of investing in mental health and substance use health promotion, prevention, education, and the social determinants of health.
- Continue to foster a competitive environment to attract and retain high-quality researchers in the country.
- Increase investments in CIHI and the Canadian Institutes of Health Research (CIHR) to encourage initiatives and research projects that enhance mental health and substance use health knowledge.

### 2. Developing clear and meaningful mental health and substance use health system performance indicators

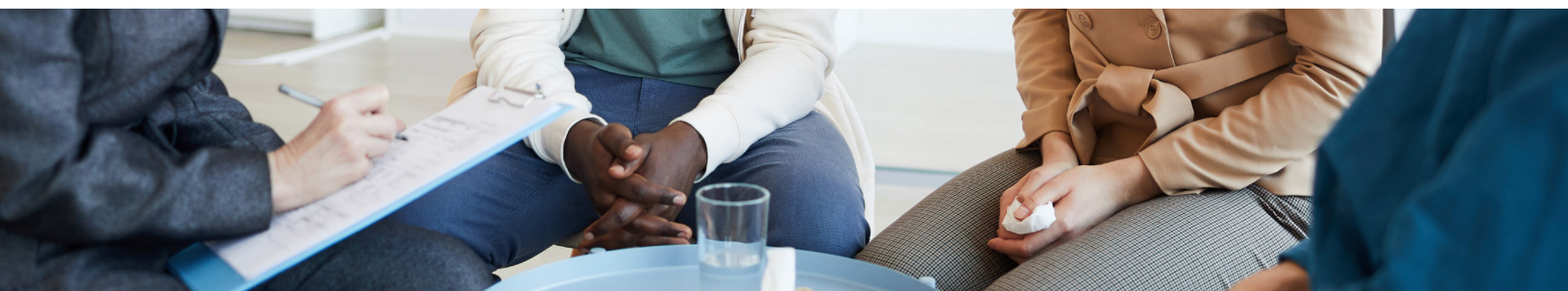
The next federal government must commit to:

- Provide the necessary resources to the Canadian Institute for Health Information (CIHI) to promote collaborations between provinces and territories, and other stakeholders to develop more comprehensive performance indicators.
- Establish evidence-based national objectives and benchmarks for each indicator developed (e.g. guiding principles, national standards).

### 4. Reinstating a Minister of Mental Health and Addictions in the next Cabinet

The next federal government must commit to:

- Reinstatement of the Cabinet position of Minister of Mental Health and Addictions - removed by the most recent government - to ensure that these issues receive the attention and recognition they deserve.
- Ensure that this position strengthens attention on mental health and substance use health issues and guarantees tailored solutions based on populations.



## TALKING TO CANDIDATES

A good way to get your message across is to meet with the people running for Member of Parliament in your local riding.

Candidates may come to your door, or you may run into them out in the community at a local event. You can also make an appointment to meet with candidates at their campaign offices to share your perspective, speak up to improve mental health care and services, and ask them questions about CAMIMH's recommendations.

*Depending on the candidate's interests, it may be more effective to focus on just one or two key recommendations. For example, it is relevant to cover one or two recommendations in more detail rather than doing a quick overview.*

- 1.** Contact the campaign office and ask to speak to the campaign or office manager. To find your candidate, you can visit the official Elections Canada website at the following address: [www.elections.ca](http://www.elections.ca).
- 2.** Talk about yourself, your day-to-day work, and your involvement with CAMIMH, and explain what you'd like to discuss with them.
- 3.** Read our asks and be ready to share them concisely. Personal stories from your own experience will help emphasize your points, and provide concrete examples.
- 4.** Be respectful and collaborative, **even if you disagree**. Remember, you are building a relationship. You'll want an opportunity to continue this conversation in the future.
- 5.** Print the policy summary document to give to the candidate at the end of the meeting.
- 6.** Take a picture with the candidate to post on social media. Tag CAMIMH and the candidate in the publication to allow us to republish it.
- 7.** If you have the contact details, follow up with a thank you note for the meeting. If you haven't given the policy document, attach it to email and mention that you are available for any questions.



*It's important to note that this election is projected to be a tight race. Most candidates will be spending the majority of their time canvassing, minimizing opportunities for a formal meeting. For this reason, we encourage you to attend events organized by your local candidates and to stay active on social media.*



## SPREAD THE WORD AND INCREASE THE VISIBILITY OF CAMIMH

Make a difference by sharing your story and content on social media. We've made it easy: here are some graphics and captions you can post on your networks to show your support for CAMIMH's recommendations.

In addition to the examples below, you can draw inspiration from the posts that will be made in the coming weeks on the various social media platforms where CAMIMH is active - Facebook and LinkedIn for example. You can also comment on and repost the publications on your networks. These small actions remain essential for spreading CAMIMH's key messages.

**Make sure to use hashtags in your posts and tag CAMIMH or your local candidates.**



### EXAMPLE #1

**Headline Text (optional):** "A Healthy Canada Starts with Action"

**Supporting Text Overlay:** "Prioritize Mental Health & Substance Use Health in the 2025 Federal Election"

Canada is in election mode. The next government must prioritize mental health and substance use health. All Canadians deserve timely access to high-quality, accessible care.

A healthy Canada benefits everyone!

**#MentalHealthFirst #SubstanceUseHealthFirst**



### EXAMPLE #2

**Headline Text (optional):** "Better Data = Better Decisions"

**Supporting Text Overlay:** "Commit to Stronger Mental Health Metrics"

We urge all candidates to commit to strengthening data collection and implementing concrete measures to improve mental health for all Canadians. This is a public issue, and action is needed to create meaningful change across the country.

With better data, we can have a healthier Canada!

**#VoteMentalHealth #VoteSubstanceUseHealth**



## EXAMPLE #3

**Headline Text (optional):** *“Invest in Research”*

**Supporting Text Overlay:** *“Supporting evidence-based solutions for mental health & substance use health.”*

Improving services and practices to support individuals facing mental health or substance use issues requires investments in scientific research, as well as initiatives and programs. By allocating more resources to research, we can accomplish more to help and support Canadians!

**#VoteMentalHealth #VoteSubstanceUseHealth**



## EXAMPLE #4

**Headline Text (optional):** *“We Can't Afford to Ignore Mental Health”*

**Supporting Text Overlay:** *“Mental health care is a right—not a privilege.”*

500,000 Canadians in any given week miss work due to mental illness. The next government should adopt health policies that ensure quality and accessible care for the citizens of **(NAME of your RIDING)** and all Canadians.

Mental health and substance use health care must be treated as a right – not a privilege.

**@Identify the candidates in your riding**

**#MentalHealthFirst #SubstanceUseHealthFirst**

### FOR MORE INFORMATION OR TO HELP YOU DURING THE ELECTION CAMPAIGN, FEEL FREE TO CONTACT US:

- **Isabelle Del Rio**, Communications Associate - [isabelle@impactcanada.com](mailto:isabelle@impactcanada.com)
- **Malka Silverman**, Public Affairs Associate - [malka@impactcanada.com](mailto:malka@impactcanada.com)
- **Alexis Morin**, Public Affairs Associate - [alexis@impactcanada.com](mailto:alexis@impactcanada.com)