



CAND Election Guide

When will the next election be held? With the announcement that Canadians will be going to the polls on **September 20, 2021** now is the time to connect with the candidates, in their local campaign offices, to articulate and advance your objectives for the next parliament.

Why engage now? Wouldn't it be better to wait until the results for this election are announced?

Platform commitments outline the priorities of each party in broad strokes. Campaigns are highly volatile periods for each party's electoral fortunes, and as the campaign progresses, they will consider additional policy announcements in order to firm up support with key stakeholders and constituents.

Who will have the most influence for public policy? It is best to approach this question from whom we can predict will have the most decision-making power within parliament. There is a consensus among most political strategists that we can anticipate another minority Liberal government once all the votes are counted. If you can only meet with one or two candidates in the weeks ahead, you should reach out to the Liberal and Conservative parties first. Ideally, however, you'll be able to meet with an NDP or Green candidate as well, given that these parties will play pivotal roles in holding the balance of power in a minority parliament. **You can find the candidates for your local riding at elections.ca.**

What issues should I be talking to candidates about? Key messages and candidate questions are included as part of CAND's election preparedness materials. There are core issues affecting naturopathic medicine that CAND has identified as policy priorities:

1. Naturopathic care as an insured health service option for veterans and Indigenous populations
2. Authorizing cannabis for medical use

How can I most effectively engage with each party, given this opportunity? Guided by the messages and questions in the CAND leave behind, there are many ways to raise the issues important to naturopathic doctors and ask about a party's policy positions:

- Send a letter to candidates and include the prepared leave behind
- Attend an all-candidates' debate to ask a question
- Engage with a candidate or their team when they come knocking-on your door by asking about their party's position and sharing the leave behind
- Seek a meeting with individual candidates to talk about naturopathic medicine and CAND's policy proposals
- Attend other community events to meet candidates and campaign teams
- Share your views using traditional and social media

Follow the 3C rule:

1. Keep your ask **concise**. Distill your specific objective down to the clearest terms.
2. Make sure it's **constructive**: It should be well positioned, and in alignment with the overall objectives of the party for healthcare.
3. Think about it in the most **cost-effective** terms possible. Evidence-based policy relies on the strongest economic data points you can provide. If you can make a case for how your ask will actually save money for Canadians – either in the short or long term – you've put forth an argument that will garner all the interest and support it deserves.