

INCLUDING
THE **OURCARE**
STANDARD

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.

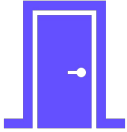
You can help to amplify OurCare online and off.

- 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

The Problem



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 on-going, high quality primary care and be served by a primary care team.

Key Themes Across Jurisdictions



Resolve the attachment crisis



Expand team-based primary care



Enable patient access to health records



Expand virtual care



Grow the primary care workforce



Bring a strong equity focus



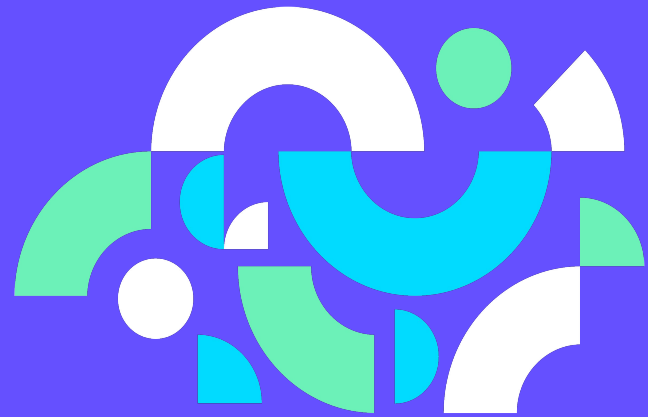
Improve accountability



Expand primary care coverage

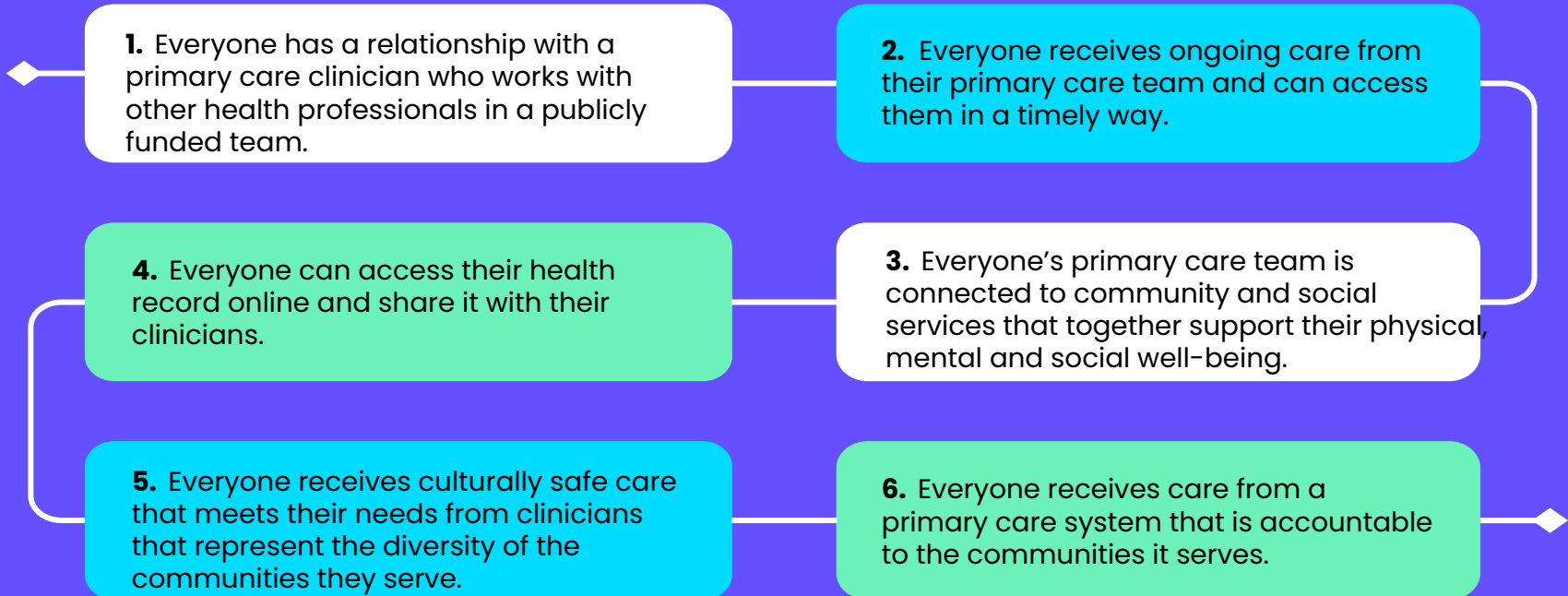
OurCare Goal: Raise the standard for primary care across Canada

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.



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

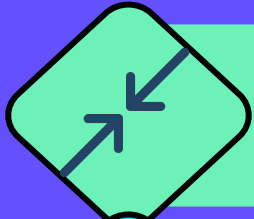
Ensure consistent funding and use of language interpretation services for language-concordant care

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

- Positive. Solutions-focussed. Common sense.
- “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

- Simplistic. Judgemental. Opinionated.
- 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

	Unity Health Toronto	Dr. Tara Kiran	MAP Centre for Urban Health Solutions
X/Twitter	<u>@UnityHealthTO</u>	<u>@tara_kiran</u>	<u>@Map_Health</u>
LinkedIn	<u>Unity Health Toronto</u>	<u>Tara Kiran</u>	<u>MAP-health</u>
Instagram	<u>unityhealthto</u>		
Facebook	<u>Unity Health Toronto</u>		