

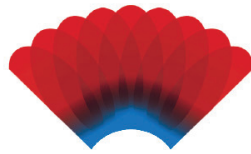
A large red map of New Brunswick is the central focus. The map has a torn, irregular edge. In the center of the map, the words "NEW BRUNSWICK" are written in white, bold, sans-serif capital letters. To the right of the map, there is a black line-art illustration of a hand holding a pen, positioned as if writing on a document.

NEW
BRUNSWICK

2024 ELECTION
ADVOCACY
TOOLKIT



Canadian
Pulmonary Fibrosis
Foundation



Canadian
Pulmonary Fibrosis
Foundation

Dear supporters in New Brunswick,

As you are aware, New Brunswick's general election is scheduled for October 21, 2024 to elect members to the Legislative Assembly of New Brunswick.

This election provides an opportunity for the Canadian Pulmonary Fibrosis Foundation (CPFF) and its supporters in New Brunswick to **communicate to all parties and candidates our key messages and recommendations for good public policy as is relates to pulmonary fibrosis (PF)** as a rare disease and the need for equitable access to oxygen therapy.

This toolkit has been designed to provide you with **a simple and practical way to communicate** CPFF's key messages by printing off the handy key message documents on Pages 4-6, and sharing them with candidates in your riding and at local events like debates and town hall meetings. You may also want to keep the one-pagers handy near your front door to share with any candidates canvassing in your neighbourhood. It's an easy way to raise PF's profile among election candidates and political parties!

It is only with the tremendous efforts of **people like you** that we can ensure that Canadians across the country living with PF have access to the supports they need. Your advocacy and willingness to engage with your election candidates is just one way to achieve this. It is also very much appreciated, and on behalf of everyone here at the national office, I want to **thank you for your advocacy, your passion, and your commitment!**

But our work is not done, and the provincial election in New Brunswick is an opportunity to **raise awareness of PF** as a rare disease and the challenges faced by people living with it.

Thank you again for your advocacy work and support of CPFF!



Sharon Lee
Executive Director
Email: sharon@cpff.ca
Tel: 416-903-6925

NB ELECTION ADVOCACY TOOLKIT

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ABOUT THE 2024 NEW BRUNSWICK ELECTION

There are several websites and resources to learn more about the 2023 New Brunswick general election, including party candidates and policy positions, as well as local events such as townhalls and debates. Some of these are listed below.



TIP!

the information on the party websites will likely change daily, so bookmark these websites!



Elections New Brunswick’s mandate “is to conduct free and fair elections for New Brunswickers, to facilitate compliance with electoral laws, and to advance public awareness of and confidence in the electoral process.”

Click on the underlined blue links to go to the corresponding websites.



[Elections New Brunswick](#)

[Voting requirements](#)

[Search for your riding and polling division](#)

[2024 Provincial election maps](#)

POLITICAL PARTIES AND CANDIDATES



[Liberal Party of New Brunswick](#)



[Progressive Conservative Party of New Brunswick](#)



New Brunswick **NDP**
NPD Nouveau-Brunswick

[New Brunswick New Democratic Party](#)



[Parti Vert N.B. Green Party](#)



[People’s Alliance of New Brunswick](#)

ABOUT THE CANADIAN PULMONARY FIBROSIS FOUNDATION (CPFF)

The Canadian Pulmonary Fibrosis Foundation (CPFF) is Canada's **ONLY** national organization supporting people affected by pulmonary fibrosis. The CPFF was created to raise money to research causes and treatments for PF, provide education and support for people affected by PF and their caregivers, raise awareness about PF, and represent Canadians affected by PF to governments, healthcare professionals, the media, and the public.

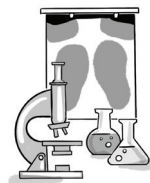
SUPPORT



EDUCATE



RESEARCH

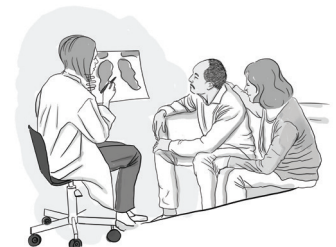


ADVOCATE



What is pulmonary fibrosis?

Pulmonary Fibrosis (PF), is a rare disease in which the lungs become scarred. Over time, normal lung tissue is destroyed, making them unable to provide the body with sufficient oxygen. Although currently there is no cure, many people living with PF can be helped with proper treatment and for some, lung transplantation.



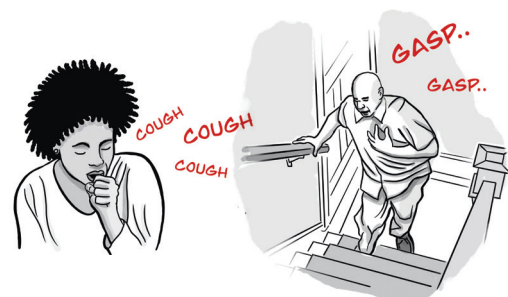

2
YEARS
*for a confirmed
diagnosis on average*

Many patients face barriers

PF suffers from limited awareness among the public and even among healthcare professionals, with a patchwork approach across Canada. Too many patients face years-long delays in accessing specialists due to unequal access to respirologists across the country and/or needed referrals from primary care physicians.

What are the symptoms?

Progressively worsening shortness of breath to complete tasks requiring exertion and/or a persistent cough are common symptoms.



BARRIERS TO ACCESSING OXYGEN IN NEW BRUNSWICK AND CPFF'S RECOMMENDATIONS

1

Age restrictions

- ▶ New Brunswick's Extramural Program will cover access to oxygen for people 65 years of age or older; those who are younger will be served by the Department of Social Development

CPFF recommendation – Age should not be a barrier to anyone who requires funding for supplemental oxygen; anyone who requires it should receive full access regardless of age.

2

Pulmonary rehabilitation (PR)

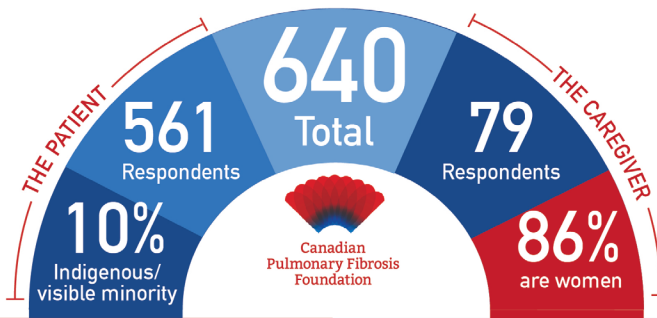
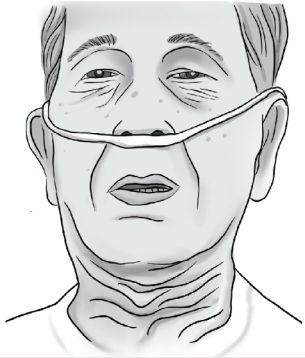
- ▶ Lack of access to pulmonary rehabilitation is a barrier to healthy living.
- ▶ Both health networks in NB (Horizon and Vitalite) offer pulmonary rehabilitation services.
- ▶ The Execo (exercise in the community) in Grand Falls was a 12-week PR program which demonstrated improvements in QOL; this program was stopped during COVID.
- ▶ Since COVID, some centres have stopped offering PR, either due to staffing issues or budget constraints.
- ▶ PR teaches self-management, healthy living strategies, breathing techniques, secretion clearance, energy management, exercise and many other tools that will help people to stay healthy, reduce exacerbations, and stay out of hospital.

CPFF recommendation – everyone diagnosed with a chronic lung condition should be referred to and have access to a PR program in their area.



BREATHLESS FOR CHANGE

2022 PATIENT & CAREGIVER SURVEY HIGHLIGHTS



DIAGNOSIS IS STILL LAGGING



1 IN 3

patients waited **OVER 3 YEARS** for their diagnosis



TREATMENT NEEDS GREW IN 2021-2022



MORE THAN 1 IN 3

patients are **NOT EFFECTIVELY MANAGING** their PF.

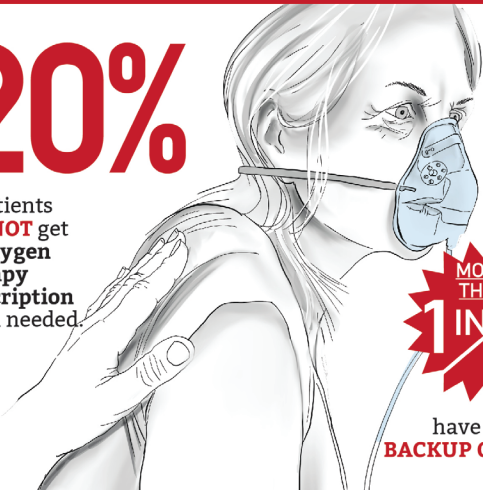
MORE THAN 50%

of visible minority patients feel this way.

OXYGEN IS SCARCE

20%

of patients **DID NOT** get an oxygen therapy prescription when needed.

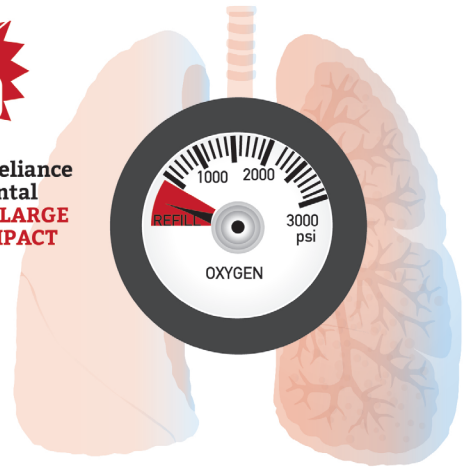


MORE THAN 1 IN 3

have **NO BACKUP OXYGEN**

6 IN 10

patients say **reliance on supplemental oxygen has a LARGE NEGATIVE IMPACT** on their life.



HEAVIER DEMANDS ON CAREGIVERS



2 IN 3

caregivers are **no longer able** to work and do all their activities.

+11% INCREASE in 2021/22

caregivers who spend **4+HOURS/DAY** caregiving.



SAMPLE EMAIL TO CANDIDATES TO REQUEST A MEETING

Subject: Constituent meeting request re: New Brunswickers living with Pulmonary Fibrosis

Dear Mr./Ms./Dr. [Last Name],

I am writing to request a brief meeting to introduce you to the work of the Canadian Pulmonary Fibrosis Foundation (CPFF) and the challenges faced by New Brunswickers living with pulmonary fibrosis (PF), a rare disease.

The CPFF is a registered Canadian Charitable Foundation established in 2009 to provide answers, hope and support for people affected by pulmonary fibrosis (PF). It educates and raises awareness about PF, raises funds to invest in research, and represents Canadians affected by PF to governments, healthcare professionals, the media, and the public. PF is a chronic lung disease that makes it progressively harder to breathe. There is no cure, and the prognosis is worse than many types of cancer (with a median survival as low as 5 years).

I would appreciate 15 to 20 minutes to learn more about your views as they relate to healthcare in New Brunswick and how the healthcare system can best serve New Brunswickers living with or caring for someone living with PF.

Please let me know when would be best for your schedule.

Thank you,

[Your name]

[Your postal code]

DELIVER CPFF'S KEY MESSAGES

DELIVERING CPFF'S KEY MESSAGES

Now that you have secured a meeting with a candidate, the meeting should be focused on educating them on CPFF as a patient-focused organization and our key messages. You are encouraged to use any, or all, of the pages included in this package, to deliver the key messages in meetings with candidates. CPFF encourages volunteers and supporters – provided they feel comfortable doing so – to share their personal stories and lived experiences as they relate to the subjects being discussed. Perhaps you can share your challenges with accessing needed supports like oxygen or other therapy, or navigating the healthcare system for a loved one with PF.

THE MEETING



Introduce yourself and why you wanted to meet – e.g. to share your experience as someone living with or caring for someone living with PF; the unique challenges faced by people with PF such as having difficulty breathing, etc.



Mention your involvement with CPFF



Focus on delivering the points from the one-page documents and relating them back to why they are important to you



Ask if the candidate has any questions

Let them know that you would be happy to provide any additional information and that more information is available at cpff.ca.

SAMPLE FOLLOW-UP EMAIL/LETTER

After meeting with a candidate, express your appreciation for their time by sending a follow-up email or letter. This is also another opportunity to emphasize the key issues you spoke about in your meeting. Feel free to personalize this thank you by including more details about what you discussed in your meeting:

Subject: Thank you for making time for this important issue.

Dear Mr./Ms./Dr. [Last Name]

I would like to thank you for taking the time to learn more about the CPFF and the issues faced by people living with or caring for people living with pulmonary fibrosis, which is a rare disease.

I also want to encourage the new government to assess how British Columbians with PF can best be supported and how to use the new federal strategy on drugs for rare diseases to raise the profile of PF as a rare disease and the need to cover the drugs and therapies to treat it.

I greatly appreciate your time, and if I can provide any additional information, please do let me know.

Sincerely,
[Your name]

APPENDIX

NEW BRUNSWICK HEALTH RESOURCES

[Extra-Mural Program](#)

[Health Services Respiratory Program \(Social Development\)](#)

HEALTH AUTHORITIES:

[Horizon Health Network](#)

[Vitalité Health Network](#)