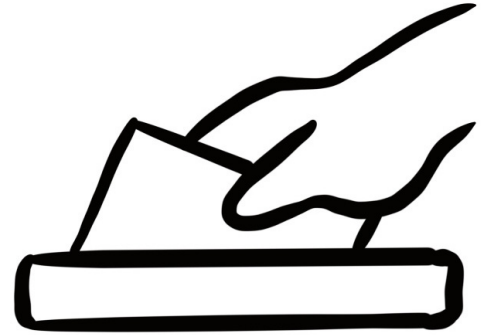


# NFLD & LABRADOR



## 2025 ELECTION ADVOCACY TOOLKIT



Canadian  
Pulmonary Fibrosis  
Foundation



Canadian  
Pulmonary Fibrosis  
Foundation

Dear supporters in Newfoundland and Labrador,

As you are aware, a provincial election is scheduled for Tuesday October 14, 2025, to elect members of the House of Assembly.

This election provides an opportunity for the Canadian Pulmonary Fibrosis Foundation (CPFF) and its supporters in Newfoundland and Labrador 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 4-5, 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 Newfoundland and Labrador 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**  
*Chief Executive Officer*  
Email: [gr@cpff.ca](mailto:gr@cpff.ca)

# NF & LABRADOR ELECTION ADVOCACY TOOLKIT

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# ABOUT THE 2025 NEWFOUNDLAND AND LABRADOR ELECTION



## TIP!

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

There are several websites and resources to learn more about the 2025 Newfoundland and Labrador general election, including party candidates and policy positions, as well as local election events such as town hall meetings and debates. Some of these are listed below.

Getting added to the Voters List is easy! You can register online, by mail or email between elections, or in person when you go to vote. Voters on the list will receive a mailed Voter Information Card when an election is called. Learn more about: [Voting and voter registration](#)

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



## OFFICIALLY REGISTERED PARTIES



[nliberals.ca](http://nliberals.ca)



[the Newfoundland and Labrador PC Party](#)



[Newfoundland and Labrador NDP](#)



Citizen Today, Voter Tomorrow.

[Information for new Canadians](#)



House of Assembly  
Newfoundland and Labrador

[Members of the House of Assembly \(at dissolution\)](#)

# A CALL FOR ACTION IN NEWFOUNDLAND AND LABRADOR



## Why This Matters

Thousands of people in Newfoundland and Labrador live with serious respiratory conditions such as pulmonary fibrosis, pulmonary hypertension, and advanced COPD. These illnesses often cause dangerously low oxygen levels, leaving patients struggling to breathe, unable to stay active, and at risk of premature death. For those who qualify medically, home oxygen therapy is a proven, life-changing treatment — improving survival, physical endurance, and overall quality of life.

## The Problem in Our Province

Newfoundland and Labrador is the only province in Canada without a formal home oxygen program. As a result, people who depend on oxygen therapy are forced to pay hundreds of dollars out of pocket every month. This lack of coverage creates profound inequities, leaving many residents unable to afford the care they need — and putting their health and quality of life at risk.

## What Needs to Change

Experts across the province — including leading respirologists — are calling on the government to establish a publicly funded, formal home oxygen program. Doing so would ensure that everyone in Newfoundland and Labrador who meets the medical criteria can access this essential therapy without financial hardship. It would bring our province in line with the rest of Canada and significantly improve health outcomes for people with chronic lung disease.

## How Supporters Can Help

- ▶ Talk to candidates about this issue during the election. Ask if they support creating a formal home oxygen program.
- ▶ Share your story if you or someone you know has struggled to access oxygen therapy. Real experiences make the need for change impossible to ignore.
- ▶ Spread the word — post on social media, write to local media, and encourage others to speak up.
- ▶ Hold elected officials accountable — after the election, follow up to ensure they act on their commitments.

**This election is a chance to make sure no one in Newfoundland and Labrador is left gasping for air simply because they cannot afford the treatment they need. Together, we can push for equitable care and a formal home oxygen program that saves lives and strengthens our health system.**



# 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.

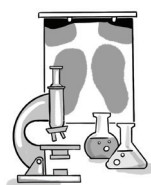
## SUPPORT



## 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.

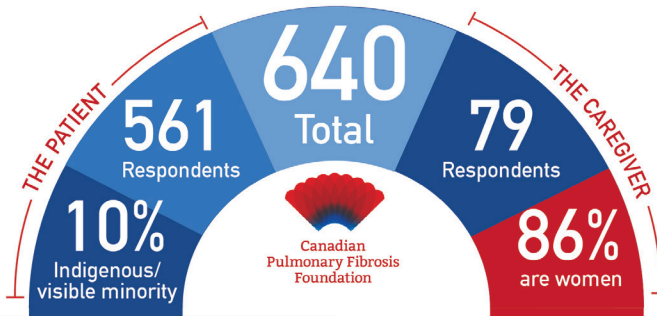
## What are the symptoms?

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



# BREATHLESS FOR CHANGE

2022 PULMONARY FIBROSIS PATIENT & CAREGIVER SURVEY HIGHLIGHTS



## DIAGNOSIS IS STILL LAGGING

## TREATMENT NEEDS GREW IN 2021-2022



**1 IN 3**

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



**MORE THAN 1 IN 3**

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



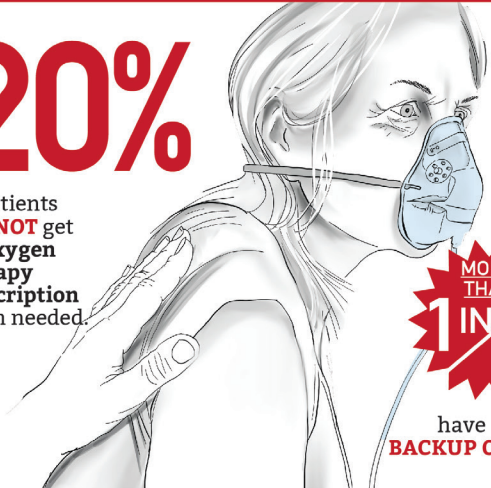
**MORE THAN 50%**

of visible minority patients feel this way.

## OXYGEN IS SCARCE

**20%**

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

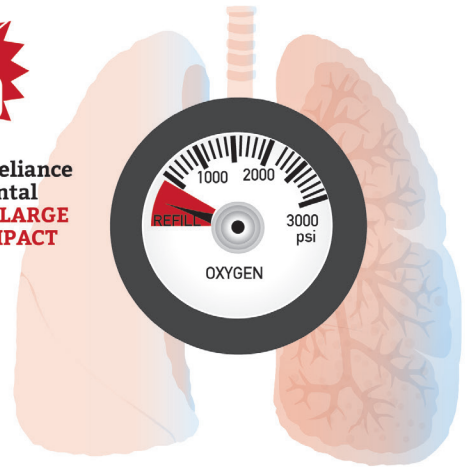
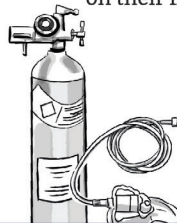


**MORE THAN 1 IN 3**

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

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**Subject:** Constituent meeting request

re: Newfoundlanders and Labradorians 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 to discuss the challenges faced by Newfoundlanders and Labradorians living with pulmonary fibrosis (PF), a rare and life-threatening lung disease.

The CPFF is a registered Canadian charitable foundation established in 2009 to provide answers, hope, and support for people affected by pulmonary fibrosis. We educate and raise awareness about PF, invest in research, and represent 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.

A key issue for people living with PF in Newfoundland and Labrador is access to home oxygen therapy. Oxygen is a vital, evidence-based treatment that improves survival, quality of life, and independence. However, because Newfoundland and Labrador is the only province in Canada without a formal home oxygen program, many patients face significant financial barriers to accessing this essential therapy. Establishing a clear and equitable oxygen policy would be a critical step in ensuring patients receive the care they need.

I would appreciate 15 to 20 minutes of your time to discuss how the healthcare system can better serve those living with or caring for someone with PF — including policy changes like a formal home oxygen program that would improve outcomes and equity for patients across the province. Please let me know when would be most convenient 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 both of the two one-pagers, which are 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 subject areas being discussed in the meeting. 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.

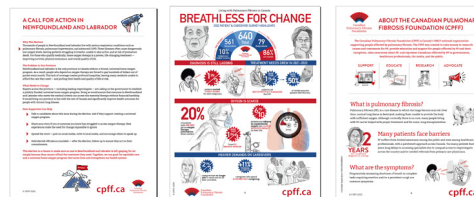
### THE MEETING



**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.



**Feel free to 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](http://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 Canadian Pulmonary Fibrosis Foundation (CPFF) and the challenges faced by people living with — or caring for someone living with — pulmonary fibrosis, a rare and life-threatening lung disease.

As we discussed, access to home oxygen therapy is a critical issue for people with pulmonary fibrosis. Oxygen is not just supportive care — it is a proven, life-extending treatment that improves quality of life and allows people to remain independent. Yet, because Newfoundland and Labrador is the only province in Canada without a formal home oxygen program, many residents face significant barriers to accessing this essential therapy.

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

Sincerely,  
[Your name]

# APPENDIX

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## NEWFOUNDLAND AND LABRADOR HEALTH RESOURCES

[Health and Community Services](#)

[For Seniors](#)

[Special Assistance Program](#) (Medical equipment and supplies)

## PRIMARY OXYGEN PROVIDERS IN NEWFOUNDLAND AND LABRADOR:

[VitalAire](#)

[Respiratory Therapy Specialists \(Atlantic\)](#)

[Horizon Aire](#)