

CANADIAN HOME CARE ASSOCIATION

Federal Elections Kit 2025

*Beyond the Balance Sheet: Investing in
Home Care for a Resilient Economy*

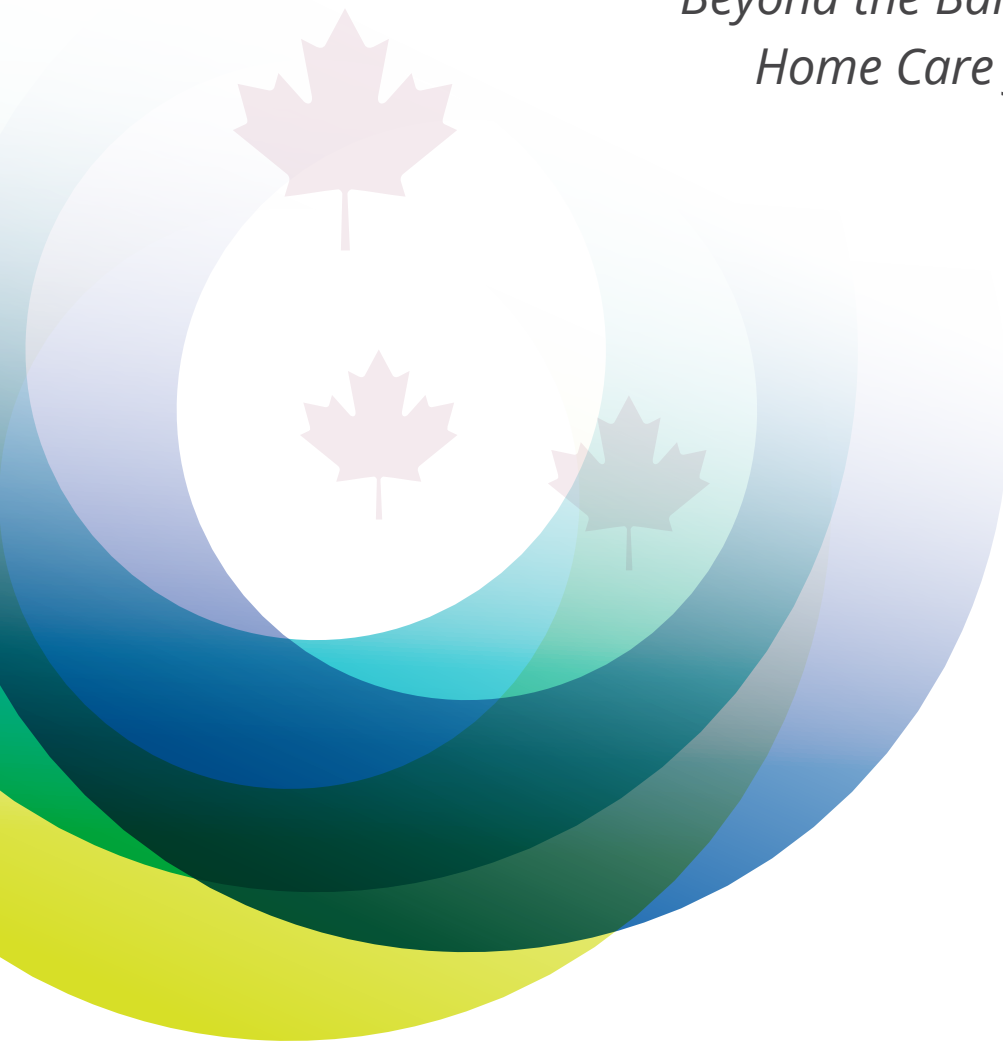


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Introduction

As Canada approaches the 2025 federal election, the Canadian Home Care Association (CHCA) is calling on all stakeholders to advocate for sustained investment in home care.

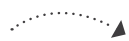
Home care is not just a healthcare service—it is a strategic investment that reduces healthcare costs, supports economic productivity, and ensures seniors and individuals with complex needs receive care where they want it most: at home.

This election provides a crucial opportunity to ensure that home care remains a national priority. Candidates and political parties must commit to closing funding gaps, improving accountability, and embracing innovation to strengthen home care in Canada.

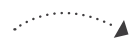
This kit provides the tools you need to be a powerful advocate in your community and in conversations with candidates, policymakers, and the public.



Use this kit to advocate for home care investment in the 2025 federal election.



Speak with candidates, share messages online, and demand action for home care.



Together, we can ensure home care remains a national priority!

What is in the Kit and Why?

This kit contains key advocacy materials that will help you:

Understand the critical issues in home care funding and innovation.



Clearly communicate why home care investment matters to candidates and decision-makers.



Equip yourself with evidence-based arguments for discussions with policymakers.



Engage in social media advocacy to amplify home care priorities.



Send letters and emails to federal election candidates.



Key Messages for Election Advocacy



Use these key messages when speaking with candidates, in meetings, and on social media:

Home Care is a High-Return Investment in Canada's Economy

- Cuts healthcare costs by reducing unnecessary hospital stays.
- Prevents long-term care admissions by supporting people at home.
- Strengthens the workforce by enabling caregivers to stay employed.
- Boosts innovation through virtual care, AI, and remote monitoring.

Call to Action for Federal Election Candidates



Close the Investment Gap

- Increase home care funding from 5-6% to 10% of total healthcare spending.
- Ensure federal funding continues beyond 2027 to meet demand.

Improve Accountability

- Implement public reporting on home care funding and patient outcomes.
- Strengthen national home care indicators through CIHI (Canadian Institute for Health Information).

Embrace Innovation

- Expand virtual care, AI-assisted tools, and remote monitoring to improve care access.
- Continue to fund national strategies like the Palliative Care Action Plan and the National Dementia Strategy.



**Together, we can ensure home care
remains a national priority!**

Backgrounder: The Case for Investing in Home Care



As Canada prepares for the 2025 federal election, the nation faces unprecedented economic pressures: rising inflation, healthcare system strain, and the demand for investments in defence, housing, and infrastructure. Every dollar must be scrutinized for return on investment. Yet, in this high-stakes fiscal climate, one fundamental truth remains: home care is not a cost—it is an investment that yields economic and social dividends.

Since 2017, Canada has made progress in strengthening home care, with a 10-year, \$6-billion federal investment through the Common Statement of Principles on Shared Health Priorities. The 2023 Aging with Dignity Agreement further reinforced federal support for aging in place, a choice preferred by over 90% of Canadians. However, rising demand, workforce shortages, and underfunded innovation put this progress at risk. Without sustained investment, Canada risks higher hospital costs, economic losses from an overstretched workforce, and avoidable pressure on institutional care.

- 1 in 11 patients remain in hospital longer than necessary due to lack of home care.
- 10% of long-term care admissions could be avoided with better home care.
- Over 85% of Canadians receiving home care say it helps them stay at home longer.
- 95% of individuals receiving home care rely on unpaid family caregivers—many experience burnout, impacting workforce participation.
- Investing in home care is not just about helping individuals—it's about building a stronger, more resilient healthcare system that benefits all Canadians.

How to Engage Candidates and Decision-Makers



- Ask direct questions at town halls and campaign events:
 - What is your party's commitment to increasing federal home care funding beyond 2027?
 - Will you support public reporting on how home care funds are used?
 - How will your party advance virtual home care and remote monitoring?
- Request a meeting with your local candidate and share the CHCA election brief.
- Attend debates and raise home care issues.
- Encourage others to advocate for home care through social media and community discussions.

Frequently Asked Questions for Election Conversations



Why does home care need more funding?

Home care is currently underfunded and makes up only 5-6% of healthcare spending. Without sustained investment, hospitals and long-term care will face unsustainable demand.

Isn't home care a provincial responsibility?

While provinces manage home care, federal funding is essential to maintain and improve services. The federal government must continue its leadership role in home care investment.

Does home care really save money?

Yes! Keeping a patient in a hospital bed costs thousands per day, while home care is significantly more cost-effective.

Social Media Toolkit



Help spread the message by using these ready-made posts on social media:

- Home care is an investment, not a cost! Federal funding beyond 2027 is critical for keeping Canadians at home where they want to be. #InvestInHomeCare #HomeCareMatters
- Every \$1 invested in home care helps reduce economic losses by keeping caregivers employed and patients independent. Let's make home care a national priority! #HomeCareMatters #InvestInHomeCare
- 1 in 11 hospital patients stay longer than needed because home care isn't available. Let's fix the gaps! #InvestInHomeCare
- Primary care doesn't stop at the clinic door—home care is a key part of team-based care! Investing in home care keeps patients healthier, reducing ER visits & hospital stays. #InvestInHomeCare #HomeCareMatters
- Family doctors, nurses, and home care providers work best when they work together. Team-based care means better chronic disease management & fewer hospitalizations. #TeamBasedCare #InvestInHomeCare
- Home care allows primary care teams to reach patients where they live, ensuring better follow-ups, medication management & chronic disease support. #PrimaryCare #InvestInHomeCare
- 90% of Canadians prefer to age at home, yet home care funding remains just 6% of healthcare spending. We need to close the investment gap to 10%! #InvestInHomeCare #HomeCareMatters
- Canada's 8M+ unpaid caregivers provide \$25B worth of care annually. It's time for real support: better home care funding, caregiver tax credits, & workplace protections! #InvestInHomeCare

Sample Letter to Candidates



[Your Name]
[Your Address],
[City, Province, Postal Code]
[Email]
[Date]

[Candidate's Name]
[Party Name]
[Candidate's Address]

Subject: Urgent Need for Federal Investment in Home Care

Dear [Candidate's Name],

As a resident of [Your Riding], I am writing to urge you to make home care investment a priority in your party's federal election platform.

Home care is a cost-effective and essential service that keeps Canadians healthy, reduces hospital overcrowding, and supports working families. Without sustained federal investment beyond 2027, we risk increased healthcare costs, lost workforce productivity, and growing pressure on caregivers.

I ask for your commitment to:

- Increase federal home care funding to at least 10% of total healthcare spending.
- Ensure funding continues beyond 2027 to meet Canada's aging population needs.
- Improve public reporting on home care spending and patient outcomes.
- Expand virtual care and innovation in home care delivery.

I would appreciate the opportunity to discuss this issue further. Please let me know how your party plans to support home care.

Sincerely,
[Your Name]

About the Canadian Home Care Association

The Canadian Home Care Association (CHCA) is dedicated to ensuring the availability of accessible, responsive home care to enable people to safely stay in their homes with dignity, independence, and quality of life.

Our vision is an integrated home and community-care system that provides seamless patient- and family-centred care that is accessible, accountable, evidence-informed and sustainable.

Governance

Incorporated in 1990, the CHCA is a national not-for-profit membership association that represents home care stakeholders across Canada. It is governed by a seventeen-member board of directors, representing each province and territory, as well as direct service providers.

The CHCA's national office oversees its operational functions, facilitated by the chief executive office and a dedicated team responsible for policy, research, communications, membership relations, and financial management. The association's annual financial statements are produced externally and are subject to audit.

Members

Members of the CHCA encompass representatives from federal, provincial, and territorial governments, administrative organizations, service providers, researchers, educators, and others with an interest in home care. Through our diverse membership base, the CHCA represents public and private organizations that fund, manage, and provide services and products in the home and community.

As a national association, the CHCA serves as a unifying force, amplifying our members' individual voices to influence national policy directions on crucial professional and political issues.

[CHCA Website](#) / [X](#) / [LinkedIn](#)