

ASCHA Election Advocacy Messaging

October 3, 2018

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The voice and champion for seniors housing

www.ascha.com

Advocacy Messages



It's Time

Themes and a Phased Approach:

1) Seniors Wellness

2) Seniors Wellness and Supports Affect Us All

It's Time

Key Messages:

Seniors Wellness

- It's time to change how we support seniors.
- It's time for seniors to thrive with proper and timely access to wellness supports in their community, in the setting they choose to call home.

Seniors Wellness and Supports affect us all

- It's time for us all to say “no more” to the gaps and inefficiencies. We will all need supports in place so we can age with dignity.
- We all need to accept responsibility for the way things are, regardless of political leanings. We have all accepted the status quo for too long - it's time.

It's Time

The Deeper Dive – The Evidence and Stories

- Realities within our everyday operations/lived experiences
- Economic Impact of our industry – Our industry is valued at over \$7 billion a year
- Smarter funding decisions – relief on tax payers
- Offering solutions



MEMBERS AREA
Find Out More Here 



RESOURCES FOR SENIORS & FAMILIES
Find Out More Here 



INDUSTRY INFO/CAREERS
Find Out More Here 

WHAT'S NEW?

(3 articles)

16
SEP

2018 Fall Region Meetings - Non Partisan Provincial Advocacy
ASCHA INVITES MEMBERS TO ATTEND OUR FALL REGION MEETINGS IN OCTOBER!

[MORE ▼](#)

VIDEO



It's Time to put ASCHA's Election
Advocacy Campaign into action!

NURSING HOME INDEPENDENT LIVING AGING IN PLACE CONGREGATE
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#CUTTHECLUTTER

Upcoming Region Meetings:

October 11 – South Region Meeting, High River

October 12 – Central Region Meeting, Red Deer

October 19 – North Region Meeting, Edmonton