



Association  
chiropratique  
canadienne



Canadian  
Chiropractic  
Association

# 2019 Election Meeting Guide

## Arranging a Meeting

Thank you for your interest in meeting your local candidates! We are here to help. Please feel free to contact the CCA and we will be happy to support you by requesting and coordinating a meeting on your behalf.

- Email: [info@chiropractic.ca](mailto:info@chiropractic.ca)
- Tel: 416-585-7902

Alternatively, you may contact your local candidates directly to request a meeting. You can find their contact information by visiting <https://www.elections.ca/home.aspx>.

## About the Canadian Chiropractic Association

The Canadian Chiropractic Association (CCA) serves as the national voice for the chiropractic profession. There are over 9,000 licensed Doctors of Chiropractic (DCs) and 10 Provincial Chiropractic Associations in Canada. We continually strive to provide exceptional membership value by promoting innovation, excellence and integrity in the delivery of chiropractic care; by addressing national issues that impact musculoskeletal health with a unified voice; by strengthening interprofessional relations with fellow healthcare professionals and team-based care; and by financially supporting and disseminating important chiropractic research.

## About Chiropractors in Canada

- There are more than 9,000 licenced chiropractors practicing in Canada. Each has completed a rigorous academic and practical education (including national standardized educational requirements) and passed a licencing examination (by province) to become a Doctor of Chiropractic (DC).
- Evidence has established that chiropractic care has significant long-term benefits, from increasing the quality of life for patients and helping employees return to work faster, to reducing public healthcare costs and system pressures.
- Chiropractic services are drug free, non-invasive and preventative.

## About Canada's Burden of MSK Pain and Disease

- Over 11 million Canadians suffer from musculoskeletal (MSK) conditions every year.
- MSK conditions such as back pain, headaches, arm or neck strain and diseases of the muscle and joints are having a devastating impact on Canadians' health, quality of life, workforce participation and the economy.
- Each year 4.5 million Canadians rely on services offered by chiropractors to prevent and manage the serious burden of MSK pain and associated diseases.
- Preventative care for MSK conditions has shown reductions in sick leave and lost work productivity by up to 50%.<sup>1</sup> Total healthcare costs have been shown to be 28% lower for recipients of chiropractic treatment.

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<sup>1</sup> Stephen Bevan, "Back to Work: Exploring the Benefits of Early Interventions which help people with Chronic Illness Remain in Work," Fit for Work Europe, April 29, 2015.

## Key Election 2019 Issues

The following are the key issues that the association and chiropractors across Canada will be advocating for going into the 2019 election. You may pick and choose which you would like to advocate on based on your professional focus and priorities. The following issues are not ranked in order of importance.

### **Allowing chiropractors to be assessors for the Disability Tax Credit**

Key messages:

- Canadians living with disabilities who rely on chiropractors currently face an unfair obstacle in accessing the Disability Tax Credit (DTC) benefit they are entitled to.
- Since chiropractors are not authorized by the federal government to assess their patients for this important benefit, it forces disabled Canadians who use chiropractors to schedule an unnecessary visit to another healthcare professional who may not be aware of or familiar with their patient history.
- In addition to the burden on patients, this puts additional strain on Canada's already burdened medical system.
- Chiropractors have the authority to diagnose disability in every province and are recognized as assessors under many provincial programs such as Workers' Compensation.
- Allowing chiropractors to be assessors for the DTC is a simple legislative change with no cost to government that would streamline access for many patients and their caregivers.

Recommendation:

- Canada's chiropractors recommend that the federal government allow chiropractors to be assessors for the Disability Tax Credit.

### **Allowing members of the Canadian Armed Forces (CAF) to receive the chiropractic care they need without barriers to access**

Key messages:

- MSK injury is a major occupational risk of a military career and is responsible for 42% of medical releases - the leading cause of a military career ending as a result of a medical condition.
- MSK conditions like back and neck pain among active servicepeople are double that of the general Canadian population, due to the physical demands put on active military personnel.
- Problematically, the current chiropractic benefit available to members of the CAF allots only ten visits per year and members must obtain a physician referral to off-base care.
- The requirement for a referral delays care and places an unnecessary burden on members seeking help. As well, ten visits per year is insufficient for those with chronic conditions.

Recommendation:

- To begin addressing the need for easier, more timely and robust access to chiropractic care for CAF members, Canada's chiropractors recommend that the federal government remove the requirement for CAF members to need a physician referral in order to seek treatment from chiropractors.



## Meeting Pointers

1. Arrive at least 15 minutes early for your meeting in order to respect the time of the candidate. Spend this time organizing your thoughts and materials.
2. Remember to turn off or silence your cell phone before entering a meeting.
3. Address candidates respectfully and do not presume their positions on topics based on their political affiliation and/or party; approach the discussion as an interested member of the community who wants to discuss solutions to an issue of great importance to Canadians.
4. Keep in mind that most politicians will afford you only 15-30 minutes, so be brief and to the point. If there are two or more individuals at the meeting, choose a principal spokesperson to handle the main points. However, all individuals should feel free to comment and participate in the discussion at any time.
5. Introduce yourselves and CCA by giving your name, title and the organization you work for and its contributions to the local community.
6. Open your meeting by thanking the candidate for taking the time from his/her busy schedule to meet with you and discuss issues facing chiropractors and the patients they serve.
7. Say a few words about the purpose and aim of your meeting (refer to key messages).
8. Remember to leave time for the candidate to ask you questions.
9. Have a concrete request – Ask the candidate to take action, either within their party, or in government if they are elected: e.g. “Will you or your party commit to adding chiropractors as an assessor of the DTC?”
10. Wrap up the meeting by thanking the candidate and leave behind the Candidate handout posted on [votespinehealth.ca](http://votespinehealth.ca). Make sure to add that if they have any further questions, to not hesitate to personally contact you or the Canadian Chiropractic Association.
11. Following each meeting, please share details of the meeting and any comments and/or feedback you receive with us. Alternatively, feel free to complete the feedback form in this package and forward a copy via email to the CCA at [info@chiropractic.ca](mailto:info@chiropractic.ca).
12. Expect the unexpected. Some of your meetings may be cancelled at the last minute or may move to a different time/location. Election campaigns are extremely busy and hectic for candidates. You may need to accommodate last minute schedule changes for the candidates you’re planning to meet with.
13. **Ask for a picture.** Most candidates use social media and will be more than happy to take a picture with you. They can use it for themselves and we can inform members through our own channels of the valuable connections and advocacy happening around the country by active members like you.

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## Feedback Form

Your name and City/Riding: \_\_\_\_\_

Name of candidate you met with: \_\_\_\_\_

Candidate's political party: \_\_\_\_\_

Date of meeting: \_\_\_\_\_

1. Was the candidate familiar with the issues affecting the industry?

☐

Yes

☐

Somewhat

☐

No

2. Was the official supportive of CCA's position?

☐

Yes

☐

Somewhat

☐

No

General comments and feedback from the meeting:

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Please email this form back to the CCA at [info@chiropractic.ca](mailto:info@chiropractic.ca).