

#CFcantwaitmeetingchallenge Provincial Meeting Challenge

Questions & Answers

From April to June 2021, CF Canada is calling upon the cystic fibrosis (CF) community and our community partners to take part in our #CFcantwaitmeetingchallenge Provincial Meeting Challenge. Our goal is for CF community members to meet with as many provincial elected officials as possible in the lead up to critical decisions on Trikafta being made this Spring (May/June) and share our message/asks. We are asking provincial elected officials to call on their Ministers of Health and Premiers to commit to, 1) funding Trikafta immediately upon Health Canada approval with the broadest prescribing criteria possible, and 2) funding Kalydeco and Orkambi immediately upon Health Canada approval of Trikafta with the broadest prescribing criteria possible. We want to ensure that there are no gaps in ridings across the country, and we need your help to achieve this!

Where can I get the most current information on CF and Trikafta?

CF Canada recognizes that the amount of information available about CF and related topics can be overwhelming, and we want to ensure you feel prepared for meetings with elected officials by providing the most up-to-date information about the disease and about access to CF modulators in the Canadian federal and provincial landscapes. CF Canada has four primary outlets for communication:

1. CF Canada's website:
 - a. [General information about CF](#)
 - b. [Current advocacy priorities](#)
2. CF Canada's bi-weekly advocacy brief. The Advocacy Brief provides snapshots of recent news, upcoming initiatives, and features members of our National Advocacy Network. You can sign up here: [Advocacy Brief Sign-up](#)
3. Weekly Zoom advocacy briefings hosted by Kim Steele, Director, Government & Community Relations and members of the National Advocacy Network from April 7th – June 9th. Briefings will provide an update on current events that inform the meeting challenge, advice from other advocates on best practices when speaking with elected officials, and practice of common meeting scenarios. Meetings will be recorded and posted weekly. Look out for emails from your provincial advocates with registration information.
4. CF Canada National Advocacy Network Facebook group. Members of the National Advocacy Network are encouraged to request access to join the Facebook group, if you do not already have access. This group provides informal updates on current news and initiatives and is a great place to connect with peers.

Who are my points of contact at CF Canada?

Provincial Advocates: Each province has one or two provincial advocates, who are there to support their regional advocates with questions or concerns. Provincial advocates are individuals who are familiar with the program and are well-versed in speaking with elected

officials. If your provincial advocate is not able to help you, they will be able to connect you with a staff member or fellow advocate in your area.

Hannah Dolhai: Volunteer development assistant at CF Canada. Hannah is a touchpoint for all volunteer-related inquiries. Hannah will work with you to connect you with the individual or resource necessary to become a trained advocate or provide general information about the meeting challenge. Contact: hdolhai@cysticfibrosis.ca.

Jen Harbin: Government Relations Specialist at CF Canada. As the provincial advocate for Nova Scotia, and with an extensive professional background in government relations, Jen is a touchpoint for seeking materials to present when speaking with elected officials, information about how to log meetings, or general inquiries relating to government relations. Contact: jharbin@cysticfibrosis.ca.

How do I find out who my elected official is?

You can reach out to your provincial advocate, who has been provided a list of all elected officials in their province. Additionally, you can find your elected official online by using the links below:

1. British Columbia: <https://www.leg.bc.ca/learn-about-us/members>
2. Alberta: <https://www.assembly.ab.ca/members/members-of-the-legislative-assembly>
3. Saskatchewan: <https://www.legassembly.sk.ca/mlas/>
4. Manitoba: https://www.gov.mb.ca/legislature/members/mla_list_alphabetical.html
5. Ontario: <https://www.ola.org/en/members/current>
6. Quebec: <http://www.assnat.qc.ca/en/deputes/index.html>
7. New Brunswick: <https://www2.gnb.ca/content/gnb/en/contacts/MLAReport.html>
8. Nova Scotia: <https://nslegislature.ca/members/profiles>
9. Newfoundland & Labrador: <https://www.assembly.nl.ca/Members/members.aspx>
10. Prince Edward Island: <https://www.assembly.pe.ca/members>
11. Northwest Territories: <https://www.ntassembly.ca/members>

Your elected official will depend on which riding you live in. Each elected official belongs to a party. It is useful to know this information before entering a meeting.

How do I contact my elected official to set up a meeting?

Most offices are managing meeting requests electronically due to COVID-19. You can find the contact information for your provincial elected official online. If you are having difficulty contacting the elected official for your local riding, you can send a correspondence to your provincial Ministry of Health, which can also be found online.

How do I ask for a meeting with my elected official?

When requesting a meeting with your elected official, remember to use the Call-Email-Follow-up Model. Always call the MPP/MLA/MHA/MNA/MP constituency office (explain your reason for calling and ask who in the office is best to receive your email request). Send an email to the appropriate address. Follow-up by email or phone one week later! (refer to meeting request template letter)

What is the appropriate follow-up for a meeting request if they don't get back to you?

Most offices will provide you with an expected response time, which will vary depending on the type of correspondence. Try and be respectful of the timeframe you were provided and follow up soon after the timeframe has ended if you have not received a further communication.

What exactly am I asking my elected official to do?

We need provincial elected officials to help us get Trikafta and other CF modulator drugs into Canadian hands as quickly as possible. Pending a positive outcome from the present Health Canada and CADTH/INESSS reviews, our next urgent hurdle to cross is ensuring the provinces list Trikafta, as well as other CF medications, on their public drug plans for as many people as possible. This is where we need our elected officials' help.

CF Canada is asking provincial elected officials to call on their Ministers of Health and Premiers to commit to:

- Funding Trikafta: To fund Trikafta immediately upon Health Canada approval with the broadest prescribing criteria possible.
- Funding Kalydeco and Orkambi: To fund these drugs immediately upon Health Canada approval of Trikafta with the broadest prescribing criteria possible.

Provide your elected official with a suite of actions they can take. Actions include:

- Speak to the Minister of Health, Finance, Science, and Innovation (titles may vary from province to province);
- Write a letter (refer to template);
- Speak to their caucus and ask for support in taking these actions;
- Ask a question (refer to key messages for question period);
- Petitions (if digital, commitment to champion in house);
- Social media (voice your support or challenge other elected officials to take action and tag CF Canada. We will retweet every commitment that @'s us); and
- Press conferences or media interviews

As context, the pan-Canadian Pharmaceutical Alliance (pCPA) is made up of drug program leaders from all provincial, territorial, and federal governments who work collaboratively to negotiate drug prices for their respective programs. Its pricing decisions are a precondition of having a medication covered on provincial drug formularies. For more information, check out the [CF Canada Blog](#).

How can my elected official show support on social media?

In your meeting, or in a follow-up email, you can encourage your elected official to show support on social media by:

- Follow CF Canada's social platforms
 - [Twitter](#)
 - [Facebook](#)
- Retweet, like, or share CF Canada's posts about access to medicines
- Post a message to demonstrate your support for the cystic fibrosis community and access Trikafta and other CF modulators. Please use the hashtag #CFcantwaitmeetingchallenge
- Asking a question during question period and sharing the recording to social media with the hashtag #CFcantwaitmeetingchallenge

How can I show support on social media?

Much like the actions elected officials can take, you can support the #CFcantwaitmeetingchallenge Meeting Challenge on social media. Make sure you follow CF Canada on Facebook, Twitter and Instagram and retweet, like and share our posts about the challenge. Share screenshots from your meetings (with permission from the elected official) and use the hashtag #CFcantwaitmeetingchallenge and tag us. As someone who cares deeply about the cause, you can add personal details about your own or your loved one's experience with CF in written posts or videos. We ask that whenever you make a public announcement in support of the asks for the Meeting Challenge, you tag CF Canada.

How do I engage the elected official in my meeting?

When meeting with an elected official, there are three suggested tactics to use.

- Elevator pitch: Elected officials are busy individuals, and meetings can sometimes be cut short. An elevator pitch is a punchy way to get your key points across in a short amount of time. A good elevator pitch should last no longer than 20-30 seconds. It should be interesting, memorable, and succinct. Refer back to our asks for a way to structure your elevator pitch.
- Personal story: Sharing your story is an effective mode of persuasive storytelling. Elected officials want to hear how the actions they are being asked to take impact those they serve.
- Facts and statistics: Bump up your elevator pitch and personal story with facts and statistics. Those who do not have a personal connection to cystic fibrosis may respond better to facts, which is why it's useful to be able to use both in your discussion. These can be found on CF Canada's website.

How do I build a healthy relationship with my elected official?

Having a collaborative and respectful approach will help to build a positive and productive relationship with your elected official. Ensure you are prepared for meetings and that you have the most up to date information. Follow-up emails are a wonderful opportunity to thank your elected official for their time and to provide them with a summary of what you had discussed while maintaining an open line of communication.

How do I prepare for an unexpected phone call?

Although uncommon, on occasion an elected official may call you without notice in an effort to respond to your meeting request. If you do not feel prepared for the call, thank them for reaching out and ask them to confirm a meeting for a future date.

I do not feel comfortable meeting with my elected official alone. How can I still participate in the meeting challenge?

Every province has a team of advocates with varying degrees of experience in meeting with elected officials. Since the 2021 meeting challenge is virtual, it is a lot easier to connect people across different ridings. If you feel uncomfortable going into a meeting alone, contact your provincial advocate or a CF Canada advocacy & government relations staff member, so that we can help pair you up with a partner.

Thank you for participating in our virtual provincial meeting challenge! Please reach out to hdolhai@cysticfibrosis.ca, jharbin@cysticfibrosis.ca, or advocacy@cysticfibrosis.ca with questions.