

FOUR WAYS TO GET INVOLVED

Contact your elected officials

- Write a letter, send an email or make a phone call to your federal and provincial elected officials. Introduce yourself as a constituent. Provide them with a copy of the government briefing package included in this toolkit. Ask your federal representative to tell the Prime Minister and the federal Minister of Health to stop the Patented Medicine Prices Review Board (PMPRB) regulatory changes that are impacting access to Trikafta. Ask your Premier and provincial representatives to tell the federal government to stop these changes. Tell both levels of government to fast track access to Trikafta now.
- Write to the Prime Minister and the federal Minister of Health to tell them we need their leadership. Tell them that the PMPRB changes are affecting access to Trikafta and that they need to stop implementation. Tell them to work with the provinces, the manufacturer and all drug review and reimbursement bodies to fast-track access to Trikafta.
- Meet with your federal and provincial elected officials. Reach out to their constituency offices to arrange a meeting. Use the template letter in this package for your meeting request. The best time to visit a constituency office is on Friday, when both federal and provincial members are in their ridings. Like above, be sure to communicate your asks. Always put a timeline on any commitments made and tell their office when you plan to follow up. Follow up as promised. Be persistent and polite: staff are the gate-keepers.
- Attend debates, town hall meetings, festivals, community celebrations or other local events your federal and provincial members are attending. Invite them to your local Walk to Make Cystic Fibrosis History and other cystic fibrosis related events and activities.
- Check all members' websites and social media accounts for events they are hosting. Go to these events and talk to the politicians and their staff about our key issues. Be specific and succinct: the politician will likely give you two minutes or less. They need to work the room. If they do not respond to your question be prepared to ask a follow-up question or to tell them that you will follow up with a meeting request.

Engage in Social Media

- Use social media to raise awareness of the issues and to engage your elected officials. Tag them and use Twitter, Facebook, Instagram and LinkedIn to teach them about the impact the PMPRB is having on access to #trikafta and why #cfcantwait. Ask them to commit to taking action to stop the #pmprb and to grant access to Trikafta now. Share updates or spread awareness by voicing your concerns on social media.
- Follow your members on social media. Tweet and share information about CF with them.

Engage in media

- Write a letter to the editor of your local news outlet and share your point of view. It must be no longer than 250-300 words. Make sure your letter is focused, concise and calls for action.

- Call your local radio or television stations or community newspapers and ask for information about any reporters covering the election. Contact them to inform them of one of our major objectives.
- For assistance with writing a letter to the editor, media relations or if you require media training; please contact the advocacy team at Cystic Fibrosis Canada. Email: advocacy@cysticfibrosis.ca

Organize

- Keep doing what you are doing. Organized grassroots events like rallies, online challenges, video campaigns are great for grabbing the attention of politicians and public servants.
- Where possible, let us know what you are doing. Together we can amplify each others voices through our reach into the CF community, and we can build on each other's momentum.