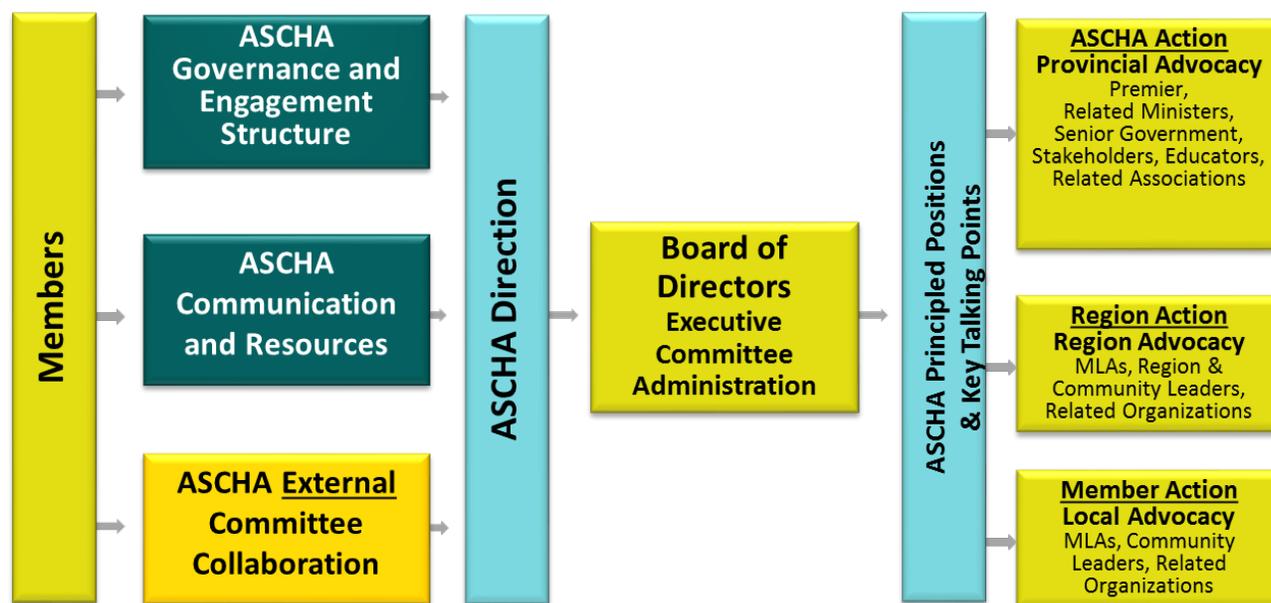




ASCHA's Advocacy Approach

Advocacy is ASCHA's number one priority and you, our valued members, play a pivotal role in implementing our advocacy approach locally. Through the ASCHA Principled Positions and Key Talking Points, we pull together to create positive outcomes focused on the priorities established by the Board derived from member consultation in alignment with the ASCHA Vision, Mission and Core Values.



The visual Advocacy Strategy above outlines how the ASCHA Principled Positions and Key Talking Points fit into our approach and shows the role of ASCHA Executive Action, Region Action and Member Action. ASCHA Principled Positions and Key Talking Points reflect ASCHA's stance on behalf of the majority of members and are a 'one voice' tool for you to use in your Region and Local advocacy efforts. As most of you know, elected officials listen to grass roots leaders who:

- Listen to them
- Help them
- Influence their communities

We encourage members to convey regional, local and personal stories that illustrate the message and relate the impact of the issue. If possible, reference situations within the elected official's constituency. We are certain that the relationships you already have with local MLAs and elected officials will strengthen your position. For members with restricted time with local government, you may want to focus on the 'Suggested Solutions for Government Consideration' section in the Key Talking Points to gain the most traction.

The seniors housing industry is very important and filled with complicated issues. ASCHA will continue to provide Key Talking Points that are timely and responsive to priority issues. Please keep ASCHA informed of your advocacy efforts through the ASCHA Advocacy Debrief as this will help us in strengthening our provincial advocacy on your behalf. Our Executive Director, Irene Martin-Lindsay is available for support and assistance, and welcomes your feedback. Irene can be reached at 780.439.6473 or irene@ascha.com.

