



ADVOCACY

Making Canada the best place to age is no small task. Working with CARP, Canada's largest seniors' advocacy organization, we developed and implemented a multi-layer communications and advocacy strategy to drive seniors' issues to the top of the national political agenda. This included writing and design of a national policy platform, a full year communications rollout, launch and stakeholder events, media relations, and government and stakeholder engagement.

RESULTS:

Eight commitments in the 2019 Federal Budget that will benefit Canadians as they age. Increased government and stakeholder engagement, expanded membership, new partnerships and growing public support for key policy initiatives.