

ELECTION TIPS: CALGARY 2025



Advocacy Matters

Educating candidates is never a waste of time. Even if not elected, candidates will better understand these issues going forward.

Be Prepared Anytime, Anywhere

Have this Tipsheet handy and prepare your Three-Step Question in case you run into your candidate at the grocery store!

Consider the Audience

What motivates the candidate or audience who is hearing about your issue? How can you help them accomplish their goal? For example, “This issue matters to people in your constituency, I’m here to help you understand it”.

Three-Step Question for Candidates

1. Share your personal story (short and focused – 30 seconds or less)
2. Explain your concerns (what’s “wrong”).
3. Provide an example of what you want to see happen and ask if they will commit to help. Be specific, while keeping in mind that their understanding of the issue may not be as deep as yours.

Places to Engage

Opportunities to engage candidates include all-candidate forums; door-knocking visits; their social media campaign page; community events.

Share this Tipsheet and the [Dementia Factsheet](#)

Share these resources with your employer, organization, friends, family, co-workers, and neighbours to educate them on dementia issues.

Sources for overleaf: Canadian Institute for Health Information – How Dementia Impacts Canadians; 2019 Aging in Calgary Report, University of Ottawa; Alzheimer Society of Calgary website; 2023 City of Calgary Housing Needs Assessment; 2021 Age Friendly Calgary Census Snapshot; Alzheimer Society of Canada: Navigating the Path Forward for Dementia in Canada: The Landmark Study Report #1; Brenda Strafford Foundation, Dementia-Friendly Communities Guide.

QUESTIONS FOR CANDIDATES



These suggested questions are drawn from research and the priorities expressed by Calgarians with lived experience of dementia.

Supporting People Impacted by Dementia

About 20,000 people in Calgary and area live with Alzheimer's disease or related dementias; 2,800 more will develop it this year. In Alberta about 68% of people with dementia live at home, and most are older adults aged 65+.

Care partners of older adults with dementia provide care on average 26 hours/week, compared to 17 hours/week for older adults with other health issues. 45% of these caregivers show symptoms of distress, compared to 26% of caregivers of seniors with other health conditions.

How do you propose to increase awareness of, and access to, City and community supports and services for seniors living with dementia and their care partners?

Creating a Dementia-Inclusive Calgary

People with dementia live on average 10 years after their diagnosis. In Alberta about 68% of them live at home. Social stigma and lack of community understanding makes daily tasks like shopping, banking, and recreation more difficult, leading to social isolation and decreased physical activity.

Organizations such as Alzheimer Calgary are willing to offer training for City of Calgary front-line service staff so they can: know the signs of dementia; develop dementia-friendly communication skills; and challenge stigma and negative perceptions. ***Will you commit to partner-led dementia awareness training for all City front-line services staff who work with older Calgarians?***

The Brenda Strafford Foundation's research on Dementia-Friendly Communities advises that municipalities can encourage local businesses to participate in a "Dementia Friendly Businesses" program to make communities more welcoming. ***Will you commit to partner with Dementia Network Calgary on a "Dementia Friendly Businesses" campaign?***

The City of Calgary recently piloted several dementia-inclusive recreation programs at Killarney Aquatic and Recreation Centre. ***Will you support continued funding and expansion of dementia-inclusive recreation programs to other City of Calgary facilities?***

Aging in Place: Ensuring Accessibility in Housing and Neighbourhoods

The majority of Calgarians living with dementia live at home, yet can face barriers to aging in place because of inaccessible neighbourhood or housing design. The City is moving forward with initiatives such as the Capital Housing Initiative and Rezoning for Housing to address Calgary's housing crisis, and is also currently calling for public consultation on a new Accessibility Plan. ***Can you provide us with more details about how these initiatives are taking into account the specific physical and cognitive accessibility needs of Calgarians living with dementia?***