

Community Health Organizations

Eckler Report: Communications & Advocacy

November 14, 2023



OBJECTIVES

Addressing the wage gap in the community health sector



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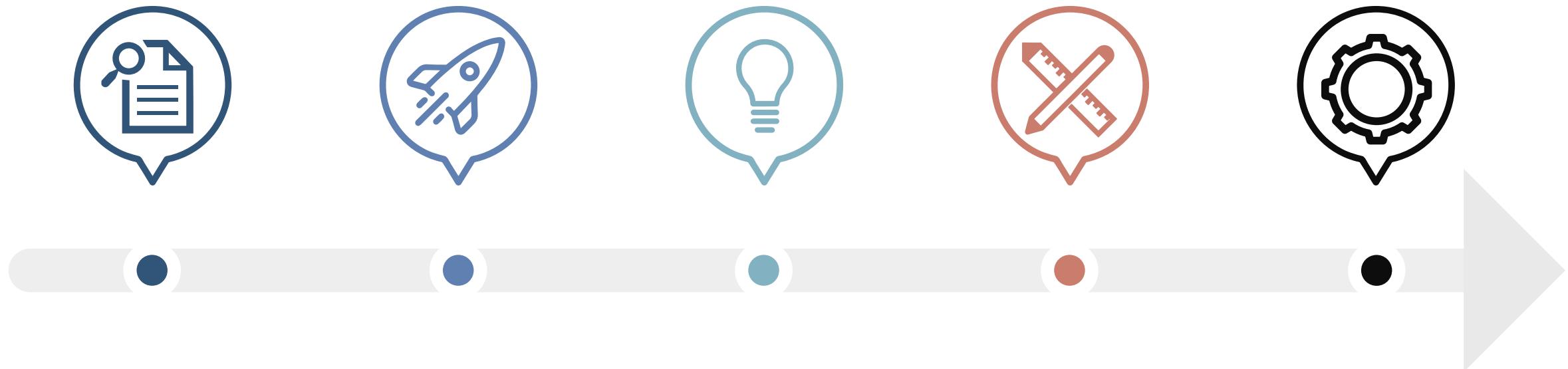
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Raise awareness with the Ontario government on the pay equity gap.

Mobilize the government to invest in the community health sector.

COMMUNICATIONS ROLLOUT

Timeline of important milestones



Mid November

- **Member organizations** attend webinar and receive report

Late November

- **Public launch** to create awareness and generate public interest

Late November

- Share insights with **government, key stakeholders and partners**

Early December

- Engaging **government officials** with campaign data via meetings

Ongoing

- **Continued advocacy** with government to close the wage gap



KEY MESSAGES

- Ontario's community health sector is facing a **health human resources crisis** caused by the **growing wage gap** between community health care workers and health care workers in other areas and sectors.
- **A strong health care system relies on a strong community health sector** which requires a strong community health care workforce.
- Many of these workers are **currently paid less** compared to their counterparts working in schools or hospitals, and often make far less than the recommended rates even set in 2017, due to limited increases in government funding.
- As a result, **the community health sector is losing its workers to other sectors** and the ability to recruit and retain health workers is becoming increasingly difficult.
- **94% of community health organizations identified compensation as the single biggest challenge** for recruitment and retention.



KEY MESSAGES

- **Immediate government intervention is needed** to close the wage gap, address critical staffing shortages, and ensure the continued stability of our health care system.
- The government has expressed its commitment to addressing the HHR crisis and enhancing access to services for Ontarians. However, with these wage disparities, **the system will struggle to meet people's needs**, potentially leading to more costly and less effective care in other settings.
- **Without action, we risk severe consequences** including diminished access to essential services in the community, increased strain on hospitals and emergency departments, increased health care costs, and compromised health outcomes for countless individuals and their families.

NEXT STEPS

Your roadmap for advocacy

- There is lots happening in the background...we will keep you updated on progress
- You will receive
 - Copy of the report
 - Excel spreadsheet with detailed pay data
 - Summary sheet including main findings, key messages, top facts and Q&A
- As our advocacy evolves, your organizations will equip you with more tools
- Leverage the report as a resource for your own HHR planning efforts
- Your involvement is essential in driving the change we envision for the sector





QUESTIONS

