



Engagement Opportunities

Getting involved is empowering. By taking the time to help candidates understand key issues, you can have a lasting impact on the health and well-being of all British Columbians - and improve the work lives of nurses. When candidates see large numbers of people voicing the same concerns and desires, they pay attention. While we are navigating an election during COVID-19, the ways in which we engage candidates will be a bit different than during a 'normal' election cycle, although there may be some opportunity for face-to-face engagement. Here are some ideas for how you might use this opportunity to make sure nurses voices are heard loud and clear by all candidates.

Public Zoom/Online Meeting Sessions

There's nothing like personal interaction to help start a dialogue with candidates and bring a human face to the issues that are important to B.C. nurses. Meetings that are open to the public (most likely many will be online due to COVID-19) usually have reporters in attendance and may even be televised. This makes them great opportunities to get your points across, find out what the candidates are really thinking about and share your nursing perspective with the media and the public. Here are a few handy tips to consider before you head to a public (or online) meeting:

- **Invite your colleagues:** Make it a team effort - post public meeting information on bulletin boards in your staff room and invite colleagues to join you. Remind your fellow nurses of how important it is that the next government understands that nurses are an important part of the health care discussion and can bring unlimited solutions to policy discussions.
- **Prepare questions:** Prepare some questions to ask candidates at the meeting. Check out our [Tips for Advocacy](#) to get some ideas about the types of questions to ask. And don't forget to divvy up the questions so each of your colleagues can ask one - chances are good the moderator of the session won't let any attendees ask more than one.
- **Question preamble:** When asking a question, first take a moment to thank or acknowledge the candidates, introduce yourself as a nurse, and then ask your question.
- **Follow-up:** Follow up once the meeting is over. E-mail the candidates and thank them for their participation. Remind them of any questions that were discussed and offer to send them additional material or information.

Social Media

Nowadays, most candidates use social media to get the word out about their platforms, ideas and appearances. Whether you are an avid user of social media, check your Facebook page occasionally, or plug your ears whenever you hear the term Twitter, these platforms can be a critical source of information and discussion.

Here are some social media tips to help you embrace this new digital space:

- 1) The main political parties have Twitter accounts and so do the party leaders. Follow them and use this medium to 'hear' from those candidates and parties. You'd be surprised how much information about a political platform can be shared in very few characters! Keep in mind that local MPs may also be online. Check the website of your local candidate to see which social media platforms they use.
- 2) Find us on [Twitter at @NNP_BC](#) on [Facebook at Nurses & Nurse Practitioners of BC](#) and on [Instagram @nnp_bc](#). You don't have to join Facebook or Twitter to view our pages.
- 3) If you're on social media already and have utilized # (hashtags - or a type of filing system used on Twitter) search for and use #cdnpoli or #Elxn44. These #'s are already in use and you can see all posts with this tag by doing a quick search in Twitter.



Engage with NNPBC

If you happen to notice an event missing from our calendar, or if you'd like to host an online public event for nurses, we welcome suggestions and additions. Since we're only human, and the quantity of information is enormous, please let us know if you think we're missing a key issue. Feel free to email us at info@nnpbc.com at any time.