



Election year advocacy

What are we hoping to achieve?

- Incoming Minister of Health and Cabinet aware of dementia as a significant and growing issue of concern to voters.
- Dementia is raised and seen as an election issue which influences voter behaviour

Questions politicians and candidates will be asking:

- *Is dementia a significant issue for voters?*
- *Will voters change their voting behaviour based on our position on this issue?*

What you can do: Having influence in Election 2017

Ways to engage with the election process:

- **Share the election briefing** with your communities
- **Write letters** to local MPs and political candidates
- **Visit MPs and political candidates**, or invite them to an event
- **Attend election year forums** and public meetings, and ask a question about dementia
- If you are **polled by survey companies or political parties**, tell them that dementia is a significant issue
- Consider holding an **election year meeting focused on dementia** – ask all local candidates to attend and to respond to the Alzheimers NZ election priorities

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What you can do: Having influence in Election 2017

Some hints:

- Focus on your local MPs and candidates
- Handwritten personal letters are better than printed form/duplicate letters
- Identify yourself/your organisation as coming from within the electorate
- You don't have to be an expert to ask questions
- Highlight the voice of people living with dementia
- MPs/parties/candidates are looking for opportunities to engage with people in an election year
- Political parties will have a range of political responses – what we need is for **each political party and candidate to engage with the issue of dementia**

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Give it a go!

- Anything you can do will contribute to making a difference!
- Start small with writing a simple letter, or calling your MP's office, to ask the question:
 - "What will your policies do to address the growing challenge of dementia?"
- Thanks for every small step you can take to get political candidates, politicians and political parties thinking and talking about dementia this year.