



# Member Toolkit

## National Long-Term Care Day

**Friday, June 13, 2025**



## Context

The Canadian Association of Long Term Care (CALTC) is thrilled to mark our second annual National Long-Term Care Day in Canada. This milestone day not only recognizes the significant advocacy efforts and achievements within the long-term care sector but also serves as a reminder of the unwavering dedication and compassion of the staff who provide essential care to thousands of Canadians living in long-term care. It's also a day to honour residents and their families, and to celebrate our community together.

This kit has been developed to provide CALTC members and LTC home operators with resources and tools to help recognize and celebrate National Long-Term Care Day on Friday, June 13. We look forward to seeing support and participation in promoting and celebrating this special day among LTC associations and homes!

We also invite long-term care homes across Canada to use the resources in this kit to share photos and stories of how they are celebrating and highlighting this important day.

### Within this toolkit you will find:

- A **template letter** to write to your local MPs, requesting their support for the day and if appropriate, to visit the home on June 13th.
- Draft **social posts and creative assets** that you can use to share on any organizational and/or personal social media networks.
- A link to a **printable poster** for display in the home or local community.

## Contact Information

If you have any questions about this toolkit, please do not hesitate to reach out to us via email at **info@caltc.ca**.

# Template Letter for Members of Parliament

## Instructions:

Please personalize the highlighted sections of the template below and send the letter via email to your Member of Parliament to raise awareness of National Long-Term Care Day, acknowledging it's a day for celebration of the LTC sector. Members of Parliament and their email addresses can be found [here](#).

[Organization Logo]

Mr./Mrs./Ms./Mx. (full name), M.P. or The Honourable (full name), P.C., M.P.  
Minister of (department)  
House of Commons  
Ottawa, ON  
K1A 0A6

[Insert Date]

**Subject:** Celebrating National Long-Term Care Day on Friday, June 13, 2025

Dear Mr./Mrs./Ms./Mx. (surname) or Dear Minister,

As a long-term care home, we are pleased to join The Canadian Association for Long Term Care (CALTC) in recognizing **National Long-Term Care Day, being celebrated across Canada on Friday, June 13, 2025**. This day is dedicated to acknowledging residents and families, volunteers, and staff who provide dedicated care and support every day. It is an opportunity to recognize the invaluable contributions of the long-term care sector and the essential role they play in the lives of so many Canadians and within the greater health care system.

As we recognize this day, we invite you, as a Member of Parliament, to join us in celebrating their impact. We would be delighted if you could:

- **Share a post on social media using #NationalLTCDay** and engage with content posted by [CALTC](#), our provincial association (add name of association), and our home (if posting to social media) to celebrate and recognize the essential role of long-term care.
- **Make a statement in the House of Commons:** During the week of National LTC Day, which falls on Friday, June 13, we ask that you consider showing your support in Parliament to recognize this day and the significant role long-term care plays in the lives of Canadians.
- **Engage with our home or others within your local riding** and speak with residents, families, staff and leaders in the sector to learn about the essential role they play and how we can continue strengthening the future of long-term care together.

We look forward to recognizing this day with you and working together to ensure a bright future for long term-care in Canada.

We support the Canadian Association for Long Term Care (CALTC) in their advocacy for a system that provides high-quality, resident-centred care, ensuring that every Canadian has access to the safe, compassionate and comfortable long-term care they deserve. We invite you to learn more about their work at [www.caltc.ca](#), and more about our local LTC home at (add home's website and/or provincial association).

Sincerely,

[Member name and signature]

[Name of LTC Home or association]

## Social Media Toolkit

### Instructions:

The following social media posts are designed to help raise awareness for National Long-Term Care Day and the vital role long-term care plays in Canada's health system.

We encourage you to post this content on your organization's social media platforms to help spread the word and show your support. Please feel free to tag CALTC in your posts and encourage your followers to share and engage.

Leading up to and on National Long-Term Care Day, CALTC will be sharing content across our channels. We encourage you to follow along, reshare our posts and help amplify the message. Please note these posts can be customized so your home's logo can be added alongside of CALTCs.

Follow CALTC:

- **Facebook** [@caltc.ca](https://www.facebook.com/caltc.ca)
- **X (formerly Twitter)** [@CALTC\\_CA](https://twitter.com/CALTC_CA)
- **LinkedIn** [@canadian-association-for-long-term-care](https://www.linkedin.com/company/canadian-association-for-long-term-care)

## Lead Up Posts

### Post 1 – Short-Form Message

Behind every great LTC home is a passionate team of volunteers, families and residents.

On June 13, National LTC Day, we're joining @CALTC\_CA to celebrate the Canadians who make LTC their home and those who work to support them.

Share your celebrations using #NationalLTCDay!

### Post 2 – Long-Form Message – Advocacy Focus

1 in 5 Canadians will need long-term care in their lifetime.

Join us on June 13 for National Long-Term Care Day as we honour the staff, volunteers, residents, and families who live and work in long-term care homes across Canada.

It's a day to celebrate the essential role of long-term care, and the people who make it possible!

Use the hashtag #NationalLTCDay to share your celebration on social media and help advocate for continued support — and a strong future — for long-term care in Canada.

### Post 3 – Encouraging Homes to Share Their Stories

As National Long-Term Care Day approaches on June 13th, we celebrate the dedication of staff, volunteers, and families who make long-term care homes places of comfort, supporting residents to live their best life.

We are sharing our stories and moments that highlight the incredible spirit of our community and invite other LTC homes in Canada to do the same using the hashtag #NationalLTCDay.

**Friday, June 13, 2025**

## **#NationalLTCDay Day-of Social Media Posts**

### **Post 1 – Short-Form Message**

Happy National Long-Term Care Day! Today, we honour the over 200,000 Canadians in LTC homes and celebrate the dedication of those who work, volunteer, and provide caregiving daily across the country. Let's share our celebrations using **#NationalLTCDay!**

### **Post 2 – Honouring Caregivers and the Long-Term Care Community**

Today, we proudly join long-term care homes across Canada in celebrating National Long-Term Care Day.

Now in its second year, this day is dedicated to recognizing the hard work, compassion, and commitment of those who work and volunteer in LTC homes and honour the thousands of residents living in long-term care homes and the families who support them.

We honour the vital role long-term care plays in strengthening communities and enriching the lives of residents across the country. **#NationalLTCDay**

### **Post 3 – LinkedIn**

As a proud member of CALTC, we are excited to celebrate National Long-Term Care Day today. This day offers us an opportunity to recognize the incredible dedication of staff, volunteers and families who provide essential care and support to residents in long-term care homes across Canada, as we honour and celebrate their contributions to our society.

It's also a reminder of the ongoing work needed to strengthen the future of long-term care. As we honour the contributions of the hundreds of thousands of Canadians who live and work in long-term care, we remain committed to advocating for policies that will ensure the sector is supported and sustained for years to come.

Join the conversation and celebrate using **#NationalLTCDay**.

## Social Media



[Download Image #1 here.](#)



[Download Image #2 here.](#)

To support the promotion of National LTC Day, we've provided stock images and the official hashtag so homes can create their own customized posts. Please make sure to include **#NationalLTCDay** in your posts or on the images.

[Click here to access the images.](#)

## Poster

[Click here to download.](#)



Canada's

# National Long-Term Care Day

**Friday, June 13, 2025**

Join us on June 13 for National Long-Term Care Day as we honour the residents, families, staff, and volunteers who live and work in long-term care homes across Canada.

It's a day to celebrate the essential role of long-term care and the people who make it possible!

Share how you're honouring the day on social media using [#NationalLTCDay](#).



**Canadian Association  
for Long Term Care**

We invite you to learn more at [www.caltc.ca](http://www.caltc.ca) or scan the QR code



# Thank You Letter for Members of Parliament

## Instructions:

For Members of Parliament who have demonstrated support, please complete and personalize the highlighted sections of the template below and send the letter via email to your Member of Parliament to thank them for their support of National Long-Term Care Day. Members of Parliament and their email addresses can be found [here](#).

[Organization Logo]

Mr./Mrs./Ms./Mx. (full name), M.P. or The Honourable (full name), P.C., M.P.  
Minister of (department)  
House of Commons  
Ottawa, ON  
K1A 0A6

[Insert Date]

**Subject:** Thank You for Celebrating National Long-Term Care Day

Dear Mr./Mrs./Ms./Mx. (surname) or Dear Minister,

On behalf of our home (add home's name) I would like to sincerely thank you for joining us in recognizing and celebrating National Long-Term Care Day on June 13, 2025. Your support helps highlight the invaluable contributions and essential role of long-term care providers across Canada.

*Add a personalized statement about the importance of the contribution that was made and how it helped those working and living in long-term care.*

We look forward to recognizing this day with the Canadian Association for Long Term Care (CALTC), our provincial association, (add local LTC association's name), and with you in the coming years to ensure a bright future for long-term care in Canada.

We support CALTC in their advocacy for a system that provides high-quality, resident-centred care, ensuring that every Canadian has access to safe, compassionate, and comfortable long-term care they deserve. We invite you to learn more about our work at (add home's website and/or provincial association) and the work of CALTC at [www.caltc.ca](http://www.caltc.ca).

Sincerely,

[Member name and signature]

[Name of LTC Home or association]

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