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Manitoba Association of Residential & Community
Care Homes for the Elderly

A CALL TO ACTION

Protecting Not-for-Profit Personal Care Homes = Protecting Your Future

No matter your age, the time to think about the sustainability of Manitoba's personal Care homes is now.

Personal care homes are an essential part of Manitoba's healthcare system. Yet most of us don't think about this aspect of our province's social safety net until we or our loved ones need such care.

With the aging Baby Boomer population, projections indicate demand for personal care home beds will soon far exceed the supply. And, as any economist will tell you, when demand exceeds supply, the results are fewer options and higher consumer costs. Indeed, costs are currently as high as \$250 per day among for-profit personal care homes. Experts warn these costs will continue to increase significantly over the coming years.

What does this mean for you?

The reality is, we are all on the aging journey, and many of us will need the extra care provided by Manitoba's system of personal care homes. But without not-for-profit or publicly operated personal care homes, few of us will be able to afford it.

In addition to affordability, not-for-profit personal care homes provide high quality care. Indeed, two-thirds of Manitobans prefer not-for-profit or publicly operated personal care homes compared to for-profit operators because they know the quality of care is higher, including greater hours of direct care to residents.

But the future of not-for-profit personal care homes in Manitoba is at risk, due to a shameful history of chronic underfunding by past and present governments of Manitoba. Fortunately, this is the time to reverse this risk through evidence-informed solutions.

What can you do?

- Visit our website www.marchemb.ca to learn more.
- Sign our petition <https://chnng.it/sr6cPtCw> and let your MLA know of your concerns.
- This provincial election, ask candidates¹ what they will do to protect your future and our province's system of not-for-profit personal care homes. You may also ask your candidates about their experience and values related to personal care homes.

Suggested questions:

- What personal experience have you had with someone going to live in a long-term care home? How did you find the process? How could the experience be improved?
- What personal experience have you had with someone living in a long-term care home? How could their lived experience be improved?

¹ <https://www.electionsmanitoba.ca/en/Voting/Candidates/43rdGE>

Long Term Care **LESS!**

Government has chronically underfunded personal care homes for far too long.

Vote for Long Term Care!

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