[date]

Dear [Mr./Mrs./Ms. full name – can be sent to MPs, MLA/MPP/MHA/MNAs, *and* Mayors/City Councillors – change red text below accordingly],

As an activist with a strong conviction that human rights do not have an expiry date, I would like to draw your attention to an important matter: **ageing in place.** This refers to the ability of older adults to live safely, independently, and comfortably in their own home and community, regardless of age, income, or capacity. Ageing in place services consist of **formal home care** to assist with activities such as bathing, meal preparation, and nursing care, as well as **community programs that promote physical and emotional wellbeing**. It can also include innovative community-based **housing models** for older people, such as Naturally Occurring Retirement Communities.

A 2023 Ipsos survey found **90% of Canadians aged 45 and above would prefer in-home care over moving to a long-term care facility.** In addition to being the overwhelming preference of the public, it also **costs less to provide home care** to home-eligible individuals than to deliver care to individuals with the same needs in long-term care facilities (see *Ageing in the Right Place* by the National Institute on Ageing). Yet Canadian provinces spent an average of just 33% of total long-term care (LTC) budgets on home- and community-based care optionsin 2020-2021.

Adults aged 65+ are the fastest-growing demographic in Canada, and our healthcare and community services must adapt quickly to respect their rights and meet their needs. The solution, in part, lies in **high-quality, person-centred community services that enable ageing in place.** There is a role for each level of government to play in this regard, which is why I am urging you as a [federal/provincial/municipal] representative to **call for increased, targeted, equitable funding for ageing in place services.** Such services should reflect local context-specific needs and be monitored to ensure accountability and quality.

I would greatly appreciate you using your position to **bring the need to expand access to ageing in place services to [Parliament/the provincial legislature/City Council]’s attention**. Thank you very much for your attention and support on this important matter.

Yours sincerely,

[signature]

[Name]