

Election Strategies – Advocate for Libraries

Talk to your candidates about libraries

Concise messaging is key

Some examples:

Message 1: Investment in libraries is not just a local responsibility. Libraries depend on investments from all levels of government, with leadership provided at the Federal level.

Message 2: Libraries are centres of excellence in learning. They contribute to competitiveness in Canada and are **a key pillar of educational infrastructure.**

Message 3: Libraries are a critical piece of infrastructure contributing accessible services that have an immeasurable impact on communities across the country. **Libraries are as important to the infrastructure of a community as bridges or water mains.**

Message 4: As libraries continue to grow and adapt, they address community needs that are essential to the public;

- Libraries help unemployed or underemployed people **find jobs**;
- They provide the community with **free internet access**;
- They **help small businesses** access marketplaces;
- They provide community residents with **access to health information** and in many cases access to health programs;
- Many libraries provide access to **Makerspaces** for gatherings and project planning; and
- They **offer partnerships with cultural programs.**

Message 5: The **federal government** must play a leadership role by **dedicating resources** that ensure we retain and protect information creating **equitable access** for all Canadians.