

2025 Provincial Election

Context:

- Ford has blamed Trudeau for everything (Can't do that anymore!)
- He wants people to have their \$200 cheques fresh in mind (3 Billion Dollars)
- Wants to take advantage of Trump's Tariff Threats – allows opportunity for high profile posturing for Ford
- Calling for an early election purely in his own interests; he believes he will win 3rd majority/mandate (\$175 million price tag)
- Awaiting RCMP report on Greenbelt Scandal Investigation

Context:

- Polls over the past 2 years have shown the ONPCs ahead in every poll: Currently 42% (+/- 4)
- NDP: 21 % (+/- 3)
- Liberals: 26 (+/- 3)

Context:

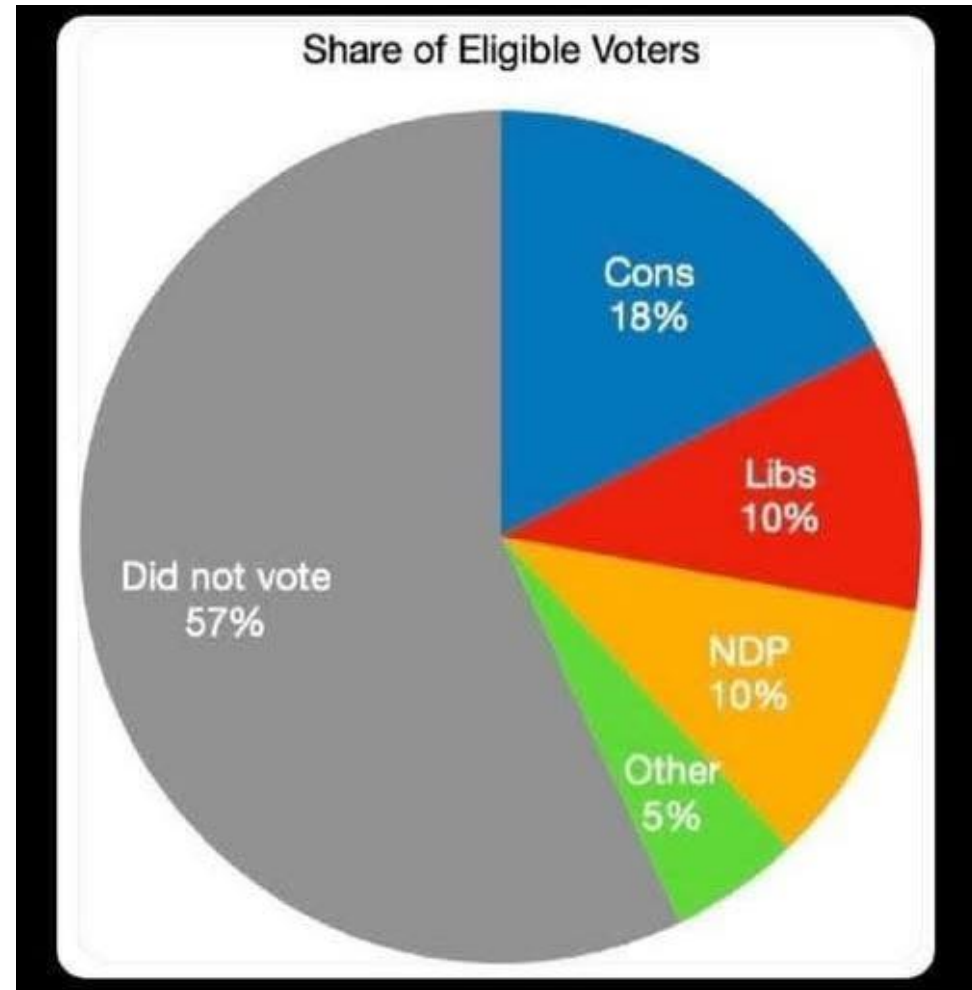
- In December 2024, Ford had the lowest approval rating amongst Premiers (34%), and that has been a steady reality
- Party is more popular than Ford
- People generally agree that there is a crisis in Education, but still intend to vote Conservative



- This election is not a foregone conclusion
- Hudak's 2011 campaign (he was leading by 10 points and ended up losing the election)
- 2022 Election: Voter turn out was 44%, and from those votes, the ONPCs got 40%
- We need to get out and vote!

In 2022 Ford was given a majority government from 18% of eligible voters.

Getting the vote out matters.



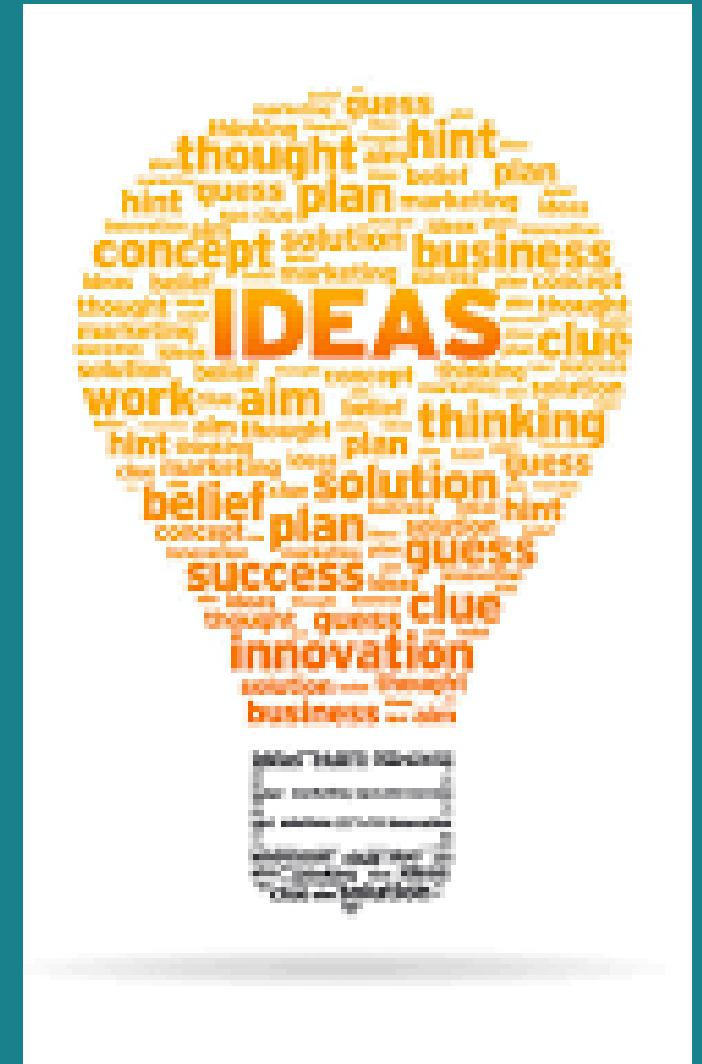
Context:

Top 3 Voter Issues:

- Affordability and the increased cost of living (Conservatives have been playing the blame game)
- Health Care (Remember his promise to end Hallway Healthcare?)
- Cost of housing
- Education was down the list – only %18 considering it a priority

The stakes
are high.

So, what can
we do?



ENGAGE:

- We need to link the crisis in Education to concerns in other public sectors such as Healthcare:
 - Ontario Autism Program has a waitlist of over 73,000. This has a direct impact on the supports provided to students in classrooms
 - Access to family doctors – long waitlists
 - Increased number of private clinics (pay for services)
 - Increased wait times for diagnostic testing

ENGAGE:

- 1:1 Conversations (friends, family, neighbours)
 - Use the Toolkits in your packages
- Get out the Vote
 - Make a plan to vote
 - Get friends and family to commit to vote
 - We cannot afford to be disengaged
 - Need to keep the ONPCs to **less than 62 seats**

ENGAGE:

A copy for each HWETL member at your site, in your package

The screenshot shows the 'Building Better Schools' website interface. At the top, there are logos for 'Building Better Schools', 'ETFO', and 'FEEO'. Navigation links include 'Issues', 'Vision', 'Take Action', and 'Stories'. A headline states: 'The Ford government has cut funding to public schools.' Below this is the main heading: 'How have cuts hurt your local schools?'. A search bar contains the text 'Prince of Wales E PS, Hamilton' and a 'SEARCH' button. The main content area displays a map of Hamilton with a purple location pin for 'Prince of Wales E PS Hamilton Elementary'. A data popup is overlaid on the map, showing the following information:

- Prince of Wales E PS**
Hamilton Elementary
- Cuts for the 2024-2025 school year¹
\$898,098.25
- Cuts per-student for the 2024-2025 school year¹
\$1,561.91

Below the data, there are social media sharing icons for a back arrow, Facebook, and Twitter. A small note at the bottom of the popup reads: ¹Compared to 2018-2019 funding levels, adjusted for inflation.

ENGAGE:

Stewards: There is a copy of this Guide (one page, double sided) in your package for EACH HWETL member at your site. It contains talking points for us to have those 1:1 conversations.

Message Guide

Use this message guide in your conversations with Ontarians. It's not a script—it's a way to talk about what educators, students and parents are facing. Bring the message to life with your own experiences and your own way of speaking!

Parents and educators are in this together.

- Having the resources and supports kids need at school has always been important, but this is especially true today.
- Kids are going through a lot and with larger classes and more complexity, many of their needs are going unmet.
- As parents and educators, we want the best for our kids. That's our priority.
- That's why we're focused on fixing the challenges – and building better schools.

Share what the problems are in classrooms.

- We need the Ford government to work with us, but instead, they've spent the last 6 years underfunding and undermining public education.
- Our schools are suffering from chronic underfunding, under-resourcing and understaffing, creating environments where student needs are going unmet.
- Adjusted for inflation, per-student funding is now \$1,500 less than it was in 2018. That's a huge gap at a time when schools desperately need investment.
- And students and educators are paying for it:
 - Class sizes are too big.
 - There are 70,000 kids waiting for autism supports.
 - 95% of schools need more mental health supports.
 - 77% of ETFO members say they have personally experienced violence or witnessed violence against another staff member.
- We can't keep going this way. We need a government that will work with educators and start investing in public schools.

Provide some hope with a path to fixing the problem.

- There are some big challenges in public schools – but the solutions are simple. Students need:
 - Smaller classes and more one-on-one time
 - Special education supports and timely access to assessments
 - More supports for kids' mental health
- Our kids have waited long enough. They can't wait another year.
- If the Ford government won't invest in our public schools, it's time to elect a government that will.
- Together, we can make sure our kids get the public education and the future they deserve.

Building
Better
Schools



ENGAGE:

How Can You Help?



It takes all of us to make change! Everyone can be a public school ambassador and help build support for what our public schools need.

1. Know the Issues

- Smaller classes.
- More investment in public schools.
- Respect and support for educators.
- Resources and supports students need to thrive.

2. Get Involved

- Stay connected with the campaign and follow us on social media.
- Stay connected to the Building Better Schools community – sign up for emails and share the resources.

3. Speak Up

- Parents and educators are the most trusted voices when it comes to what's happening in Ontario's public schools. Don't be afraid to talk about the challenges you see every day.
- Read our Message Guide.
- Share Building Better Schools shareables and actions.

4. Reach Out

- Contact your MPP and school trustees.
- Request a meeting to talk about the investments our public schools need.
- Before your meeting, review the Key Messages.
- Download and print the leave-behinds available in the Building Better Schools Toolkit.

ENGAGE:



**We need to elect
a government
that will invest
in our kids.**

Our kids can't wait.



**It's time to elect a government that
will invest in public education.**

The Facts:

**\$1,500 less in per student
funding since Ford came into
office in 2018**



Use our tool to see how
much has been cut from
your school since 2018.

**Billions of dollars in education
funding cut since 2018**

**70,000 kids waiting for autism
supports¹**

**95% of schools need more
mental health supports²**

Sources:

¹More than 70,000 kids in Ontario seeking publicly funded autism supports, CTV News, June 5, 2024.

²People for Education Annual Ontario School Survey

**Nothing is more
important to Ontarians
than our kids, but too
many of them are
struggling.**

Educators and parents know
our schools don't have the
supports kids need.

Why? Because Doug Ford's
Conservatives keep cutting
public school funding.

Six years of Ford's cuts mean
our students aren't getting the
supports they need.

**We can't wait another
year. Our kids need:**

- Smaller classes and more one-on-one time
- Special education supports and timely access to assessments
- More supports for kids' mental health

**If the Ford government
won't change...
it's time to change the
government.**

Stewards: A copy of this flyer for each HWETL member in your package.

Your packages also contain: 5 additional bundles with 10 flyers each.

Asking 5 members from each site to each take a bundle and deliver them in either their school or home communities.

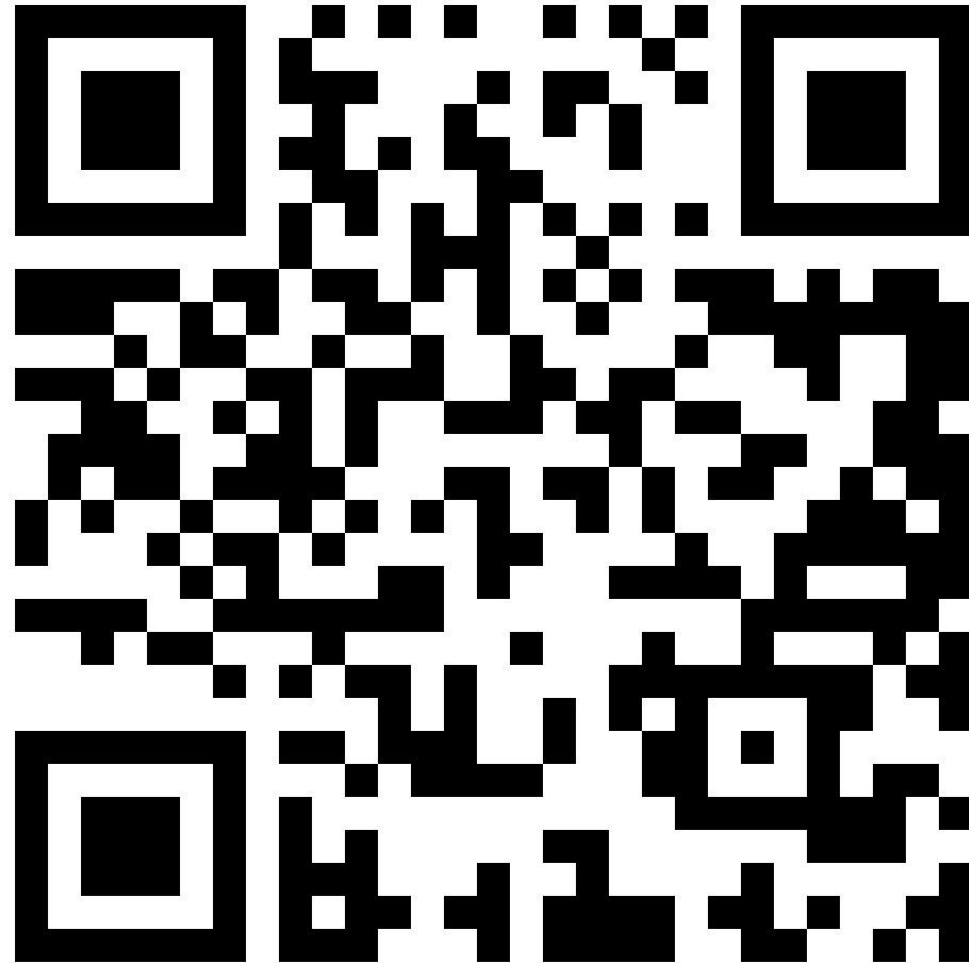
Let's work together. For our kids.

Join us at BuildingBetterSchools.ca



ENGAGE:

**Use this QR
code to
access
additional
ETFO
Election
Resources**



Education Issues not Convincing?



What has Ford had money for?



- **\$2.2 Billion** to replace Ontario Place with a Private Spa
- **\$1.9 Billion** to make alcohol available in convenience stores
- **\$11.7 Million** outsourcing Service Ontario to Staples Stores

Meanwhile.....

- 21.7 Billion backlog in school repairs
- \$1500 less per student since 2018 -19 (\$3 Billion – remember the \$200 cheques?)
- Increases in workplace violence



If you don't like,
what you see here,
get the VOTE out !!!

Next Steps:

Stewards:

- Please hold an in-person meeting at your site
- Share the information
- Seek 5 members willing to deliver flyers

Next Steps:

Ways to Engage:

- Leaflet drop in your home/school community (HWETL will provide the materials) - Can you commit to delivering 10 flyers?
- Use the election tools provided to have those important conversations
- **Get the Vote Out!!!** Make it a family or friend event!

Next Steps:

VISIT:

Smartvoting.ca

**Several local ridings are
currently predicted to
turn PC from
Liberal/NDP**

The Ontario election is on Thurs. Feb. 27

We need to vote for change to happen!

Elementary Teachers' Federation of Ontario



**You can make a
difference in this election.**

**Have conversations with
coworkers and friends.**

Elementary Teachers' Federation of Ontario



VOTE IN ADVANCE

Thursday, Feb. 20

Friday, Feb. 21

Saturday, Feb. 22

From 10 – 8 p.m.

Elementary Teachers' Federation of Ontario



Election resources at your fingertips!

Visit members.etfo.ca/elections

- X Your workplace rights and talking politics
- X Downloadable flyer on cuts to public education
- X Conversation starters
- X Social media images



I am
ETFO 
and iVOTE!



I am
ETFO ♡
and i VOTED

