

I CARE FOR AGED CARE

Federal Election 2019

National Day of ACTION

Age services providers, their staff, care recipients, friends and supporters around Australia are encouraged to gather on **Tuesday 14th May** for a national day of action to show that they care for aged care.

What you can do:

- ✓ **Host an event** (e.g. morning or afternoon tea) with staff, care recipients, friends and supporters – and invite your local politicians.
- ✓ **Tell the media** by distributing this media release to local newspapers and radio – and try inviting them to attend your event.
- ✓ **Use social media.** Ask your community to share the #ICARE2019 campaign messages.
- ✓ **Use your hair to show you care!** Colour your hair or wear an interesting wig on the day to help draw attention to the #ICARE2019 campaign and spread the word that 'my hair says I care'

Free registration to LASA's National Congress will go to the people who get the most likes or shares/retweets on Twitter, LinkedIn and Facebook respectively.

- ✓ **Be creative.** Just make sure you are doing something to ensure that aged care gets the attention that it deserves.

#ICARE2019

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LASA CEO Sean Rooney says:

Older Australians and those that care for them deserve real vision and commitment from the next government of this country. LASA has already put forward a series of policy solutions and is calling on all Australians to challenge their local MPs and candidates to declare *"I Care for Aged Care"* in an effort to make all political parties and candidates commit to making the aged care system better.

We're urging aged care providers, their staff, clients and local communities to take part in a national day of action to let their local candidates know that aged care is an issue of national importance.

Making the system better should be a priority for all political parties and candidates."

Read more about the *"I Care for Aged Care"* campaign [here](#).

Let's all make a special effort to highlight the needs of older Australians, those that care for them, and the entire aged care sector on Tuesday 14 May.

For more information please contact Campaign Advisor
Peter Thomson on petert@lasa.asn.au
or call (02) 6230 1676

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