

# Health Care Needs Home Care



## Healthcare Needs Home Care Campaign Launch Draws Strong Support for Affordable Home Support in B.C.



**VANCOUVER, B.C. – June 2, 2026** — A packed room of seniors, caregivers, healthcare leaders, and advocates gathered at the 411 Seniors Centre in Vancouver to launch the **Healthcare Needs Home Care** campaign, a growing movement calling on government to make home support more affordable and accessible for British Columbians.

The event brought together a coalition representing more than **400,000 seniors and caregivers across British Columbia**, united by a common message: **home support is healthcare and should be treated as essential healthcare infrastructure.**

Speakers highlighted the growing challenges facing seniors and families who struggle to afford home support services, often resulting in avoidable hospital visits, caregiver burnout, and premature admission to long-term care. Participants heard how strengthening home support can help seniors remain independent longer, improve quality of life, support family caregivers, and reduce pressure on hospitals and long-term care homes.

Watch video here: [ILTCCABC YouTube channel](#)

See minute 15:05 for ILTCCABC

The campaign launch demonstrated strong public interest in practical solutions that allow people to age safely and with dignity in their own homes. Attendees shared personal experiences, discussed policy solutions, and committed to raising awareness of the need for change.

### **A Powerful Collaboration**

The campaign is led by a coalition of organizations representing seniors, caregivers, residents, families, and healthcare stakeholders across British Columbia:

- **Jeff Moss**, Executive Director, and **Margot Beauchamp**, Advocacy, Grants & Accountability Consultant, [Jewish Seniors Alliance of British Columbia \(JSABC\)](#)
- **Leslie Gaudette**, President, [Council of Senior Citizens' Organizations of BC \(COSCO BC\)](#)
- **Barb MacLean**, Executive Director, [Family Caregivers of BC \(FCBC\)](#)
- **Lisa Dawson**, President, [Independent Long-Term Care Councils Association of BC \(ILTCCABC\)](#) & Team: Barb Kirby, [VCAFC](#) Regional Advisor and Dorna Fathinejad, Admin.
- **Mary Polak**, CEO, [BC Care Providers Association \(BCCPA\)](#)
- **Danny Birch**, Co-Founder, [Hero Home Care](#) | Board Director, BC Care Providers Association | Board Director, SafeCare BC
- **Cherie Payne**, Executive Director, [BC Health Coalition \(BCHC\)](#)
- **Marie-Noël Campbell**, Executive Director and Lawyer, [Seniors First BC](#)

Together, these organizations are advocating for a healthcare system that recognizes home support as a vital service that helps seniors remain where they most want to be—at home.

### **Take Action Today**

The launch may be over, but the campaign is just beginning.

**EMAIL YOUR MLA TODAY**

Visit the campaign website and send a message to your elected representatives calling for affordable, accessible home support for all British Columbians who need it.

2 clicks away from sending this message to your MLA: [CLICK HERE TO TAKE ACTION NOW](#)

Every email helps amplify the voices of seniors, caregivers, and families across British Columbia.

**Join us. Be part of the solution.**

**Share this invitation with others who care about the future of healthcare in BC.**

Warm regards,  
Health Care Needs Home Care Collaborative

<https://www.healthcareneedshomecare.ca/>

