

# 2SLGBTQI Issues: **Federal Election Messaging Guide**



Egale



# Introduction

No matter if it's housing, healthcare, the economy, or anything in between, every election issue is a 2SLGBTQI issue. That's why it's essential for 2SLGBTQI experiences to be understood in elections at every level.

This messaging guide was developed to support you in speaking about 2SLGBTQI perspectives on key issues in the upcoming federal election.

**Learn about Egale Canada's 2025 federal election campaign, Vote with Pride at [egale.ca/votewithpride](https://egale.ca/votewithpride)**

# Crafting Persuasive Messaging

In Canada, one of our core shared values is that **everyone** – no matter what part of the country they live in – **should feel safe to be their authentic self**. However, we are continuing to see a rise in hate that is threatening the safety, freedoms, and rights of 2SLGBTQI people across the country.

Egale Canada's [Inclusive Narratives: A Messaging Guide for 2SLGBTQI Advocacy](#) provides the necessary tools to develop effective messaging to combat the ongoing rise in anti-2SLGBTQI hate.



# Key Messages: 2SLGBTQI Connections to Federal Election Issues

Broken down by topic, the following key messages include stats and research on 2SLGBTQI issues that can be built out further using Egale's Inclusive Narratives: A Messaging Guide for 2SLGBTQI Advocacy.

For more in-depth information, stats, and research on each topic, please visit [egale.ca/votewithpride](https://egale.ca/votewithpride)





## Economy

- ▶ **A strong Canadian economy is one where everyone can thrive, no matter their background, race, religion, or identity.** That's why building a 2SLGBTQI-inclusive society benefits us all.
- ▶ When 2SLGBTQI individuals are denied from fully participating in society due to their identity, [research has shown](#) that this exclusion has negative effects on a country's economic development and prosperity.
- ▶ **Countries with more rights for 2SLGBTQI individuals have [positive economic outcomes](#)** such as a higher per capita income.
- ▶ A stronger economy means creating a Canada that is inclusive for 2SLGBTQI communities so that everyone can thrive.
- ▶ [According to the Organisation for Economic Co-operation and Development](#), despite having lower incomes, **LGBT individuals spend on average 9% “more on consumer goods and services than their cisgender straight peers”**, meaning that 2SLGBTQI individuals are an important contributing demographic to the economy.
- ▶ **Pride festivals such as Toronto Pride, Montreal Pride, and Vancouver Pride attract millions of visitors each year, generating millions in revenue for local economies.**



## Affordability

- ▶ Everyone in Canada should be able to afford the necessities to support themselves and their family. **No one should have to choose between groceries and keeping the lights on.**
- ▶ Within the affordability crisis facing Canada, 2SLGBTQI people are disproportionately impacted. [According to Statistics Canada](#), **despite having higher levels of education, 2SLGBTQI individuals have lower incomes.**
- ▶ **From gender-affirming care to stable housing, 2SLGBTQI individuals often have to pay more just to live as their authentic selves.** No one should be priced out of safety and dignity.
- ▶ Affordability greatly impacts 2SLGBTQI people due to a number of factors including wage gaps and employment discrimination, housing instability, healthcare costs and barriers, and higher rates of poverty.
- ▶ We also know that [racialized 2SLGBTQI communities in Canada experience income disparities](#) relative to their white counterparts.



## Seniors / Older Adults

- ▶ Every senior deserves to age with dignity and respect. **With seniors in Canada becoming a growing segment of the population, it's more urgent than ever to ensure all older adults can get the care that they need.**
- ▶ **For 2SLGBTQI seniors, greater [challenges securing affordable and inclusive housing, and discrimination in long-term care facilities](#) creates significant negative impacts on their health and wellbeing.**
- ▶ [LGBTQI seniors shared concerns about being forced back into the closet when entering long-term care facilities.](#)
- ▶ [Many 2SLGBTQI individuals lack traditional familial support structures, relying instead on chosen families and 2SLGBTQI community networks](#) – creating additional challenges related to aging.
- ▶ Affordability challenges are also heightened – [37% of LGBTQI seniors surveyed are low income](#), contributing to financial insecurity and a heavy reliance on Canada Pension Plan and Old Age Security.
- ▶ Seniors and older adults have spent their lives contributing to society. Now it's our turn to give back and ensure that all seniors – including 2SLGBTQI seniors – get the care that they deserve.



## Youth

- ▶ **All young people in Canada should be able to grow up feeling safe and free to be their authentic selves.** But for 2SLGBTQI youth, this isn't always the case due to discrimination, rising anti-2SLGBTQI hate, and a lack of supportive environments at school, home, or in their community.
- ▶ **Egale Canada's national report, [Still in Every Class in Every School](#), shows that 2SLGBTQI students continue to face homophobia, biphobia, and transphobia at school.**
- ▶ Anti-trans policies in [Saskatchewan](#) and [Alberta](#) are targeting youth in particular, making schools less safe and preventing access to essential healthcare.
- ▶ Lack of support and rejection at home leads 2SLGBTQI youth to be disproportionately impacted by homelessness – [25% of homeless youth identify as 2SLGBTQI, despite making up only 5-10% of the youth population.](#)
- ▶ The importance of affirming and supportive environments for 2SLGBTQI youth is clear – Egale's [Still in Every Class in Every School](#) report found that **positive supports and inclusive language help increase 2SLGBTQI students' feelings of safety and decrease negative mental health outcomes.**
- ▶ This is why it's essential that we all come together to create safe, inclusive, and supportive environments for 2SLGBTQI youth in all aspects of life – at school, home, in healthcare, and in the community.





## Employment and Labour

- ▶ **Everyone deserves to feel accepted and free to be their authentic self in their community, including the workplace.**
- ▶ But for **2SLGBTQI individuals, discrimination and harassment in the workplace are common experiences.** Harmful working conditions can include a high prevalence of discrimination and humiliating behavior that sometimes forces 2SLGBTQI people to [leave their jobs](#).
- ▶ **Egale Canada’s research report [Working for Change](#), found that 72% of Two Spirit, trans, and nonbinary (2STNB) participants experienced workplace discrimination** and 49% left their job due to not feeling accepted in the workplace.
- ▶ We know from [research](#) that **a 2SLGBTQI-inclusive workforce builds a strong economy,** otherwise we’re left with lost wages, which means less spending power and tax revenue.
- ▶ Addressing discrimination and inequities in order to foster affirming, inclusive, and safe workplace environments benefits us all.
- ▶ We know from research that a 2SLGBTQI-inclusive workforce builds a strong economy, otherwise we’re left with lost wages, which means less spending power and tax revenue.



## Healthcare

- ▶ **In Canada, we believe that everyone – no matter their age, race, identity, or economic status – should have access to the medical care that they need in order to ensure their physical and mental health.** But 2SLGBTQI individuals often face a range of barriers that prevent them from accessing essential healthcare.
- ▶ Healthcare providers may not always be knowledgeable about the specific sexual health needs of 2SLGBTQI individuals. **Egale’s [Queering Mental Health](#) study identified that in Canada, there is a “shortage of competent providers,” leading to misinformed or inappropriate care.**
- ▶ **Gender-affirming care is medically necessary and it is lifesaving for those who need access to it.** Nobody should be denied access to the medical care they need because of who they are.
- ▶ 2SLGBTQI individuals may avoid medical visits due to past negative experiences, fears of being outed or misunderstood, discrimination or stigma when accessing care, or concerns that they will be treated disrespectfully.
- ▶ And now, some **trans and gender diverse people in Canada have had essential aspects of their health care taken away.** Despite what we know from decades of research about gender-affirming health care being necessary and safe, [Alberta](#) has introduced discriminatory policies to restrict gender-affirming care, and trample over the right to access health care for all.



## Housing


- ▶ **Housing is a human right, and everyone deserves to have safe and affordable housing.**
- ▶ 2SLGBTQI communities face unique, but not isolated concerns with finding affordable, accessible, and sustainable housing options. [2SLGBTQI individuals are 2x as likely to experience homelessness compared to their heterosexual, cisgender counterparts, while queer women are 4x as likely.](#)
- ▶ **2SLGBTQI youth are significantly overrepresented among youth experiencing homelessness in Canada.** [Estimates believe that approximately 25% of homeless youth identify as 2SLGBTQI,](#) despite making up only 5-10% of the youth population. Some 2SLGBTQI youth become homeless because of family rejection of their identities, employment discrimination, and foster care involvement, especially for racialized youth.
- ▶ **Ensuring a 2SLGBTQI-inclusive Canada is essential to addressing the housing crisis.** Together, we can create a country where everyone has affordable, accessible, and sustainable housing.

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