EVERY NUMBER IS A STORY

Specialists Toolkit

Campaign Launch

Consultant Specialists of BC

Dear Specialists,

With more than 1.2 million British Columbians currently waiting to see a Specialist, these are not just numbers—they are patients whose lives have been put on hold. The Consultant Specialists of British Columbia (cSBC) is proud to be standing up for patients and Specialists with the launch of the '**Every Number is a Story'** campaign on October 28th, 2025.

This campaign sounds the alarm on the growing wait times crisis across the province. It also highlights the urgent need for practical solutions. Every Number is a Story is how we will reinforce our conversations with the government that patients in BC cannot afford to wait anymore.

Below is a toolkit designed to help Specialists confidently share the campaign within their networks. As Specialists, your voice and your expertise play an essential role in elevating this issue both locally and at the provincial level.

For this initial phase, your toolkit provides:

- **Sample Social Posts:** Ready-to-use social copy to share the campaign to your networks, designed to be easily customizable.

- **Images:** Visual campaign asset

- **Relevant Hashtags:** Including our core campaign theme: **#EveryNumberIsAStory and #BCPoli** ensures consistency and will garner audience attention.

As the landscape evolves, the campaign may shift as needed. We will ensure the toolkit is updated with new materials and calls to action as the campaign evolves.

Thank you for your continued commitment to your practice and patients across the province.

Sincerely,

Robert Carruthers
President, cSBC

Social Posts

Instructions:
The developed copy is intended to serve as a framework which can be customized as needed. *Right click the below image to save it as an image for your post. Be sure to include a link to the campaign website to maximize impact: EveryNumberIsAStory.ca. Or click downloadable Zip file below for more image options.*

More Image Options: https://specialistsofbc.org/wp-content/uploads/2025/11/Every-Number-Is-A-Story-Member-Toolkit-Graphics.zip

LinkedIn:
Over 1.2 million British Columbians are waiting for Specialist care. Every number represents a real patient whose life is on hold, facing unnecessary physical and emotional suffering.
I see the impact of long waits on patients every day in my _____ practice.

Launched by @Consultants Specialists of BC (cSBC) #EveryNumberIsAStory highlights the impact of long wait times and offers tangible solutions for change.

Read more about the patient experience: EveryNumberIsAStory.ca

#BCPoli

X/Twitter:
Over 1.2 million British Columbians are waiting for Specialist care. #EveryNumberIsAStory highlights the impact of long wait times on patients. We have tangible solutions ready to improve timely access. Read more about the patient experience at: EveryNumberIsAStory.ca #BCPoli