



## ACTION PLAN: 2016

1. The Unifor Healthcare Council work in cooperation with Unifor National and Regional Councils as well as Local affiliates in the Unifor Health Accord lobby to ensure the newly elected Federal government immediately moves forward in negotiating with the provinces a stable funding formula that increases the federal role in health care and demand as part of these negotiations a renewed Health Accord.

In support of the national Unifor campaign, the Healthcare Council and affiliated Locals will ensure the healthcare sector is represented and mobilized for that lobby. Unifor Healthcare Council and affiliated Locals will participate to the fullest possible extent in the related campaigns and lobby initiated by the Canadian Health Coalition (CHC) and provincial coalitions around First Ministers meetings and Health Accord negotiations.

**Rationale:** This is a clear and urgent priority of Unifor and the Healthcare Council leadership will be directly involved and engaged in the building of this campaign and lobby effort. In support of the national campaign, the Healthcare Council will specifically develop and adopt a policy statement in support of the national Unifor campaign that would be delivered to all federal MPs and provincial/territorial MPPs or MLA's across Canada.

2. The Unifor Healthcare Council will partner with Unifor National and affiliated Nova Scotia Locals from the health care sector to finance and support the multi-union, multi-year fightback campaign in support of collective bargaining rights in the province.

**Rationale:** The Healthcare Council will fully support and assist in the health sector work of the Nova Scotia Locals and the National Union in challenging the austerity agenda in Nova Scotia and the attack on health care worker rights.

3. The Unifor Healthcare Council will partner with Unifor National and affiliated Ontario Locals from the health care sector to finance a distinct Unifor campaign to compliment the continuing Ontario Health Coalition (OHC) campaign calling for public action (postcards, posters, background material) in support of regulating a minimum standard of care in long term care facilities in Ontario.

**Rationale:** This “*Dignity 4.0 Time to Care campaign*”; a revised Dignity is a Minimum Standard campaign will call on the Ontario government to establish and fund a minimum daily standard of 4.0 hours of care per resident in order to effectively ensure quality care.

All affiliated Locals with long-term care members in Ontario are encouraged to engage and commit to this campaign in their facilities and communities with a goal of 50,000 signatures/postcards by September 2016.

4. The Unifor RPN working group continue to meet as determined by the working group and take the lead in reviewing the content of draft Unifor materials being prepared related to an overview of the scope and utilization of RPNs.

**Rationale:** the RPN working group has a mandate to determine their own meeting/work process schedule with a goal of ensuring effective input and engagement of RPNs in Unifor. Locals will be entitled to designate RPNs to the Working Group.

Locals are encouraged to provide resources to allow the RPN Working Group to meet in conjunction with other meeting in our Union. In turn, the RPN Working Group delegates will consult with and receive direction from their respective Locals prior to scheduling any face-to-face meetings. The Healthcare Council will explore a similar campaign with affiliated Nova Scotia Locals in regards to LPN issues in that province.

5. The Unifor Healthcare Council will support and provide funding to develop, print and distribute a Unifor ‘send a medic’ postcard; these materials to form part of the Unifor ‘Health matters’ lobby kit including the RPN and minimum standard long term care campaign materials. Unifor also develop a distinct Unifor Paramedics flyer/leaflet to raise awareness of the profession, including the issues surrounding Post-Traumatic Stress Disorder (PTSD).

**Rationale:** Unifor and affected Locals have supported the development of the ‘send-medic’ webpage, which includes an on-line “Letter to the Premier”, and subject to the Working Group’s consent, we would utilize the graphic elements to ensure consistency and support for the Unifor paramedic campaign. The Unifor paramedic postcard will supplement the online campaign and message and extend the reach of the campaign. We will encourage Unifor paramedics to specifically engage in bringing this ‘send-a-medic’ campaign into their local communities.

6. The Unifor RPN and Paramedic Working Group be engaged immediately in developing and/or editing awareness campaign materials to educate the public and other members of Unifor, on the evolving role, scope and utilization of these professions. The Healthcare Council will seek input from LPNs and Nova Scotia Locals on the merits of similar action in that province.

**Rationale:** The materials should be developed with a view towards their role in a provincial MPP lobby kit and that such provincial MPP lobby be planned in conjunction with the RPN, paramedic 'send a medic' campaign and the Unifor 'stop the violence' and minimum standard of care campaign for long term care. There will be need to explore a companion LPN campaign in Nova Scotia.

7. The Unifor 'Health Matters' lobby initiative be developed to include the 'send a medic' campaign, RPN role and scope campaign and 'stop the violence' and minimum standard of care campaign at Queen's Park and/or in local constituencies no later than the end of the Spring 2016 legislative session; organized with the assistance of the National Union departments and the ORC.

**Rationale:** Unifor needs to reinforce its visibility at Queens Park on issue of relevance to healthcare and present positive alternatives while insisting on appropriate funding to ensure continuing access and quality of needed health services in the development of funding budgets and Ministry policies.

8. The Unifor Healthcare Council work in partnership with the Unifor Health, Safety and Environment and Communications departments to develop a multimedia membership and public awareness campaign (that other sectors of Unifor may utilize) across Canada. That campaign will focus on the related issues of violence, overwork, compassion fatigue and have both member-focused and public components

**Rationale:** The "*End the Violence: Unsafe Workplaces Hurt*" campaign would have a specific health sector visual and specifically address the increasing incidence and harm caused by workplace violence directed towards workers, but be potentially relevant in other sectors of Unifor in the fashion of the Workplace Harassment poster.

This would be the initial phase of a broader and deeper campaign to ensure our workplace leadership are equipped with the tools and understanding to demand action to prevent workplace violence and address the chronic overwork and role overload that increasing leads to physical and psychological exhaustion and compassion fatigue and PTSD.

This campaign will also focus on hospitals and long term care homes becoming the providers of last resort in the vacuum created by the serious lack of access and underfunding in mental health services.

These matters will be proposed by the Healthcare Council Executive for debate and support at the Ontario caucus of the Healthcare Council meeting prior to Ontario Regional Council in December 2015. The Nova Scotia caucus of the Healthcare Council are encouraged to consider these matters at their earliest opportunity.

The campaigns will be supported through the themes and plenary and workshop topics at the May 2016 Healthcare Conference and the Council executive will review and update the campaigns at or immediately in advance of the 2016 Constitutional Convention and the Ontario and Atlantic Regional Councils in the coming year.

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