



Date: January 22, 2009

To: All CUPE Long-Term Care Locals, OCHU Hospitals

From: Sue Schmidt, Chair, Health Care Workers Coordinating Committee
Jim Flynn, Associate Health Care Coordinator
Sid Ryan, CUPE Ontario President
Michael Hurley, OCHU President

ONTARIO'S LONG-TERM CARE CAMPAIGN

Our campaign to protect and improve Ontario's long-term care system continues. Our rallies and other work in December sent a clear message to the Ontario government: we want minimum standards of care, now!

With your help, we will build better long-term care for our families and for ourselves in the years to come.

The main goal of our campaign remains minimum care standards at all Ontario long-term care facilities. We continue to call for "3.5" hours of care per resident per day for better care – the kind of care our most vulnerable citizens deserve.

Please take a minute to review the poster in this package. It highlights actions that members can take to protect long-term care, either as individuals or as members of their local. Please display posters on union bulletin boards and in other appropriate locations at the workplace.

We strongly encourage locals to come together, plan and carry out actions in support of better long-term care. Let us know what your locals do, whether it's lobbying your Member of Provincial Parliament (MPP), circulating posters and campaign buttons or organizing educational events, info-pickets or other actions. If you advise the Division office in advance of the meeting with your MPP, we may be able to provide you with additional points to raise in your discussion.

Please ensure to let the HCWCC and your Representative know whenever there is a cutback in staffing levels at your home, whether through layoffs or attrition. Your local will be called soon to get the current staffing levels and whether there have been any recent changes. This information is crucial and will be used to support the provincial campaign.

Our "3.5" buttons will be shipped to your locals shortly – please circulate them around the workplace and make sure all members get one. Consider organizing a "button up" day, where workers all wear the button on the same day. They send a powerful message.

We welcome the news that the Ontario Health Coalition (OHC) will be hosting a one-day conference on long-term care sometime in early spring. No date has yet been set – we will let you know as soon as the date is confirmed, probably late March or early April. We plan to "piggyback" on to the OHC event and hold a special one-day strategy session of our own. This will be a major opportunity for CUPE long-term care workers to come together, share experiences and plan how best to strengthen our campaign going forward.

Thank you so much for all the work your local has done so far to protect our long-term care system. We look forward to working further with you to ramp up our campaign and build better long-term care for all.

In solidarity,