



*CUPE Ontario Health Care Workers' Coordinating Committee
80 Commerce Valley Drive E. Suite 1, Markham, ON, L3T 0B2*

Mobilization Training for Time to Care Campaign March 8 to 11, 2015 - Cornwall, Ontario

The agenda will include a combination of plenary sessions and small workshops. The plenary sessions will feature speakers with special expertise on how to plan and carry out winning campaigns. The workshops will provide participants with high-level campaign skills so that everyone can go home trained and motivated to organize and mobilize. Participants will also have time to plan for the week of action in June, and the province-wide day of action in October.

The workshops

The agenda is structured to allow all participants to attend each of the planned five workshops:

1. How to organize support

Before we can mobilize actions, we have to organize. Organizing involves reaching people not yet involved and bringing them into our campaign. In this workshop, we will learn how to identify and recruit new activists, and how to keep them engaged for the long-term.

2. How to mobilize to win

Why are some mobilization efforts effective in making change and others not? What does it take to move people into action? In this workshop we will learn how to plan and carry out actions with impact.

3. How to leverage the media

The media can be both a help and a hindrance when it comes to campaigns. In this workshop we will learn strategies for using the various forms of media (including social media) to score points and get people on our side.

4. How to make our case

When you are campaigning, you have to show that you know what you are talking about. In this workshop, we will arm ourselves with the facts and arguments that we need to convince everyone of the merits of our cause.

5. How to pressure decision-makers

In this workshop we will learn the best ways to put pressure on decision-makers, including MPPs, so that we can win our demands for more funding and legislated time to care.

Optional workshops

On Monday evening we are planning to offer some additional fun and participatory workshops for those who want to take part. These will include sessions on how to make noise (eg. drumming, chants, street theatre), and on how to engage in civil disobedience or direct action effectively and safely.