



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

Mobilization Training - Time to Care Campaign March 8 to 11 2015

Agenda

Sunday, March 8

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|----------------|--|
| 4:00 to 6:00pm | Registration |
| 6:00 to 7:00pm | Dinner (provided at NAV Centre) |
| 7:00 to 9:00pm | Opening, Welcome & Presentation on Campaign Strategy |

Monday March 9

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| 9:00 to 10:30am | Plenary Session
What it takes to win a campaign: Panel discussion |
| 10:30 to 10:45am | Lifestyle Break |
| 10:45 to 12:00 noon | Presentation: How to back-up our case: the facts and arguments to convince everyone of the merits of our campaign demand |
| 12 noon to 1:15pm | Lunch Break |
| 1:15 to 3:00pm | Workshops - all four offered - see list below* |
| 3:00 to 3:15pm | Lifestyle Break |
| 3:15 to 5:00pm | Workshops all four offered - see list below* |
| 5:00 to 7:00pm | Dinner Break |
| 7:00 to 9:00pm | Optional Evening Workshops and Social Time |



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Tuesday March 10

9:00 to 10:00am	Plenary Session How to make a winning plan (Presentation)
10:00 to 10:15am	Lifestyle Break
10:15 to 12:00 noon	Workshops - all four offered – see list below*
12 noon to 1:15pm	Lunch Break
1:15 to 3:00pm	Workshops - all four offered - see list below*
3:00 to 3:15pm	Lifestyle Break
3:15 to 5:00pm	Planning the June Week of Action
5:00 to 7:00pm	Dinner Break
7:00 to 9:00pm	Optional evening workshops and Social Time

Wednesday March 11

8:30 to 10:00am	Planning for Province Wide Action – October 1 2015
10:00 to 10:15am	Lifestyle Break
10:15 to 12:00 noon	Reports on Planning Discussions & Next Steps
12 noon to 1:15pm	Adjourn

* all 4 workshops will be offered at the same time. Participants will be organized in four groups and rotate through the four workshops over the course of the training.



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Workshops:

The agenda is structured to allow all participants to attend each of the four 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 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

Drumming and making noise at demonstrations and other actions (Monday night)

Twitter – how to boost your followers and support the campaign through social media (Monday night)

Direct Action – How to engage in civil disobedience safely and strategically to get results (Tuesday night)