

Reaching everyone in your local

The health care canvass aims to count every CUPE member in on the fight to save Medicare. That means locals working hard to hit every worksite and shift, reaching members in every nook and cranny. It's also about staying in touch after that first contact – sharing updates, mobilizing for action and getting campaign feedback from members.

The CUPE Communicator/1-in-10 network is a useful model for this challenge. The network gets people talking to each other – and taking action. Locals that already have a communicator's network will want to tap into it for the canvass. For those that don't have a network, this is the perfect time to set one up.

It's simple. Member canvassers take on the job of meeting and communicating with 10 other members in their direct area. When they introduce themselves, canvassers can sign up members for the health care campaign. The canvassers will have an ongoing role, talking about the campaign as well as circulating and collecting materials.

Canvassers aren't expected to have all the answers to every question (or handle grievance issues and other union business). But we'll be sure you can answer some key questions, and know where to go for more details. The materials in the Count me in! kit, along with other CUPE campaign resources, will give canvassers the information and confidence they need to mobilize their co-workers in defence of public health care.

It takes only a few minutes to give something or speak to 10 people in a canvasser's immediate work area, but once this system is up and running, you'll wonder how you managed without it. News spreads fast, allowing for quick mobilization. And the network is a two-way flow of information, keeping campaign organizers in touch with what the members are thinking and saying.

Here are some tips for setting up a canvass network, drawn from CUPE's 1-in-

10 model. Adapt these ideas to what works best in your situation:

- 1 Draft a map showing where members are located within your local. On the map list shift times, different work sites and other details.
- 2 Within each area, divide members into groups of 10 people (or another small number that makes sense for your local).
- 3 Look for a person within each group to act as a canvasser. This should be their only job (for example, try not to pick someone who's already got union responsibilities as a shop steward).
- 4 Ensure your canvassers are drawn from all departments/areas and are representative of the diversity in your workplace. Canvassers should be comfortable speaking with other members.
- 5 Once you've picked the canvassers, fill them in on the campaign. The materials in the Count me in! kit will be useful.
- 6 Clearly define the canvasser's role as signing up members for the health care campaign. As well as mobilizing, they'll play an ongoing role sharing information.
- 7 Make sure canvassers understand their role is not to answer complicated questions on their own, but to help share information. If they run into grievance issues or other workplace problems, they should refer them to a steward or executive for action.
- 8 Let all members know the canvass is happening, and how it will unfold. Give it some hype to build energy – a fun poster or small kick-off event can make the difference.
- 9 Keep the information flowing. Once you've set up a network, it's good to feed it. There will be regular campaign updates and actions. Add any local or regional actions you hear of.
- 10 Meet with canvassers regularly to check in and act on suggestions.

mlb*opeiu491