Local Action

Local Action can be as easy as:

- Contact the politician's office to set up a meeting time and date;
- Explain who you are, why you're requesting the meeting, and discuss your issues and you can do this in a number of ways.
- In order to avoid libel, never target individuals. Again, be truthful but don't assign blame to an individual. Only make truthful assertions.
- Remember to stick to your key messages, and remember that it's natural to feel angry. However, try to be patient and professional.

Pre-meeting CHECKLIST

Who you will bring with you. Once the meeting is set, confirm it in a concise way. You will need to be able to explain the issue in a clear and concise way.

Follow-up:

- It's good form to send a follow-up thank-you letter. Use this opportunity to summarize the key points of the meeting.
- Monitor the politician's performance and public statements. If they make any promises, be sure to follow up and verify their fulfillment.
- If they don't follow through with promises, contact them again and provide additional support.

There are many ways to engage your community, including:

- Develop a set of “key messages” for your community. These messages should be easily understandable and should explain why the issue is important to them.
- Hold a “theme day” that focuses on the issue you're advocating for. This could be a day where everyone wears a uniform or dress that represents the issue you're advocating for.
- Organize an event on hospital property unless you have permission. It is acceptable to hold an information open forum, etc. that is occurring. This should be sent a day or just before your event.
- Send a media advisory. An advisory contains a short clarification. If you don't know the answer, simply say so.
- Remember to stick to your key messages, and remember that it's natural to feel angry. However, try to be patient and professional.

There are many ways to engage your community, including:

- In addition to involving co-workers in communications, engage your community – encourage both nurses and members of the Ontario Nurses’ Association (ONA) are their own best advocates.
- Phone your local assignment editors and “pitch” (or sell) your story. Don’t threaten to go to the media. Explore every option possible – use bullet points (i.e., “cuts hurt patient care”).
- Try to phrase your points from the patient's viewpoint. Remember to use your Facebook page to alert others to events/developments. Use Twitter (not during working hours) to tweet about upcoming events.
- Contacting ONA’s CGR Team to develop a webpage for you can be as easy as:
- Schedule a lunch-hour rally or march near your health-care provider.
- Use your Facebook page to alert others to events/developments.
- Help distribute flyers, tri-fold brochures, etc. to your workplace and your community.
- Encourage your nurses and allies, and encourage them to contact the politician about the issue.
- Develop a set of “key messages” for your community. These messages should be easily understandable and should explain why the issue is important to them.
- Hold a “theme day” that focuses on the issue you're advocating for. This could be a day where everyone wears a uniform or dress that represents the issue you're advocating for.
- On the day of the rally, picket, or other activity:
- Remain calm and focused on the issue at hand.
- When speaking to others about these issues, don’t lose your cool or get nervous when speaking to others about these issues.
- Try to phrase your points from the patient's viewpoint. Remember to stick to your key messages, and remember that it's natural to feel angry. However, try to be patient and professional.
- This package is meant to be a very convenient and easy-to-use set of tips and techniques to keep handy and refer to when you plan to take action to inform your community and media.
- This guide can be a link to e-mail your local MPP, the team will help you with the rest.

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