The following steps were adapted from the "Organizing for Power" conversation guide. We hope this will help you invite your coworkers to get more involved with the campaigns for healthcare for all, status for all, and decent work for all. If you have any questions or just want further support, get in touch with us at info@decentworkandhealth.org

Steps for having an effective conversation

Step 1: Establishing Connection

Find the right time.

Consider what you already know about your colleague. For example: what kind of power do they have in the organization? Are they an "organic leader"? Do they have a formal leadership position? Are they someone who cares a lot but seems burnt out and hopeless?

Step 2: Agitation

Understand what issues about uninsured care are important to the person who you are speaking to through open ended questions.

Examples:

- Are you working with any community members who are uninsured? How is it impacting your work?
- I just had this really difficult case trying to support someone who was ineligible for OHIP and just kept hitting all of these barriers. Have you had an especially tough case like that recently? What was hard about it and what would have made it easier to support the patient/client?
- Have you done much policy work on uninsured care? What are the biggest barriers or issues you see?

The goal is to first find out what matters to the person, then asking questions to agitate about the way things are now, have the person acknowledge that things need to change, someone has the power to change things and they won't act unless pushed to do so. Get the person excited about making change.

Step 3: Sharing your vision (your credible plan to win) and do some education

Vision: This is about raising peoples' expectations and communicating the idea that in order to win significant gains we need to get a stronger voice, we need to exercise our power as workers, researchers, organizers, and work alongside individuals who do not have OHIP.

- Introduce your involvement with the Healthcare for All campaign. Explain what the campaign is all about.

- Use examples of past gains such as having won the Physicians and Hospital Services for Uninsured Persons (PHSUP) program during the pandemic.
- Use examples of other places where Healthcare for All was won: California, Oregon, etc.
- Use myth and truth fact-sheets to educate around misconceptions if needed.

Step 4: Create Urgency

Ask the person if we can wait for the kinds of changes needed or if the government or their workplace will do anything if they are not pushed to create equitable health policy.

Step 5: YOU make a difference: Call the Question

Will you join us [in our action, sign the petition, host a workshop, organize an MPP visit.?]

Make a concrete ask. Wait for their response.

Step 6: Inoculation

This is just what it sounds like. You give your colleague a little bit of the “poison” they will hear from management or the government. What kind of backlash do you think your coworker would be worried about?

Examples:

- Workplace tells you not to get political
- Manager might shoot down your idea, tell you it's not realistic, funding position too precarious

When speaking publicly you might get these kinds of responses. The key here is to get the person thinking about political or systemic barriers or the management’s motives. Make sure to reconfirm their participation in the “ask.”

Step 7: Follow-up

Ask them about other co-workers they know and to meet with them about signing the petition, attending the MPP delegation or whatever the ‘ask’ is.

“So this has been great. The first step was you [agreeing to take action, etc], the next step is making sure we get more people to sign on so we can be strong enough to win on health care for all.”

******Set a date and time to follow-up with the member about next step******