



# Good Jobs Across BC

1 in 3 every poor children in BC lives in a home where a parent works full year, full time. In other words, child poverty in BC is very much a low-wage story. We can do better.

**We are asking all parties to commit to a living wage for all provincial government direct and contract staff. The provincial government should take action to end poverty, not create it.**

We have seen seven local governments across BC commit to paying a living wage to all direct and contract staff. The estimated cost for the City of Vancouver to pay all direct and contract service staff a living wage is less than 0.5% of their total budget.

Paying a living wage is an achievable and practical way to show leadership in addressing the working poverty. It's time for the provincial government to step up.

## Paying a living wage is:

**Good for employers:** People providing government services are doing important work but many contract service staff are struggling to make ends meet. Contract services staff provide infection-free environments in our hospitals and important care for people with disabilities. When people earn a living wage they are engaged in their work. Employers have found that implementing a living wage has increased their employee recruitment and retention. Staff at Living Wage Employers are proud to contribute to a company that ensures that no one is left behind.

**Good for our community:** We all pay for poverty in our communities. We pay in increased use of emergency health services when individuals aren't able to afford to fill prescriptions. Our education system is stretched when parents aren't able to support their children's education because they are working multiple jobs. Investing in a living wage is investing in the health of our communities.

**Good for economy:** When low-wage workers see an increase in their wages they spend their money locally. A living wage allows families to participate in the social, civic and cultural lives of their communities. They support local business and participate in community events. We all benefit when we reduce poverty in our communities.

BC is the last province without a poverty reduction plan and we have the second highest rate of poverty in Canada. Paying a living wage to all direct and contract staff is a key part of an overall poverty reduction strategy. Let's create good jobs and invest in our communities.

Join the call for good jobs across BC by setting up a living wage photo booth at your event.

Let us know what a living wage means to you.

## 1. Planning an event? We will send you materials to share information on the living wage.

Need buttons? We have those. We also have fact sheets, handouts and all the materials you need to feel comfortable talking about the living wage.

If you want to set up an info table with your photobooth we have a handy checklist to help you in your planning. You can find it at: [goodjobsbc.ca/conversation](http://goodjobsbc.ca/conversation)

## 2. Use a reusable white board or print out and make copies of the handout.

Ask people to share what a living means to them and take a photo of them holding the board or handout. Don't forget to ask people to sign the waiver that allows us to use the images on our social media.

Sometimes people feel shy sharing this information or sometimes our minds just go blank (we've all been there!). Offer a few ideas of what people could write. Often, people come up with their own ideas once they brainstorm it with you. You can also ask questions like:

**What does a living wage mean to you?**

*What would change for you if you received a living wage?*

*If you earn a living wage what was the biggest source of stress for you before your income went up?*

*How would a living wage feel or if you make a living wage what did it feel like to get that first decent pay cheque?*

If people feel hesitant to have their photo taken, no problem. Ask them if you can take a photo of what they wrote. Not all of us feel comfortable on social media and that is OK. If you only take a photo of the board you don't need the person to sign the waiver.

Kids? We love them! Children have strong opinions about the communities they live in. We are happy to have children participate in our campaign but we can only share their photos if we have permission from their guardian.

Email us after the event to arrange to share the photos with us: [info@livingwageforfamilies.ca](mailto:info@livingwageforfamilies.ca)

### Tip: lighting is important!

Think about where you are going to be holding the photo booth. Is it possible to be near a window during the day? Photos look great when you are beside a window. You want your light source to be directed towards the photo you are taking.

If it is an evening event think about using a lamp with a "daylight" lightbulb (you can get them from wherever you buy your lightbulbs). Desk lamps often have the ability to point in a particular direction. These work well for photos. If you have professional equipment, great, but we know that renting this equipment is expensive and isn't available in many of our communities so don't be afraid to get creative.

Lighting doesn't need to be perfect but we do want to see faces and be able to read what people wrote.



tip!

### 3. Start a conversation on social media.

#### Facebook

 livingwageforfamilies

Like us on Facebook and then tag the Living Wage for Families Campaign in your post.

#### Twitter + Instagram

 LWforfamilies  LWforfamilies

#### Tip: remember to #hashtag!

Why use a hashtag? Hashtagging a social media post is a great way to reach out to people who might be interested in the issue but might not have heard of us yet. We are always looking for ways to encourage more people to get involved in campaigning for a living wages.



tip!

Some common hashtags are: #bcelxn17 #livingwage #bcpoli

“A living wage means  
you don’t need to have  
two jobs.”

Catalina Samson,  
Dietary Aide

#### QUESTIONS?

Don’t hesitate to be in touch.

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goodjobsbc.ca

# A living wage means:

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**living wage**  
for families campaign

Work should lift you out of poverty, not keep you there

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## Permission to Use Photograph

- I agree that the Living Wage for Families Campaign may use photographs of me for any lawful purpose, including such purposes as publicity, illustration, advertising and web content.
- I waive any right I may have to monetary compensation, or to inspect or approve the finished product or the advertising or other uses made of the product. I also release the Living Wage for Families Campaign and its designees or assignees from any and all liability that may or could arise from the taking and use of these photographic images.

\_\_\_\_\_  
Signature (parent or guardian must sign for youth under 18)

\_\_\_\_\_  
Date

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_  please text