

LUNCH + LEARN AT THE WORKPLACE

Friday June 7th

Unions in every sector are building resistance to the Conservative government agenda. On **Friday June 7th** we will be holding Lunch + Learn sessions at workplaces across greater Toronto. The focus of these meetings - #OneYearAfter the Conservatives were elected, is on their record of cuts to vital programs, attacks on workers' rights, and constant abuse of power. The "people" they are acting for are the richest 1%.

Planning the Lunch + Learn

- **Scope out a location** for the gathering. The ideal location is different than where people normally take their lunch – outside would be preferable if the weather looks good. It is alright to hold it in the normal lunch area, but going somewhere else makes it a unique experience and allows members to feel in control of their own space.
- **Decide on the exact time** to hold the event, based on people's availability to get the highest turnout. The actual discussion will be for about fifteen minutes, giving everyone time to get there and eat while participating.
- **Recruit activists for a small planning team** – a collective effort is always more enjoyable and ensures the best ideas get brought into the plan.
- If you will have a large event, **consider inviting someone from another union** to speak about the impact of the cuts – education, health, transit, libraries, childcare... There are lots of options. Labour Council can help find a speaker.
- **Get a sound system** or bullhorn if it will be a large crowd.
- **Let everyone know** at the start of the week (or earlier) that the Lunch + Learn is happening on June 7th. Send e-mails, put up posters and distribute flyers.
- **Advertise** it on your union's website and social media – use the two hashtags #OneYearAfter or #AnswerTheQuestion and let us know when and where! Contact smaharaj@labourcouncil.ca
- **Make sure everyone feels included** – especially if you have a diverse workforce
- **Prepare** enough copies of the information bulletin for everyone.



Holding the Lunch + Learn

- **Have a key leader** on location early, with sound system if needed.
- Actively **remind members** to attend.
- Have **people assigned to distribute information** bulletin.
- Make sure someone is **taking pictures and sharing images** on social media.
- The **key message** is that one year after the election of the Conservative government, their record is one of cuts to vital programs, attacks on workers' rights, and constant abuse of power. *The people they are acting for is the richest 1%.*
- **Make a brief presentation** on that theme, customized for your members and their families. Use the bulletin as a guide for facts, but don't read it out.
- **Consider sharing the presentation.** Try to reflect the diversity of your membership in the presenters. If you have a guest speaker, ask them to keep to five minutes at most.
- **Highlight Conservative MPPs not answering questions** – the refusal to meet constituents, the untruthful replies sent to people who reach out to them, or Doug Ford and others refusing to answer direct questions from journalists or in Question Period.
- **DISCUSSION:** Ask members what question they would want the Conservatives to answer truthfully – e.g., *Why are you taking a billion dollars out of public health in Toronto?*
- **ACTION:** Ask people to e-mail their MPP or call their office, with a message asking why they are not speaking out against the cuts to (the issue is important to the member). Ask those who use social media to frame their question and use #AnswerTheQuestion with the MPP's twitter handle. Find this info at labourcouncil.ca/MPPs
- **Invite members** to visit union websites that have campaign materials. Invite them to participate in local campaign events. Ask them to talk with family and friends.
- **Wrap up after fifteen minutes.** Explain that this is part of mobilization across the province to challenge the actions of this government, and building a movement to resist their harmful agenda. Thank everyone for attending.
- **Do a follow-up story** for your union's social and print media and share it with Labour Council or OFL.

#AnswerTheQuestion

#OneYearAfter

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