Counterpoint



CUPE | Canadian Union of Public Employees

An unprecedented pre-election campaign sweeps through Quebec

Taking advantage of the first fixed-date election in Quebec's history, CUPE Quebec and a coalition of unions launched an unprecedented pre-election campaign that garnered public attention and provoked reflection just ahead of the official campaign period.

"We're proud of what we've accomplished in the last few weeks," said Denis Bolduc, president of CUPE Quebec. "We ran a compelling and memorable campaign, and we're very satisfied with its reach. Fifty-one per cent of those surveyed in Quebec and 78 per cent in targeted ridings say they saw some facet of our campaign."

Polling firm CROP interviewed 2,034 people across Quebec, including 884 in targeted ridings, for a survey commissioned by the coalition.

The message seems to have been well-received, as 43 per cent of those surveyed agreed with the campaign's sentiment.

Despite constraints imposed by several cities and towns, the coalition is pleased to have seen its campaign reach the four corners of Quebec and prompt reflection among many voters.

Given the high level of support among those surveyed by the polling firm, the coalition continued to push forward. It identified three key issues and continued to put pressure on all political parties throughout the campaign. Now, it continues to put pressure on the newly elected CAQ government.

"As far as we are concerned, protecting public services, a \$15 minimum wage, and pharmacare are measures that would benefit all Quebeckers," finished Bolduc.

The campaign targeted 14 ridings in Quebec and

nurses, doctors and community health workers—will each be forced to vote for a single union.



CUPE members hang pre-election campaign signs in Quebec City.

encouraged citizens to select the most progressive candidate on the ballot.

Lisa Djevahirdjian

Manitoba's PC government forces health care representation votes

new law will force thousands of Manitoba's health care workers into unnecessary and disruptive votes on union representation, creating uncertainty and stress in an already burdened workforce.

In May, the Pallister government proclaimed a new law that will reduce the number of health care bargaining units in the province by almost two-thirds. Consequently, groups of health care workers—support workers, professional workers,

The move is a blatant attempt by the provincial government to pit union against union and distract the public from its harmful cuts and privatization agenda.

The votes mean a major shift in union representation across Manitoba's health care sector and will see many health care workers move to a new union. As the largest and strongest contender in some of the biggest votes, CUPE is well-positioned to become the union of choice.

CUPE is running a positive and issues-based campaign to inform our members about the benefits of being unionized with CUPE. In Manitoba, that means more than just local autonomy. CUPE members have the lowest dues and best collective agreements in Manitoba's health care system. Our agreements include 20-minute paid breaks, more vacation days and better protection against government legislation allowing for cuts.

CUPE locals across Manitoba have been reaching out and talking directly to our members to make sure they know the importance of voting, and exactly what is at stake.

Whether it's fighting conservative health care cuts or showing solidarity at the bargaining table, CUPE members know their union is there for them when they need it.

■ Dale Edmunds

CUPE'S NATIONAL PUBLICATION

FALL 201

Counterpoint

ISSN print 1920-2857 ISSN online 1920-2865

Counterpoint is published by the Canadian Union of Public Employees. Address all letters to the editor to: comm@cupe.ca

Publications Mail Agreement Number 40005741 Return undeliverable Canadian addresses to: CUPE Communications, 1375 St. Laurent Blvd. Ottawa, ON, K1G 0Z7

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Merger votes an opportunity to explain why CUPE matters

Brent Tousignant and his executive didn't get much notice when their workplace, Kingston General Hospital, announced it was going through a merger. But when the announcement came, the Vice-President of CUPE 1974 went into full campaign mode.

"I would say we probably got 15 minutes notice from the employer that they were announcing the merger. Right off the bat we started meeting with people from national and planning what we were going to do leading up to the merger."

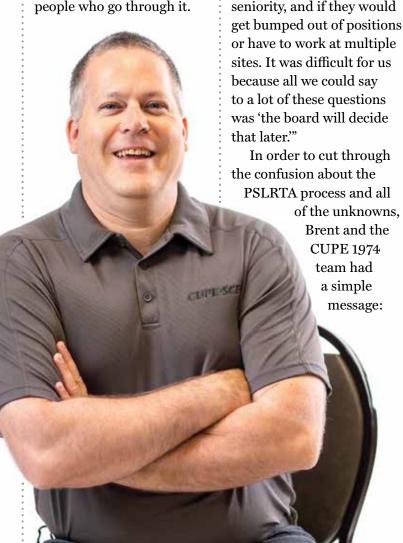
In Ontario, when work-

places represented by multiple unions merge, the process to determine who will represent the workers in the new workplace is called the *Public* Sector Labour Relations Transition Act or PSLRTA. The legislation was introduced in the 1990s under Mike Harris and has been used to govern mergers under both **Progressive Conser**vative and Liberal governments.

For Brent, the announcement of the merger between Kingston General Hospital and Hotel Dieu was the first he'd heard of PSLRTA.

But over the next few months he found himself explaining the very complex details of the legislation to his members and answering many questions about what would happen after the vote.

"I mean it's confusing for people who go through it.



CUPE is the best union for the job.

You're reading the Act, and you're trying to figure out

what's going on and what's

going to happen after you

win or lose. Regardless of

who won, most people had

what would happen to their

practical concerns about

"We talked a lot about the strong collective agreement, but also about the resources that you can draw on when you're a CUPE member—at the local level, at the regional level and at the national level—that give you strength in the hospital sector."

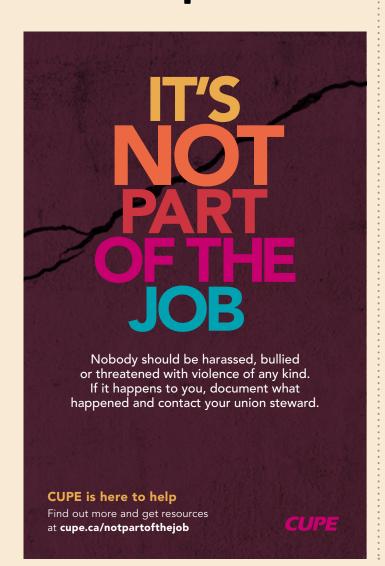
Brent credits the local's campaign victory to a lot of hard work by a lot of people. "I just think the support from the executive, the organizers, OCHU, and everyone involved in the campaign—and the amount of time and effort every-body put in—was just phenomenal."

With a PC government back in power in Ontario there is a possibility for more mergers in the hospital sector and elsewhere. Brent's advice for locals heading into a merger vote, "Build as strong of a team as possible. We pulled people from other areas, from OCHU, people who had been through this before and were well versed in the issues. It was a tremendous asset."

■ Matt Stella

NATIONAL PRESIDENT MARK HANCOCK

A national effort to end violence in the workplace



hether they're bus drivers, education assistants, flight attendants, nurses, or tax clerks, a growing number of CUPE members have something in common: violence in the workplace has affected them or one of their colleagues.

Violence in the workplace is an ongoing and serious problem for CUPE members and workers across Canada. But governments and employers have been too slow to act, and even worse, many employers have tried to condition their employees to accept workplace violence. Let me be clear: violence takes many forms, but none

of them are acceptable, and none of them are "just part of the job."

Nationwide, CUPE activists have been working hard to curb this growing problem—

and to answer this national crisis, CUPE will be supporting and building on the work already being done with a **national response on violence in the workplace**.

In the coming months, we're going to ensure that existing tools, like our workplace violence kit, are widely promoted and put into the hands of members who need it most.

We're going to focus on preventing and addressing workplace violence at all levels and in all its forms— including verbal abuse and minor aggressions. We're going to make sure members know their rights and report all incidents of violence, no matter how big or small they may seem.

We're going to provide you with posters, buttons and stickers to help raise the profile of the issue with your members, and we will expand our reach with social media. We're going to highlight our success stories, to share ideas on how your local can tackle violence in a meaningful way.

We'll identify gaps in legislation and regulations and push our politicians and governments from coast to coast to change the laws to make workplaces safer for everyone.

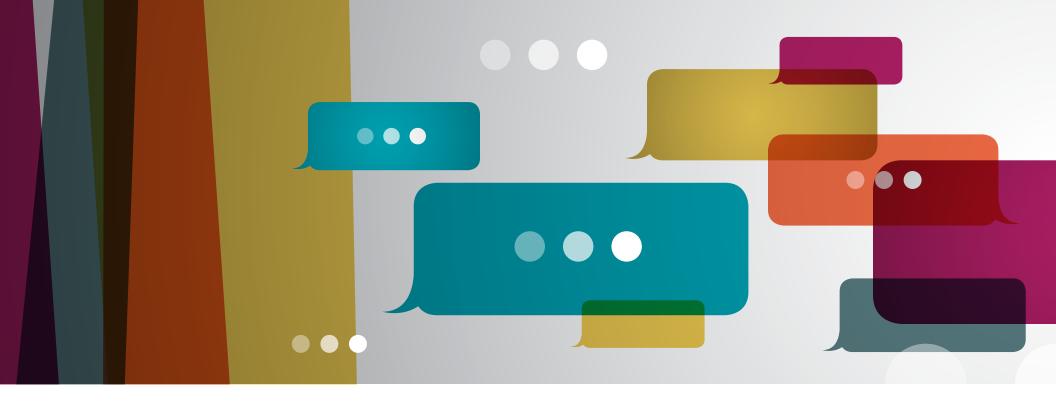
And finally, we'll focus on the common root causes of increased violence in the work-place, including underfunding of much-needed public services for vulnerable people, and job cuts that leave our members working short-staffed or working alone.

Everyone has the right to feel safe at their job, and I consider it one of our fundamental duties as a union to protect our members when they go to work.

As Canada's largest union, it's our job to empower our members in the face of workplace violence, and to force employers and governments across Canada to address it. Because violence is not part of the job. Ever.

MARK HANCOCK ONLINE ** twitter.com/MarkHancockCUPE





CUPE gets organized

From cabin crew in the air to shelter workers on the ground, over 7,800 new members joined CUPE this year—and it didn't happen by accident.

here's a Tim Hortons not far from the Calgary International Airport that's *just* enough out of the way to be discreet. That's where WestJetter Chris Rauenbusch would meet with some of his coworkers to answer questions, share information and get union cards signed before their shift started with the airline. "I spent 14 months roaming around, going to peoples' homes and meeting up with them wherever was convenient," he says. "I actually signed one of the cards in the parking lot."

Some of Chris's colleagues wanted to meet and sign their union cards in person and out of sight because they didn't want anyone from the company to see them. "Someone would walk in and they would turn to make sure of who it was," he says. "They were nervous."

Chris is part of a dedicated team whose commitment and persistence made CUPE's WestJet organizing drive a success. It's the determination of inside activists like him, and the critical support they receive from CUPE staff and member organizers, that form and feed our union.

CUPE organizers can spend years trying to shift workers from fear to engagement—to undo the feeling of powerlessness endemic to some workplaces.

It's difficult work because it's about building trust.

And it's a process that can provoke an intense mix of fear, anxiety, and adrenaline for those involved—but also relief

Laying the foundation

Workers take great risks to unionize, so it's up to CUPE's staff and member organizers to convince them that we have the tools and agency to address the injustice they face in their workplaces. Organizers must also convince skeptics on the sidelines to participate.

That starts with understanding the world in which our prospective members

It is critical that we continue to renew and grow our membership in order to stem the rising tide of privatization and public service cuts. We can't afford to sit back. other's lives."

Member and inside
activists do this work voluntarily and on their own time
because they are committed
to building our union. And
they take on the work despite
some personal cost. "I spent
months driving around

Calgary getting cards signed on my days off," says Rauenbusch. "My husband was very excited when we succeeded—but he also said, 'It's great I get my husband

organizing drive this past year (see sidebar for full story). "Every occupation has its own lexicon," says Davidson. "We're not in the field and we don't live the life. They understand each

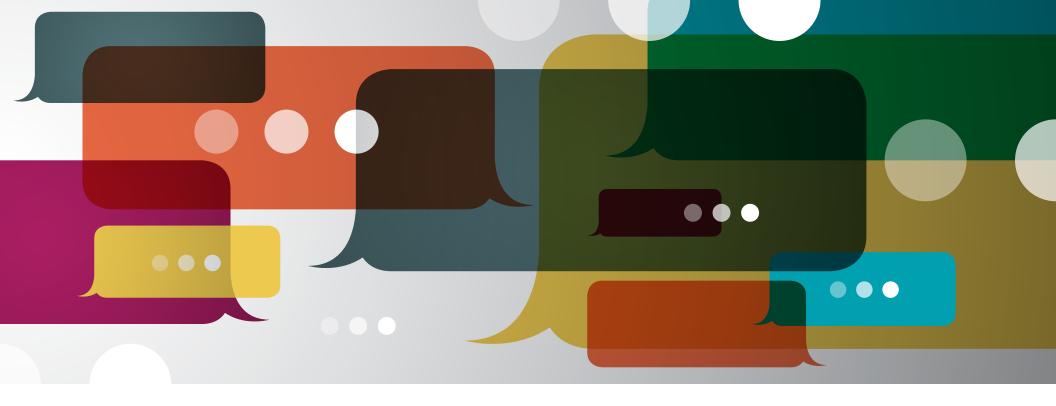
Why we do it

back."

Organizing take guts and it takes persistence, but we do it because workers need the collective power that

live and work. And our existing members are key to that process. "Organizing would not exist without the member organizers," says CUPE staff organizer Kristy Davidson. "They really are the heart and soul of any organizing drive."





comes with belonging to a union.

Increasing our membership and density, across communities and sectors, gives us strength. It raises the floor for wages and working conditions, which in turn raises our collective economic prosperity. It improves our shared resources and the programs that support CUPE members in their toughest moments. It allows workers to speak with one voice in defence of public services and workplace rights. It allows us to exercise political influence in support of a fair and just society.

And today, that's more important than ever.

It is critical that we continue to renew and grow our membership in order to stem the rising tide of privatization and public service cuts. We can't afford to sit back. It will take our collective power to resist government austerity agendas, to sound the alarm on precarious work, and to fight attempts to legislate away our union and bargaining rights.

Growing stronger

In our 55-year history, CUPE has organized far more members than any other union in Canada.

We are now 665,000 members strong, and far and away the largest union in the country. But organizing is becoming more difficult.

Most large, public sector workplaces are already organized. Employers increasingly fight organizing drives with legal action. And the changing world of work makes it more difficult to identify and communicate with workers.

There are many challenges. It's going to take all of us to overcome them. And that means building a culture of organizing across our union.

CUPE has already adopted a bold new plan with that same north star: we are all organizers. Growing Stronger: A plan to build our union is CUPE's roadmap to refining our organizing methods and to pushing for better protections for our existing members, but it's also an invitation to each of us to find our place in growing the union.

Together this year, thanks to the sweat and tears of CUPE staff and member organizers and inside activists, over 7,800 workers from a diverse range of sectors have joined our union. And that didn't happen by accident. We got the word out in hallways and coffee shops, we chased down signed union cards, and we went to the mat for workers.

There is so much to be proud of.

But there's still more to be done. At the end of the day, our ability to grow depends on our ability to bridge the divide between the organized and unorganized—and that's a team effort. "There are so many facets to what makes a strong union," says Davidson. "In an activist union, there is a place for everyone."

Find out more about CUPE's organizing plan, visit: **cupe.ca/growing-stronger**.

Emily Turk

WestJet flight attendants set for takeoff with CUPE

n July 31, over 3,000 flight attendants at WestJet received some incredible news: after a year-long organizing drive, they are getting their very first union with CUPE.

It's welcome news for flight attendants, who have a very tough job. Their schedules can be unpredictable. They're responsible for keeping hundreds of people safe and secure at 30,000 feet. And thanks to constant industry lobbying



for weaker safety and labour standards, their jobs are only getting tougher.

But with CUPE, that's about to change for WestJetters. For the first time, they'll have independent union representation, and an enforceable collective agreement that strengthens and protects their rights at work.

In unionizing over 3,000 WestJet cabin crew, CUPE's airline division has grown to include roughly 15,000 members nationwide. It's the largest successful single-employer union drive for CUPE in years—and it's a huge opportunity to make life and work a whole lot better for WestJetters and for flight attendants across the industry.

"Working with WestJet inside activists was an incredible experience. The passion and energy they brought to organizing their workplace was inspiring," said David Fleming, a CUPE organizer.

Of course, like any other drive, this one had its challenges.

First off, WestJetters don't have a single workplace—they have over 100 of them, and they're constantly on the move. Finding opportunities where organizers and activists could talk about the benefits of joining a union was often difficult.

The drive owes its success to a lot of one-on-one chats and meetups at the airport in between flights and at all hours of the day and night between organizers and flight attendants curious about what CUPE had to offer. And significant effort was made to reach potential new members through their phones via social media and weekly email updates.

"The campaign was characterized by the creativity of these new members," Fleming continues. "It was their creative approach to reaching people and their tireless energy that allowed us to communicate so effectively with WestJetters."

CUPE organizers and inside activists also faced roadblocks and obstacles put up by the employer and their allies who were desperate to avoid a strong unionized workforce.

But they did what CUPE organizers and activists do best: they got creative, they worked long and hard, and they never let up. It's the same spirit CUPE will channel in the coming months as we work with WestJetters to negotiate their very first collective agreement.

CUPE will continue its organizing drives at WestJet's smaller carriers, Encore and Swoop. But for now, this is a major victory for WestJetters, for CUPE, and for all the activists who gave their time and energy to this effort.

■ Hugh Pouliot

Post-secondary education: Our time to act!

After decades of cuts to post-secondary education, it is time for the federal government to reinvest in our future.

The numbers are startling. In the middle of the 1980s, governments—both provincial and federal contributed 80 per cent of the total funding for colleges and universities. Today, they contribute barely 50 per cent.

The consequences of these cuts to public post-secondary education funding have been dramatic. Accessibility to higher education has decreased. Tuition fees have exploded, forcing many to start their adult lives (and young families) burdened with soaring debt. Universities



and colleges are more and more dependent on private donations or corporate contributions, increasing the corporatization and insidious privatization of

education. And, employment on campuses is increasingly precarious, which increases workers' stress and hurts the overall quality of education.

The federal government

can and must do more for post-secondary education. It must adopt a Post-Secondary Education Act, create a dedicated Post-Secondary Transfer, increase transfer funding by 40 per cent, and work with the provinces to reduce and eventually eliminate tuition fees.

That is why CUPE has launched a campaign to put pressure on the federal government to do more. CUPE has produced leaflets, policy backgrounders, an advocacy toolkit, a structured conversation guide, and other materials. Locals are invited to send postcards to Prime Minister Trudeau and sign a petition. Many tools are available for CUPE locals to take action and join the national campaign.

For more information, visit **cupe.ca/ourtimetoact** or send an email to **post-secondary@cupe.ca**.

■ Chandra Pasma

Ford government opens door to 'big-box' corporate child care in Ontario

Ontario child care advocates and CUPE child care workers are bracing for impact after the Ford government decided to scrap a key protection against the corporate takeover of Ontario's child care sector.

In August, the government quietly announced that it will remove the "For-Profit Maximum Percentage Threshold" from Ontario's child care funding guidelines. This means that more public funds will go directly to large for-profit or "big-box" child care corporations.

This policy change threatens all child care workers in Ontario, including thousands of CUPE members who work in the sector. We will see downward pressure on wages and more precarious work, and working families made more vulnerable to the profit motive of big-box child care chains.

CUPE's coalition partner, the Ontario Coalition for Better Child Care (OCBCC), was quick to respond to the new policy. The OCBCC cited Australia's experience in using public dollars to fund for for-profit child care spaces.

"What began as wellintentioned policy went deeply wrong—resulting in the near-collapse of Australia's child care sector, angry parents, legal actions and a government bail-out costing taxpayers tens of millions of tax dollars," Carolyn Ferns, the coalition's Public Policy and **Government Relations** Coordinator, wrote in an open letter to Ontario's Ministry of Education. "Ontario must be sure not to follow the same path, which is well-documented."

The OCBCC is urging the government to rethink the policy change and to initiate consultations with the child care community.

Premier Doug Ford has wasted little time in putting forward an agenda that attacks working people and weakens the public services that Ontarians rely on.
But public criticism of Ford's neoliberal agenda



is growing, with an increasing number of protests and coordinated political action taking place across the province.

CUPE members can

voice their support for decent work, child care and social services.

To find out more, visit cupe.ca/child-care.

Matt Stella



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CUPE restorative justice workers fight for fairness and raise the bar for everyone

Are labour unions a universal good? You bet they are. Just ask the members of CUPE 4764, a tiny local of six determined members in Halifax, Nova Scotia. On August 31, 2018, the local achieved a historic collective agreement with their employer. The local, made up mostly of women, won wage increases that amount to a whopping 27 per cent over their current wages. This increase puts the caseworkers, employed by the non-profit Community Justice Society, on par with many probation officers who are employed by the NS Department of Justice.

The local, which had never been on strike before, bravely made the decision to walk away from the work they love, because they realized major changes were needed in their contract and they would only be realized by taking strike action. Strike action began July 30, 2018 and lasted five weeks.

Preparing for this round of bargaining was fraught with difficulty. An important part of that work was

the job evaluation analysis by CUPE, which demonstrated that the relative value of the work done by these caseworkers is equivalent to 90 per cent of the value of the work done by probation officers in the province. When presented with the report, the employer recognized that there was a wage issue and that the report findings were compelling.

Another significant hurdle in these negotiations was the way in which the Department of Justice originally set up the restorative justice program through several non-profits provincewide. This allowed the provincial government to deny their involvement in bargaining by claiming not to be a party to the collective agreement, even though the department provides 100 per cent of funding to the program. A chicken-andegg situation ensued whereby the province controlled all of the funding and the employer had no ability to increase wages.

At an impasse, CUPE 4764 went public with the unfair wages and unfair funding practices and called out the Minister of Justice for failing to take responsibility in these matters.

With support from **CUPE National, CUPE** 4764 ran radio and print ads, as well as letters to the editor to garner public support in the lead up to the strike. They also tapped into their extensive network of allies in the restorative justice community for testimonials and support, including former clients, the NDP, youth court lawyers, and volunteer facilitators. During the strike, they held a news conference and picketed in front of the workplace, the NS Legislature, the provincial courthouse, and the Minister of Justice's riding office. These events received a great deal of media attention.

"Throughout this process, we learned a lot about the importance of workers standing together," says Denise Russell, president of CUPE 4764. "We're grateful for all the support we

received from our union brothers and sisters, staff, the NDP, and local businesses."

Restorative justice workers across the province also benefited from CUPE 4764's victory. On the day they reached their new collective agreement, nonunionized caseworkers employed by other nonprofits were informed that they would also receive the same wage increases.

"I've heard that many of the things first won by unions benefit all workers and we've proved that," says Shila Leblanc, CUPE 4764 strike captain. "I'm so proud of what we've accomplished together."

Colleen Reynolds



CUPE 4764 at the Rally to "Break the Impasse." From left to right: Denise Russell, Shila LeBlanc, Becky Alison and Colin English.

NATIONAL SECRETARY-TREASURER CHARLES FLEURY

Organizing: Putting our resources where our mouth is

rganizing goes to the very heart and purpose of our union. At CUPE, it is our responsibility and our obligation to leverage the strength of unions to benefit and protect unorganized workers and their families. Since its founding in 1963, CUPE has organized more members than any other union in Canada. We are now over 665,000 members strong.

In recent years, our membership growth had slowed. This should come as no surprise, given the storms we've weathered: an alarming increase in precarious work, restructuring and privatization in workplaces across the country, anti-labour legislation, and imposed representation votes that pit unions against one another.

It was important to redouble our organizing efforts.

That's why in January 2018, the National Executive Board (NEB) adopted an organizing plan titled Growing Stronger, to ensure more workers have the protection of our union, and the collective power that goes with it. Together with our organizing department and our locals, we are putting this plan into action. CUPE National is dedicating significant financial resources and staff to support organizing campaigns and restructuring representation votes across the country. In fact, over the past five years, the NEB has more than doubled the union's organizing budget. CUPE locals have also stepped up to the plate in a big way, often matching the organizing funds provided by CUPE National in restructuring votes.



Our collective efforts are already paying off. This year alone, we won important representation votes in the health care sector, and we've seen a rise in non-union workers turning to CUPE to represent them—workers like the WestJet flight attendants and RCMP telecom operators and intercept monitors who have recently joined our ranks. But an investment in organizing isn't just for the benefit of new members; growing our union is key to improving the resources and programs that support all of our members. So, let's get organized, and grow stronger together.

New campaign celebrates municipal and library workers in BC

CUPE municipal and library workers make our public services better—and better services mean better communities. That's the message BC commuters will see this fall and winter, as CUPE's new municipal workers campaign hits newspaper, billboard and transit ads from Pemberton to Hope.

After months of planning, the campaign kicked off with launch events across Metro Vancouver and the surrounding region in August and September. The campaign highlights the important work that CUPE municipal and library workers do to support the community and educates the public about the whole team of CUPE workers behind the services that they count on every day.

From breakfast events in Pemberton and Surrey to community barbecues in Whistler and Squamish, community events were held across the region for CUPE locals to show appreciation for their members and get them involved with the campaign. A live action campaign video was also produced that members shared widely and proudly on social media.

In the coming months, the campaign will be replicated in other parts of the province to further promote the many ways CUPE municipal and library workers make our communities a great place to live. Work is also underway to consider how the campaign might evolve to address issues such as precarious work and workplace safety.

Progressive Conservative government,
CUPE's Ontario
Council of Hospital
Unions crunched the
numbers on three Ford
proposals and assessed
the impact on hospi-



Hallway at Windsor Regional Hospital.

OCHU's report, *Hallway Medicine: It Can Be Fixed*, looked at the implications of Ford's promised \$7 billion tax plan, balanced budget commitment and four per cent public service "efficiency" program, and found that far from ending hallway medicine, the bed crisis will actually deepen under Ford. In fact, Ontario's hospitals, which are funded and staffed at levels well below other provinces, would see an overall loss of 2,467 to 3,712 more beds and between 8,560 to 16,418 jobs.

OCHU/CUPE report

deepen under Ford

hospital bed crisis will

shows Ontario's

A recent report

election promise to

finds that Doug Ford's

end hallway medicine

with his government's

public service spend-

ing cuts and balanced

Following the

election of Ford's

in Ontario is at odds

promised tax cuts,

budget.

OCHU followed up the provincial report with nearly two dozen media conferences to release the impacts of the Ford programs on bed and staffing cuts at local community hospitals.

"It was important we raise the contradiction in the Progressive Conservatives' promises with local communities. The government cannot achieve its promise to end hallway medicine and still cut public sector spending by four per cent," says OCHU President Michael Hurley.

Over the next two decades, there will be a huge demographic squeeze in Ontario, and the province will need to prepare for the realities of an aging population and people living longer. That means hallway medicine isn't going away, unless the government makes it a priority.

Hurley says the government has a moral obligation to end hallway medicine as promised, and that additional investments to alleviate overcrowding pressures in hospitals are needed for the life of the baby boom generation.

"Ontario hospitals are already dealing with overcapacity and years of underfunding. They will not be able to maintain the quality of patient care in the face of demographic pressures without these investments."

The OCHU/CUPE research makes several recommendations for ending hallway medicine including: funding hospitals at their actual costs; opening acute, complex continuing care and long-term care beds to deal with overcrowding; investing in mental health and addictions; and stepping away from restructuring and privatization.

"There is more than enough evidence in Ontario that hospital restructuring and privatization has wasted billions of scarce dollars over the last decade," says Hurley.

Stella Yeadon



Local 402 Campaign Breakfast at the City of Surrey Operations Centre; locals from Pemberton to Mission held events to mark the launch of the campaign.

Minting a fresh victory for mental health in PEI

CUPE Prince Edward
Island didn't just mint
new legislation protecting
mental health for workers
—they minted a commemorative coin to celebrate.

The commissioned coin, a joint effort by CUPE PEI and the Paramedics Association of PEI (PAPEI), was unveiled at a symposium on mental health for first responders in Charlottetown in early September. The coin celebrates legislation passed in May of this year that brought workplace stressors and Post-traumatic Stress Disorder (PTSD) under the province's Workers Compensation Act.

This means that workers can file claims under worker's compensation and better protect their mental health and well-being. For the union, the coin was a way to mark the achievement—and to serve as a reminder that more work is needed.

Jason Woodbury, Presi-

dent of CUPE 3324, and a 19-year paramedic, was instrumental in leading the charge within CUPE and in the community.

"I believe this commemorative coin will remind our members and all workers on PEI that we need to continue lobbying efforts to seek improvements, like to recognize physicians' capacity to make PTSD diagnoses and other mental health supports for workers across PEI," he said.

Woodbury was referring to changes the provincial government made to the private member's bill that tightened access to diagnoses of stress and PTSD. CUPE and PAPEI both argued that family doctors should be able to make the diagnoses. The government amended the legislation to indicate that only psychiatrists and psychologists can do so. Woodbury and others fear this will lead to a bottleneck.

Still, workers in PEI have greater protections for mental health and their victory will only inspire workers in other jurisdictions.

The coin was formally unveiled with PEI MLA Jamie Fox, a former police officer, who worked with CUPE and PAPEI to bring forward the original private member's bill.

David Robbins



Commemorative coin; Jason Woodbury, President of CUPE 3324 and Ryan O'Meara, President of PAPEI.