February 12, 2010

Guidelines for the local unions

Objectives of the operation

- Allow union members to show their pride in working in Quebec public services;
- Allow union members to display their commitment for giving the public their best;
- Make citizens aware of the importance of public services in their lives and to offer them a bookmark in order to engage them in conversation.

Local guidelines

- You have received a number of bookmarks to distribute to the public;
- In order to enhance the operation, all the unions in your institution who are members of the Common Front need to be in contact with each other and together discuss how to distribute the bookmarks;
- A distribution brigade is formed and it can be deployed at several sites;
- Invite your members to come lend a hand to the distribution brigade for about twenty minutes during their "lunch" break;
- The handing out of bookmarks is done **outside** the workplace to **adults** who are entering the institution to obtain services;
- It is suggested to cover the sites or institutions of your employer where there are the greatest number of patients or visitors;
- Take pictures of this activity and supply the Web sites of the organizations representing the Common Front;
- If you think you might need more bookmarks for this operation, we ask that you contact the regional representatives of the Common Front who will provide them while supplies last.

A handout will also be done by a regional team
at strategic locations
A regional press briefing will be held in order to publicize
the operation that is being held locally and regionally

Good luck with the handouts!
We are at the ♥ of the services offered to the population
We have every right to be proud!