

CAMPAIGNING FOR CARE

in social services—

2 EDUCATION AND PROPAGANDA

This section covers the preparation of publicity, propaganda and educational material for the workforce, for users of Social Services and for the wider public. One section of this pack shows in detail how to produce an effective leaflet. However here we look at how, why and when to use all types of publicity material.

Publicity is a crucial element of any campaign against privatisation. It is no accident that millions are spent mostly by the private sector in persuading, informing, and in changing opinion and attitudes. With careful planning you can achieve similar aims as well as attracting active support for your campaign. You don't need the help of professional publicists — just a little time, some thought and a little imagination.

There are three main methods. Firstly, through printed materials, eg leaflets, newsletters, broadsheets, reports, posters, badges, carrier bags, hats, flags, banners. Secondly, by means of events or actions whose main or subsidiary aim is to attract media interest — eg marches, demonstrations, pickets, industrial action, stunts, meetings. Thirdly, by direct approach to the press and media.

CONSTRUCTION CONTRACTS

Nursing homes the next step

28,000
social
services
jobs may
be axed

Police
investigate
home for
elderly

Firms offer tax lure
to invest in elderly

Plan for
privatised
home help
attacked

Homes deprive elderly
of privacy, says Which?

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says.
The
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sident

By Rosemary Collins

Most homes for the elderly
give little privacy or indepen-
dence to people who live in
them, says the latest

By David Hencke, Social
Services Correspondent
POLICE and the Department
of Health are investigating
allegations that a private old
people's home in Kent re-
quired an 88-year-old blind

IDENT

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offer a total pack-
d take the be-
on," he a-
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By David Hencke,
Social Services Correspondent
Investors are
tax incentives
into companies
for the elderly
social service
firms are

By Sarah Boseley

A proposal to abolish the
home help service in North
Ireland

trial period before selling their
homes.
The magazine

NUPE NUPE NUPE NUPE NUPE NUPE NUPE NUPE NUPE



**BARKING
HOSPITAL
TODAY
YOU
TOMORROW?**

[illegible]

A continuous succession of workplace leaflets or newsletters is needed as a back up to branch, workplace and mass meetings. Ironically the best time to start is when you can see no immediate signs of privatisation. Many workers will feel distanced from any threat: *'Oh, it won't happen here'* — *'I'll wait and see'* or feel even if privatisation does come, it's not really worth resisting — *'I'll try my luck with a private firm'*. So it's important to spell out very early on what's happening nationally and what the realities of privatisation are.

● **show how workers are under attack in other areas.** Provide details of inferior wages, conditions and benefits. Show how work rates can be doubled and how many jobs get axed with private contractors.

● **argue that no job is safe** as the government year by year widens its 'privatisation tentacles' It will be cleaners today, the pay section and social workers tomorrow and management the day after.



NALGO & NUPE

**working together
defending the
public services**

The National and Local Government Officers Association and the National Union of Public Employees have jointly published this leaflet to promote a common understanding among the members of both unions of the threats posed by privatisation in order to mount the most effective campaign to defend public jobs.

● **spell out how existing cut-backs have already made many jobs harder and prevented Social Services from fulfilling user needs.** Remember that management and councillors may be wanting to reduce standards and increase complaints in order to help pave the way for contractors.

● **focus on the advantages of Social Services as a public service** — accountability, putting social needs before profit, concern with quality, training etc.

● explain what the authority is trying to do and its tactics.

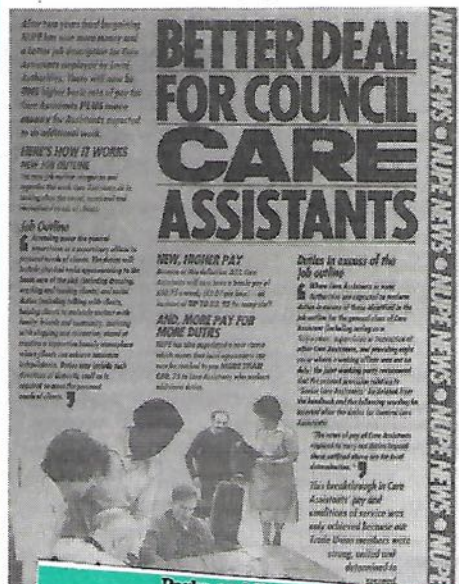
● **counter contractors' claims** about how they can improve efficiency and achieve a more economical use of public money.

● spell out what action stewards and NUPE are planning.

- **include an action section** suggesting ways in which members can become active and provide contact names.



Having spent your time writing, preparing and printing the leaflet, don't waste your energies through not planning the most effective way of distribution and making sure they do get pushed out to all relevant sections of the workforce. Often taking them round personally to rest rooms, canteens, and other workplaces is the only way to make sure they get out.



**Parks and Recreation
IMPROVE
JOB SATISFACTION
to
Fight Cuts, Privatisation
Rate Capping**

● 73% of manual workers and 80% of clerical workers want more



● Four out of every five workers want responsibility for their own area of work and to be in control of how they carry out their work.

- 45% of manual workers and 61% of clerical workers reported that members of their family

● Two thirds of managers

that they did not have enough contact with their union. Only a quarter of clerical workers said they did not have enough contact.

Most workers are not involved in discussions with supervisors regarding their work and the best way of doing it.

● A majority of workers considered their relationship with their supervisor/ganger to be good or average.

71% of manual workers would like a say in choosing their supervisor; 85% of clerical workers would like it.

Copies of the full report and its recommendations for action on training, involvement in decision-making, strengthening trade union organisation and education are available on request.

PROJECT TO DEFEND AND IMPROVE LOCAL AUTHORITY SERVICES AND JOBS IN SHEFFIELD

As soon as you hear of any news of an evaluation, re-organisation or other move towards privatisation, plan further leaflets. It is essential to act quickly (ideally you want to stop tenders being prepared) and to keep all members informed of the latest news and of union action. Use NUPE's privatisation bulletins, NUPE Journal and Public Service Action to keep up to date with outside events and actions.



2. LEAFLETS TO USERS.

■ explain in detail the effects of privatisation for both workers and users and its effect on the level and quality of service.

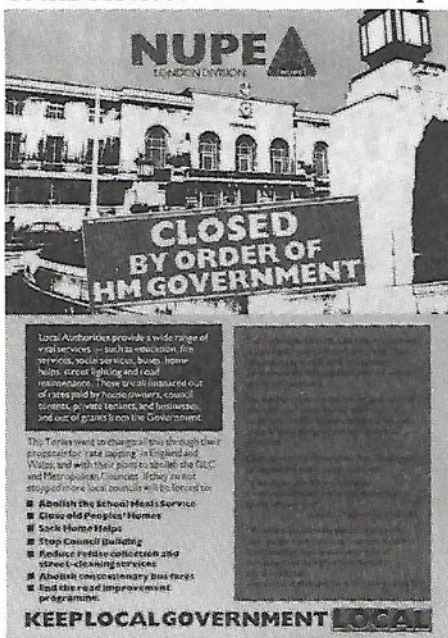
■ show what kinds of service users could expect with agency staff, increased volunteers and contractors. Publicise the fines and failures of these companies.

■ detail how you as workers would like to see the service improved and expanded. Invite users to contribute ideas and comments on how this could be done.

■ describe how privatisation has affected other services on which users of social services may depend such as the NHS.

■ explain the advantages of public Social Services and their achievement to date. Expose the dangers of a service based on profiteering.

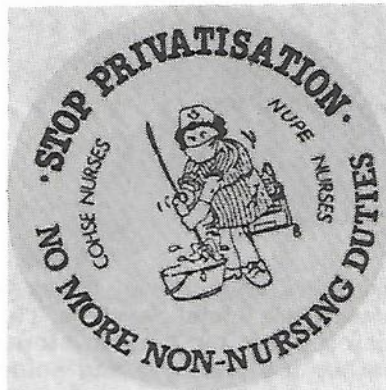
■ argue that the costs of the service is only one criterion — more important is its effectiveness in meeting people's needs. Moreover it is wrong and very difficult to put a 'price' on any of the work of the social services. Undermine the op-



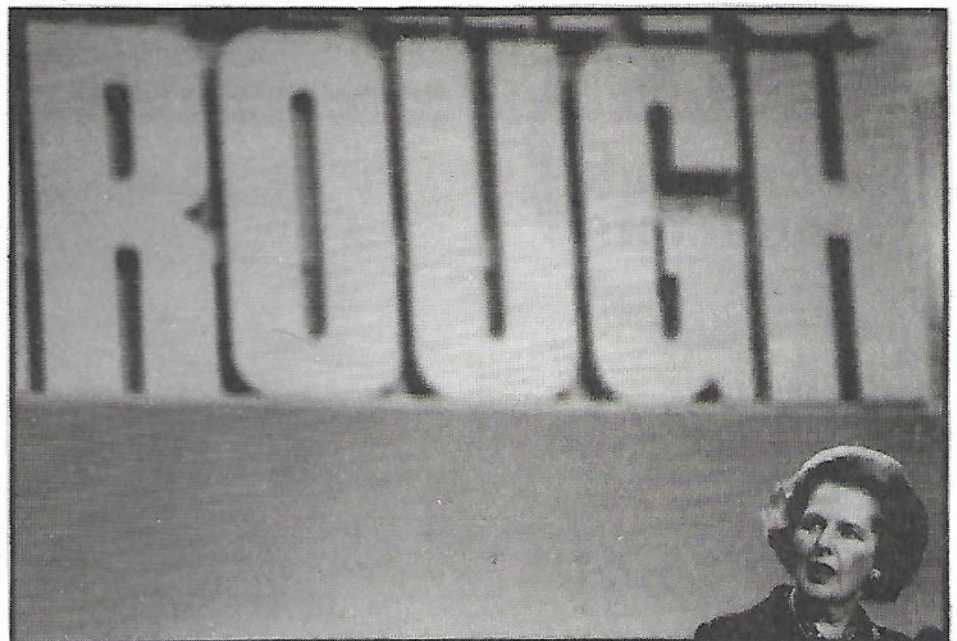
position's smooth talk of 'value for money' and 'efficiency'.

■ use the time before council elections as a way of pushing out hundreds of leaflets.

■ spell out what action users can take as individuals and collectively to defend and improve the service.



Philip Wolmuth



3. LEAFLETS TO THE WIDER COMMUNITY

Use all the above points but remember that when the general public has no direct contact with social services they often have little real idea of what's involved in the service. They do not know what actually goes on inside the day centre down the road or they think that a home help only cleans. So take time and spell out what's involved in your work and the way in which it is valuable. Sheffield school cleaners and caretakers produced an A-Z leaflet and poster describing their work aimed not at colleagues at work but at school governors, parents and the general public.

★ Always remind everyone of the ways in which friends or relatives might need social services at any time. **Spell out the range of different services covered by Social Services.** Very few people could name half the services provided.

★ **don't forget an action section** to draw more support and people into your campaign.

★ **contact a wide range of organisations** eg unemployed centres, trade councils, local Labour Parties, and see if they can help distribute them either through their mailing lists or directly to the public.

4. LEAFLETS TO MANAGEMENT AND POLITICIANS

□ think yourself into their position — what are their concerns, what are their real interests?



□ select some of the points already covered but particularly emphasise how chasing contractors will increase management's headaches and workload, how standards will be undermined and the promises of efficiency are myths.

□ give detailed evidence of the appalling record of fines and failures of private contractors in public services. If possible feature companies likely to be considered in your area.

□ show how politicians can only expect bad publicity and less votes from privatisation moves.

□ describe how privatisation in fact lessens management control over what work is done and when, besides lowering the standard and increasing dissatisfaction from other public sector workers.



5. THE MEDIA.

All the methods so far give you total control over what you say and how you say it. A different kind of publicity can be obtained through direct use of the newspapers, journals, radio and television.

There are many excellent guides on the media (for instance Denis Macshane's book 'Using the Media' is constantly used by trade unionists) so we do not describe the possibilities and pitfalls here. However, remember:

● to send the press a copy of your leaflets with a short press release attached describing why you are pushing out the leaflet.

● make sure you organise publicity thoroughly for all the other actions mentioned throughout the 7 point strategy. For instance, publish surveys, workers plans and the results of your monitoring. Inform the press of every stage of your campaign and your latest actions.



● contact them with 'success' stories from Social Services. This is rarely done but human stories whether it's about saving someone from hypothermia or the success of someone from a training centre in finding a job are important in publicising all the hidden work of social services.

● always emphasise it is not just a matter of NUPE members' jobs

and conditions, however important these are but also about meeting social needs.

EDUCATIONAL WORKSHOPS.

However carefully we've prepared this pack, we can't expect you to digest it instantly. Nor to agree with every point. Nor to expect it to cover every situation.

This action kit is a tool not a bible. It needs discussing in half day or whole day educational workshops. Such workshops can be a way of drawing individual members into action. So organise them carefully to enable everyone to discuss parts of the pack and to develop both their own skills and make their own plans of action. Consider what practical tasks might be included in the day, eg making a privatisation leaflet and whether case studies might be useful to focus discussion.

Many divisional officers have experience of running such workshops. Contact them for advice, experience and details of past workshops.

