

YWC Report

- 1) Name 2 activities or projects in which you have participated or implemented and that you are proud of. Who participated (identification and number) and what were the results achieved?

Project #1: Return to sender Campaign

Two executives of the Young Workers Committee, Alex Silas and Ayrin Proulx, are also both members of the Mobilization Committee. During one of the meetings, the Mobilization Committee decided to do a "Return to Sender" campaign.

YWC participated strongly and fully in the "Return to Sender" campaign with Alex Silas and Ayrin Proulx helping with designing the postcards, while all YWC executives helping in distributing the postcards among members in the NCR. The YWC is proud of its ongoing involvement with the campaign.

The Young Workers Committee is proud to have participated in many other activities and projects. For example, the YWC participated in the CLC Lobby Day, in community actions with Youth Services Bureau and Operation Come Home, and took part in inter-regional networking such as the National Teleconference, the GSU Summit, and Resolutions Coordination.

Project #2: Precarious Work Survey

In summer 2019, the Young Workers Committee decided to start working on the Precarious Work Campaign since young workers are one of the demographic that is mostly being affected by precarious work policies. As a result, the executives of the YWC had a meeting with Jill O'Reilly, Elisabeth Woods, and Michele Girash to understand what needs to be done prior to the start of the campaign. Once they received the guideline from Michele Girash, the YWC started by creating a survey for collecting data from the NCR and to discover how many members in the NCR are or were precarious worker at some point in their career.

When the survey was created, the YWC used different sources to reach out to members, such as texting, flyer distribution, PSAC newspaper alert, Social Media advertisement, and word of mouth.

The YWC was able to collect over 300 surveys and is currently working on finalizing the report. They are also creating a Precarious Work Campaign as one of their initiative for 2020.

- 2) What methods have you adopted to make these activities/projects a success? Can you elaborate on how you are attracting as many participants as possible (e.g. calls, posters, promotion, etc.)?

The Young Workers Committee used different methods for different projects, based on their needs and requirements. As an example, the YWC learned that distributing flyers wasn't effective for the Precarious Work Survey since their target demographic was Young Workers, and they found it difficult to identify young workers in public, especially in groups. But this method was found to be very successful for the "Return to Sender" campaign. The members were happy to see and talk with their union, and many signed the postcards on the spot to show their frustration to the current government.

The other method that was used was Texting, which was found to also be successful. The texting method could reach a large number of members in a short period. Also, this method was easier to use by the YWC team since they were able to send texts from their home or work, and at any time as long as it was within the scheduled time zone.

They also used Social Media advertisements where some surveys were filled out, but it wasn't as successful as the texting method.

YWC also used the PSAC newsletter for a campaign, but they found this method not too effective. They found that the newsletter is a good way to communicate with members and to provide them with updates, but not very effective for asking to fill out the survey.

- 3) What activities/projects are you planning for next year and what results would you like to achieve?

The Young Workers Committee's initiative for 2020 is divided into two. The first is to create a database of YW members in the NCR, and in turn, use this database to contact and increase YWs participation in meetings and events. Second, YWC's focus will be on launching the Precarious Work Campaign. The purpose of this campaign is to make members aware of the disadvantages of precarious work on society and to lobby with Members of Parliament to minimize the use of Precarious Workers, especially in the Government of Canada.