

# HOW TO PREPARE FOR A UNA INFORMATION WALK

Information walks are organized to raise awareness about an issue important to nurses that the public should be aware of. The event also sends a message to the government and employer that UNA members will stand up for safe patient care and the nursing profession.

Contact your UNA District Representative. They can help you coordinate the event and provide your local with UNA picket signs and flags. Invite your local's District Representatives and UNA Executive Officers to attend. UNA's Communications Department can also help promote your info picket through the union's social media networks.

## When:

Choose a date and plan the information walk with defined start and end times. A short time with more people is better than a long time with smaller crowds.

If the event is held during or near the lunch hour, consider providing food like pizza and refreshments (or hot chocolate and coffee if the event is held during the winter). Remember to dress for the weather.

## Where:

Information walks must be held on public property, not on employer-owned property. Many information walks are held on sidewalks in front of hospitals or health centres, near busy traffic intersections in order to increase visibility, or outside MLA constituency offices.

## Who:

Tell your members about it! Members are encouraged to participate in the information walks during their lunch and coffee breaks and non-work time.

Post information on your UNA Local bulletin boards. Share the information through your Unit Office Representative network and word of mouth. Post the information about the event on your UNA Local Facebook page or send it over your local email list.

Contact your coworkers represented by AUPE, HSAA, CUPE, or other unions to invite to participate or jointly organize the info walk. Invite your friends, family and supporters.

Pick a time during the information walk to gather your members and speak briefly about the issues that made you decide to organize an information walk. What message do you want to send to the government and public? Invite representatives of the other union locals at your worksite to say a few words.



## Talking to media and using social media



UNA's Communications Department can help you reach out to local media who might be interested in reporting on the information walk. They can also help you develop concise speaking points and messages.

Take lots of photos and video and post them on social media! Tag UNA's social media accounts [@albertanurses on Instagram, @unitednurses on Twitter, United Nurses of Alberta on Facebook]. Remember to print the hand-held social media posters using the horizontal (landscape) setting on your printer.

## Picket Signs Made Easy

### You Will Need!

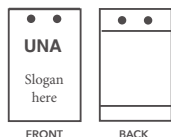
Bristol Board  
Paper - 11 x 17  
Markers

Paper Cutter/Scissors  
Glue Stick  
Clear Tape

Hole Punch  
String

### The How-To's!

1. Cut bristol board to the following dimensions:  
28" Long x 17" Wide
2. Save the cut pieces to make reinforcement strips for your sign (Top strip 2 1/2" x 11" - Bottom strip 17" x 5").
3. Glue reinforcement strips to top and bottom of your bristol board sign. (Be sure to press the strips firmly on to the board).
4. Punch two holes (6-8" apart) in the top of the poster (through the reinforced area). Thread string through these holes and tie ends of string together.
5. Write your message or slogan on to the pieces of 11 X 17 paper with marker.
6. Tape sheets of 11 X 17 paper to the front of the bristol board. (If you tape the sheets of paper, it will be easier to remove the paper and place another message on your sign later).



### Picket Sign Slogans

Slogan suggestions for UNA picket signs:

I ♥ Alberta Nurses

Negotiate, don't legislate!

I ♥ Public Health Care

Solidarity!

We Support ALL Workers!

We are fighting for safe patient care

We Advocate for ALL Albertans!

We are fighting for Alberta patients

We go forward – we don't go back!

Or, create your own slogans, specific to the issue.

We are at your side. We are on YOUR side!

Be creative and have fun with this. Bring noise makers like whistles and cowbells to make sure you are heard!