



# Engineers & Scientists of California

Local 20 IFPTE



## Selfie Action Talking Points February/March 2023

### General tips:

The below pointers are just ideas. You don't have to use all of them. Choose a couple points from each part that you think will resonate and make it "yours."

Before you start having these conversations, ask yourself:

1. Who is easiest to persuade and already pro-union (rank them as 1)?
2. Who will be the most difficult to persuade? (Rank them as 5)

Rank each member in your group from easiest to hardest: 1 to 5.  
Start your conversations with 1's and approach 5's last. Why?

1. Self-care. Gives you practice and time to figure out your elevator speech.
2. You can solicit feedback from the pro-union folks on how to improve your efforts. It helps with morale. And increases engagement/opportunity.
3. You will gain traction in numbers as you start to approach the challenging conversations. Towards the end of the list, you don't have to be the only one doing the talking. The others that you already persuaded may be doing it for you.

### Talking Points:

1. **Discover the Issues/Deep Listening:** Hello, how are you doing today?

- a. Example topic introductions: “Are you tired, like me?” “Are you spending enough time with your family?” “Are you picking up overtime all the time?” “Are you able to take vacation/multiple vacation days at the same time?” “Have you seen the new travelers that started last week?” “Have you had issues with scheduling again?” “Are there not enough lab assistants to support your work?” “Is your patient load too big?” “Are you scrambling to find time for additional testing/follow up?” “Do you not have enough time to finish the documentation?” “Are you visiting patients who have not received adequate care?” “Are you overscheduled?” “Have you heard from patients that they waited to receive care for a long time?” “How does it make you feel?” “How is this affecting your work/life balance?” “How is it affecting your family? Workload? Stress levels?”
2. **Find Out Who Is Responsible:** What does management say about the understaffing? What do you think the root of the problem is? Who would be best situated to address it and how? Did you know that if we add all the 85K Coalition bargaining units together, there are 30K open positions? That doesn’t even include all the new staffing needs or the business cases that are in the works. Do you think Kaiser is doing everything they could to bring in more CLS’s/OD’s/GC’s/HH Therapists/support staff (receptionists, lab assistants, medical assistants, schedulers, home health aides)?
3. **Plan to Win:** Did you know that we have two different bargaining tables in the bargaining campaign? We have our local contract, which encompasses all the CLSs or GCs or ODs or HH therapists, but we also have the National Agreement. It’s the bargaining table at the national level where wages, benefits, and staffing needs are discussed. When we sit at that table, we will be joining the Coalition of Kaiser Permanente Unions, which ESC is a part of. The Coalition platform includes streamlining the hiring processes, investing in workforce development, eliminating unnecessary barriers to hiring, and raising wages to recruit and retain qualified applicants; do those demands make sense to you? The CNA nurses won a commitment for 2,000 new staff and they are less than ¼ our size. What do you think about that? As part of our effort to show our support for these proposals, we take part in different Coalition actions. The latest is the Selfie Action. On [date] at [time], we are going to be meeting to take a [group selfie, Zoom screenshot].
4. **Get a Commitment:** Can you come to the meeting spot? Are you able to tell one other person about the action?

5. **Inoculate and Re-commit:** Have you heard about any of the other actions that the Coalition led, like the post-it action or the open letter? This action is different from our previous actions because it includes putting your face out there and asking others to do the same. You might get more pushback from your co-workers. How will you respond? This action is part of a year-long campaign to support our bargaining proposals on the national level and might not bring change immediately. How do you feel about that? Are you still willing to participate?
  
6. **Set A Follow-Up Plan:** Thank you for your commitment. I will follow up with you with a reminder on the day before the action.