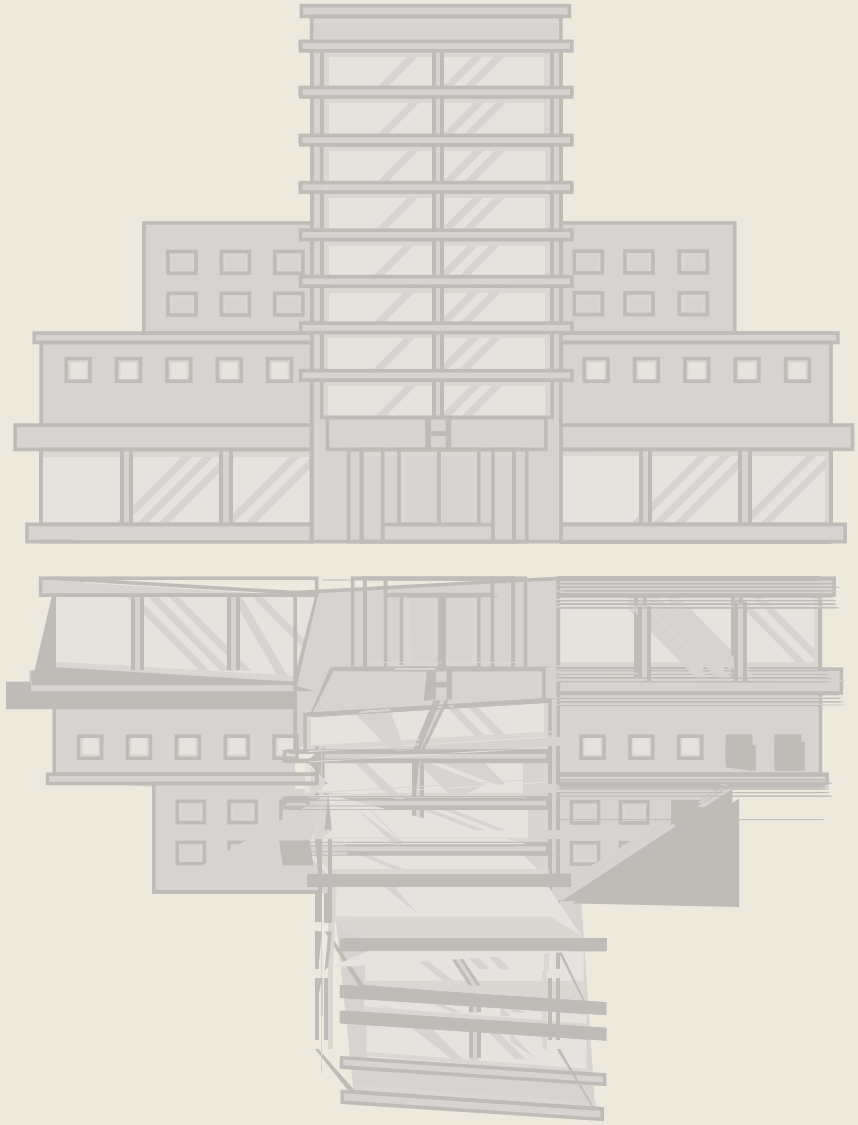


Public



Private

**Privatization Early Response  
Model (PERM) Booklet**



C24410 AULReP





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# Introduction

This document is intended to help AUPE components develop a response to Privatization. It is vital to be able to obtain greater participation from our members in situations of privatization. It is important to have a communication system set up for your Locals/Chapters. Members need information which translates into knowledge and power.

## Notes

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# Acquire Information

It is vital to collect as much information as possible in a timely manner.

**Describe the rumour or the incident of the anticipated threat of Privatization.**

- Who?
- What?
- When?
- Where?
- Why?

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It is equally important to ensure that the information is communicated to the right people immediately.



## Sharing of Information

- Anti-Privatization Committee
- Local Chair
- Member Services Officer
- Worksite Contact
- AUPE Executive Committee
- Membership
- Social Media
- Other

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# Identification of Players

When the threat of privatization is communicated, it is critical to identify who will be impacted and who will be involved in spreading the word.

Identify who is impacted.

- Chapters/Locals
- Clients
- Members
- Public
- Other

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**Who should we meet with and are approvals needed?**

- AUPE Staff
- Members
- Other

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Decide on a two-way communication system.

- Email
- Fan out
- Zoom
- Other

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Establish contacts or liaisons.

- AUPE Staff
- Chapter/Local Chairs
- Members
- Other

**What should the campaign look like (from member's input)?**

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# Identification of Support

Privatization affects many groups. Additional players, other than AUPE members, could be approached for allyship or support.

- City Mayor and/or Council
- Managers
- Parkland Institute
- Other
- Legislative Assembly Member
- Friends of Medicare
- Public Interest Alberta

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Indirectly, there are many other groups that may lend support. Other Labour Organizations or Unions. Requests for a liaison should be done through the AUPE Executive.

- British Columbia General Employees Union (BCGEU)
- Canadian Union of Public Employees (CUPE) Alberta
- Health Sciences Association of Alberta (HSAA)
- United Nurses of Alberta (UNA)
- Other

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# Media Requests

In accordance with the *AUPE Constitution Article 9*, all media requests must be made to the Executive Office.

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# Action

Once a privatization situation has been identified, action should be immediate. The best way to garner public support is by stressing how the impact of the proposed initiative will impact the community.

## Ways to Seek Public Support

- Information Pickets
- Interest Groups such as friends of Medicare, Parkland Institute, and Public Interest Alberta
- Partner with Community
- Rallies
- Other

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# Gather Evidence

It is necessary to compile data in the form of facts and figures that will support arguments against privatization or credible alternatives.

## Resources

- AUPE Staff
- Interest Groups
- Members
- Collective Agreement Language and/or Letters of Understanding
- Managers
- Other Unions
- Other

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# Parallel Campaigns

Seek support from a credible and independent third party to establish a case against privatization since it provides greater credibility for the campaign.

- Academics
- Student Unions
- Professional Organizations
- Other

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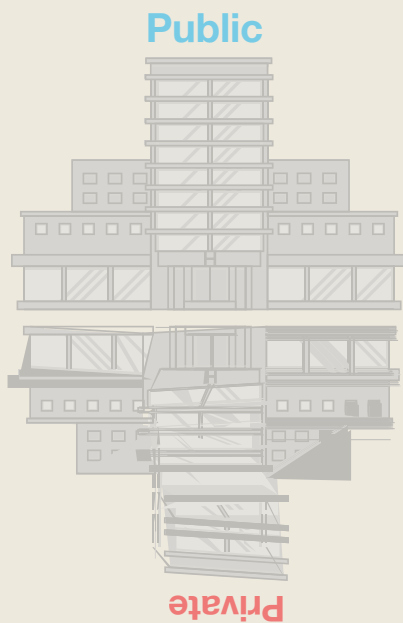
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Visit the Anti-Privatization  
Committee webpage to  
access more resources.



**aupe.org**  
**1-800-232-7284**  
**antiprivatization@aupe.ca**