

# Leadership and Advocacy:



## A Toolkit for Migrant Workers

**Cooper Institute**

81 Prince Street, Charlottetown, PE C1A 4R3  
902-894-4573 or 902-368-7337



## About Cooper Institute

---

Since 1984 the work of the Cooper Institute has been with grassroots organizations that are organized for positive and progressive social, economic, political, and cultural change. We work with farmers and fishers, Aboriginal people, women, workers, Acadians, church groups, organizations of persons with disabilities, refugees, migrant workers, multicultural groups, seniors, youth groups, community organizations, and schools.

The primary focus of our work is education and community development, but we are also involved in consultation, publication, and research. All of this is directed towards empowerment of groups, individuals, and communities.

Most of Cooper Institute's education work is done through workshops and seminars, using a community development model. This model is based on the assumption that those who are experiencing a given situation are the experts. The role of the Institute's animators is to bring forth that experience from the participants; to facilitate analysis by which the participants recognize the root causes of their group's situation and the available strengths and resources at the group's disposal; and to identify concrete and feasible action which would change the situation.

### **Cooper Institute's Work with Migrant Workers**

Cooper Institute has worked on issues involving Canada's Temporary Foreign Worker Program since 2010. During that time, we have engaged in community-based research, personal and group support, public education, and advocacy. We have produced information documents for migrant workers and community members. We have met with community supporters of migrant workers and with the workers themselves.

# Migrant Workers and Leadership

Migrant workers have an increasingly precarious status in Canada. The vast majority of migrant workers' status is tied to their job with one employer. Their financial and mental wellbeing are directly related to their employer's continued ability and willingness to provide stable, long-term employment. The Temporary Foreign Worker Program constructs extreme power imbalances between migrant workers and employers, making conditions ripe for many forms of abuse.

Women migrant workers are especially at risk. The majority of migrant workers in PEI in the low-skill stream of the Temporary Foreign Worker Program are Asian women. Western culture holds racist and sexist stereotypes of Asian women, characterizing them as obedient, industrious, and easily victimized. Women workers are at higher risk of sexual harassment and assault, and their precarious status in Canada makes them more vulnerable to coercive relationships.



There is a complex web of oppressions affecting migrant workers in Canada. Despite this, migrant workers are leaders: they are breadwinners for their families. Their survival and wellbeing often demands they be able to put their heads down and work as long and hard as possible, to manage carefully and respectfully relationships with their employers, and, paradoxically, to be friendly and social. Spending time and energy getting to know local community members facilitates access to essential services.

Our goal in creating this toolkit is to offer aids to leadership that migrant workers can use to advocate for their wellbeing and thereby move towards social, legal, and economic equality. These tools include both public advocacy tools, and examples of behind-the-scenes self and group advocacy that migrant workers engage in.

## Leadership Lessons

- Everyone has the ability to be a leader.
- Everyone has interior strength, inner potential, and talents to explore and develop.
- Honesty, simplicity, authenticity, teaching, and delegating are all valuable leadership qualities.
- Surviving as a migrant worker and taking steps to improve your situation are acts of courage.
- Developing leadership is a step-by-step process that takes time; we never stop working on it.
- Helping one is helping many; like ripples in a pool, all those affected by that person benefit.
- We are all only human; we need to take time for ourselves, as well as for others.
- We must use our strengths to build a team; the team keeps us together.

Adapted from: [futureswithoutviolence.org](http://futureswithoutviolence.org)

## Community Connections

---

In rural areas of PEI, it is helpful to have many friendly relationships with people in the community. Whether it's a drive to an important appointment, information about how to get services, or a connection to a new job, a friendly connection is often key.

Some migrant workers in PEI are very isolated in very rural areas; many people work long hours with few days off, so building community connections is difficult. Other migrant workers may be in or near towns and villages, and may have periods of the year when they have little or no work, which allows some opportunities to get to build community connections.



If there is time, and you will be in the area for a while, building community connections is one way of taking leadership. Getting involved in local community events by volunteering or attending can help local people to know and trust you. It can also improve your knowledge of the region, the culture, and the language. The more people you know, the more people are able to help you when you need it. Volunteering for local benefits, Women's Institute events, Community Schools, sporting events, or at local churches are some ways to start. You can find out about other events by asking, or by reading signs on bulletin boards at a grocery store, skating rink, or post office – to name just a few. If you are volunteering for an event, a community member may be able to pick you up if you don't have transportation.



### **PEI Culture**

Many people in rural PEI have not had much contact with people from other cultures. Community members may be curious about you and where you come from, and might ask you questions, especially about food, weather, and language. Some people get uncomfortable when people speak another language around them, because they are afraid that you might be talking about them.

It is very common for people to call each other by their first name only, regardless of age. This kind of informal language is used to show friendliness. If you want to use an honorific, Mister (name), Ms. (name), Sir or Ma'am can be used for older people or employers. Terms referring to family members such as Father, Mom, or Uncle are not used unless you are related to the person. The only exception to this is Catholic priests, who are called "Father."

### **Community Ideas About Migrant Workers**

In Canada there is a story that goes around about "foreign workers taking our jobs." Some community members might believe this, or have other negative or racist ideas about migrant workers - but it would be unusual for them to say this to you directly. If they do, this would be considered rude. In rural PEI, everyone has family members who have been forced to leave home to find work in Alberta. They often leave their families behind. Because outmigration is so common, there is usually some level of understanding of migration for work.

## **Leadership For Change**

---

When we are discussing leadership and advocacy for women, we are not only talking about the idea of one leader among followers. We are talking about building relationships and supporting the kinds of leadership that often exist among migrant workers: the initiative to take actions - together or alone - to meet your needs or to make a change in your life and the lives of others.

There are many ways to take leadership to have and create a wanted change in our lives, and in the lives of others. Some issues can be dealt with on a person-to-person basis, but many bigger problems faced by migrant workers have roots in wider, deeper issues, and many are rooted in government policy.

When you encounter a problem that you want to change, it is important to have a strategy for how to accomplish your task. One of the considerations when deciding how to take action is whether you can do it alone, or if there is someone who can help you. People with permanent status in Canada are less at risk than migrants with



temporary status. Some community members may have connections that can help you. Part of creating a strategy is deciding if the problem is one that you and your co-workers can deal with yourselves, or if you will need help from allies.

### Strategy means:

- Looking at the big picture
- Knowing who has the power to make the decision.
- Concentrating the right resources in the right place(s) at the right time(s).

See **Tool A: Power Mapping** for a tool that can help you strategize.

## Working with Allies

An Ally is someone who advocates for and supports members of a community other than their own. Allies might be community members or service people with permanent status who do not experience the same level of risk, so they can help you in what you want to do or even intervene on your behalf. Sometimes having the help of an Ally can help you achieve your goal while maintaining your anonymity and privacy.

### Tips for working with Allies:

- Choose as an ally someone who:
  - understands your status in Canada;
  - will respect your privacy, and will not gossip about your situation;
  - respects you and your goal;
  - you can trust;
  - listens and understands what you value.
- Understand what an ally can do and cannot do to help you.
- An ally would help you because they believe in fairness or because they are doing their job as a clergy or service person. They should not expect money or favours in exchange for their help.



### **A note to potential allies:**

Most TFWs understand how vulnerable their status is and how easily they can be fired or sometimes deported. This means that they usually do not complain except in very bad situations. If a TFW comes to you for help, **take their concerns seriously**. If you do not understand the policies that govern the programs fully, consult someone who does. In PEI, this information is currently available from Newcomers Association and Cooper Institute, or by calling Citizenship and Immigration or ESDC.

Keeping the identity and identifying information of migrant workers confidential is very important, unless you have explicit permission from the worker(s).

At the time of this writing, **it is not advised to call the Service Canada Tip line** or Report Abuse of the Temporary Foreign Worker Program using the tool on the Service Canada website. These mechanisms will trigger workplace inspections, likely by agents of the Canadian Border Services Agency. Although there are penalties in place for employers found to be breaking the rules of the program, there are no protections in place for workers found to be victims of abuse. Filing a complaint through these avenues will put workers at risk.

## Self-Advocacy for yourself or for your group —

Self-advocacy is an idea that was developed in the disability-rights movement, so that people who experience restrictions on their mobility and social power can have their rights respected and live in dignity. Although the issues faced by migrant workers are very different, there are many relevant lessons from this movement, as migrant workers also face limitations and barriers to rights and services. This section contains a toolkit for Self-advocacy developed by the Arthritis Society. Here it has been adapted to address the realities of migrant workers, and it offers a step-by-step process to analyze your issue, develop messages, and communicate your need to the people who can do something about it.

### **What is Self-Advocacy? \***

- Advocacy is telling your story to someone in who has a role in decision-making, (your "audience",) through various means, with the purpose of causing them to do (or not do) something.
- Advocacy is a process that takes time– don't give up!
- Advocacy has many forms, and is personal to your own style and comfort level.
- Advocacy is empowering – exerting some form of control and initiating action around issues that matter to you.
- Advocacy is action, bringing about tangible change. Raising awareness and educating people about your issues can be part of the advocacy process, but is not advocacy.

\* This Toolkit has been adapted from the Arthritis Society. The original can be found here: [www.arthritis.ca/page.aspx?pid=1036](http://www.arthritis.ca/page.aspx?pid=1036)

# How to do Self-Advocacy

---

## Step 1: Identifying Your Issue

*Write down what the issue that you are facing.* Remember to include only facts. Think about the background of the issue, the journey that has brought you to the point of making a decision to take action. Write down any interactions with employers, recruiters, government agencies, etc.

*Clarify your issue:* think about the 2 or 3 most important parts of your issue. For example, “The recruitment agency is asking for money to fill out an application I could do myself”, or “I want to get permanent residency, but in my seasonal job, I'm not eligible to apply.”



*Your story:* Personal stories are compelling to decision-makers of all kinds, and being able to tell your story in a clear, compelling, concise and consistent way will help your audience to understand what you're trying to achieve. Telling your story effectively means organizing your issue. Write down your experience in 100 words or less.

### **Research Your Issue**

Once you have identified your issue, you need to do your research. Research helps you decide what you want to change, how you will go about it, and who to approach (i.e. your "audience").

*Information you might seek out:*

- Are there other personal stories that will help illustrate your issue?
- How many people are affected by your issue?
- What are the social or economic costs of not addressing your issue?
- What is currently being done to address your issue in other provinces?
- What other people or groups are involved in addressing your issue?
- Who has the power to make the change you want?

**Where to start:** There are many sources of information that can provide you with the information you need. Using a variety of sources and perspectives will give your advocacy both substance and credibility. Here are some examples:

- Other migrant workers at other work places
- Local organizations
- Local and national cultural groups
- National migrant workers' rights groups
- Unions and labour groups
- Government websites
- Google
- Past media coverage of your issue



## Step 2: Setting Your Advocacy Goal

Determining what you want to achieve sounds easy, but don't take this step lightly. Now that you have determined your issue and have done your background research, you are ready to set your advocacy goal; that is, the clear and concise goal of your advocacy efforts.

Also known as your "ask", your goal should be the ONE goal you want to achieve. It is important that your goal not a list of what you want, but rather the one thing you need right now. This will require a choice to be made if your issue requires multiple changes. Remember, advocacy is a process, and you can always pursue secondary goals - "first things first".

No matter what your goal is, it should be:

- **Achievable** - Make sure your goal is possible to attain and that your audience is able to take that action you need.
- **Measurable** - Make sure your goal has an outcome that can be shown as completed.
- **Practical** - Make sure your goal is realistic.
- **Time-Limited** - Set a deadline for your goal to guide your planning.

*What do you want to achieve with your advocacy efforts? What is your timeline? For example, "No obligation to a recruitment company within 2 months" or "Apply for the Provincial Nominee Program within 1 year."*

## Step 3: Know Your Audience

Who has the ability or influence to make the change you are seeking? You need to find the right person, or people, to approach. Your research should have clarified whether your issue should be brought to a provincial government department, a federal government agency, an employer, service provider, the general public through the media, or another person or group. You can also use the Power Mapping Tool to determine where to focus your advocacy.

Once you know who your audience is, determine if they have any special interests, personal involvement or knowledge of your issue, or if they represent a political party that has taken a stand on your issue in the past. In some cases, you may identify more than one audience. You can approach all possible audiences to determine who the best person is to help you with your goal.

## Step 4: Framing your issues, Creating Your Messages

Imagine that your personal story "paints the picture" of what your issue means in your life. The picture that you have painted needs to be framed in a way that will help your audience to see your picture in a context that he/she understands. Remember, your audience has not had the same experience with your issue that you have, and needs some assistance from you to understand your story. This process is called "framing", where you develop statements, or key messages, that create a "frame" around your issue.

### **What matters to your audience? What is their interest and agenda?**

Find this out by:

- Reviewing your research – how have they acted on similar issues in the past?
- Review the website of the political party or organization your audience belongs to.
- Ask trusted community members for their perspectives on what matters to your audience.

*Develop 2 or 3 key messages:*

- *Each message should be 25 words or less;*
- *Use clear language, and base your message on facts;*
- *Make sure each message is convincing and clear.*

**Examples:**

- ♦ *Issue: The recruitment agency my employer used is asking me for money to fill out an application I could do myself.*
- ♦ *Goal: No obligation to a recruitment company within 2 months.*
- ♦ *Audience: Employer.*
- ♦ *Key messages:*
  1. "I can apply for my own work permit, but the recruitment agency is telling me I must pay them to do it instead."
  2. "It is against the rules for recruiters used by employers to charge fees to employees."
  3. "Several other PEI employers have stopped paying recruitment companies to do the application, and instead use the other supports and programs."

Figure out how to fit your messages into the interests of your audience.

## Worksheet:

# Framing Your Issues and Developing Your Messages

ISSUES: (Write down your issues from earlier)

1.

2.

3.

GOALS: (Write down what you are looking to achieve with your advocacy efforts)

AUDIENCE'S MOTIVATION: (Write down key points about interest or action taken by your audience on your issue and goal.)

KEY MESSAGES: (Write down your key messages. Remember, your key messages should be 25 words or less.)

1.

2.

3.

PUT IT TOGETHER: (Write down how your goal fits in to your audience's interests, goals, or job)

## Step 5: Action Plan & Choosing Tools

Now that you have identified your issue, done your research, set your goal, know your audience and have developed your key messages, it is time to put all of that work into action.

Making an action plan will help you to identify **what** needs to be done, **who** needs to do it, and **when** it needs to be completed. To keep yourself on track, it is important to write down your action plan and update it as the process moves forward. Organize the steps you need to take to achieve your goal, who will be responsible for each step (if you are working with others), when each step should be completed and what is needed.

Action Step	Person(s) Responsible	Date(s) to be Completed

**Tools:** Advocacy tools are resources that you use to assist in achieving your goal, or the means of delivering your key messages. Anything you have or produce that is used by you to communicate with your audience, supporters or people outside of your advocacy effort, is a potential tool. You can use the tools and resources in this document to engage in advocacy and public education.



## Step 6: Engaging Your Audience

The next stage of self-advocacy is to begin engaging with your audience, and to continue through the process of achieving your goal. There are many options for both making contact with your audience and maintaining that contact. The methods that you use will depend on your abilities, goal, audience, and timelines.

### A sample 4-step plan:

Some self-advocacy goals can be met by engaging with your audience using this four-step method. Sometimes, only one of these methods needs to be used, or perhaps two of the three. Just remember that no matter what method, or combination of methods you choose, you should always follow-up with your audience.

### The Telephone Call

Make an initial telephone call to your audience to request a meeting. Explain your purpose for the meeting, and make sure to be clear about who will be attending. In the tools section you will find a sample telephone script. This is not required if you are only planning to send a letter or e-mail. **See Tool B for a sample phone script**

When you speak on the phone to someone in your audience's office about your goal, you may be passed around or get a voice mail message. Be persistent and make sure you speak to someone who is capable of scheduling a meeting with your audience.

### The Written Letter

Sometimes a letter is all that is required to meet your goal. If this is the case, remember to follow up with your audience within two weeks of posting your letter. Other times, the purpose of writing a letter is to get a meeting with your audience. Follow-up your call with a written letter repeating your purpose, goal and key messages.

Regardless of how you send your letter, make sure to follow up by telephone and/or e-mail persistently but respectfully until you get a meeting scheduled.

You may be offered a meeting with someone other than your audience. Generally, you should take these opportunities, but continue to pursue the person you need to see.



The written letter is good practice for stating your goal and key messages clearly and succinctly, and is an excellent foundation for the next steps. **See the "Written Letter Format" in Tool C**- it will help you to organize your issue, research, personal story and key messages into a letter format to achieve your goal. Letters should be e-mailed, but can also be sent by mail, faxed or hand-delivered. See the letter writing tools for how to address your letter properly.

### **The In-Person Meeting**

For most advocacy goals, a meeting with your audience is recommended. Face-to-face meetings ensure that you receive the full attention of your audience, and you have the opportunity to tell your story fully and for maximum effect. A face-to-face meeting also enables you to engage in a conversation with your audience.

You should always bring a family member, friend or colleague with you to your meeting for support and to have a second opinion on how the meeting went. Having a support person can help you organize your thoughts prior to the meeting and assist you in any follow-up work that needs to be done to achieve your goal. Perhaps most importantly, a support person can help you to remain calm and relaxed in an unfamiliar or intimidating environment.

**See Tool D: In-person Meeting for more details on how to prepare for and conduct a meeting with your audience.**

### **The Follow-Up**

If you sent a letter, always remember to follow up with your audience within two weeks of posting your letter. If you had a meeting, send a thank you letter to the people you met with, and include any follow-up information that you promised to gather. Follow up again in a couple weeks to see if there has been any progress on the issue, including any commitments made by both you and your audience in your meeting. Continue to follow up with your audience at regular intervals for progress reports. Be persistent, but respectful.

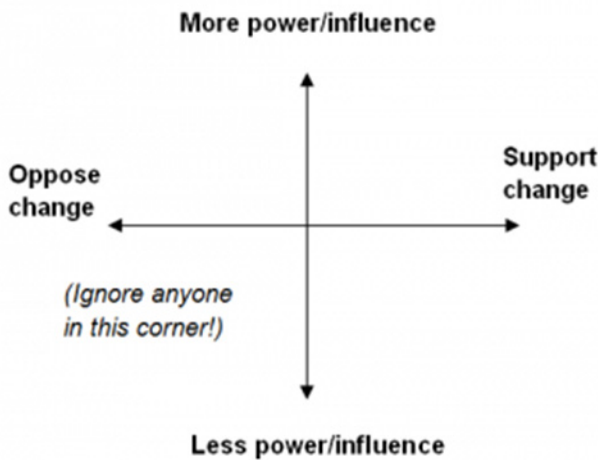


### **When to Approach the Media**

The press can help shape public opinion and can be one of the most influential advocacy tools. This is especially an option to consider if your requests for meetings have been denied, your requests fall on deaf ears, or when there is no other option to have your issue addressed. See **Tools E,F,G,H, and J** for how to engage the media.

# Tools for Leadership and Advocacy

## Tool A: Power Mapping



A power map is a tool that can help you figure out who (which person or institution) holds power and what could motivate them to do what you want. Power maps are most frequently used for strategic campaign planning to figure out who is your target audience. Power mapping can help you figure out how to get a politician to vote yes on your issue, coax an undecided organization to take a public stand or help you persuade an employer to agree to your request.



To make a power map:

- Make a list of possible target audiences and people or groups who have influence. Think broadly. List the people that have the power to make the change you want to see and anyone/groups that influence them. (In some cases there may be one obvious target audience but in others it may take some time to identify your target audience.)
- Place the people on the map. As you do this, discuss how you think they hold power and influence and the relationships between different people on the map.
- If you think there are gaps in your map, do some research into how relevant institutions and departments work and what positions people hold in them.
- Using your power map, identify your primary target audience(s) and the key influencers.

Adapted from: <http://rabble.ca/toolkit/guide/powermapping>

## Tool B: Sample Phone Call Guide

Use the following as a guide to help you organize your thoughts before placing a call to your advocacy audience. You should be sure to customize your plan to reflect your own issues and experiences.

### Introduce Yourself:

Hello, my name is (your name) and I am calling regarding (issue).

### Why Are You Calling?

I'd like to discuss scheduling a meeting with (name). I am personally affected by (issue) and I would like to discuss this issue with him/her.

### Ask For a Response

Is there a time that (name) is available to meet in the next (timeframe)?

*OR, if leaving a message:*

Please let me know when (name) is available in the next (timeframe). You can contact me by (phone or email).

### Say Thank You

Thank you for your time and consideration. I look forward to the meeting on (date/time) (or) speaking to (name) on (date/time).

*If leaving a message:*

I look forward to hearing back from you.

Adapted from: [www.arthritis.ca/document.doc?id=29](http://www.arthritis.ca/document.doc?id=29)



### Tool C: Written Letter Format

Use this template to prepare to write a letter to your audience.

Your address	1234 Mill Road Countryville, PEI A1B 2C3
Date	January 1, 2015
Audience's Address <i>When writing to your MP or provincial representative, use their constituency office address whenever possible.</i>	The Honourable (Full Name), MP <b>Constituency Office</b> 1234 Route 56, Unit 1 Countryville, PEI A1A 2B2
Salutation <i>Make sure you use the correct form of address and salutation. See Forms of Address Tool (pg 19)</i>	Dear Minister, / Dear Mr./Ms. (Name)
State your main issue	I/we am/are writing to you regarding the issue of <i>(issue)</i> in PEI.
Your personal story	I/we have been personally affected by this issue. <i>(Include a brief summary of your personal experience with the main issue.)</i>
Facts supporting your concern.	<i>(Be sure to only include the facts that directly support your concern. Don't overwhelm your reader with too many facts and figures!)</i>
Specify how your audience can make a difference	I/we ask that you take the following actions: <i>(List your action points.)</i>
Final remarks	We hope that...
Sign off	Sincerely  <i>(Your name, written by hand)</i> <i>(Your name typed)</i>
Contact information	<i>(Phone number and/or email)</i>

## **FORMS OF ADDRESS**

If your audience holds a public position such as an elected official of Canada, the province, or a city or town, there are specific forms of address that you should use in a letter. It is also important to identify the gender of your elected official so that you can use the appropriate salutation: Mr. for men, and Ms. for women.

### **FEDERAL OFFICIALS**

#### **Prime Minister**

Address: The Right Honourable John Doe, PC, MP  
Prime Minister of Canada  
Salutation: Dear Prime Minister  
Conversation: Sir OR Prime Minister

#### **Federal Minister**

Address: The Honourable Jane Doe, PC, MP, Minister of \_\_\_\_\_  
Salutation: Dear Mr./Ms. Doe OR Dear Minister  
Conversation: Ms./Mr. Doe OR Ms./Mr. Minister

#### **Members of Parliament (Federal elected officials who are not cabinet ministers)**

Address: The Honourable John Doe, MP  
Salutation: Dear Mr./Ms. Doe  
Conversation: Mr./Ms. Doe

### **PROVINCIAL OFFICIALS**

#### **Provincial Premier**

Address: The Honourable John Doe, Premier of Prince Edward Island  
Salutation: Dear Premier OR Dear Premier Doe  
Conversation: Mr./Ms. Premier OR Mr./Ms. Doe

#### **Provincial Minister**

Address: The Honourable Jane Doe, Minister of \_\_\_\_\_  
Salutation: Dear Minister or Dear Ms./Mr. Doe  
Conversation: Minister OR Ms./Ms. Doe

#### **Members of Provincial Legislatures (Federal elected officials who are not cabinet ministers)**

Address: Ms. Jane Doe, MLA\*  
Salutation: Dear Ms./Mr. Doe  
Conversation: Ms./Mr. Doe

\*In NB, NS, PEI, MB, SK, AB, BC, NUN, NWT and YK, use "MLA"

\*In ON, use "MPP"

\*In QC, use "MNA"

\*In NL, use "MHA"

### **LOCALLY ELECTED OFFICIALS (Cities or Towns)**

#### **Mayor**

Address: Her/His Worship Mayor Jane Doe OR Mayor Jane Doe  
Salutation: Dear Mayor Doe  
Conversation: Mayor Doe OR Ms./Mr. Doe

**Mayor and Council (the entire city/town council)**

Address: His/Her Worship Mayor John Doe and Council OR Mayor Doe and Council

Salutation: Dear Mayor Doe and Council

**Regional District Chair**

Address: Chair John Doe

Salutation: Dear Chair Doe

Conversation: Mr./Ms. Doe

**Municipal Elected Officials**

Address: Councillor John Doe

Salutation: Dear Councillor Doe OR Dear Mr./Ms. Doe

Conversation: Mr./Ms. Doe

Adapted from: [www.arthritis.ca/document.doc?id=27](http://www.arthritis.ca/document.doc?id=27)



**Tool D: Meeting Face-to-Face**

Face-to-face meetings ensure that you receive the full attention of your audience, and you have the opportunity to tell your story fully and for maximum effect. A face-to-face meeting also allows you to engage in a conversation with your audience.

You should always have another person with you to your meeting for support. A support person can help you to remain calm and relaxed in an unfamiliar or intimidating environment. Having a support person can also help you organize your thoughts prior to the meeting and assist you in any follow-up work that needs to be done to achieve your goal.



*Preparing for your meeting:*

Know how long the meeting is scheduled for and make an agenda with an established goal and that is appropriate to the length of the meeting. You can use the Step-by-step tool.

- Review any information about your audience;
- Review your issue, goal and personal story;
- Plan on taking someone with you and make sure you decide when each person will speak, leaving time for your audience to speak;
- Try writing out the version of your personal story that you want to deliver, and practice telling it with a supportive friend.

*Before your meeting:*

- Send along any material you want your audience to read, e.g. a fact sheet or related information. Also, bring this information in printed form to the meeting;
- Tell them whom you will be bringing to the meeting, and ask for information about who will be attending with your audience;
- If possible, gather information about other meeting participants (other than your audience);
- Contact the person you are meeting with 1-2 days before your scheduled meeting to confirm.

*At the meeting:*

You can use the Step-by-step guide tool to conducting your meeting.

- Arrive at the meeting 10 minutes early;
- Stick to your agenda and remember your goal;
- Be passionate and respectful, not argumentative or confrontational;
- Pay attention to body language - yours and theirs;
- Provide specific examples with specific solutions, if applicable;
- Take notes; this can be done by the person accompanying you;
- Leave them with any appropriate information documents;
- Thank them for their time and indicate when you plan to follow up.

*After your meeting:*

- Send a thank you letter to the people you met with, and include any follow-up information that you promised to gather;
- Follow up again in a couple of weeks to see if there has been any progress on the issue, including any commitments made by both you and your audience in your meeting;
- Continue to follow up at regular intervals to ask for progress reports;
- Be persistent, but respectful.

Adapted from: [www.arthritis.ca/page.aspx?pid=1023](http://www.arthritis.ca/page.aspx?pid=1023)

## Step-by-step Guide to an in-person meeting

### MEETING YOUR AUDIENCE

Before you meet with your audience, know what you need and know your key messages.

What to do	What to say
<b>Step 1: Introductions</b>	Introduce yourself and the other attendees.
<b>Step 2: Small talk - building the relationship</b>	Talk about something you might have in common with your audience, but watch your time.  -Did you read something about him/her in the newspaper?  -Have you worked in the same industry?
<b>Step 3: Talk about your audience's work on your issue and goal in general terms</b>	Acknowledge what your audience has done and say thank you.
<b>Step 4: What does your audience know about your issue?</b>	- Ask your audience what they know about your issue.  - Deliver your key messages.
<b>Step 5: Paint the Picture</b>	Tell your personal story.
<b>Step 7: What do you need?</b>	Your audience needs to know how he/she can help you.  -What can be done to achieve your goal? Remember, this should be a concrete action your audience is in a position to take.
<b>Step 8: Ask for a commitment</b>	Does your audience have any questions about your issue and goal?  -What is your audience prepared to do to help?  -What will your audience do next and when?  -What can you do to help your audience help you?
<b>Step 9: Sum up the meeting</b>	Remind your audience about what he/she said she would do to help and when:  -Acknowledge what you have committed to do.  -Thank him/her for his/her time.  -Book another meeting if it's appropriate.
<b>Follow-up after the meeting</b>	Write a brief note thanking your audience for his/her and including what action both you and your audience have promised to take and when.  -Send your thank you by e-mail or post.  -Follow-up if agreed-to actions are not taken in agreed times.

## Tool E: Tips for Writing a Media Release

The reason for writing a media release is to alert people in the media to your story or issue. Although they may (and often do) just print or repeat what you send them, they also may use it to write their own story. So the important thing is to catch their attention and convince them that this is a story they should cover. You also want them to see that you are a reliable source of information about the topic.

### A. Writing media releases:

- ◆ There should be a news story –media releases that are about *events* work well.
- ◆ Focus – don't try to cover too many issues, concentrate on one thing.
- ◆ Make a headline – it should emphasize your main message, catch people's attention and be fairly short.
- ◆ Make a strong statement (your main message), and put it at the beginning of the media release. The first paragraph should cover some basic questions:
  - ◆ Who? Why? What?
  - ◆ When? Where? How?
- ◆ Use the rest of the media release to show:
  - ◆ why the issue is important, and why people should care about it;
  - ◆ how the issue is affecting people;
  - ◆ what you want to see changed;
  - ◆ what you want people to do.
- ◆ Use quotes from someone who knows about the subject, and/or is affected in some way – show why people should care about this.
- ◆ One page is best – only use two if you really have to!
- ◆ You can include links to websites or documents for more information.
- ◆ Contact information!

### B. Sending media releases:

- ◆ You can send releases to radio, television, newspapers, and other organizations.
- ◆ Before you send it out (you can do this by email), have some people ready to be interviewed about the issue. They could be the people who are quoted in the media release.
- ◆ Remember to include contact information for someone who will be available during the day.



Adapted from: Cooper Institute Leadership Workshop 2014



### **Tool F: Writing Letters to the Editor and Opinion Pieces**

Lots of people read the letters to the editor and op-eds (opposite-to-the-editorial-page). Even if they are short, letters are a good way of reaching the public with your issues or concerns. Opinion pieces can be used to present a view that is different from what has already been presented in the media. They are a good way to encourage people to discuss issues and respond to them.

#### **Tips for letters to the editor:**

- Focus on one issue;
- Keep it short;
- Use words and language that people easily understand;
- Make sure it's clear why you think this is an important issue;
- Sign your name and give a contact telephone number;
- You can send letters by email.

#### **Tips for writing Opinion Pieces:**

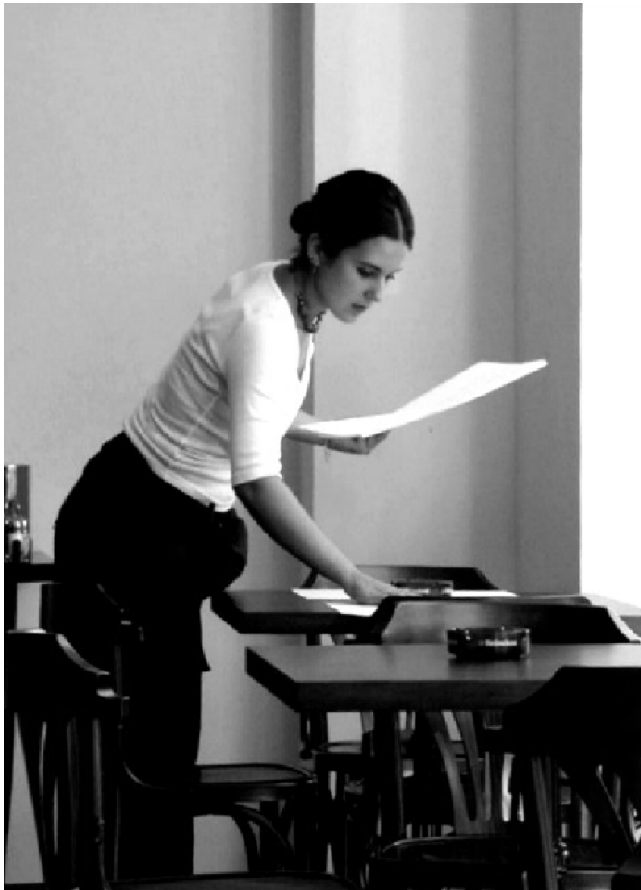
- Have a really strong opening line.
- Make sure you understand why you are writing the op-ed. Are you trying to raise awareness about the issue? Are you asking for something to be changed? Do you want someone to take a certain action?
- It's good if the op-ed can be linked to a story already in the news.
- Be clear about what you feel is important, what you think should be changed, and what you want readers to do.
- Have a really strong opening line.
- Use language that's easy to understand, short sentences and short paragraphs.
- Each paragraph should have one main idea. Each idea should support your main argument.
- Summarize at the end. (Do not use phrases like, "To summarize" or "In conclusion".)
- The last sentence should say what you want people to do, or what you think should be changed.

Adapted from: Cooper Institute Leadership Workshop 2014

## Tool G: Organizing a Media Conference

### *At Least One Week Before*

- Reserve a place that is central and accessible;
- Make sure there is a podium and seating for your speakers, a sound system and seats for the audience;
- Schedule a time: late morning is good (gives reporters time to get their story in that day);
- Get your speakers (3-4 is a good number) and a chairperson – speakers should be people who know something about the issue, and can offer different ideas about it;
- Prepare an announcement (a media advisory) and include the topic and the names of the speakers, explaining the speakers' expertise on the topic;
- Send out the media advisory by email;
- Prepare written material for the conference, to give to reporters – include an agenda, information about the speakers and any other relevant documents;
- Prepare an outline of talking points and share them with the speakers - try to avoid people talking about the same thing;
- Try to get someone who will do interviews in French.



### *At Least One Day Before*

- Contact the speakers to review the order of presentations and talking points;
- Contact members of the media (telephone is best) to remind them of the conference.

### *The Day of the Conference*

- Send out a press release that contains the main message of the press conference.

### *During the Press Conference*

- Have a sign-up sheet to get the names and addresses of reporters.
- Give reporters copies of your media release.
- The chairperson will make opening remarks, and introduce speakers.
- Arrange the necessary one-on-one interviews and follow-up.

Adapted from: Cooper Institute Leadership Workshop 2014

## **Tool H: Media Lists**

It's important to have a good, up-to-date list of media contacts (reporters). You will use it for media releases, announcements about events that you are organizing, letters to the editor or op-eds, and to let people know about media conferences.

Email is important, and the most common way to reach reporters. But telephone numbers are also important, especially if you want to remind reporters to come to a media conference.

The list should include:

- Television stations;
- Radio stations;
- Newspapers.

It's also good to have a list of **organizations** that you want to send information to. Some of those organizations have **newsletters** and **websites**, which are also good ways to get information out to the public.

Adapted from: Cooper Institute Leadership Workshop 2014

## **Tool I: Petitions**

Before you write and distribute a petition, you will need to make a few decisions:

- Why are you making this petition?
- What are you asking?
- Who are you sending the petition to? (Who can make the change or take the action that you are asking for?)
- How will you distribute the petition?

### **Examples of petitions:**

- On-line petitions;
- Petitions that go to the Government of Prince Edward Island;
- Petitions that go to the Government of Canada.

### **Writing the petition:**

Follow the rules or guidelines according to who you are sending the petition to. The rules will be about:

- What kind of information you need to get from people who sign the petition;
- Language;
- Where the people who sign the petition live;
- What you do with petition afterwards;
- Where you send the petition.

Make your demand very clear, and present a VERY short reason for making the demand.



### **Getting signatures:**

- Decide how you will gather signatures;
- Decide on a timeline;
- Follow up with people who are helping you to gather signature.

### **Presenting the petition:**

- If the petition is to be presented to the government, it is best to ask a politician to present it for you. Ask when it will be done and if possible, get some people to be there when it is presented.

Make a news story out of it. Have a media release written in advance and send it out once the petition is presented. Be prepared to do interviews on the day it is presented.

Adapted from: Cooper Institute Leadership Workshop 2014



### **Tool J: Getting Ready for Media Interviews**

- Be prepared – think about your main messages. What do you want to make sure that people hear from you? Write those down on a sheet of paper to help you to make sure you don't leave any of those points out.
- Try to think about why people should care about your issue, and make this is one of your points that you write down.
- Take a few minutes before the interview in a quiet place to go over your main points.
- Read the media release or any other material that the interviewer might have received from your group.
- During the interview, try to speak expressively – remember, it's a conversation you're having.
- And try to keep your answers short, not too long.
- Relax!

Adapted from: Cooper Institute Leadership Workshop 2014



## Different Kinds of Questions & How to Handle Them —————

### **What if they ask you a question you don't know the answer to?**

You can say you don't know the answer to a question – if it's not a live interview. If it is a live interview, you can tell them something you do know about. For example if they ask you for a specific number, you can say, "Here's what I can tell you . . . the number has been growing for a few years."

### **What if they ask you a question that isn't really about your issue?**

You don't have to answer that question – you can go back to what you really want to say. You could say something like, "That's an interesting topic – but again, what we are really concerned about here is . . . ."

### **What if they ask for "your personal opinion"?**

You are a spokesperson for a group of people. Stick to what your group has agreed upon as the important messages. You can say something like, "Our organization feels that the current system is unfair to workers."

### **What if they ask you a question that takes a "yes" or "no" answer?**

Try not to answer with a simple yes or no. If they ask, "Aren't you concerned that Canadian workers will see you as taking away their jobs?" you do not have to say yes or no. You could say, "It's not that simple . . .

### **What if they ask you to guess about what someone else feels?**

For example, if someone asks something like: "We've heard some employers say that not all the changes to the program are a bad thing – why do you think that is?" Again, don't try to guess about what someone else feels – go back to what you know are the facts. You could say something like, "Here's what we are concerned about . . ."

### **What if they just keep asking you the same question, but using different words?**

Try to keep the same tone of voice and just repeat your main messages.

Adapted from: Cooper Institute Leadership Workshop 2014

# Free Services and Resources in PEI

## **Legal Information, Rights, and Employment Complaints:**



### **Community Legal Information Association (CLIA)**

This organization is the place to go if you need information about the law. They like to help and they can refer you to other services. They have information about many subjects: women's rights, employment law, renting, abuse, trespassing, and more. Information is on their website. They do not have a translator, but if you cannot speak English or French they will use internet translation services to communicate. They will help you even if you do not have status in Canada. They are confidential, so no one will know that you contacted them, and you can email them, visit their office in Charlottetown, or call their toll-free phone line.

Phone (Free): 1 (800) 240-9798

Email: [clia@cliapei.ca](mailto:clia@cliapei.ca)

Website: [www.cliapei.ca](http://www.cliapei.ca)

Office: 40 Enman Crescent, Room 111, Charlottetown, PEI



### **PEI Human Rights Commission**

The PEI Human Rights Commission is an organization that accepts complaints about unfair treatment. If you are being treated unfairly, you can issue a complaint to them and start a legal process. Some situations facing migrant workers by employers or local institutions or government could be addressed by filing a complaint with the Human Rights Commission. The "Grounds of Discrimination" that could apply to migrant workers is "National or Ethnic Origin." A complaint can include a variety of issues including intimidation, contract issues, housing conditions, unsafe work environments, and more. It is also important to know that a Canadian citizen or permanent resident can make a complaint for a worker or a group of workers. This could be useful if the TFWs do not have time off work or are fired or sent home before a decision is reached. On their website they have information on your rights in Canada, and how to file a complaint. They also have information booklets on your rights as a worker.

Phone: (902) 368 -4180

Toll Free: 1 (800) 237-5031

Email: [lbuell@peihumanrights.ca](mailto:lbuell@peihumanrights.ca)

Website:

[www.peihumanrights.ca](http://www.peihumanrights.ca)





### **Employment Standards Branch**

This is the provincial department to contact if an employee is not paid what they are owed, are not paid overtime, or if there is any other issue related to pay and hours of work. The department requires that the employee try to solve the problem by talking directly to the employer first about it. If after talking with their employer the employee cannot resolve the problem, they can make

an official complaint to Employment Standards by filling out a complaint form. Forms are available on the department website. There is no way to prevent an employer from firing a worker who files a complaint, but this department has succeeded in achieving a settlement for migrant workers on at least one occasion. Unfortunately, farm workers and domestic care workers are not included in most sections of the Employment Standards Act. To get information about the Employment Standards Act you can call them or visit their web- site. You can contact them to ask questions about PEI's laws concerning work conditions and your pay. You can call their office, or you can arrange for a representative to meet with you at one of the government offices around PEI. Their services are confidential, so no one will know that you talked to them. If your employer is breaking the rules of The Employment Standards Act, you can decide to file a formal complaint. If a hearing is held, they can arrange for a translator to be present.

Phone (Free): 1 (800) 333-4362

Website: [www.gov.pe.ca/labour](http://www.gov.pe.ca/labour) (click on "Employment Standards")

## Organizations With Services Specifically for Migrant Workers in PEI

---



### **PEI Association for Newcomers to Canada (PEI ANC)**

This is an immigrant settlement organization. They have a staff person who works with migrant workers. They can help to answer questions about policy and what your options are for applying for a work permit, visit visa, or restoration of status. If you live far from Charlottetown you can call for help and a worker will come to help you in your area. Everything is confidential. You can also contact them if your work permit is already expired. If your children are

with you in Canada, they can help your children with school registration and other free programs. If you need a translator to see a doctor, they can help with that as well. They have social programs and information about PEI in many languages on their website.

Phone: (902) 628-6009

Settlement: (902) 628-6009 ext. 207

Email: [info@peianc.com](mailto:info@peianc.com)

Website: [www.peianc.com](http://www.peianc.com)

Address: 49 Water Street, Charlottetown, PEI



### **Cooper Institute**

This organization is a small, PEI, non-governmental organization. They work for social justice locally and globally. This includes the rights of Temporary Foreign Workers (TFWs) in PEI, as well as undocumented people and refugees. If you contact Cooper Institute, your

identity will be confidential, so no one will know. You can call if you have a problem, or you have a friend in a bad situation in PEI. One of the staff people can speak Spanish. Cooper Institute helps migrant workers who want to advocate to have their voices heard, and is part of groups across Canada who support migrant workers' rights. They also help Canadians learn more about helping temporary foreign workers who live in their community. Even if you do not have a problem, they would be happy to hear from you. Even if you live far from Charlottetown, someone from Cooper Institute can come to your area to visit you. The office of Cooper Institute is open Monday-Friday, 8am-5pm. If you call on the weekend or in the evening, leave a message and let them know how and when to contact you.

Phone Number: (902) 894-4573

Toll Free: 1 (877) 894-4573

Email: [cooperinstitute@eastlink.ca](mailto:cooperinstitute@eastlink.ca)

Website: [www.cooperinstitute.ca](http://www.cooperinstitute.ca)

Office: 81 Prince Street, Charlottetown, PEI

## Public Services Available to Migrant Workers Across PEI

---



### **Career Development Services**

This organization helps people find jobs. Although the staff do not know about the policies around hiring migrant workers, they still have some free services that could help. They have employment resource centres in different areas of the province. They have computers that you can use to

find jobs and the staff can help you work on your resume and cover letter. They can also help you make these corrections by email. This service is confidential so no one will know you visited them. The staff does not know how to help you get a work permit for a new job.

Bloomfield: Bloomfield Mall • (902) 859-2776 • [oleary@careerservicespe.com](mailto:oleary@careerservicespe.com)

Charlottetown: 160 Belvedere • (902) 626-2014 • [chtown@careerservicespe.com](mailto:chtown@careerservicespe.com)

Montague: 500 Main Street • (902) 838-5453 • [montague@careerservicespe.com](mailto:montague@careerservicespe.com)

Souris: 175 Main Street • (902) 687-1526 • [lynorr@careerservicespe.com](mailto:lynorr@careerservicespe.com)

Summerside: 674 Water St. E. • (902) 436-0706 • [sside@careerservicespe.com](mailto:sside@careerservicespe.com)

Wellington: Place du Village • (902) 854-4156

# Public Libraries

Many towns and villages in PEI have a public library. They are open at different days and times. To find out the phone number, location, and hours of the library in your area, go to their provincial website, or call their main office.

The services of the Provincial Library are free, but you need to be a member. On their website, you can read the membership guide which is translated into several languages including Mandarin and Spanish. As a temporary resident, you can get a library card as long as you have a mailing address in PEI. The staff will ask you to provide “proof of address.” This means they need to see a piece of mail that was sent to you at your address in PEI.



Once you have a library card you can use the internet on their computers and borrow books, CDs, or DVDs. There are some materials available in other languages. If you reserve material, they can bring it to the library you use for you to pick it up. Borrowing materials is free, but make sure to return them on time, or renew them online, or you will pay a fine for each day they are late. Some libraries also have Rosetta Stone, a computer program for learning English, and English-as-an-Additional-Language courses.

If you do not want to become a member of the library, you can still sign up as a guest and use the computer for up to 14 days.

Main Office Phone Number: (902) 961-7320  
Email: [plshq@gov.pe.ca](mailto:plshq@gov.pe.ca)  
Website: [library.pe.ca](http://library.pe.ca)

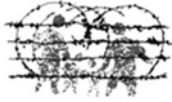
**PEI towns with Public Libraries:**

Abrams Village	Alberton	Borden-Carleton	Breadalbane
Charlottetown	Cornwall	Crapaud	Georgetown
Hunter River	Kensington	Kinkora	Montague
Morell	Mount Stewart	Murray Harbour	Murray River
O'Leary	Souris	St. Peters	Stratford
Summerside	Tignish	Tyne Valley	



# Canada-wide Migrant Worker's Rights Organizations

---



Conseil canadien pour les réfugiés  
Canadian Council for Refugees

The **Canadian Council for Refugees (CCR)** is a national non-profit umbrella organization committed to the rights and protection of refugees and other vulnerable migrants in Canada and around the world and to the settlement of refugees and immigrants in Canada. There are CCR members all over Canada. Migrant worker issues are one of the things they work on. The CCR organizes research and does education through workshops and publishing resources to support advocacy for the protection of migrant workers rights. They have documents on their website that give a lot of information and ideas for the rights of workers, the rules in different provinces, and some ways that Canada's Immigration policies could change to create justice for migrants.

Website: <http://ccrweb.ca/en/migrant-workers>

Email: [mberrymendez@ccrweb.ca](mailto:mberrymendez@ccrweb.ca)



**Migrante Canada** is a Filipino Canadian group that was established as a chapter of Migrante International. They promote migrants' rights and dignity against all forms of discrimination, exploitation and abuse in the work place and in the community and resist anti-migrant policies. Strengthen unity among migrant and immigrant Filipinos and rally their families and advocates towards the upholding of migrants' rights for jobs, fair wages and recognition. They receive complaints, issues of migrant and immigrant Filipinos in Canada. With the help of member organizations in different provinces, they push for immediate action and refer them to appropriate service providers, legal services and government agencies. They bring public attention to the plight of Filipino migrants in Canada and the Philippines with the aim to get a broad public support and pro-migrant public awareness.

Phone (Free): 1-800-559-8092

Email: [migrantecanada@gmail.com](mailto:migrantecanada@gmail.com)

Website: [migrantecanada.wix.com/migrantehome](http://migrantecanada.wix.com/migrantehome)



### **Agricultural Workers Alliance & UFCW**

The Agricultural Workers Alliance is part of the union known as UFCW. This association has support centers for agricultural workers in British Columbia, Manitoba, Ontario, and Quebec.

Website: [www.ufcw.ca/awa](http://www.ufcw.ca/awa)

Toll-Free Number: 1-877-778-7565



**No One is Illegal** is a group of immigrants, refugees and allies who fight for the rights of all migrants to live with dignity and respect. They advocate against racist immigration and border policies. They include, support, and accompany people without status in Canada, and try to prevent deportation. They are currently active in Ontario, British

Columbia, and Quebec. Their website has a guide for migrants about legal rights regarding detention of non-status people in English, French, and Spanish.

Website: [nooneisillegal.org](http://nooneisillegal.org)

Information about legal rights:

[toronto.nooneisillegal.org/knowyourrights](http://toronto.nooneisillegal.org/knowyourrights)

The **Temporary Foreign Worker Hotline** was started in January 2015 to give workers information about their rights at work. This hotline was started by a coalition of Migrant and Unifor, and is completely confidential. This service is not run by the government, and calling this number will not put you at risk. The hotline is designed to be a reliable source of information about legal entitlements such as rates of pay, overtime, and immigration requirements. When you call you might have to leave a message and they will call you back.

Toll-free number: 1-888-366-0194

## Migrant Rights Organization in Other Provinces —



**Migrant Workers Alliance for Change** is an Ontario coalition of national migrant worker groups, grassroots organizations, unions, faith groups, activists and researchers that have come together to fight for justice and dignity for migrant workers.

Email: [coordinator@migrantworkersalliance.org](mailto:coordinator@migrantworkersalliance.org)

Website: [www.migrantworkersalliance.org](http://www.migrantworkersalliance.org)



**Justicia for Migrant Workers** has chapters in Ontario and British Columbia. It is composed of migrant workers and allies who fight for the interests of migrant workers in agriculture, including workers in the Seasonal Agricultural Workers Program and the Agricultural Stream of the Temporary Foreign Worker Program.

Ontario Email: [j4mw.on@gmail.com](mailto:j4mw.on@gmail.com)

British Columbia:

[justiciaformigrantworkersbc@gmail.com](mailto:justiciaformigrantworkersbc@gmail.com)



**Immigrant Workers Centre** in Montreal, Quebec defends the rights of immigrants in their places of work and fights for dignity, respect, and justice. They offer education about worker's rights and a safe place for immigrant workers to receive information, resources, and referrals. They seek to

improve living and working conditions for immigrant workers, and to help mobilize around workplaces issues (including workplace accidents, harassment, unpaid wages or overtime, maternity leave, etc).

Email: [iwc\\_cti@yahoo.com](mailto:iwc_cti@yahoo.com)

Telephone: 1 514 342-2111

Website: [iwc-cti.org](http://iwc-cti.org)

**Migrant Worker Solidarity Network** is a Manitoba group that acts in solidarity with migrant workers in Manitoba and around the world. They Primarily focus on farmworkers who come to Manitoba from Mexico through the Seasonal Agricultural Worker Program (SAWP). They lobby decision-makers for improved working and living conditions for migrant workers and educate the broader public on the realities that migrant workers face. They are made up of labour, faith and community activists. Many of us have long-standing connections to Mexico and Latin America.

Email: [info@mwsn.ca](mailto:info@mwsn.ca)

phone: 204-619-3243

Website: <http://www.mwsn.ca>

## Acknowledgments

---

This toolkit was made possible by support from the Interministerial Women's Secretariat, of the Government of Prince Edward Island. Cooper Institute's work of research and community engagement surround the Temporary Foreign Worker Program in PEI would not be possible without the support of the Campbell Webster Foundation. The Community Legal Information Association also made this toolkit possible by offering much-needed formatting support. Thanks is also due to the Arthritis Society who created the Self Advocacy Toolkit and gave permission to adapt it for use by migrant workers in PEI.

