

Planning events for Community Social Services Awareness Month



When it comes to raising awareness about the value of social services in our communities, nothing beats grassroots networking and outreach events. Whether or not your local municipal council has designated a week or a month in March 2008 to support Community Social Services Awareness, the Community Social Services Bargaining Association of Unions (CSSBA) has designated March 2008 for community-based activities.

Here are some examples of activities you may want to undertake in your community:

- Mount a display – using local and provincial campaign materials – in your local library, recreation centre or another community venue
- Host a breakfast or lunch for community leaders active in social service agencies, faith groups, employer organizations, your local labour council, and so on.
- Offer tours of some of the agencies and projects that exist in your community
- Mount a photo exhibit at a local gallery or cafe
- Organize a musical event, poetry reading or street theatre
- Host a potluck or picnic
- Set up an information table in your local mall or at another community event
- Get in touch with your local media through letters, media events or news releases (see campaign material *Working with the media*)
- Show a film or documentary that helps to tell a story related to one or more of the services we provide.

The possibilities are literally endless. What's most important is that you choose activities that are tailored to your community and will provide opportunities to meet and connect with other members of your community.

We also encourage local union members to tell your stories – through the www.communitysocialservicesmatter.ca website. You will see profiles of workers on the site. Personal stories and pictures of you, your community and your work are an important part of the Community Social Services Matter campaign.

All local activities will be supported by provincial campaign material such as posters, postcards and stickers. To get more information, material or other assistance, and to keep your union informed about what is happening in your community, contact your union steward, staff representative or area office.