



# Newsletter

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## **TV ads showcase members' roles on health care team**

**T**he HEU is launching a series of TV ads today that draw attention to the many ways that members contribute to the health care of British Columbians – and the heavy workloads they face on the job.

Featuring the faces of HEU members from a number of union locals, the ad reminds the public about the wage cuts imposed two years ago.

The ad's central message is that BC's rosy fiscal outlook means that it's time for a better deal for health care workers and better health care for British Columbians.

It's all part of the union's efforts to negotiate the best possible collective agreement for HEU members in the current round of contract talks.

The ad airs across the province on most stations. But you can also have a look at the first installment here (you'll need a Quicktime or another video software program loaded on your computer). Please be patient when downloading – it's a big file.

We'll also include the TV ads on our Bargaining Fact File page which you can access at [www.heu.org](http://www.heu.org) – just click on the banner at the top of the page.

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