



Newsletter

HEU launches TV ad

ON MONDAY, the Hospital Employees' Union launched a television advertisement drawing attention to the Gordon Campbell Liberals' cuts to health care services.

The 30-second ad, airing extensively throughout BC, highlights facilities in different parts of the province that have been downgraded, downsized or closed altogether.

The Campbell Liberals spent millions of dollars on feel-good ads, despite their promise not to. And their business allies – like the BC Business Council and the Coalition of BC Businesses – are sparing no expense to run their own pre-election ads.

“We can't outspend the government or their corporate allies,” says HEU secretary-business manager Judy Darcy. “But we'll do what we can to hold this government accountable for the damage it's done.”

The HEU ad features a rolling list of hospitals affected by Campbell's cuts set against the backdrop of a typical BC highway scene with a fading hospital road sign.

Darcy says the union has a responsibility to speak out on issues affecting patients in the communities in which members live and work.

“This government invited British Columbians to hold them to account for their policies,” says Darcy. “We have every intention of doing just that, and will continue to do so from now until the election – and after.”

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