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care + support pay equity

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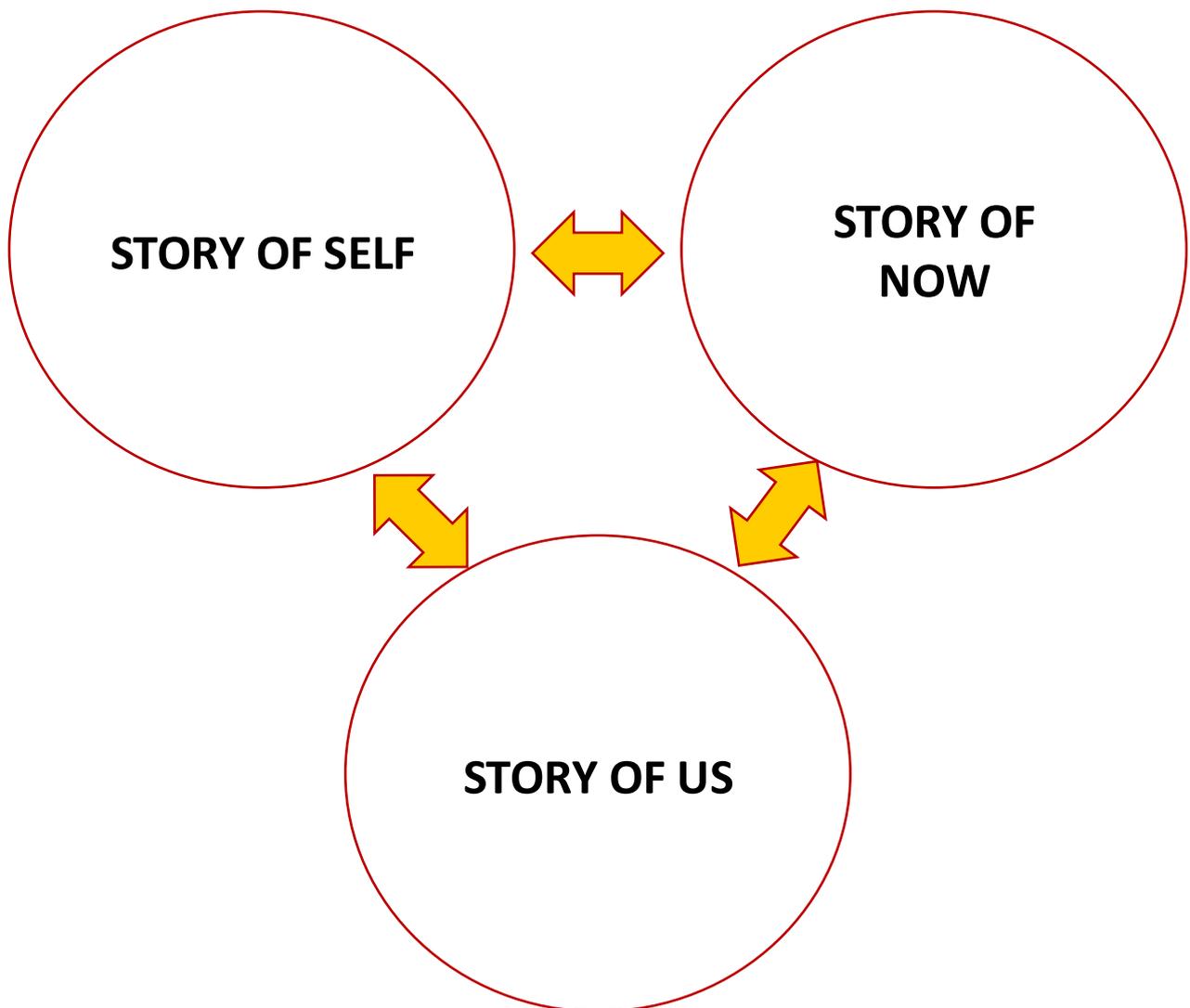


#PayFairforCare

Developing your Public Narrative

Adapted from: “Organising: People, Power, Change (adapted from Marshall Ganz)”, Action Network,

https://actionnetwork.org/user_files/user_files/000/041/455/original/organizing_people_power_changeadaptedfromMarshallGanz.pdf





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Worksheet One: Story of Self

Your Story of Self is a way to communicate who you are, the choices that have shaped your identity, and the values you hold that influenced those choices.

We construct our stories of self around “choice points” - moments when we faced a challenge, made a choice, experienced an outcome or learned a lesson.

In the context of our lobbying for Care & Support Pay Equity, this is the opportunity to tell a decision maker about why you became a Support worker, what it means to you, and your personal values that underpin your choices. Your aim is to be able to tell the story of your values in a way that the MP will identify with.

To start developing your Story of Self, reflect on the following questions:

1. Why did I become a Support worker?
2. Why did I decide to get involved with the PSA and the campaign for Pay Equity?
3. What values motivate me to act?
4. What stories can I tell from my own life that show, rather than tell my values?

You can use this table to support your thinking, if you like

Where you come from	Who you are	How you got involved
Where were you born/where did you grow up?	What are you passionate about? (interests, talents, hobbies)	Are there people or significant experiences that stick out for you that spurred you to become a Support worker?
Are there people that made an impact on your growing up?	Are there significant experiences that have had impacts on your life choices?	Are there people or significant experiences that stick out for you that spurred you to get involved with your union?
Are there significant childhood/coming of age experiences that stick out for you?		

Now you're ready to draft your Story of Self! In telling the story of the above, try to be as detailed as possible. Create a setting for your listener - paint a vivid image of your experience.



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Worksheet Two: Story of Us

The Story of Us is where we start to do the hard yards! It is the opportunity to build a shared community with your decision maker. You need to show them that you have shared experiences, motivations and values - and compel them to act through this emotional connection.

Your Story of Us can change depending on who you are talking to. MPs come from different backgrounds and experiences, and so you might need to alter what you say slightly to connect with each individual. That doesn't mean you should alter your Story of Self - make sure that you are remaining true to your fundamental values. It is easy to spot inauthenticity.

For your Story of Us, think about these things:

1. What values do you share with your target MP. (Do your research!)
2. What experiences or challenges have had the greatest influence for this MP?
3. What change does this MP hope for, and why?

Craft your Story of Us around these things. Tell the story of Pay Equity in a way that will have a unique appeal for your target MP.

Challenge	Choice
What is the challenge faced by Care & workers? (eg. low pay, undervaluation, workload and vacancies).	What does the future look like if my target MP doesn't act to support Pay Equity?
How can I communicate these challenges in a way that my target MP will relate to?	How can I communicate this in a way that will motivate my target MP?

Your goal here is to tell a shared story that evokes shared values, illustrates the challenge both you and your target MP face, and persuade them of the urgency to act.



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Worksheet Three: Story of Now

The Story of Now is about painting the picture of what the future will look like if your target MP does act, and why it is urgent that they act now.

The Story of Now also makes the connection between *why* your target MP should act to *how* they should act. Every Story of Now should end with a 'hard ask'.

1. What is the urgent challenge that you and your MP face?
2. What does the future look like if your target MP takes action?
3. What action are you asking your MP to take, and what impact will this have on the Pay Equity claim? What's the risk, or again, what does the future look like if they fail to act?

Hard Asks

This is an ask that results in a commitment to a specific action. When making a hard ask consider:

- **Asking in plain language.**
- **Ask for something specific, not something that is general or up to interpretation.**
- **Convey urgency.**

A BAD example of an ask	A GOOD example of an ask
Will you commit to supporting our Pay Equity claim?	Will you speak to the Minister of Health to make the case for them supporting a timely settlement of the Care & Support Pay Equity claim?



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Weaving It Together

Time to put it all together! Put together your Story of Self, Story of Us and Story of Now into your full public narrative. Use the table below if you'd like.

Remember - this isn't about sharing your deepest darkest secrets. It's about sharing enough of yourself to build a sense of shared values, identity and experience with your target MP, and then compelling them to act.

Your aim is not to talk for the entire meeting. Try to create a Public Narrative that you can deliver in 5 minutes. Good luck!

SELF	US	NOW
What choices in your life have led you to be a health worker, and to the campaign for Pay Equity?	What do you and your MP have in common? What is the challenge to our shared values that will motivate them to act to support the Pay Equity campaign?	What does the future look like if my MP acts now? Why is it urgent that they act now? What specific action am I asking them to take?