



VALUING  
PROMOTING  
PRESERVING  
PUBLIC SERVICES



## The VPP campaign

### **The VPP campaign: what is it?**

At its 2009 convention, the FSSS-CSN decided to launch a campaign to value, promote and preserve (VPP) public services. The objective was to develop the resources and tools needed to defend and ensure the sustainability of public services, building alliances with our social partners. Faced with repeated attacks on public services, the FSSS-CSN has developed a counter-attack that both defends our vision in the public arena and ensures that we are constantly on the alert for plans for privatization in the various institutions.

### **The VPP structure**

Such a vast campaign required time and effort to consolidate a specific structure for it. The VPP campaign is organized on three levels: national, regional and local. At the national level, Guy Laurion, FSSS-CSN vice-president, was put in charge of the VPP campaign. This level is responsible for co-ordinating information and actions and work around the campaign. At the regional level, regional vice-presidents are involved in all the files affecting their region. As well, they play a role in transmitting information materials to the different unions. Finally, at the local level, each union chooses a person to be in charge of the VPP campaign. The union is then ready to be on the alert for privatization projects that may emerge in the individual institution.

It goes without saying that each of the three levels has specific roles and responsibilities for the success of such a campaign. This is why it is crucial for information to flow back and forth between the levels as smoothly as possible. For the VPP campaign to be truly effective, we have to participate in public debate to defend public services and at the same time counter attempts at privatization in workplaces.

### **VPP training**

To ensure the effectiveness of the VPP structure, the FSSS-CSN offers a continuing training process to help exchange the necessary information. The first VPP campaign training session was organized in collaboration with MCE Conseils and given in all regions. It was aimed at familiarizing people with the health-care system, understanding the issues at stake and their impact on public services, understanding the importance of the unions tackling these issues proactively and equipping them to gather and analyse the relevant information, develop a strategy and prepare an action plan. A total of almost 300 members from 116 unions, plus the majority of union staff representatives, received the training. The second VPP session is now being prepared and will be given in the fall.

### **The VPP communications plan**

The Federation has prepared a VPP communications plan to both co-ordinate our public work and provide unions with communications materials. By defining key messages for the campaign, the communications plan is intended to help ensure that everyone speaking out on behalf of the Federation delivers a united message in favour of our public services.

### **It's an issue for both unions and citizens**

The VPP campaign is central to the renewal of our unions. While continuing to be concerned with improving our members' living and working conditions, in this campaign we pursue objectives that concern all citizens. Our struggle is rooted in a vision of the common good which calls on the public to rally to the defence of public services. This is why we are putting so much time and effort into this campaign. The VPP campaign is a determined stand in favour of the common good, and the union and citizen demands that we are defending with it can only broaden the impact of our work.