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To help answer your key questions, we've worked with RCN representatives, members

UgU h'ccc`ci f'Y dY|YbWgUbXY dYhgY"H

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FA

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Y A

U gi f'Ygc

Y

Ub

YU 'd

FA

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A

UY Ybg ghU

A

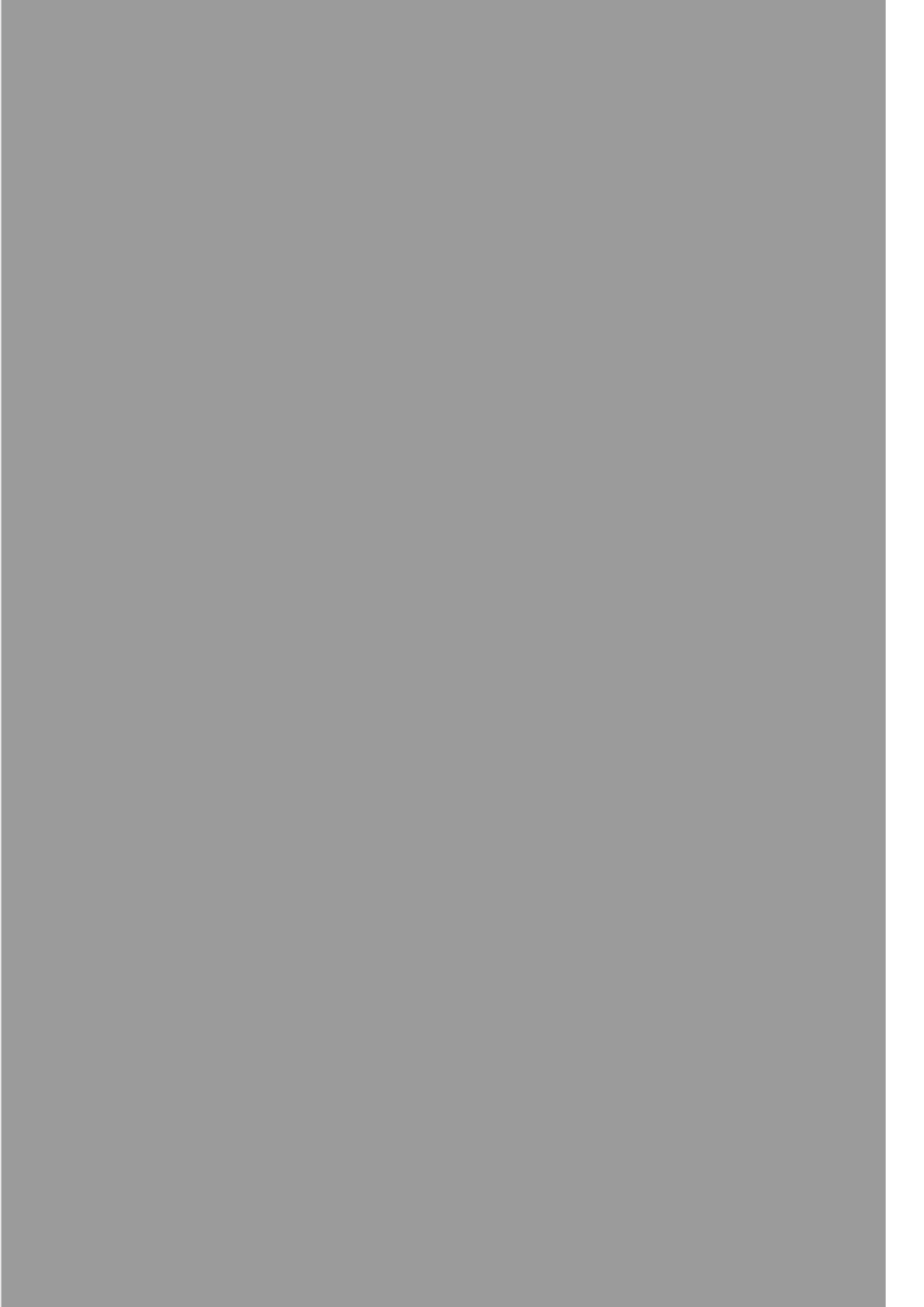
=Znoi ÐYYj Yf Vci [ \hi: UjfhUXYW YZHU Yb dUfh]b gca Yh ]b[ "L Yh Y]WVi WYh WU`Yb[ Ycf`gl[ bYXUdYh]hcbžnoi ÐYUWa dU[ bYf"7Ua dU[ b]b[ ]gUvci hÜbX]b[ . your voice, raising awareness and trying to achieve change that makes things better, hUW]b[ ]ggj Yg`h UhfYU`na UHf`hc`a Ya VYfgžk \ Yfj Yf`h YmLFY'

=ÐUgc Uj ]HU`Z bW]cb`cZfUXYi b]cbg"5g`Ub`cf[ Ub]gU]hcbžk cf\_]b[ `k ]h`ci f` a Ya VYfgžh YF7B \Ug`VYb`Wa dU[ b]b[ `Zcf`a cfYh Ub UVMbi fmK ÐYVYb` protecting and securing better and safer working environments, improving terms UbXWbX]hcbžUW]y ]b[ `VMHf`dUhlbX`Ybg f]b[ `UWgg`hc`"YUfb]b[ "5g`h Yj c]WcZ bi fg]b[ žk Y`Uj YUgc`Wa dU[ bYXZcf`ja dfcj YXgYfj ]Wdfcj ]gcb`Zcf`U"

9j YfnF7B`a Ya VYf`Ug`h Ydch]b]U`hc`VYWa YUb UMj YWa dU[ bYf"=Zgca Yh ]b[ . ]g]a dcfhUbh`hc`noi ž]bj Uf]UV`nnoi ÐYUVY`hc`gdYU` `WbÜXYbh]mUvci h]h`A UbncZnoi . \Uj Yh Ua d`Ygk` \YfYnoi ÐYgdc`\_Yb`ci hi! ]bW`X]b[ `h`fYUg`hc`gYfj ]Wg`U` YM]b[ `noi f` `cj YXcbYg`cf`noi f`Wa a i b]h]Yg'

Members are experts in their own experience, so are perfectly equipped to give voice hc`]ggj Yg`U` YM]b[ `h`Ya` `UbX`h`YdYcd`Yh`YmMfYZcf"5g`Ub`F7B` fYdfYgYb]h]j Yžnoi f` role is to discover what really concerns members, signposting them to evidence or bU]cbU`Wa dU[ bg`hc` \Yd`h`Ya` `a`U`Yh`YVYgh`WgY"5h]ja Ygžnoi Ð`VYU`X`c`W]b[ . cb`h`Yf`VY`UZM`ha`cfY]a`dcfhUbh]žnoi Ð`VY`Yd]b[ `h`Ya` `hc`ÜbX`h`Yf`ck`b]c]W!` `UbXVY` \YUFX"





**For any campaign to gain traction, it must be widely supported and understood,**

CbWnci \Uj Y|Xybh|UXh.cgy]ggj Yg'h Uia Uhm'a cghc'a Ya Vfgžnci bYXlc'kcf\_ k]h'hYa'lc|Xybh|Zrk\|W'Wi'Xdch|bh|U'n|VWa YUWa dU|b"Hc'UW|Yj Yg'Wggž Wa dU|bg'g'ci'XVYVi]'hi dcb'WUfžk|bbUVY|cUg"=Xybh|Zrk\Uig'Wgg'cc\_g' \YUbXVYUVYhc'a\_UYUW\YfYb|WgYzcf'nci'f'dfcdcgUg'"

5g'Ub F 7B fYdfYgYb|Hj Yžnci'Wb'd'Un|Lb|ja dcf|Hbhfc'Y|b|U'h Yf|b|'Yj|XyW'lc'g' ddcfhia Ya Vfg'EWa dU|b|b|'UMj|HjYg': cf|bg'Ubwžnci'a Un'Uj YUWgg'lc' pertinent data from workplace meetings you attend, including papers shared at dUfhYfg\|d'Zcfi'a g'f'f'h'Yf'Yei lj UYb|LbXj U|ci'g'k'cf\_d'UW'Wa a |HjYg'"

If you're a safety representative, you can formally request data to inform a particular Wa dU|b'|ggj Y'Ch'Yf'gci'fWg'Ufydi V|W'h|Uj U'UVYž|bW X|b|'nci'f'Ya d'cnYf'g' Ubbi U'g'U'g'fj YmfYg'lg"5''h|g'\_bck'X|Y\Ydga Ya Vfg'ZY'Wb|UXb|b|'Zcfa i'U|b|'h'Yf'\_Yn|Wa dU|b'a Ygg'U'Yg'"

5bW'W'c'U'Yj|XyW|g'Ugc'j Ui UVY'='Znci'f'a Ya Vfg'Ufyg'U|b|'gca Yh|b|'lg' Vch'Yf|b|'h'Ya ž|Yh'h'Ya'lc'f'W'f'X'k\U|g'\UddYb|b|'UbXVi]'X'h'Yf'ck'b'Yj|XyW'W' Remember the RCN's Ask, Listen, Act fYgci'fW'H'lg'|Xybh|Uyg'W'i'WU'ei Yg|cbg'UbX'gci'fW'g'Z|b'Zcfa U|cb'h'U'h'Wi'X\Yd'lc'Vi]'X'h'Ya Ya Vfg'EWgY'"

7Ua dU|bg'Wb'cb'mYg'Wggž'Z'h'Yn|DYUMj Ym'g' ddcfh'XVna Ya Vfg": fca' h'Yci'lg'Yž|bj'c'j Ya Ya Vfg|b'Xy'Ycd|b|'h'YW'g'Yzcf'WUb|Y'5g'Wa dU|b'Ua'g' Ya Yf|Yž\_Yd'Ugg'Ygg|b|'h'Y|H|bh'lc'k\|W'a Ya Vfg'UfydfYd'UfYX'lc'UM'7\YW' their level of commitment and energy for the work ahead and any special talents or U|HjYg'h'Yn|Wb'Vf|b|'"

K\YfYub|ggj Y\Ug'Ub|ja dUM|VYncbXbi fg|b|'g'U žnci'a Un|Ugc'VYUVYhc'\UfbYgg' h'Yg' ddcfh'c'Zch'Yf'dUfh'g'c'Z'h'Yk'cf'\_Zcf'WUbX'ch'Yf'i'b|cbg'F'Ya Ya Vfg'Z'h'Y' Vfc'UXf'nci'f'Ug'Yž'h'Ya cf'Yk|bbUVY'h'Y'Wa dU|b"H'Ch'Yf'Ugd'W'g'c'Znci'f'fc'Ya Un|b'W'XY'Yb'Wi'fU|b|'g'U'lc'f'W'U|b|g'Y'Udfc'V'Ya ž|b'U'i'Yb|Wb|'nci'f'dYf'g'UbX'fU|g|b|' Uk'Uf'Yb'Ygg'c'W'n'h'fci'|h'f'UX'Y'i'b|cb'UbX'V'Ub'W'b'Yk'cf\_g'"

=b'dfUM|Wž'h'Y]ggj YfU|g'XV'm'nci'f'a Ya Vfg'Wi'XVYU'Ym|b|'a'Ub'nc'h'Yf'|fci'dg'" 5g'Ub F 7B fYdfYgYb|Hj Yžnci'WY'h'Yd'Yf'g'cb'k\c'Wb'Z'g'Yf'h'cgY'|b\_g'8'Yj'Ycd' Wbb'Wm|cbg'k|h'h'nci'f'V'Ub'Wž'f'Ydf'Yg'Yb|Hj Yb'Yk'cf'\_Ub'XF'7B'c'W'='Xybh|Zri' cddcfhi'b|HjYg'lc'Vi]'X'Uk|Xy'f'Wa dU|bž'cf'Yj'Yb'|b\_'|b'lc'Ub'Y|g|b|'cb'Y'"

For some ideas on how to build the case for your campaign, see [this](#) of this fYgci'fW'dUW'. This is available at [fW'cf\["i\\_#Ydg'Wa dU|b|b|\]](#)



FYa Ya VVf h YGA 5FHZfa i `U! GdWjUWA YUj fYUVZ  
5W]y UVYZF YU]g]WbXH]a Ynh

CbWnci `a cj Y]bhc h YgfUM[ md\ UjZVM ]b Vnh ]b\_]b[ `Uci hnci f`Wa dU] bD  
\_YnHF[ YhU X]YbWg"

Campaign activities can be shared across a team of active members, RCN  
fYdfYgYbHj YgUbXF 7B gU "K \Yb nci BYh ]b\_]b[ `Uci hk \c bYXg`c VY  
]bU YbWX`cW`n Wbg]Xf`gcf]Ygh UhWi `X\Yd`c`g`fYb[ h Yb nci f`WgY"  
Sometimes key decision makers can be very far removed from the real life of those  
kcf\_]b[ `cb`h`YZcbh`]bY`Gcf]YgZca `a Ya VVf`Uci h h Yf`Y dYf]YbWg`Wb`Yd`  
lc`Vf]b[ `nci f`nci f`WgY`c`Z`

Working behind the scenes, you may be able to smooth the way for members to  
UWgg\_ YncW`XW]gcb`a U`Yfz`Yd]b[ h Ya `c`dfYdUFYh Yf`]bU YbVb[ `gfUM`m`

For more detail on how to identify key targets, see [`cZh \]gfYgci fWdUW.`](#)

This is available at [fW`cf\[ `i`\\_#YdgWa dU\] \]b\]b\]](#)

CbWnci BYZfa i `UHXnci f`Wa dU] bD]a gUbXcV`Wmj YgZ]Xyb]Znh`cgY  
UWj ]h]Yg`c`Yd`nci`UW]y`YWUb[`Y`Mi`a`Un]bXh`Yg`V]U`WUb[`Ya`cXY`]b`  
**Figure 2** `cddcg]h`YdZ` ``h`cc`g`UhZi`f`gdW]UW]YUg`k`YFYWa`dU]`b]b[`  
UWj ]h]a`Un]U`Yd`UW`H`]b\_`Uci`hk`U`hnci`f`Wb]f]V`hcbZ]g`Ub`F`7B`  
fYdfYgYbHj`Yza`]]`hVY]b`YUW`ei`UX`Ub`h`

Depending on your issue, you may need to consider how you support members to  
campaign in the 'service provision' quadrant (or your workplace); or how you take  
an issue to the local community (top left); the wider public sphere (top right); or  
Yj Yb`c`dU`]Ua`Ybhc`f[`cj`Yba`Ybh]`hgYZfVchca`f]]`h`

5g`Ub`F`7B`fYdfYgYbHj`Yzh`YUW]cbgnci`hU`Yk`]`j`Un]X]dYbX]b[`cb`k`\`FYh`Y`  
Wa`dU]`b]`gZ`W`gYX`UbXk`\]W`XW]gcb`a`U`Yf`g`U`FYVY]b[`hF[`YhX`":`cf`Y`Ua`d`Y`  
you may be campaigning for a local workplace policy to be changed; working  
with members on a stand at a community event to raise awareness of a broader  
campaign; or travelling with members who are speaking to elected government  
fYdfYgYbHj`YgZ]g`dUfhcZUbU]cbk]XYWa`dU]`b`W`]b[`Zf`bYk`"Y]`gU]cb`"

For ideas on what campaigning activity in each of the four quadrants looks like, see  
[`cZh \]gfYgci fWdUW.`](#) [fgYUWcj`Y`](#)

f < Uj Yz8`"Ca`Uf;`cUg`"5j`U]WYUhd`c`Wga`Uf`W`i`\_#ga`Uf]`cUg`d`d`  
5W`gYX` `Bcj`Ya`Vf`



