



**GMB/CAN**

**COMMUNICATION**

**ACTION**

**NETWORKS**

**NHS PAY  
JUSTICE**



## WHAT?

A GMB CAN is a Communication Action Network that helps you to:

- **Communicate quickly.**
- **Build the Union.**
- **Increase engagement.**

For a GMB CAN to work it ideally requires face to face, or member to member communication. Basically, it is one member asking another member to do something.

Nothing is better than face to face communications. There are no shortcuts to organising. Whats app, text, email and social media are all useful to communicate messages but should never replace face to face conversations.

Where that is impractical because of working conditions the next best thing must be used (ideally using technology that allows the members to see each other). The bottom two rows of communications methods below should not be used by the GMB CAN at the expense of, or instead of the top three options:

1. **Face to face.**
2. **Face to face – via a screen.**
3. **Voice / phone call.**
4. **Personal message / text / Whats App / email / other P2P messenger.**
5. **Everything else.**



## WHO? You!

Anyone can choose to take responsibility for organising a **GMB CAN** in your workplace. Working with other activists in your workplace will ensure that the workload is spread and that more of the workforce will be covered.

- **Coordinator** – Rep or activist. Should be someone who has time to coordinate the CAN and won't be tied up in other union business such as negotiations.
- **Canvasser** – Activist. Each one commits to contacting 5-10 people each. Face to face if possible. Ideally one Canvasser will be appointed on each shift, department, etc. How many staff there are will determine how many Canvassers are needed. Ideally Canvassers should be workers in those departments and on those shifts rather than a floating rep.



## WHY?

Communication is key if we are going to win Pay Justice in the NHS for all workers.

This campaign will be won in your workplaces.

***Every conversation matters.***

***Every action you take now, is crucial.***

More importantly, this is a **member led campaign**. You are all the GMB.

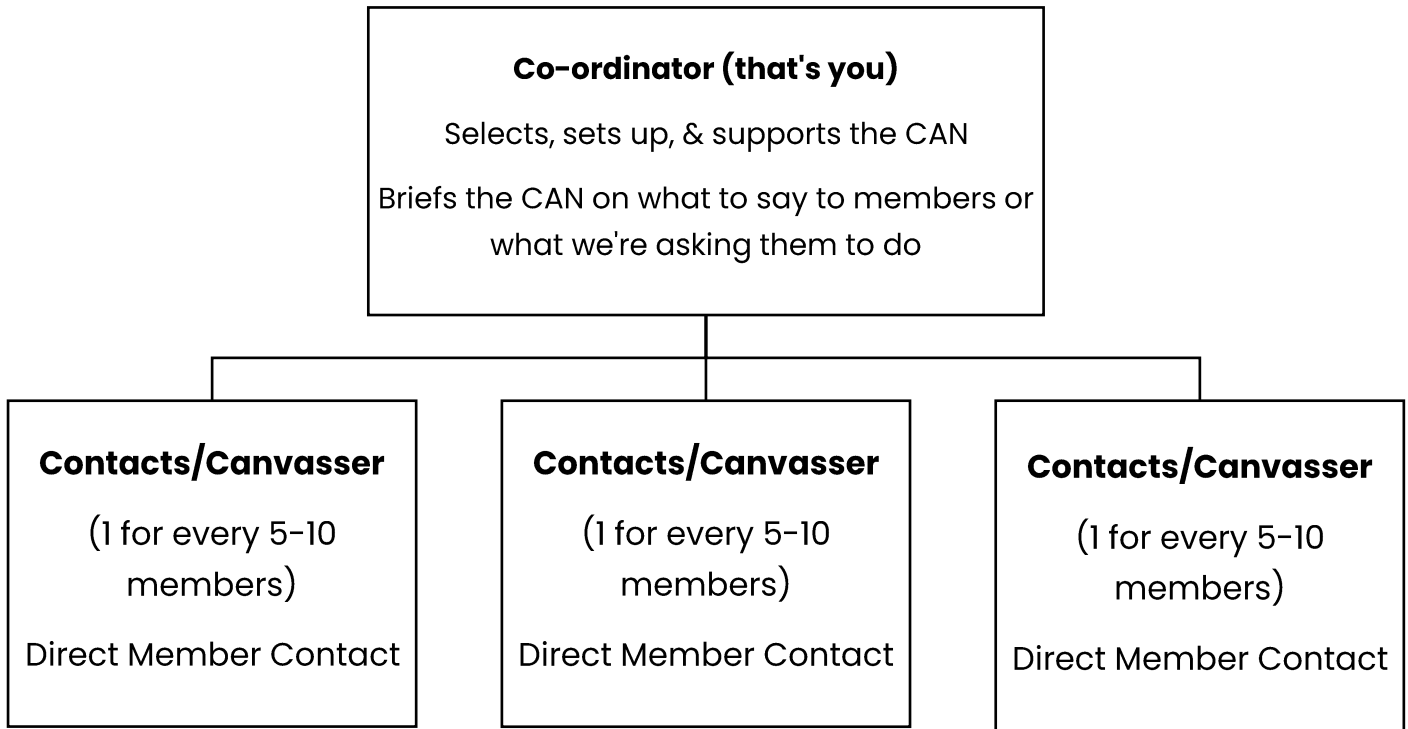
If the same few reps or activists do not build a CAN and delegate, you will burn out and members won't take responsibility for their part in winning this campaign.

GMB CANs help to break down divisions between reps and members with a collective responsibility for winning. All members have a part to play in this campaign – no matter how big or small.

**NHS PAY  
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## HOW?



Don't forget to include all Wards, Departments, Sections, Worksites and Workplaces that your CAN needs to cover.

Are there any existing CANs in the workplace that you can use?

### Recruiting your contacts checklist:

Have you covered all departments?	
Have you covered all shifts?	
Have you covered part-time/full time?	
Are your contacts credible and good communicators?	
Do you have enough contacts? (1 for every 5-10 members)	



## WHEN? Now!

There's no time to wait. We need to be both ballot and action ready if we are to win the campaign for pay justice.

### **Remember – there are no shortcuts to organising!**

*Newsletters and posters on noticeboards have a purpose as tools for organising, but they are not a replacement for organising.*

Real solidarity is ideally built by looking members in the eye and telling them that you and GMB care about them and the issues that matter to them.

### **If parts of your CAN do not work, don't worry or get disheartened.**

*Every time you use the CAN you are testing it out to identify the weak points so that it will improve each time you use it.*

There is still time to set up a CAN and have a few trial runs before we move to ballot on any pay offer.