2015-2016 Action Plan
Religious Social Action Coalition

Need/Opportunity
The Religious Social Action Coalition has created a presence in the province, primarily in the Greater St. John's/Avalon Region. Its members seek the implementation of a living wage and the application of a fairness prism to the development of public policy with a goal to eliminate poverty. They do this by advocating to government and other relevant stakeholders. The 2015-2016 fiscal year offers several opportunities to influence government members as a result of upcoming federal and provincial elections in Fall 2015.

Audiences
The primary audience is government members of all parties. Secondary audiences include municipalities, businesses both small and large, unions, and advocacy organizations sharing similar goals re: elimination of poverty.

Goals/Objectives
There are three main goals:
- Government adopts a fairness prism to evaluate legislation, policy and programs
- Government implements Living Wage Strategy
- Government establishes a higher minimum wage

There are three key activities employed by the members of the RSAC to achieve their goals. These are knowledge generation and sharing, public advocacy, and community engagement.

Key messages
Key messages are principles that are embedded in all communications produced and shared by the RSAC. They guide public discussion and help the RSAC engage stakeholders with diverse experiences and mandates.

1. Poverty is a failure of community to achieve justice. If one person is poor, we are all poor. The RSAC advocates on behalf of all communities to eliminate poverty through the support and adoption of a living wage and a fairness prism.

2. We have sufficient resources for all in our communities but we are not sharing them. Our goal is equity not equality. The fairness prism is a tool for justice in policy development and implementation.

3. A living wage allows people to live without stigma, to live with dignity. The minimum wage does not adequately support people and families. People who work fulltime should not be living below the poverty line. A living wage is reasonable and achievable; it contributes to the economic and social strengths of our communities by improving productivity, ensuring healthy workers, and creating a culture of dignity, diversity and prosperity.

Action plan
The table which follows on page two outlines activities encompassing the strategies of knowledge creation, advocacy and community engagement.

GOAL/OBJECTIVE	AUDIENCE	OPPORTUNITIES	TACTICS	BUDGET/ MATERIALS	RESULT(S)	WHO/DATE DUE
1. Establish a tri-party committee to study concept of Fairness Prism and identify ways to implement it	• Three provincial political parties during election • Sitting government MHAs post election	• Upcoming election in fall 2015	• Research CCPR (Effects of Poverty and What governments can do) • Consult NL options for a strong economy (Dianne Gibson) • Review our own work • Contact all sitting MHAs to ensure they are aware of the concept • Identify one MHA to raise this in the HA (Ex. Cathy Bennett LIB, Gerry Rogers NDP) • Organize an all party public meeting to discuss the concept and the goals of the RC	•	• Tri party committee • Fairness caucus • Public meeting	LEAD: A) B) C) TIME: April to October 2015

2. Establish living wage rate and pilot in two municipalities	• Provincial MHAs
	• S/M/L businesses
	• Municipalities
	• Public
		• Upcoming election in fall 2015
		• Budget consultations January 2016
			• Create subcommittee with three directors to manage the following:
			  • Collect NL statistics
			  • Review Living Wage Canada website
			  • Connect with
			  • Website information
			  • Meet with Director NL Statistics Agency
			  • Contact groups w/ similar mandates
			  • Contact media to share information through call-in show or through letters or commentary
				• Use NLSA data
				• Connect with MUN re: researchers
					• Pilot model in two NL communities
					• Collect and track data on changes in communities
					• Calculate a living wage for NL
						LEAD: A) B) C)
						
						TIME: April 2015 to March 2016

3. Facilitate commitment to Fairness Prism and Living Wage	• All candidates • All faith community leaders	• Upcoming election Fall 2015	• Create a pledge template for candidates • Create a Fairness Prism and Living Wage charter with all faith leaders • Organize an event to promote the charter and to invite the candidates to sign the pledge • Contact media and invite to launch • Prepare letters/commentaries about the pledge • Create bi-weekly updates for Twitter	• $250 • In house	• All faith leaders and all candidates sign the pledge	LEAD: A) B) C) TIME: JUNE 2015

			and website on pledges made/received			
4. Foster collaboration between RSAC and key stakeholders	• Business community (Employers' Council. CFIB) • Municipalities • Seniors • Antipoverty agencies (SPAN, CSC) • Unions	• Upcoming election • May 1 (Int'l Workers' Day) • Labour Day (September) • Small Business Week October • Seniors' Month (June) • Municipalities convention (fall 2015)	• Draft and send letter to stakeholders describing work and inviting them to share information about living wage, fairness prism, pledge, and upcoming events • Invite to Fairness Prism and Living Wage Charter launch	• Stamps and copying	• Increase awareness • Increase pledges made • Establish connections wit key stakeholders	LEAD: A) B) C) TIME: JUNE to DECEMBER 2015