

Activity Handout
DEVELOPING A STRATEGIC PLAN TO IMPROVE
WORKPLACE HEALTH AND SAFETY

1. Issue Identified – What Do We Want! State clearly what the union is trying to accomplish.

2. What are your short-term and long-term goals for this issue?

SHORT TERM:	LONG TERM:

3. How does our desired goal benefit:

- Members? _____

- Employer? _____

- Union? _____

- Community? _____

4. Who are the major decision makers – those with the power to give us what we want!

DECISION MAKERS	WHO HAS RELATIONSHIPS WITH THEM

5. Who are our allies – either individuals or groups – that support our agenda and are organized to fight with us!

ALLIES/SUPPORTERS	WHO KNOWS THEM/CAN GET THEM ON BOARD

6. What barriers might you face (what could stand in your way) in trying to achieve your short and/or long-term goals?

BARRIERS:	WHAT CAN WE DO TO OVERCOME THEM:

7. What law or policy do we have to help? What law or policy might we want?

HAVE:	WANT:

8. What information/resources do you have or need in order to reach your goal? Where would you get this information?

People and Organizations:	Research:	Other:

9. What strategies/tactics will we use to get our solution? What needs to be done to reach the goal?

List the strategies you will use to start building a campaign around this issue.

List the person(s) who would do each task and the kinds of resources needed to accomplish the task (such as money, time off, and people).

Strategy or Tactic	Who Will Do It	What Resources will you Need

10. How can you communicate with union members about this issue/problem and what are the key things you want your members to know or understand?

11. How will your strategy for dealing with this issue/problem help involve your members? List three ways your strategy will involve your membership.

(1)

(2)

(3)