### **HOW TO RECRUIT**

## **HOMECARE WORKERS**

A GUIDE FOR MEMBERS

#### 1

# **Preparation points**

- 1. Ask how things are going, and make sure you listen recruitment isn't all about talking!
- 2. Most homecare workers are isolated, and may have little idea about what trade unions do. So concentrate on introducing the idea of UNISON, and giving some idea of what we do.
- 3. Have a look at UNISON's Time to Care report and the Ethical Care Charter to get an understanding of the main problems facing homecare workers (for example zero hour contracts, short visits, not being paid for their travel time) and how UNISON is campaigning to improve matters.
- **4. Make sure you have copies of the Pay Up for Travel Time leaflet** which exposes the scandal of homecare workers being paid less than the minimum wage because they are only paid for the time they spend in people's homes not for travel time.
- 5. Most homecare workers, especially those in the private and voluntary sector, are very poorly paid so be prepared to discuss arguments from them that they simply cannot afford to join.
- 6. Check you have some information about the benefits of joining UNISON. Remember that homecare workers are often very pushed for time and may be scared to talk to you especially if they are on zero hours contracts and fear that their hours could be cut.
- 7. Tell them that UNISON has been campaigning to improve how they are treated and to improve care standards. We have succeeded in bringing many long ignored issues to national attention.
- 8. Have a think about some of the ways that UNISON membership has helped you, or the team you work in. Tell people about it.
- 9. Don't worry if you are asked a question and you don't know the answer! Try to find out the answer from someone in the UNISON branch.



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## **Conversation points**

- 1. UNISON is the biggest public services trade union, and the main local government union. Our local UNISON branch is run by trained workplace representatives who are local, know our employer, and work where we work.
- 2. UNISON negotiates across all local authorities on issues like pay and equalities. And our local branch of UNISON negotiates with our local authority on issues including holidays, sick pay, and health and safety.
- **3. UNISON campaigns in favour of public services,** against cuts to services and job losses, and for greater equality at work and in society. UNISON's campaign priorities are set by members.
- **4. UNISON provides a range of other benefits for members,** including access to legal advice, a helpline, and member discounts.
- **5. UNISON knows that many of you are very isolated in your jobs** but we can provide the advice and support you need to help you to do your job safely. We also help to negotiate better training from your employer.
- 6. UNISON is campaigning to improve the homecare system, and working conditions for workers, with our Ethical Care Charter. We are campaigning for better training, a living wage and occupational sick pay.
- 7. We also want to see improved standards of care for service users. We want councils to agree to longer visits, continuity of care and an end to schedules which force homecare workers to leave their visits early.
- 8. UNISON is particularly focused on the non payment of travel time. It isn't right that many homecare workers are paid less than the minimum wage because they are not paid for the time spent travelling between visits. We are campaigning to end this, and we help workers get back all the money owed to them.
- 9. UNISON has led the campaign exposing the use of zero hours contracts, especially in homecare. They are bad for the worker and bad for the people receiving care, and UNISON is leading the fight to end their use in care settings.

