

BC Living Wage Project

Sponsored by First Call and CCPA

2010



Work should lift you out of poverty, not keep you there.

Paying the living Wage a key ingredient in ensuring we have healthy communities

- **Low Income influences Life expectancy**-Men in the lowest income quintile live 5.6 fewer years than men in the highest quintile, women the difference is 6.8 years.
- **Income can seriously influence your susceptibility to disease in latter life**- People who grow up with low social status in early childhood have a greater risk of getting heart disease, stroke, diabetes and some cancers. *UBC '09*
- **Income of parents is one of the key determinants of child's development.** Children from Low-income families are over two and a half times more likely to have a problem with one or more basic abilities such as vision, hearing, speech or mobility; More likely to exhibit delayed vocabulary development; Less likely to participate in organized sport . Of 27 factors identified as having an impact on child development, up to 80% were seen to improve as family income increases *(The Chief Public Health Officer's Report 2009)*

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Living Wage for Families

Campaign in Metro Vancouver

- Coalition of Community, Labour, Immigrant, Parent and Business Organizations.
- Metro-Vancouver Wide
- Advisory Committee oversees the Campaign. Members: BC ACORN, BCGEU, MOSAIC, District Parent Advisory Council for SD 39 (Vancouver), Canadian Centre for Policy Alternatives, VANCITY, UFCW-Local 1518, HEU, BCTF, Vancouver and District Labour Council, New Westminster & District Labour Council, First Call.
- In the absence of the campaign having a separate legal identity it is hosted by First Call (administers finances and employs staff)

Living Wage Endorsers

Atira Women's Resource Society/ATIRA Property
Management, Inc.
BC Acorn
BC Asset Building Collaborative
BC Government and Services Employees' Union
BC Teachers Federation
Canadian Centre for Policy Alternatives-BC
Canadian Office and Professional Employees Union
Local 378
CATCH (Community Action Toward Children's Health)
Citywide Housing Coalition
COPE (Coalition of Progressive Electors), Vancouver
District Parent Advisory Council, Vancouver
Family Services of Greater Vancouver
Federation of Community Social Services
First Call: BC Child and Youth Advocacy Coalition
Grandview Woodlands Food Connection
Gordon Neighborhood House
Headlines Theatre
Health Sciences Association of British Columbia
Hospital Employees Union
Impact on Communities Coalition
Jewish Family Service Agency
Knox United Church
Mount Pleasant Neighborhood House
Muslim Canadian Federation

National Council of Jewish Women, Vancouver
Section
New Westminster and District Labour Council
Or Shalom Temple
Pacific Community Resources Society
Parksville/Qualicum KAIROS
Public Service Alliance of Canada-BC
Qualicum School Board (SD 69)
Renewal 2 Social Investment Fund
Richmond Community Services Advisory
Committee
Richmond Women's Resource Centre
Service Employees International Union Local 2
Shalom Seekers
Social Planning & Research Council of BC
South Vancouver Seniors Council
TRAC
United Steelworkers District 3
Unite Here Local 40
Vancouver and District Labour Council
Vancouver Status of Women
West Coast LEAF
Women Against Violence Against Women
Rape Crisis Centre
Women Elders In Action (We Act)

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Key Strategies

- Advocate for Municipalities to pass Living Wage Policies/bylaws
- Development of Living Wage Employer Recognition Process
- Listening Campaign with low wage workers
- Outreach to local community and unions

Living Wage for Families

Campaign Milestones

- Fall 2008-Launch of calculation report & and formation of Advisory Committee
- June 2009-Recruitment of Living Wage Organizer
- April 2010- New Westminster become first city in Canada to pass Living Wage Policy
- May 2010- Re-calculation of Living Wage figure
- Summer 2010- Community Café Research with low-wage immigrants and low wage parent
- September 2010- Announcement of first Living Wage Employers- currently 13 have signed up

Planned Actions for 2011

- Continued outreach, coalition building and promotion of the campaign, especially with community, faith and student groups
- Continued advocacy with several Municipalities in Lower Mainland to pass living wage policies
- Public Launch of Living Wage Employer Program
- Capacity building work with Low Wage workers -public speaking
- Hosting of a number of public events to promote the campaign, in the run up to Municipal elections
- Launch of Community Café research
- Recalculation of Living Wage Figure

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Role of the Citizen in Advocating for Living Wage

- Importance of local leaders and organizations in promoting this idea- Role of Northern Health
- Bring attention of living wage issues to local elected officials
- Start discussion in workplace – Living Wage Employer
- Host Living Wage Forum in Community
- Write to papers/magazines
- Use the language of ‘Living Wage’ + counter arguments where ever possible



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www.livingwageforfamilies.ca

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