



SMART I Got Your Back Campaign Talking Points



***Use these talking points to help guide you when discussing the campaign*

- A core SMART value is to have a safe and welcoming environment for all members. Those who we do not welcome will become our competition, and our competition continues to grow.
- We are rolling out the new SMART I Got Your Back Campaign, which is about reinforcing union solidarity.
- It gives every member the opportunity to show our individual and collective commitment to protect our sisters and brothers and live up to the ideals of union solidarity. It is our commitment to demonstrate through our behavior that all SMART members belong.
- Every member has had at least one person in their career who has stood up for them, provided formal or informal mentorship, or been there in times of crisis or need.
- The I Got Your Back Campaign will help members identify allies and mentors that they can turn to in times of need.
- When you see a member wearing an I Got Your Back sticker, it symbolizes that they will have your back.
- We're asking all members to step up and stand up for each other. Continue mentoring each other and paying it forward. When you do that, everyone benefits.
 - Apprentices who receive support are twice as likely to complete their apprenticeship and remain employed.
- We all have the right to a safe working environment free from harassment, hazing, bullying, and discrimination. With this Campaign, we can confidently say to our sisters and brothers, "I Got Your Back."
- The I Got Your Back Campaign will bring more solidarity to our union. If we all stick together, we will have longevity and better retention. Having increased retention gives SMART a strong foundation not only on the jobsite, but with pension plans, Collective Bargaining Agreements, buying power, and the tools needed to provide each member with great benefits and a comfortable retirement.
- Let's remember why we're here and part of a union. Let's make the difference and be the difference in someone else's life.

- It has been a difficult time with the pandemic and the hardships that resulted from COVID-19. Let's continue to support each other and look out for each other.

How You Can Participate:

- Members can **recognize** an ally or mentor who has stuck up for them or has been there for them by **giving the member a sticker**. This is a way to thank the member, since they may not realize the positive impact they had on your life
 - They should **take a picture** with the member displaying the sticker
 - **Members should post the picture**, along with a short description of how that member had their back, to social media with the hashtag **#SMARTIGOTYOURBACK** and/or email the picture and description to mentors@smart-union.org
 - **Members should also send the picture and description to the local union**
- These stories will be showcased by SMART in the SMART Journal and on social media
- Members can also participate in the Toolbox Talk at their worksite - I've Got Your Back: On Being a Good Crewmate

Toolbox Talk I Got Your Back: On Being a Good Crewmate

Every member has had at least one person in their career who has stood up for them, provided formal or informal mentorship, or has been there in times of crisis or need. SMART is launching the **I Got Your Back Campaign** as a way to recognize those who have stepped up and stood up for what's right and to reinforce a culture of paying it forward.

In a trade that relies heavily on teamwork, it is important to have each other's backs. Helping out when you notice someone struggling, or speaking up when you notice unfair treatment, can not only make the difference in someone's career but can also go a long way in boosting job site morale. Especially when someone is new to the trade, hazing or isolation on a jobsite can be very distracting and dangerous, leading to workplace injuries and a hostile work environment.

Working in a setting where everyone feels valued and respected will allow people to feel comfortable asking for help when they need it. Positive working relationships on the jobsite have been linked to better productivity and fewer injuries. The goal is to have team members spend less time watching their own backs and more time focusing on being a good crewmate.

Studies have shown that apprentices who receive support are twice as likely to complete their apprenticeship and remain successfully employed. A positive work environment has been shown to alleviate stress not only on the jobsite but in other areas of life as well.

Having someone's back can be small but can have a great impact.

Some examples include:

- Take the time to teach people to use tools and equipment properly
- Make sure that everyone has the correct PPE
- Have fun but not at the expense of others' safety or well being
- Make sure that everyone knows where and when to meet for the shift and breaks
- Step up if someone is displaying abusive behavior
- Share tools and lift time if limited on the job
- Stand up for positive communication when there is tension between co-workers
- Check in on your teammates and their well being
- Rather than gossip, address concerns in a direct and respectful manner

At the end of the day having each other's backs is the core of a strong union. If there are any issues, please report them to the local union.

Let's hear from you!

- (1) What are some ways that someone has had your back?**
- (2) How can you pay it forward?**