Support UW Nurses on Social Media Using the Hashtag #WhyUWNursesNeedAUnion

The nurses at UW Health have launched a social media campaign to tell their stories, describe their struggles during the pandemic, and explain why they need a union voice to advocate for themselves, their families, their patients, and our community.

Please follow these steps to show your support:

1) Post a photo or video of yourself--You can include your kids or other family members.

2) Speaking from your heart and personal experience, write a post or talk into the camera about why you support UW nurses' efforts to form a union. You can cover all or some of the topics below:

- Describe why UW is important to you and your community-if you or a family member, friend or neighbor have received care at UW, reference that.

- Describe how UW nurses have been on the front lines during this pandemic, risking their lives and their families' lives to provide quality, compassionate care.

- Describe how you've heard about UW nurses' struggles to provide the best care while facing a systemic crisis that has been aggravated by the pandemic. The crisis includes severe understaffing; cuts to continuing education and other benefits; a lack of transparency and accountability from management; problems with recruitment and retention; trauma and extreme exhaustion; physical, mental, and emotional burnout.

- Describe why you believe nurses need a union voice to advocate for themselves, their families, their patients and our community. If you have positive experiences with unions, include that. Talk about how, with a union voice, nurses can ensure good quality jobs and the highest standards of care at UW Health.

3) Post to your social media accounts and tag @UWHealth, using the hashtag #WhyUWNursesNeedAUnion. You can also tag other accounts you think are relevant.

4) Also share and like the posts of UW nurses who have posted using the hashtag #WhyUWNursesNeedAUnion

Guidelines from our Nurses:
- Speak from your heart and in your own words.
- Remember this is a public post--keep remarks high-road, and do not attack anyone personally or use language that is offensive or discriminatory.

For more info, contact UWHealthNursesUnited@SEIUHCWI.org