

**BRIDGE THE POVERTY GAPS WITH  
QUALITY PUBLIC SERVICES**  
Join the Global Call to Action Against Poverty



Public Services International

PSI ACTION GUIDE

[www.world-psi.org](http://www.world-psi.org)

[www.whiteband.org](http://www.whiteband.org)

# Global Call to Action Against Poverty

## PSI Action kit

Dear Colleague,

This kit contains material to help unions participate in the Global Call to Action Against Poverty (GCAP). GCAP is a global mobilization which calls for more and better aid, debt cancellation for poor countries, and trade justice, all of which are essential to meet the UN's Millennium Development Goals.

PSI supports the campaign and is making the link between quality public services and relief from poverty, disease, illiteracy and hunger. The campaign offers a unique chance to progress our Quality Public Services campaign objectives in 2005.

GCAP involves hundreds of civil society organizations and trade unions, and is growing daily, with national campaign coalitions forming in many countries. Its symbol is a whiteband, which will be worn by millions of people, and wrapped around buildings and monuments, on key dates in 2005

The key action dates were chosen for their strategic importance. The first, on 1 July, precedes the G8 meeting where the world's richest nations discuss global policies. The second, on 10 September, is prior to a UN Summit meeting reviewing progress towards the Millennium Development Goals. Material about the MDGs is included.

PSI has chosen 10 September as the main day to focus on quality public services.

### How to be involved

Unions can join, or form, national coalitions to plan activities. Actions will be diverse, but will all involve a whiteband, which may be worn as arm, wrist or headbands and can be made from any cloth, with slogans written on. This makes whiteband action accessible to everyone

The national coalitions will also develop policies and strategies to influence governments to support change. By being involved, unions can ensure that demands on governments and international organizations include a call for quality public services.

Information on national coalitions can be found at [www.whiteband.org](http://www.whiteband.org)

### Using the campaign materials

Campaign materials are on PSI's website and can be downloaded. These include the GCAP video; and items in this kit, including artwork for posters and postcards; the PowerPoint presentation and speakers notes, and various publications.

Details of an ethical supplier for the white wristband are also on the web site so you can order quantities with your own message/ language.

Most items are available in all PSI official languages.

### Taking Action

We have listed some suggested actions for unions and national coalitions. It's up to you, but make sure actions include the whiteband. And remember to promote the quality public services message!

- ✦ **“One big Whiteband”** a long banner for public signatures which could eventually be stretched around an important building or displayed as a public symbol.
- ✦ **Petitions and Postcards:** send postcards and petitions to politicians demanding policy changes. Some model postcards are included
- ✦ **Action on Bridges:** PSI is using the slogan “Quality Public Services, bridging the gaps”. Rally or march on bridges, or wrap a bridge in a whiteband
- ✦ **Cultural events:** concerts, theatre, music and outdoor picnics to involve families
- ✦ **Communities Day:** emphasizing that communities depend on quality public health, education, welfare, energy, water and sanitation services.
- ✦ **Rallies and street marches:** to mobilize large crowds
- ✦ **Handing out materials:** at busy places like railway stations, sporting events
- ✦ **Seminars and conferences:** where community leaders and the public discuss ideas
- ✦ **Opinion Leaders:** identify influential people to speak out about the issues
- ✦ **Media events and actions:** stories, paid advertisements and attention-catching actions
- ✦ **Activities in schools:** where children learn about the lives of others

- ✦ **Speaking tours:** to enable those directly affected to tell their stories
- ✦ **Films, TV and video events:** to bring real experiences and ideas to more people
- ✦ **Partnering towns:** build direct links between towns in developed/ developing countries
- ✦ **Collecting whitebands:** write messages on your whitebands, and send them to politicians or tie them around a public building

PSI and other unions are interested in knowing what your union has planned. Photos and stories will be publicized. Please contact the QPS Campaign Co-ordinator: [wendy.caird@world-psi.org](mailto:wendy.caird@world-psi.org)

### More information

[www.whiteband.org](http://www.whiteband.org)  
[www.world-psi.org/gcap](http://www.world-psi.org/gcap)  
[www.makepovertyhistory.org](http://www.makepovertyhistory.org)  
[www.un.org/millenniumdevelopmentgoals](http://www.un.org/millenniumdevelopmentgoals)

