

ENOUGH

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**WINNING
AFFORDABILITY
MESSAGE BOX**

OCTOBER 23, 2023



**ONTARIO
FEDERATION OF
LABOUR**

ABOUT THIS DOCUMENT

This document lays out the key messages for the OFL Enough is Enough campaign, using Race Class Narrative format. This message box provides tested narratives that are an inspiring and persuasive alternative to conservative and Far-Right messaging.

OBJECTIVES

- Define a winning progressive message box for persuadable Ontarians on affordability
- Building solidarity across working people through a message of shared values and collective action
- Prevent moderates from being swayed right
 - Contribute to keeping Ford's approval ratings low, defeat his misinformation by exposing the truth
 - Suppress support for Pierre Pollievre

RACE CLASS NARRATIVE

The best approach for fighting conservative and far-Right message tactics is the Race Class Narrative. We tested one key message (Tie Workers Pay to Inflation) following this format and found it successfully decreased support for Doug Ford & the Ontario Conservative Party, and increased support for collective economics.

By speaking explicitly about division, the negative impacts of conservative policies, and what progressives believe in, we can win people to our movement.

PRINCIPLES FOR THE RACE CLASS NARRATIVE INCLUDE:

- Opening with a shared value and naming class and other audience unifiers (race, class, religion, geography, etc.)
- Name the villain specifically and spell out the impact
- Emphasize unity and collective action
- Offer solution and be definitive (don't hedge your bets)
- Focus on outcomes, not policies or procedures
- Say what you are for, and do not repeat what you are against

KEY MESSAGES

These are our three key issues, with the Race Class Narrative applied. The wording and length can be adapted for different mediums but we should still follow the principles of the narrative. When tested, this message shared alone increased support for wages tied to inflation, and measures to control costs of housing and basic necessities.



TIE WORKERS PAY TO INFLATION

Whether you were born here or moved here.

Whether you work at a desk or with your hands.

We all take pride in our work and the life we've built in Ontario.

But the Ford Conservatives are making life harder for everyone. They've rigged the system so executives are making more than ever, robbing us of good wages to support our families.

Then they try to distract us. They blame diverse working class people for the hardships they created. The wealthy few are never going to give us a slice of the pie. And right now, too many families can't afford their grocery bill.

Ontario should be a place where everyone can afford to have a good life. No exceptions.

We can make it happen if we unite. We can pull together across our differences, and make this a place where working for a living means earning a living.

The solution is clear. We must demand that wages keep up with inflation. Everyone should be able to put food on the table. Enough is enough.



INVESTMENT IN PUBLIC SERVICES

When you call an ambulance, whether it has to travel through downtown streets or on dirt roads, it needs to arrive in time.

When you get sick, you need care.

When you have kids, they need an education that sets up their life for success.

But the Ford Conservatives are selling off our public services to make a profit. Privatizing our healthcare and short-changing our public education. Our public services should be accessible to everyone, not just those who can afford to pay.

We used to pride ourselves on our education and healthcare. We still can.

If we put aside our differences, and join together, we can fight to keep our public services public. Enough is enough. We must end the privatization of healthcare and end the staffing crisis. We must invest in our public education system so every student can thrive.



HOUSING AFFORDABILITY

Whether your family has lived here for generations or for a few months, we should all be able to afford a roof over our head. It doesn't matter if you live in Sault Ste Marie, Windsor, Ajax, housing should be stable and affordable for everyone.

But the Ford Conservatives have taken that away from us. We're in the middle of a housing crisis, and the only people they're helping are a handful of greedy developers. Rent is soaring and renovations are too common.

Then they distract us by blaming immigration. The truth is, the Conservatives made matters worse with backroom deals with wealthy developers to destroy our Greenbelt. Enough is enough.

Everyone deserves a place to live. It's possible when we unite. We can come together, from families, to students, to new arrivals in Ontario, and make sure we all have a home we can afford.

We know the solution. It's affordable housing. We must demand proper rent control and new housing on the land we already have.

THEY SAY, WE SAY

THEY SAY

WE SAY

If the government creates jobs we're in deep trouble.

We need to invest in our public services. Health care and education should be accessible to everyone—not just those who can pay for it.

When I took office, companies were leaving in droves. Now Ontario is an economic powerhouse.

Executives are making more than ever while the rest of us can't afford to feed our families. We need to take action now.

Everyone gets a slice of the pie.

Money doesn't trickle down. The only people benefiting from Ford's economic plans are greedy developers and CEOs.

The housing crisis can only be solved with more homes.

You can't trust the Ford Conservatives. They planned to destroy our Greenbelt just to give greedy developers more money.

CONTROL MESSAGE

This was our control message for testing. It was based on Ford's own messaging. When paired with our message on tying wages to inflation, it successfully decreased support for Doug Ford & the Ontario and Federal Conservative Parties.

Ontario is an economic powerhouse for hardworking, everyday people.

We're on track to fight inflation by reducing the cost of doing business. The government shouldn't offer handouts. They should offer homegrown opportunities for hardworking people.

If we take money out of corporations' pockets, then the economy and workers will struggle. The more we cut red tape, the more money corporations make, and the more it will trickle down to everyday people. We'll all get a slice of the pie.

TERMS TO AVOID

INSTEAD OF

USE

*Everyday working people,
Everyday Canadians*

*Working class, diverse
working class*

“Everyday” is often used as a dog whistle by Conservatives to signal “white”.

The wealthy, the rich

*The wealthy few, the top
executives*

We want to include those who may be more wealthy in our cause and not alienate them. Keep the enemy as the extremely wealthy.

INSTEAD OF

USE

Our elected leaders have a responsibility

With our voices and our votes, we can demand better.

Although we should talk about government responsibility, instead of using it to lead our messages we should place it within the frame of collective power.

Legal migrants

People seeking asylum

Legal language legitimises the idea that humans can be illegal, and places legality over justice.

Humanising language centres people rather than their immigration status.

