

# How to persuade people to take action

## Structure

## Example

### Introduce yourself

"Hi, I'm a nurse/organiser with Nurses United. I'm here today to talk to you about the pay ballots"

### Ask what they think about the pay campaign or ballots

"So what do you think about the ballots?"

"Do you think that we deserve a pay rise?"

### Address what they've said

Respond to their concerns

"I don't think we'll ever get 12.5%/15%?"  
"Why is that?"

### Give them an ask

- Vote in the ballot
- Speak to 3 colleagues about this
- Join Nurses United

The address section is likely to be the main body of the conversation and you might go back to addressing different concerns multiple times



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## Common Pushback

## Potential Answers

Things will never change

- Northern Irish nurses took industrial action in 2019 and literally re-formed a government
- Draw it back to patient safety - if we don't act it will harm our patients - 20% pay cut = 46,000 vacancies

We can't afford it

- We've spent £37 billion on Test and Trace
- An NHS pay rise creates jobs in the local economy

Lots of people have lost their jobs

- Gratitude won't pay our bills and an NHS Pay rise creates jobs when we spend it
- An NHS pay rise protects patients

Should we sort staffing first

- NHS workers are leaving in droves due to being overworked and undervalued. Part of the solution is paying staff properly.

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UNITED**

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