

# CIVIL SERVICE CAMPAIGN UPDATE

October 2010

## TV ads start Nov. 1

On Nov. 1, as provincial politicians start the fall sitting of the Legislature, you'll see TV ads about NSGEU Civil Service members and the vital contributions they make to the province and their communities. Visit [nsg.eu.ca](http://nsg.eu.ca) to see the ad.



Visit [nsg.eu.ca](http://nsg.eu.ca) to take part in the vital Cut Stoppers portion of the campaign.



## Our Province. Our Services. Worth Protecting.

### **You should be proud**

We know from rigorous public opinion research that Nova Scotians appreciate the work you do. Three out of four of the people we polled have a somewhat or very positive opinion of the employees who work for the Nova Scotia Government.

Not only that, our research shows that the more we talk about the work we do, the more people appreciate and value it.

But keep in mind when you're talking about the work you do that our research also shows many people don't understand the term "civil service" the way we do. Many don't even like the term "civil service" and believe it refers only to politicians and deputy ministers.

We've found that people think most positively about us when we describe ourselves as "the people providing provincial public services."

This explains why you won't hear the term "civil service" in the TV ad, but our research shows the public values all the services provided by civil service workers, from finance clerks to helicopter pilots.

### **You are trusted**

When it comes to learning about the true state of our public services, Nova Scotians

trust nobody more than you.

The majority of the people we surveyed ranked individual public employees who actually provide services as the most reliable sources of information about our public service. The NSGEU itself also ranked very high on trustworthiness, above the news media and the government itself.

The more you talk about what you do and why it matters to Nova Scotians, the more people will care about protecting the vital services you deliver everyday.

### **The public counts on you**

People want public services improved, not cut. And they worry that once services are cut we won't get them back.

When it comes to protecting public services, Nova Scotians count on you to let them know how and when cuts will affect them.

Ninety-one per cent of those surveyed agree that public service workers on the frontlines should let the public know if service cuts are putting our health and safety at risk.

*Conclusions based on focus group research in four regions and Metro, and a provincewide survey of 808 Nova Scotians from July 6 to 12, 2010. The margin of error is ± 3.4 per cent 19 times out of 20.*

**NSGEU**  
Your Voice

[www.nsg.eu.ca](http://www.nsg.eu.ca)