

MESSAGE GUIDE

Use this message guide in your conversations with Albertans. It's not a script—it's a way of talking about what teachers, students and parents are facing. Bring the message to life with your own experiences and your own way of speaking!

CONNECT

Show that we're all in this together.

- There is nothing more important than our kids. We want to see them live up to their potential—and ensure that Alberta is strong into the future.
- But right now, teachers are worried—and so are parents.
- Too many kids are falling behind because of a lack of resources in Alberta's classrooms. And teachers are struggling without the supports they need to help every child.
- We can't keep going this way. We've got to change things—for our students.

CONTRAST

Share what the problems are in classrooms.

- Alberta's spending on education is the lowest in the country, even as classrooms are more complicated than ever.
- Kids, parents, and teachers are feeling the impacts.
- Every student is feeling the pinch of government underfunding:
 - Crowded classrooms
 - Lack of one-on-one supports
 - Great programs being eliminated when kids need them most.
- We're losing great teachers—because they are overwhelmed and undersupported in the classroom.
- Instead of working with us on solutions, the government is attempting to pit parents and teachers against each other, making our work to support students even harder.

SOLVE

Provide some hope with a path to fixing the problem.

- We need to take action—now—to fix things for our kids.
- After years of underfunding, we can't wait any longer for the government to start listening to teachers and parents. The government must start funding public education better, so we can make schools better.
- Our students and teachers need:
 - Smaller classes
 - More supports in classrooms, like educational assistants, counsellors, speech-language professionals and more
 - Manageable workloads to stop the burnout
 - Wages that catch up and keep up so teachers stay in the profession

StopTheExcuses.ca

