



Take Action for Women's Economic Justice.

Equal Pay Day is April 4, 2023.
Join us as we say **No to Privatization.**
Profits don't care. Privatization hurts.

Your action makes a difference!



April 4, 2023 is Equal Pay Day

On Equal Pay Day, women across Ontario will take action to rebuild public services and close the gender pay gap.

This Action Kit provides you with the background information you need to add yours and your organization's voices to the campaign. Be a part of the province-wide movement!

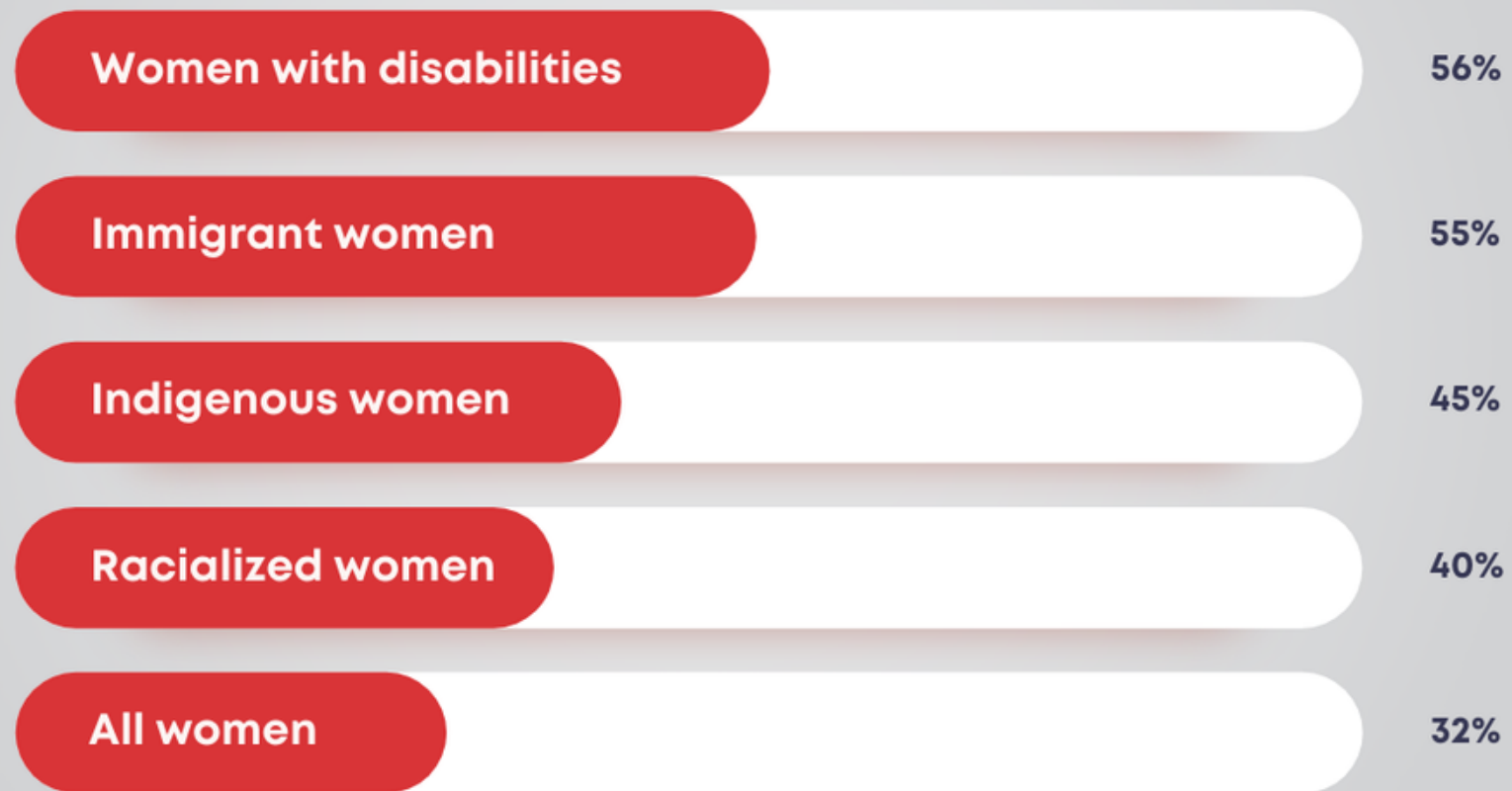
About Equal Pay Day 2023

Equal Pay Day is a global event to raise awareness of the gender pay gap. It marks how many months into 2023 the average woman must work to catch up to what the average man earned in 2022.



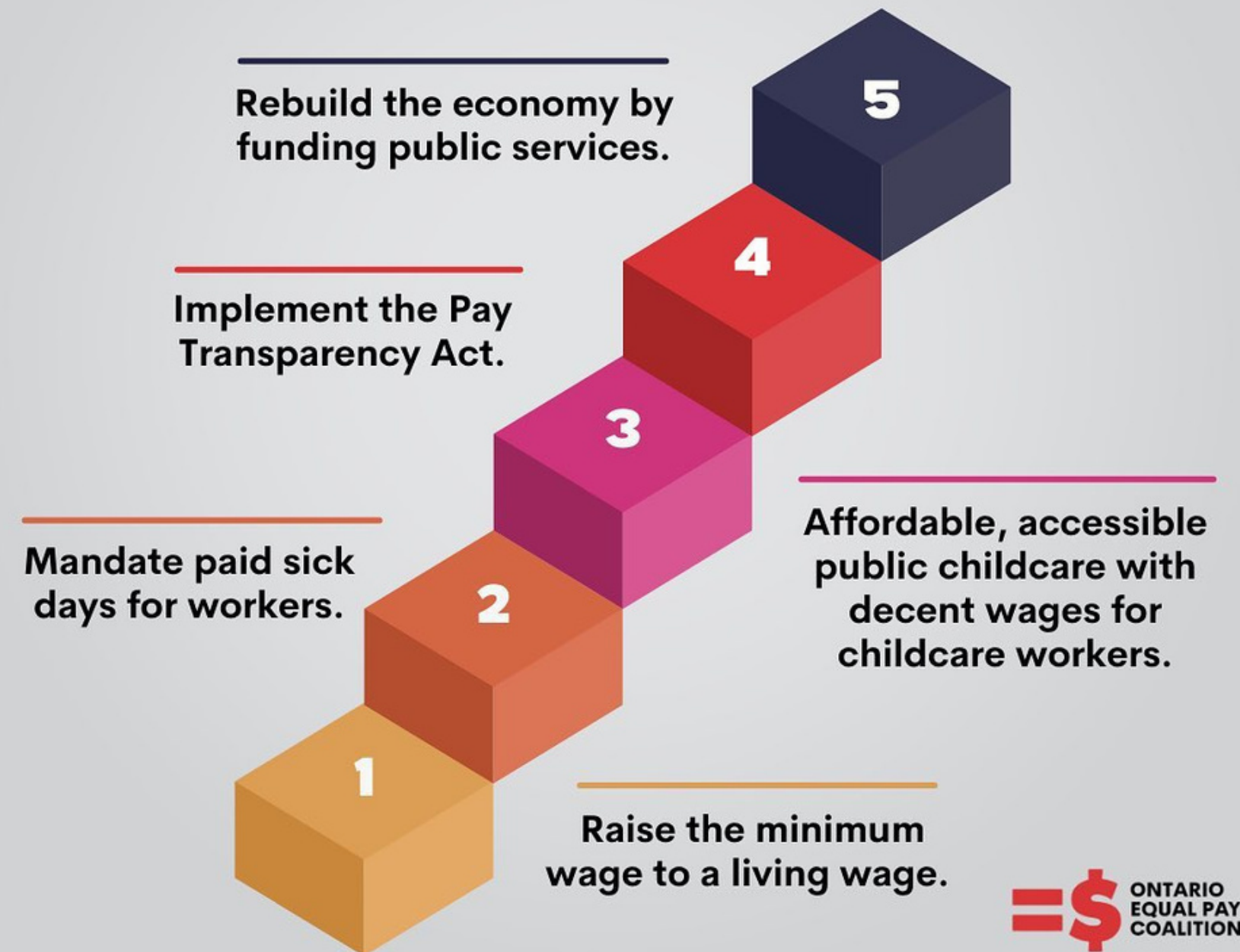
Facts to know:

The pay gap affects Ontario women differently.



*2016 Census

How do we close Ontario's gender pay gap?

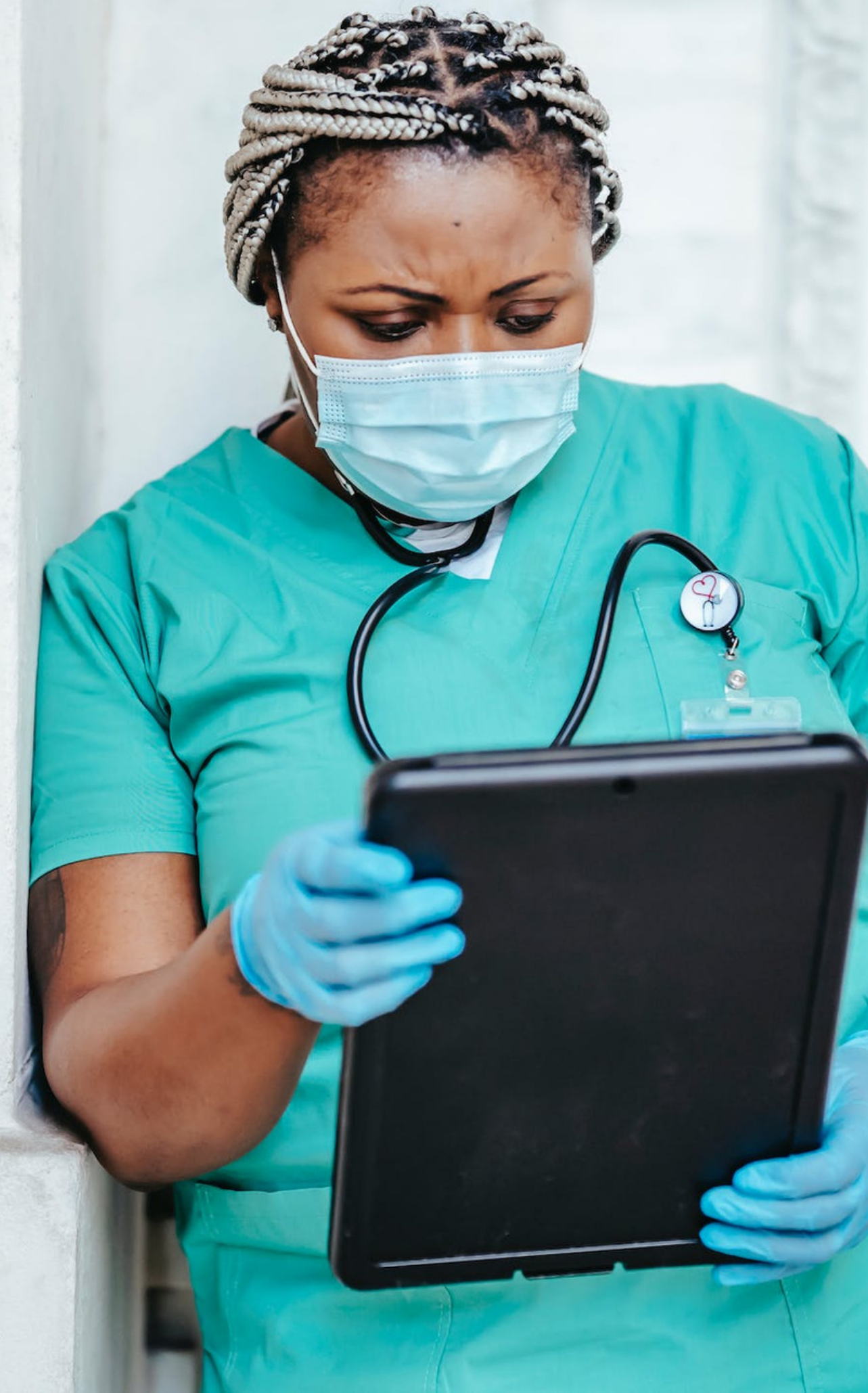


85% of Ontarians say it's important
for the Ontario government to do more
to promote women's economic equality.
60% say it's **very important**.



This Equal Pay Day, Say No to Privatization.

- Privatization refers to the transfer of public services and work to the private sector. **It leads to cutbacks in public services, and shifts us to for-pay and for-profit services.**
- **Privatization dismantles and undermines our most valuable resources:** health care, education, child care, community and social services.
- Privatization can mean lower wages for women workers, reduced health benefits, no pension coverage, more precarious jobs, and fewer workplace rights. **Privatization eliminates good jobs for women and intensifies the gender pay gap.**
- When public services are diminished and delivered for profit, women can't afford to pay. Women are forced to fill in the gaps in delivering health and social care for their families and communities.
- **Privatization increases the gendered burden of unpaid work.**



Take Action this **Equal Pay Day.**

1. Email your MPP using the easy tool on our website. Then share the link with your friends and your social, organizational and community networks.

www.equalpaycoalition.org/mobilize-your-mpps/

2. Be active on social media. Post content now through Equal Pay Day. We've created shareable graphics to make it easy:

www.equalpaycoalition.org/action-kit/

Tag us in your posts (@equalpayon) and use the hashtags #EqualPayDay, #PrivatizationHurtsWomen and #CloseThePayGap

3. Film a short video. Tell your story of why you want to close the gender pay gap. Say why you and women in your community need public services like schools, health care, child care, community supports. Post it on social media, and remember, keep it short!

4. Host an in-person or virtual gathering on Equal Pay Day. There are lots of creative ways to do it: have a conversation in your workplace, host a gender pay gap lunch & learn, coordinate calls to your MPP to talk about how privatization hurts women, or plan a Tweet storm!

5. Wear Red and take a photo to protest how the gender pay gap puts women in "the red". Post it on social media with the hashtags #EqualPayDay, #PrivatizationHurtsWomen, and #CloseThePayGap



ONTARIO
EQUAL PAY
COALITION

Thank You for Taking Action for Women's Economic Justice!

#EqualPayDay

#PrivatizationHurtsWomen

