

## Cost Of Living Protest Guidelines

As Canada Day approaches, we've established a list of guidelines to help ensure a strong, professional, and coherent message to our cause. If you plan to attend under us, we firmly insist you strictly follow these procedures and recommendations. Any violators will be instantly disbanded from us and separated. We recognize that as a movement we're still small in stature, however, that shouldn't make our voices any less heard. Despite this being our first 'protest', our goal for July 1st is to **establish ourselves** and **grow the movement** to a point where the government can no longer turn away their corrupt attention. This will take time. We are young as a collective and it's important not to become crestfallen in the case of minimal turnout. Every word, petition, sign, and engagement is a step forward for everyone. We are creating more events down the line to continue this movement, and your contributions will only add to that strength. Think of this more as a networking event than a march or traditional protest. Strength will come with the numbers, and with a message as strong as ours, it's important to reach out to those who need it most in a calm and sensible way.



### Civility And De-escalation:

We understand there are many here excited to finally voice their experiences and many emotions will be rampant during Canada Day. With sibling protests occurring on the same date, it's important we keep ourselves collected and civil throughout the events. As we are nonpartisan, it's important to remember not to feed into political movements/agendas, and to minimize the extremism that comes with the territory of a protest.

#### ★ Basic Manners:

This one is self-explanatory, however, it's one of the most crucial and fundamental things we can contribute to our cause. ***Nobody is going to connect or resonate with our message if they feel insulted or forced into it.*** Consent on the topic is essential. If someone rejects the notion, don't spend energy pushing it, fighting, or belittling them, instead focus your attention on people who are receptive to the message. Any civil rejection should be met with understanding and an immediate "No worries!" or "Thank you for your time!". Being respectful concretizes our standing and makes it harder for people to discredit the movement. Overall just be understanding and kind. Remind people we are fighting *FOR* them- **not against them**. If you feel overwhelmed or are becoming angry, we recommend stepping aside, and taking a break until you can collect yourself. The energy you put out in your body language is powerful, let's keep it open and warm.

*'Any form of hate speech, assault, 1partisan actions, inflammatory language, or violence of any kind will immediately result in being severed from us. WE DO NOT SUPPORT ANY FORMS OF HARASSMENT OR VIOLENCE.'*

#### <sup>1</sup>Partisan Actions

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<sup>1</sup> Activities relating to the support or defamation of specific government parties in the traditional parliamentary system.  
Ex: *[Flags of any political party] [Voting brochures that support a specific party] [Propaganda] [Misinformation to defame another political party].*

★ De-Escalation:

When working and engaging alongside people, you'll inevitably have an unpleasant encounter to some degree. People may come up and purposefully ask divisive questions and inflame our conversations. Some people may simply not fully understand the protest and take it as an attack against them as opposed to the intended government. It is *important to come prepared* with how to navigate these situations for the movements- and ultimately your well-being.

Here are proven techniques to counter these forms of engagement:

**1. Respect Personal Space.**

Nobody enjoys having someone they disagree with in their physical bubble. It can appear threatening and fuel an already tense situation. Giving them space shows respect and pacifistic intention, and limits violence.

**2. Keep Your Language, Tone, And Body Neutral.**

The more aggressive you become, the more that sentiment will impose on them, and ultimately our cause. Neutrality will help make their aggression seem unfounded and draw attention to their behavior rather than our retort. Communication is key both verbally and physically. *Be careful with what you say.*

Let them vent and when they calm down enough to give you a break in the conversation, then speak your peace. There's no need to voice over them. Let them dig that hole themselves. Don't overreact and keep it passionately clinical. Sometimes silence is the correct course of action. Speak with facts over emotion in these situations.

**3. Focus on the perspective and thoughts *behind the feelings* rather than what they say at face value.**

Communication can be a difficult skill. Some people have a difficult time identifying how they feel about what they're trying to discuss. If they feel misheard or misunderstood, resentment and frustration will only grow within the discussion. Calm curiosity and exploration can help eliminate this feeling and bring a sense of understanding towards them. It's harder to feel threatened if you're being emotionally accommodated in a way you understand.

Ex:

*“Help me understand your perspective”*

*“How would you recommend improving this point?”*

*“ I can understand how that feels the way you expressed”*

*“ I recognize your concern”*

*“ That must be a difficult situation for you”*

**4. Ignore Challenging questions:**

When bombarded with inflammatory questions, the accuser is using the burden of proof to challenge your perspective and ultimately our message as a collective. Engaging in this often results in a power struggle where the accuser becomes more aggressive and forces you on the defensive - making it almost impossible to recentre the conversation productively. If a person challenges the movement, redirect their attention to the issue at hand. Ignore the challenge, not the person.

Ex:

*“ Why are you being such a [blank] about [blank] ?!”*

*“ Please tell me again what your perspective on this policy is. How would you contribute to a solution?”*

**5. Boundaries:**

When a person’s behavior is belligerent, disruptive, hostile, or defensive, give them a clear, simple, and enforceable limit. Offer respectful but firm choices and consequences.

**6. Allow Silence And Time For Decisions:**

Some discussions aren’t worth being provoked or fought. Silence is an effective tool to shut down unruly conversations. This forces the aggressor to fill the narrative and as time goes on they will have to think out a way to exaggerate the conversation alone and you can eliminate any counterclaims they would use to inflame the confrontation further. When silence is practiced it forces the conversation to seize or slow down. This gives you a chance to reflect, breathe, and act accordingly.

## 7. Be Empathetic And Non-Judgmental.

Focus on understanding the person's feelings. It doesn't matter if you feel they are justified, acknowledge that these feelings are real to the other person.

Ex:

"I understand your perspective and how that must be frustrating to you.  
We may just have had some miscommunication."

Although every situation is unique, these techniques help you start on the right foot. Our first impression is a very important one. Speak with purpose and control your emotions. Never feel afraid to reach out to your leader or the community for assistance. Ultimately, your mental and physical well-being is the priority.

### Dealing With Unassociated People And Saboteurs:

Unfortunately, due to the nature of our movement, it's possible that not only will there be unpleasant encounters, but also unsavory ones. When a situation occurs where unsanctioned persons and partisan actions try to bleed into our crowd, we must remove ourselves from those sentiments immediately. When they make an inappropriate scene attached to us, it damages not only our image but our reputation as well. WE CAN NOT TOLERATE INVASIVE DEGRADATION AGAINST OUR CAUSE. Despite all the techniques given to you - some people are impossible to de-escalate and are typically prone to extremism that requires immediate action on behalf of genuine protestors. As a collective, we suggest enacting any of the following:

1. Block out any signs they have with our own.
2. Use a designated "They're not with us!" sign to shun them and separate ourselves.
3. Paired with the signs, it is powerful to group up around the trespasser and guide them away
4. Document everything, don't be afraid to record!
5. Use the BullHorns to overthrow their voice and request they remove themselves from the protest. You can also counter these claims and actively shut down any unruly remarks. Ex:

"F\*ck Trudeau! Too many immigrants, go back to your country"

"Get out of here! We don't associate with you, take your bigotry and leave.

Immigrants aren't the problem, bad policies are!"

- ★ *VIOLENCE SHOULD NEVER BE A SOLUTION! ANY FORM OF VIOLENCE WILL HAVE YOU REMOVED FROM THE PROTEST AND BANNED FROM EVER RE-ATTENDING.* If you ever get to a point where you feel there may be violence, back away and move on. Your safety comes above all and we will assist you however we can.
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### Group Structure:

Organization is a protest's greatest strength. The best way to structure ourselves is to be approached instead of chasing people. Stay open, warm, and inviting with your fellow Canadians. We recommend grouping up and having a dedicated space to engage this. This allows a base structure. If anyone is interested in joining, you can send them to your assigned location for further discussion and information. This isn't to say however you can't pass around flyers or offer water to those around you. Remember to stay safe and close enough to be identified as the group.

- If you see a family bonding, it's best to leave them alone rather than interrupt and make a grievance against our cause.  
"Ignore them, they are super annoying and wouldn't leave us alone" is one of the easiest ways to kill a movement. If you were enjoying limited time with your family, the last thing you would want is to be interrupted and presented with a topic you may not deem suitable for your young children. Unless you're offering water, LEAVE THEM ALONE.
- Pick a meeting point in case you ever get separated or lost during the protest. The site should be *easily accessible* and *identifiable* within the given area. This provides us a space to safely manage and retain individuals promoting our cause. There's safety in numbers. Having this meeting point will allow a feeling of collectiveness and security to the participants. It grants us an opportunity to form a gathering, which will also bring attention to our movement.

### Roles And Action:

With a group structure established, we can compile the acceptable activities that pertain to the protest. We've broken down the essential tasks into roles to help keep consistency. These roles include:

- **Leaders:** *Organize* and help *supply* participants with appropriate resources and media.
- **Messengers:** *Networking* and promoting our cause through *flyers, water bottles, and casual conversations.*
- **Informants:** Stays back with the leader to *answer questions and discuss policy procedures.*

Feel free to support and embrace the roles that feel the most self-serving to you. There is no limitation to the amount you support our cause, as volunteers, we appreciate everything you do. Simply attending is more than enough in its own right. However, if you're looking to contribute further, here are our suggestions to get the word out and network our protest properly.

1. **Pamphlets:** These are an excellent way to pass along our message. Informative, establishing, and an excellent resource for newcomers.
2. **Personalized Speeches:** Your voice is the reason we're fighting for a better life. Share your story and encourage your fellow Canadians to stand up, and take back the quality of life we're all entitled to.
3. **Call and Response:** What's a protest without some chanting? Raise your voice and cry out our demands! Remind people of the severity of our situation, speech is power, let's wield it appropriately. A list of chants and poster slogans can be found on Page [9].
4. **Distributing Water Bottles:** Sharing water is a fundamental sign of trust and generosity that's hard to ignore. Make our message crystal clear by showing Canadians we're on their side. We can show we're fighting for them, by helping them in the now. Especially on a hot and exerting day,

**5. Mini March:** What better way to show togetherness than to be... well, together?

Group up and demonstrate our strength by marching side by side. Coupled with chanting can lead to a most powerful experience.

Supplies:

As our entire protest stems from volunteer work, we by no means expect participants to invest their money into the cause or extra resources. Simply showing up and giving your support is incredibly appreciated. However, everyone to an extent should still come prepared. Weather, transport, hygiene, and necessities should always be taken into consideration when preparing for an event such as this. To help out, we created a checklist of items that we recommend bringing to the protest.

- 1. Personal water bottle:** Hydration is key to sustaining yourself in an exertive environment. Especially with record heat waves, summertime can be brutal. To prevent heatstroke we recommend taking a personal refillable water bottle.
- 2. Good Shoes:** Protesting (especially as a messenger) requires lots of standing and low-impact exercises. Walking will be the main form of distribution for our cause, so we suggest wearing *comfortable and breathable shoes that will protect your feet* from a long day. Hurting your feet with poor footwear helps nobody, and consequently might ruin your overall experience.
- 3. Sunscreen:** The sun is a deadly laser. No seriously, do not fight the sun. YOU WILL GET BURNED. We suggest bringing sunscreen as we will be out for the majority of the day under a blaring sun. This will protect your skin and prevent an untimely death from melanoma.
- 4. Bug Spray:** Depending on the area you're in, we suggest bringing bug spray to keep mosquitos at bay. Nobody enjoys being eaten alive while being outside. Give yourself the opportunity of respite from those blood boozers.
- 5. Snacks:** Similar to keeping your hydration up, low blood sugar is not something to be underestimated. Coupled with intense heat and mild exercise, hunger is a serious concern for our participants. Make sure you bring some snacks to keep your blood sugar up and your brain sharp. Let's avoid passing out, shall we?
- 6. Appropriate clothing:** As it's Canada Day, don't be afraid to sport some red and white! Check the weather in your participating area to determine the proper amount of clothing for you. Be prepared to accommodate for the heat or rain in your jurisdiction.
- 7. Hand Sanitizer:** Although participating in our community can be fulfilling, It's important to remember to wash our hands and apply hand sanitizer where necessary. It can get gnarly and gross out there. *Say no to cooties.*
- 8. Power Bank:** Due to the nature of our protest, phones will be an essential function to network and produce media. Power banks give us the flexibility to utilize our devices to their full



potential. It's smart to keep it charged in the event of an emergency or group reallocation as well.

9. **Deodorant:** Scent is a powerful aspect of the human body. It's important to harness our first impression by ensuring we don't stink during our protest. It's common courtesy and people will find our message more compelling if they're not fighting the urge to vomit when you walk by. *Don't be stanky, stinky, greasy, or musky.* If possible, we politely ask all participants to shower before the event so we can put our best foot forward. If you suspect you may smell with the heat, we suggest you bring an extra stick or spray on deodorant at the event privately. This will also help you feel fresh and more confident.
  10. **Canada Day Merch:** It's Canada Day! Don't forget to have fun and be a part of the community by fashionably expressing your love for Canada. Maple hats or flags make a great addition to any Canadian celebration!
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#### Chants / Slogan List:

- Homes, not investments
- Quality over quantity!
- Electoral reform
- Invest in the youth!
- There is no labour shortage!
- Responsible population growth
- Stop gouging us!
- Canadians first
- The only Hierarchy we need is Maslow
- Ban foreign buyers
- GDP per capita, not overall GDP
- No home, no family, no future!
- Affordable rent, affordable homes, affordable food!
- Canadians over profits
- Economic justice
- End wage suppression!
- "Hey hey, ho ho, traitorous politicians have got to go"
- Stop replacing Canadian workers!
- ¼ of Canadians live in poverty
- We want a chance at a life our parents had!

