

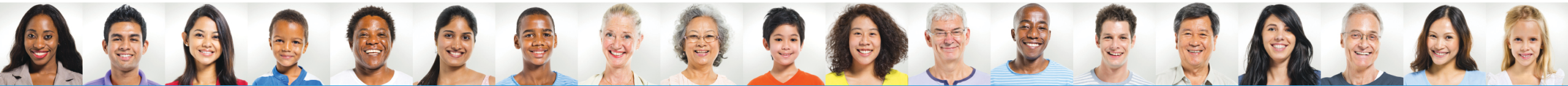


**PREVIEW VERSION**

**United for Health:**

**An Advocate's Guide to Messaging with Shared Values**

**December 17, 2020**



*Dedicated to creating a nation where the best health and health care are equally accessible and affordable to all*

# UNITED FOR HEALTH

Messages that bridge the political divide  
to finish the job on health reform

**FAMILIESUSA**   
THE VOICE FOR HEALTH CARE CONSUMERS

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# Today's Agenda & Speakers

Speakers	Today's Agenda
<b>Frederick Isasi</b> Executive Director Families USA	<b>Uniting for Health: Why message matters &amp; the underlying research</b>
<b>Patty Wentz,</b> Owner Wentz Jackson Consulting	<b>Making it Actionable: Key takeaways for your work</b>
<b>Melissa Burroughs</b> Associate Director of Strategic Partnerships, Families USA	<b>Putting it in to Practice: Next Steps, Resources, Q&amp;A</b>



**Uniting for Health: Why message matters & the underlying research**

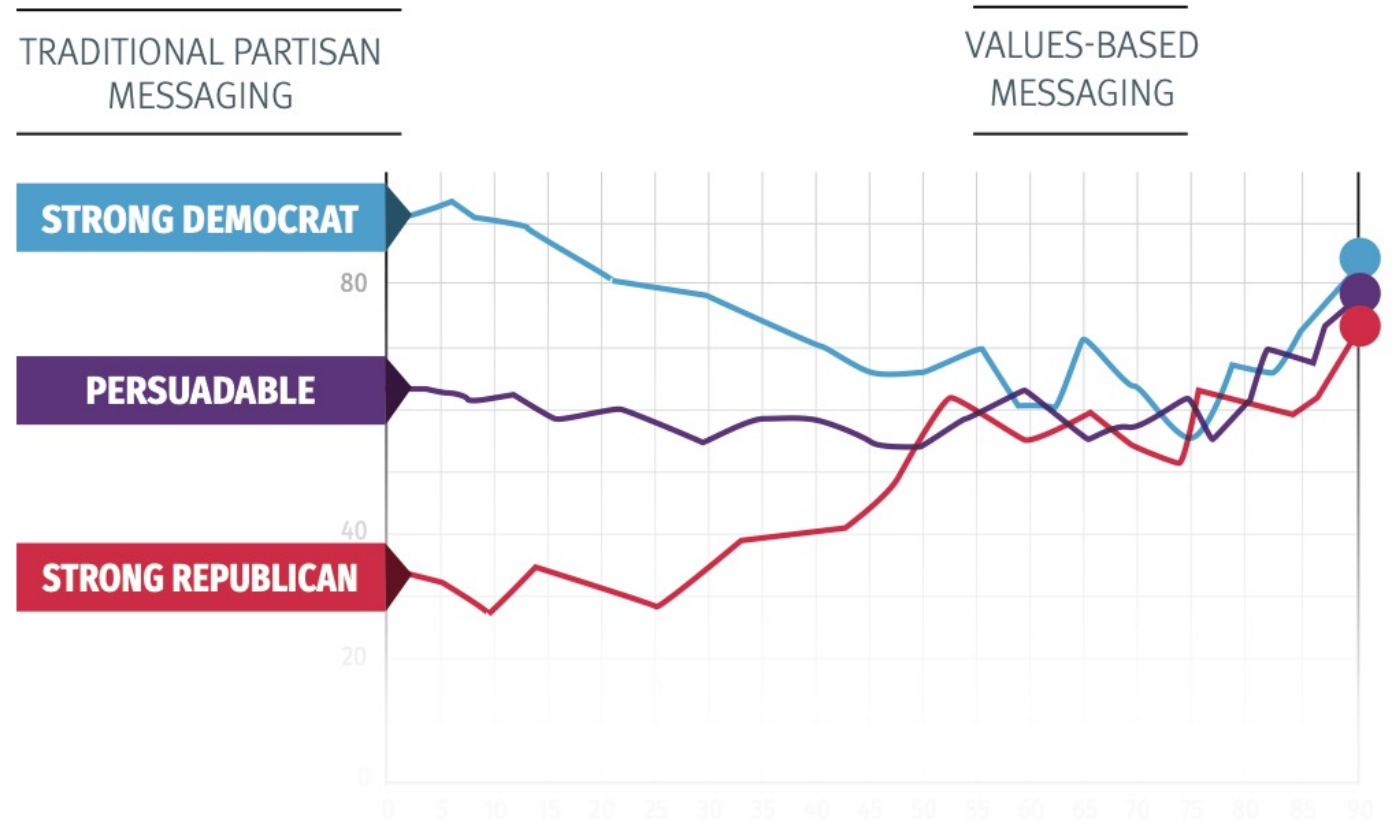
# What's at stake



## Everything.

We have the opportunity to move health reform forward in DC and across the nation, despite being in the most polarizing era in generations.

But we won't be successful if we are only talking to ourselves





# Real health reform must:

- Make health care more affordable to everyone in our country, including access to meaningful coverage for all families
- Ensure that health is available to all in our nation regardless of if they are white, black, or brown; if they live in rural America, how they identify, and their immigration status
- Deliver much greater value, focusing on health and not just procedures that make a lot of money for the health care industry

# Purpose of the research and message guide

- Effective narratives that can beat the toughest messages from the other side
- Evocative statements or “talking points” that activate the places where people are united no matter their political party
- Words, phrases and concepts to use and which to avoid

# Challenge

- Even in a global pandemic, health has become politicized.
- Opponents like pharmaceutical companies and others in the health care industry already are working to frame health reform as “socialized medicine”
- Ideologues on the right and left are keeping us divided and preventing commonsense reforms like stopping prescription drug companies from constantly increasing prices and making sure that our health insurance premiums and costs are made affordable -- not out of control



# Words matter

While we can find common ground, different words and sequences of words trigger different responses.

No matter the topic, science teaches us that our values drive our political responses, not policy arguments, and it happens in a nano-second

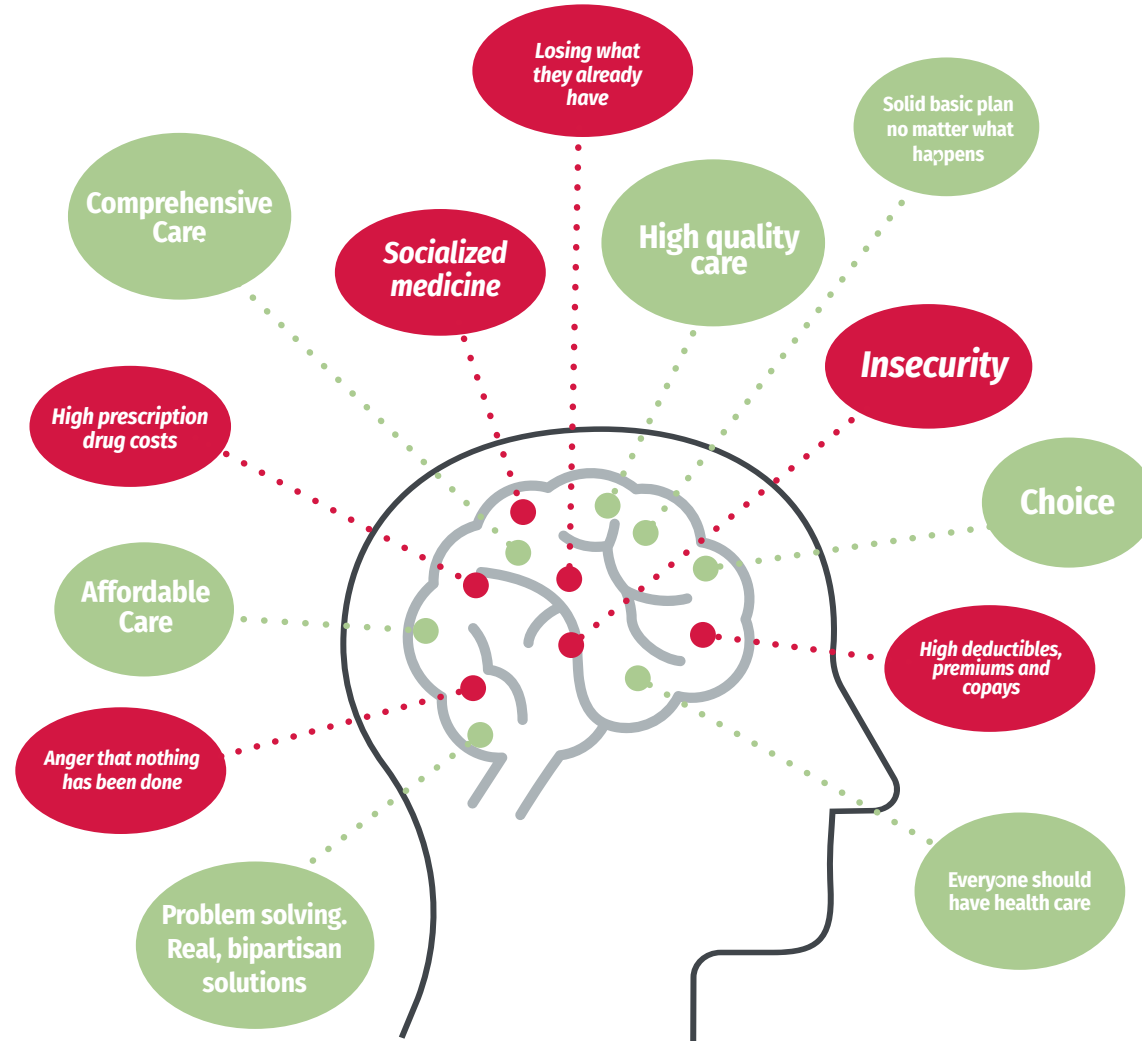


# Voters and Policy Makers on Health Reform



## DESIRES

Choice  
High quality care  
Affordable care  
Comprehensive care  
Health care for everyone  
Solid basic plan no matter what happens  
Problem solving. Real, bipartisan solutions



## FEARS

Losing what they already have  
Insecurity  
High deductibles, premiums and copays  
High prescription drug costs  
Socialized medicine  
Anger that nothing has been done

## EXAMPLES OF ASSOCIATIONS TO HEALTH REFORM

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# The strongest messages:

- **1** Activate the right neural networks
- **2** Speak to values and emotions
- **3** Tell coherent, memorable stories

# Dial Tests: Method for finding the most powerful messages

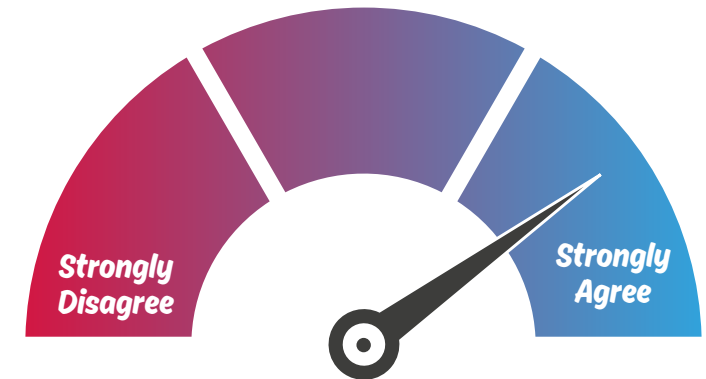


- 90-second dial tests allow us to see where all voters could come together around values-based evocative messages— even in the face of opposition

The difference in results between dial-tested and poll-tested messages



**POLLING**



**90 SECOND DIAL TEST**

Narratives and messages that test **over 50%** are considered strong.

*Our research found strong messages  
that test **over 70%.***

**Making it Actionable: Key takeaways for your work**



# Successful policy story telling

- **Connect with values** and metaphor such as we all deserve the same quality of care or a family doctor.
- **Raise concerns** about antagonists or impediments to success such as racial and economic inequality, insurance and drug companies and politicians failing to lead.
- **Restore hope.** End with a resolution such as letting Medicare be an option, opening Medicaid up, and tackling impediments to health, equity, and access.

# What we learned: Big picture

## Americans have united beliefs on health reform:

- Every child, every family, every individual should have access to quality affordable health care and shouldn't face financial ruin if they need care.
- Too many people have been shut out due to cost, coverage or color
- Leaders must come together and finally fix the problem once and for all

# What we learned: COVID-19 context

The most effective messages are comprehensive. If they draw on lessons of the pandemic, it is just one component of a broader context, and broader solutions, to problems they see as “pre-existing conditions” prior to COVID-19

- Pandemic has shaped voter views and messages can leverage recent events to strengthen support for health reform
- Health equity/“Social determinants of health” examples more resonate than in past, *especially when included with health reform messages*

# How to use the guide

## Steal the messages

Understand there are many paths to similar goals. These are not a hierarchy, but more a smorgbord

We've provided short soundbites, talking points and longer messages



# Important takeaways

- We won't be successful if we are talking only to ourselves.
- It's important to use inclusive language to include everyone who will be helped by health reform.
- What people **know** about health policy affects roughly 1% of their support. It's the values they care about that drives them to support or oppose policies. Facts aren't what move people.
- Small things matter. i.e. when you're talking about Medicare and Medicaid, put Medicare first.
- Don't be too specific on numbers. Round them off to make information more accessible.



# What's next?

Ready to take action? Use these messages in your own work! Stay tuned to join collective actions implementing this messaging.

Learn more at [familiesusa.org](https://familiesusa.org) or by emailing [info@familiesusa.org](mailto:info@familiesusa.org)

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# POWER. IMPACT. NOW.

FAMILIES USA'S HEALTH ACTION 2021

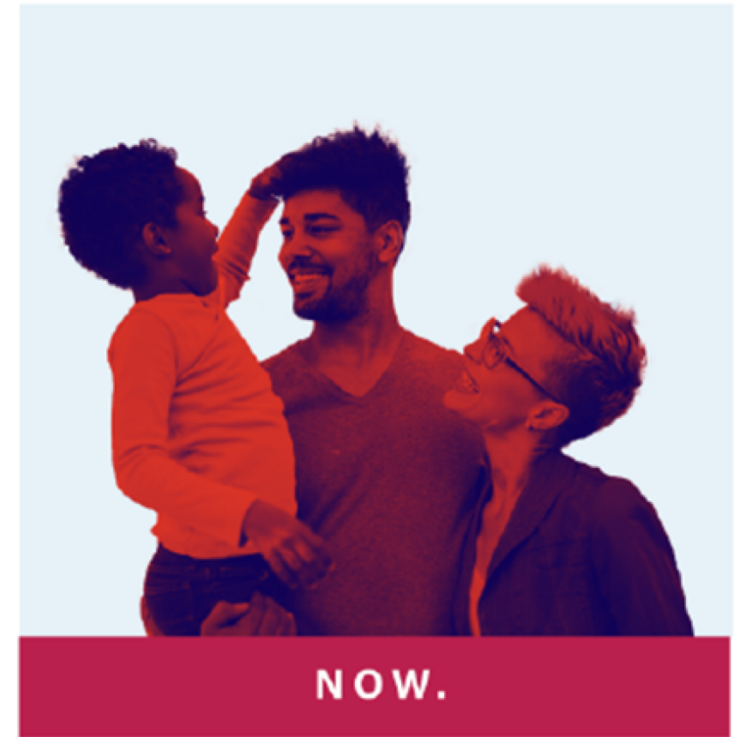
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POWER.



IMPACT.



NOW.

REGISTER NOW! <https://familiesusa.org/our-work/health-action-conference/>

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