

MEDICARE FOR ALL MESSAGE GUIDANCE

CONGRESSIONAL
PROGRESSIVE
CAUCUS CENTER

IMPORTANT MESSAGING TIPS

This message guidance is from *Lake Research Partners*.

Start with what we'll get: Many American's still aren't exactly sure what Medicare for All means or what it will do. Tell people, "here is what you are going to get":

- Expanded and improved Medicare for All
- No premiums, co-pays, or deductible
- All doctors and all hospitals are in-network for all Americans
- Prescription drug prices would go down
- It doesn't just cover health services: it covers dental, vision, mental health, and long-term care

Lead with the real-life stories: Talk about the real, lived experience of American families and how Medicare for All would improve their lives. Talk about raising money on GoFundMe, fighting with for-profit insurance companies to get the care you need or them denying care.

No one should go bankrupt to save their life: Medicare for All means that no family will be forced to choose between life-saving surgery or a mortgage payment. No one should have to go bankrupt to get the healthcare they need.

Medicare for All is expanding what works, not some scary new system: Insurance company lobbyists are trying to scare people. Make sure people understand that Medicare for All is about expanding and improving a health care program that already works (Medicare) so that everyone gets the health care they deserve.

It's not just hospital visits: Medicare for All isn't just for hospital visits. It covers dental care, vision, mental health care, long-term care for elders and people with disabilities and drug prices will go down because Big Pharma will have to negotiate. Make sure everyone knows how much Medicare for All covers!

Everyone, everywhere for every doctor: Medicare for All means that every doctor and every hospital is in-network. No one would have to worry about losing coverage or their plan changing or be stuck in a job they hate.

Battle Tested Sample Message

Everyone deserves access to the care and medication they need to survive. But every day Americans are forced to decide between paying for their prescriptions or paying their mortgage. No one should have to resort to begging on GoFundMe to afford a life-saving surgery that their for-profit insurance company denied. People shouldn't have to go bankrupt from medical costs. We need Medicare for All to provide affordable, guaranteed coverage for everyone.



SAY THIS

NOT THIS

WHY?

Expand and improve Medicare

Replace Medicare with a similar but expanded and improved system

Let people know we are expanding an existing system that works - not starting over

The **for-profit** health care industry and **for-profit** insurance companies

Employer-based health insurance plans

Keep the focus on the for-profit industry that puts profits over patients, not individual plans that people may like

All doctors and hospitals would be in-network for all Americans

Everything is covered or your plan would cover the same things

Using the language of the industry to show how different Medicare for All would be!

Coverage would include dental services, vision, mental health and long-term care

Eliminates premiums, co-pays, and deductibles for everyone

People are more interested in the services provided by Medicare for All than the cost saving, at least at first.

One guaranteed plan

One government plan

This language helps people feel more confident in the plan

TIPS ON TELLING YOUR STORY

GET PERSONAL: Your personal story is stronger than any statistic or reasoned argument out there. We are community creatures and we have learned from stories since the dawn of time. Sharing your story is the most powerful thing you can do!

BE SPECIFIC: Specific details make your story more real and memorable. Share the details that stand out in your mind. They will stick in other people's minds too.

MAKE THE IMPACT REAL: Don't just say "the insurance company denying my claim hurt me," talk about the specific impact on your life. Did you lose a job? Did your health suffer? Did you go into debt? How much debt? How did you feel? How did it change your life? Talk about how our broken health care system has shaped your life.

WHAT'S IN A NUMBER?: If you are using numbers, try to link them to something everyone can relate to. What is that number per person (that is \$4,000 in corporate subsidies for every taxpayer)? Or per unit of time (the Governor's budget closed an average of 1 clinic every day)? What does that mean compared to a common number or concept (as much as I earned in a year).

PHONE A FRIEND: Practice telling your story with someone you trust before you do it in public, especially if you are feeling nervous. Ask your friend to give you feedback.