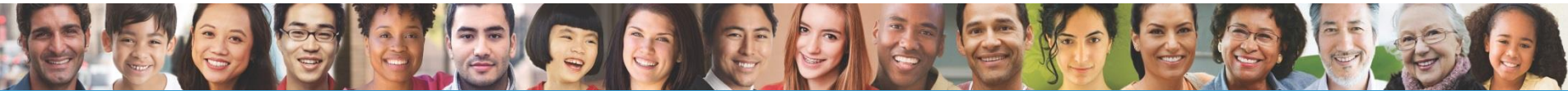




## Lessons Learned about Effective Communications during the 2017 Protect Our Care Campaign to Defend the ACA



# Families USA's Communications Campaign to Defend ACA & Medicaid



The goal of the campaign is to take back the narrative from Republican critics who depict the Affordable Care Act as a government boondoggle. | AP Photo

## Liberals mount campaign to save Obamacare

By RACHANA PRADHAN | 12/07/2016 03:39 PM EST

In December 2016, a coalition of national health care advocacy & policy groups formed the Protect Our Care Coalition.

## **Goals that drove communications:**

1. Protect ACA from repeal
2. Protect ACA from 1,000 cuts
3. Protect Medicaid
4. Protect CHIP and ensure funding
5. Lay ownership of health care system at the feet of Donald Trump and GOP Congress

## Key Messages :

1. Repeal is irresponsible and dangerous
2. Replacement plans fall short – contain old ideas that have been tried and failed
3. The GOP is in disarray
4. Repeal is harmful: It's impossible to preserve ACA protections under GOP replacement plans

## Lesson Learned:

**Maintain message discipline -- Don't get side-tracked!**



## Assumption Going in to 2017:

Most powerful message would be the **number of people at risk of losing coverage**

AFFORDABLE CARE ACT  
**20 MILLION GAINED COVERAGE**

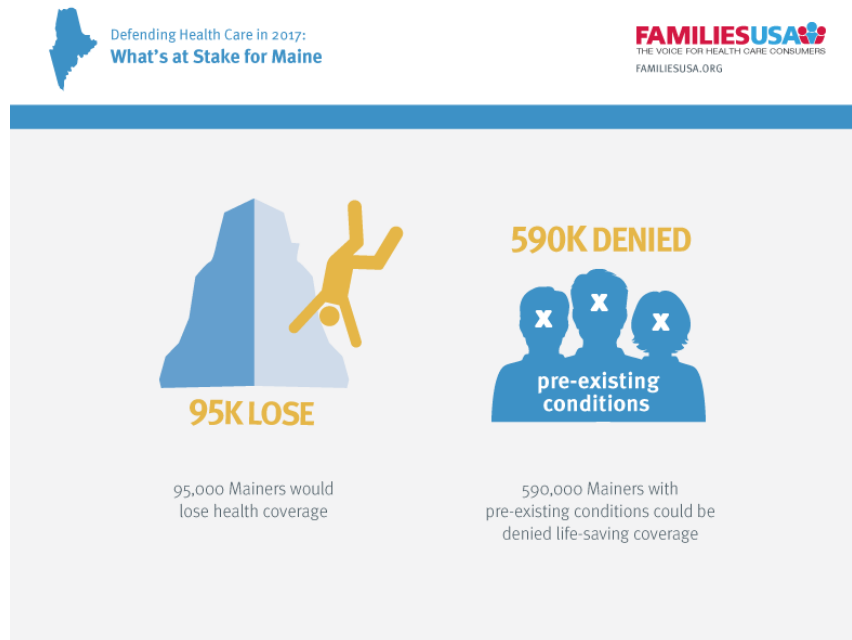


SENATE PLAN  
**22 MILLION LOSE COVERAGE**  
BY 2026



## Lesson Learned:

Coverage numbers most powerful **when targeted--at the state level**



## Lesson Learned:

Instead of coverage #s, lead with

1. Impact of bills on people with **preexisting health conditions**
2. **Affordability issues** -- How bills would drive up costs



## Focus on Preexisting Conditions:

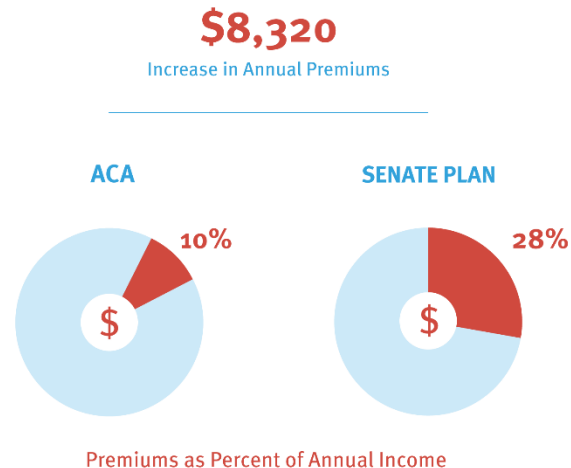
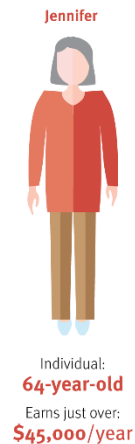
77%

*“About 77 percent of those polled favor requiring insurers to provide coverage to people with pre-existing conditions, and 69 percent want children up to age 26 to still get coverage under their parents' plans.”*

Harris Poll, 12/2016

## Affordability is Big Concern:

Middle-Income Seniors' Premiums Skyrocket under Senate Repeal Bill\*



\*Families USA analysis based on 2017 national average premiums for the second-lesse expensive silver plan adjusted to reflect premium change using 5:1 age rating bands, and changes in premium tax credits. Source: Health Insurance Marketplace Calculator (Washington, DC: Kaiser Family Foundation, November, 2016); Impact of Changing ACA Age Rating Structure (Milliman, January 2017).

**FAMILIESUSA**  
THE VOICE FOR HEALTH CARE CONSUMERS

## Lesson Learned:

People  Medicaid



## Communication Takeaway for 2018:

“Never let the public forget that Trump and the Republicans in Congress see the alternative to the Affordable Care Act as a system that weakens protections for **preexisting conditions**, imposes an age tax through **higher premiums** on people over the age of 50, leaves 16 million to 32 **million more Americans uninsured**, and **eviscerates Medicaid** at the expense of children, people with serious disabilities, and people in need of nursing home care.” – *Hart Polling Memo, August 2017*

## Lessons Learned about Formats:

Don't be afraid to use a GIF – levity works



## Lessons Learned about Formats:

### Power of Video, Even if Rough/Amateur



## Live Video Can Break Through Social Noise



# Questions?





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