Lessons Learned about Effective Communications during the 2017 Protect Our Care Campaign

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Director of Digital Strategy
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Answering ‘what the heck is in the bill?’

Helping followers sort through what was in each iteration of repeal

The Senate will try to pass this ACA repeal in 2 weeks. We know it will hurt Americans and take away care: bit.ly/2xEHkiA
Policy Experts on Twitter

- Edwin Park @EdwinCPark
- Jacob Leibenuft @jleibenuft
- Judy Solomon @JudyCBPP
- Peggy Bailey @pbailey20003
- Aviva Aron-Dine @AvivaAronDine
- Jesse Cross-Call @jcrosscall
- Hannah Katch @hannahkatch
- Sarah Lueck @sarahL202
Under the Senate bill, 22 million people will lose their health care. The 400 highest-income households will receive $33 billion in tax cuts.
WHAT HASN’T CHANGED IN THE SENATE GOP HEALTH BILL:
REVERSES NEARLY ALL ACA COVERAGE GAINS

Non-elderly uninsured rate, 2010-2026

Source: National Health Interview Survey; Congressional Budget Office
CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG
REPORTED OFFER OF $200 BILLION MORE FUNDING FOR STATES COMES NOWHERE CLOSE TO UNDOING SENATE BILL’S COVERAGE CUTS

Senate GOP health bill and potential revisions, 2017-2026

Source: Congressional Budget Office; CBPP calculations

CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG
# CBO Score Rapid Response

Process was key

<table>
<thead>
<tr>
<th>Shareables</th>
<th>New or Update?</th>
<th>New Language</th>
<th>Status</th>
<th>Priority (Please number 1-8, with 1 being most urgent)</th>
<th>Providing Updated Data</th>
<th>Point Person/Sign Off</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBO: House GOP health bill cuts coverage to pay for high-income tax cuts</td>
<td>Update</td>
<td>What Hasn’t Changed in the GOP ACA Repeal Bill: Coverage Cuts Pay for High-Income Tax Cuts</td>
<td>Approved</td>
<td>3</td>
<td>Emily</td>
<td>Aviva or Edwin</td>
</tr>
<tr>
<td>CBO: House GOP health bill cuts Medicaid by $894 billion</td>
<td>Update</td>
<td>CBO: Senate GOP Health Bill Cuts Medicaid by $XXX Billion</td>
<td>Approved</td>
<td>5</td>
<td>Matt</td>
<td>Aviva or Edwin</td>
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<tr>
<td>CBO: House GOP health bill makes millions uninsured</td>
<td>Update</td>
<td>CBO: Senate GOP Health Bill Causes Millions to Lose Coverage</td>
<td>Approved</td>
<td>4</td>
<td>Emily</td>
<td>Aviva or Edwin</td>
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<tr>
<td>CBO: House GOP health bill would reverse all ACA coverage gains</td>
<td>Update</td>
<td>CBO: Senate GOP Health Bill Reverses All ACA Coverage Gains (or TRUE)</td>
<td>Approved</td>
<td>6</td>
<td>Emily</td>
<td>Aviva or Edwin</td>
</tr>
<tr>
<td>CBO: Moderate-income older people will pay far higher premiums under House GOP health bill</td>
<td>Update</td>
<td>CBO: Moderate-income older people will pay far higher premiums under Senate GOP health bill</td>
<td>Approved</td>
<td>7</td>
<td>Emily</td>
<td>Aviva or Edwin</td>
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<tr>
<td>CBO: Premiums Would Increase For Low-, Moderate- &amp; Middle-Income Older People</td>
<td>New</td>
<td>N/A</td>
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<tr>
<td>People of All Ages Would Lose Coverage Under House Health Bill</td>
<td>Update</td>
<td>People of All Ages Would Lose Coverage Under Senate Health Bill</td>
<td>Approved</td>
<td></td>
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</tr>
<tr>
<td>CBO: Long-run Medicaid Cuts in Senate Bill Equal to Deeper Than Under House Bill + 12% in Federal Medicaid Funding in 2018 + House Bill + 4% and Senate Bill (?!)</td>
<td>New</td>
<td>N/A</td>
<td>Approved</td>
<td></td>
<td>Matt</td>
<td>Aviva or Edwin</td>
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<tr>
<td>CBO: Senate GOP Bill Would Drive Premiums Up, Enrollment Down in the Individual Market in 2018 (Shareable version of already-created graphic showing 20% increase in premiums, 31% reduction in enrollment (or whatever new rt abe)</td>
<td>New</td>
<td>N/A</td>
<td>Approved</td>
<td></td>
<td>Emily</td>
<td>Aviva or Edwin</td>
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<td>Medicaid enrollment declines year by year depending on when the backup tables are provided</td>
<td>New</td>
<td>N/A</td>
<td>Complete</td>
<td></td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Checklist comparison of House and Senate bills</td>
<td>New</td>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
<td>N/A</td>
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