



**Tennessee Health Care Campaign**  
*Working for Guaranteed Affordable Choices*

## AUGUST ACTION '09 – MESSAGES

Insured middle-class Americans are not feeling secure, with either their current situation or proposed health reform. To a degree, this is also true for middle-class uninsured, who, despite their dire predicament are still swayed by anti-government, anti-tax rhetoric. For these reasons, we must direct our attention and messages to middle-class Americans.

BROAD / GENERAL FRAME - LEAD WITH THEM, KEEP GOING BACK TO THEM:

### **SECURITY – STABILITY – CHOICE – PATRIOTISM**

*Use first person pronouns & references when possible (I, me, my, my family, my business).  
Adding your personal story trumps mimicked message points.*

#### 1) SECURITY – CHOICE – QUALITY

Health care is not working for working Tennesseans (for us) (for the middle-class (for small business). It is too expensive and too uncertain. *(It costs too much and we can't rely on it.) (It is literally bankrupting families and our country.)* I've read enough about the reform solution to know that it will cost us less and give us more quality choices that we need.

**Sen. Corker, will you promise to be a voice for needed change, to stop pandering to those who would rather do nothing than support the President and members of both parties in Congress working in good faith to fix our bad health care system and lead the Senate to move quickly to pass health care reform in September?**

#### 2) SECURITY (Peace of Mind) w/ quality and choices

Many working Americans *(I work hard and I)* have health insurance, but it is not working for them *(me/my family)*. We work hard and play by the rules and we need some peace of mind in return. The way it is now, if I get sick or lose my job for any reason, I lose my health care. I say its time to give me the same quality choices you have, senator.

**Will you support that?**



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### 3) STABILITY

I'm tired of walking on a wire without a net! Not only am I worried about whether or not I'll lose my job, I'm always worried about how I'm going to provide health insurance for my family whether I'm working or not. I can't depend on medical benefits through work because the costs are straining my employer as much as me. I certainly can't afford the costs on my own. I hear a few being negative about the solution in Congress, but from where I stand a solution that guarantees coverage with a job and between jobs and regulates the greedy insurance companies is alright by me.

Senator Corker, I can't wait for perfect and I bet most Tennesseans can't either. You and I know there is no such thing on this earth as perfect. Will you pledge here and now to focus your energy on passing American health care reform in September?

### 4) PATRIOTISM

As a proud working American I'm glad we finally have a president and Congress acting on our behalf. The middle-class has been getting the shaft from insurance companies for too long. I like the reform solution in Congress that will let shop from a variety of plans like you do senator, and guarantee that an insurance bean counter won't come between me and my doctor and deny me the care that I've been paying premiums for all these years.

Sen. Corker are you will to speak out against those who are organizing angry mobs and putting out lies about what is and is not in the bills in Congress, such as euthanizing seniors?

### SLIGHTLY EDGIER (RIGHTEOUS ANGER):

5) I'm tired of hearing that we cannot afford to fix health care. BULLoney! You better fix it because people like me are already paying way too much for a whole lot of nothing! The president is right when is he told us we spend way more than other capitalist countries that cover all their folks. If they can do it, there is no good reason why we can't!



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6) I'm sick and tired of the scare tactics! I may not have gone to one of those Ivy League colleges, but I know that we cannot wait to fix our broken health care system. I know that what the president and leaders in Congress are trying to do is step in the right direction. Working Americans like me cannot wait. We need stable, predictable costs and to be able to choose from options that work for us. We do not need to pay for insurance that includes paying the salaries of insurance administrators who come between our doctors and us—denying care and pocketing the profits.

7) I like that the President and Congress are talking about coverage I can count on the security of having affordable, quality choices. I don't like it that you and some members seem more concerned with playing politics than fixing a system that is literally bankrupting families and our country. I know the reform isn't perfect, but is a good step toward better than the current system that looks out for insurance company CEO's and ignores hard working Tennesseans!

8) *(If Tea Baggers are part of the mix or being questioned about them.)*

I'm tired of the fringe groups that are funding and inciting a minority of people acting like they are speaking for the rest of us and determining what is or isn't an American value! I am part of the majority who has told Congress that we want you to fix our bad health care system and we want it fixed this year! I'm a hard working American who loves my country and is willing to say: This is America! We are Americans and we don't run and hide in the bushes, we fix what is broken.

9) *(If Tea Baggers are part of the mix or being questioned about them.)*

I'm sick and tired of the scare tactics! The health reform solutions being proposed by Congress and the President are long over due. Good Americans with real American values know that we have crisis that is hurting both the insured and uninsured. The only thing we better not do is be swayed by the whackos with faces red as beets, who are screaming in the face of civility and blocking progress.



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### ONE LINERS TO COUNTER PUSHBACK ABOUT TOO EXPENSIVE OR DETAILS:

*I know there are some devilish details, but what we have now is pure hell!*

*Oh, I know about details! The details in the fine print of my insurance policy are about to kill me!*

*Costs? You don't need to tell me about costs! My insurance premiums have gone every year since 1998 and my employer helps with them a little less each year! I'm ready to try the new American solution that Congress and the President are about deliver.*

### Specific Issues:

#### Medicaid (TennCare):

Sen. Corker, you know that a plan—whether it is public or private—is only as good as the people managing it. I wish you would quit your negative comments about Medicaid. Both the Senate and Congress believe we need to Medicaid into the 21<sup>st</sup> century and use it to cover all children and adult under 150 percent of poverty, or there about.

#### Medicare:

Sen. Corker, you have been critical of taking the 14 percent savings from over-funding the ineffective private Medicare Advantage plans and using it to fund health care reform, in general. You would rather keep those savings solely in Medicare. So, what to you propose to do to make up the 14 percent for generally fund reform?

#### MedPac:

Sen. Corker, MedPac was created by a Republican-led Congress (1997) and it makes recommendations to Congress, but members of Congress are so beholden to different special interests that they don't end up acting on the recommendations. Congress isn't holding up its end of the bargain. Seems like it's time to try a new tactic.

#### Public Choice:

Sen. Corker, what Tennesseans want and need is affordable health insurance that we can count on. I think that means stable costs and quality choices. If you like your current coverage and doctors you can keep them. If you don't you can you can choose from another private insurer or a quality public plan. Whatever coverage you decide is right for you and your family, you will have the peace of mind knowing that insurance company abuses will be eliminated and there will be more support for your doctor to provide you with the best quality of care and treatments.



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