



Tennessee Health Care Campaign

Working for Guaranteed Affordable Choices

General Frame: (Fear of/Watch Out For) Big Government

Frame Triggers:

- 1) Will come between you and your doctor -- EVOKES: rationing, limit CHOICE
- 2) Stop or deny care -- EVOKES: rationing & to uninsured: YOU LOSE what you have
- 3) Crushing private insurance -- EVOKES: socialized medicine will destroy free market
- 4) Anti American -- similar to #3

General ways to respond:

General Frame: (Fear of/Watch Out For) Big Government

1) No More Insurance Company Rip-offs: Health care reform will finally provide strong public oversight that is on our side and will set rules that are fair for our families and our businesses. ***Health care reform means a tough and fair watchdog to make sure insurers treat our families & us fairly.*** A watchdog that finally stops the insurance companies from denying hard working Americans coverage for pre-existing conditions like cancer.

2) The time is now. When Wall Street collapsed we were told we taxpayers had to support a \$700 Billion bailout. Now we --the middle class working families-- need our broken health care system fixed. ***America's working families are struggling to pay health care costs and make ends meet.*** But we are being told we cannot afford health care reform, and we need to wait. This just doesn't make sense. Now is the time to fix the system so we have quality, affordable health care for all Americans.

3) Small businesses are the engine of new job growth in our economy. In fact, they generate half of America's Gross Domestic Product and two-thirds of new jobs every year. During these tough economic times, we must ensure that we keep America's small businesses strong. This means fixing our health care system to ensure that small businesses have access to affordable, quality health care coverage.

Respond to Frame Triggers:

1) *Will come between you and your doctor -- EVOKES: rationing, limit CHOICE*

Americans need Peace of Mind: Americans once believed we had a health care system we could count on—but no longer. Our current system offers few choices and care IS being rationed now. The stories are all too familiar. Your neighbor discovers a lump in her breast but can't afford treatment. Your son's friend doesn't qualify for health coverage



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because he has been diagnosed with diabetes. Your auto mechanic has closed his garage because he can't afford the skyrocketing health care costs. Reforming the health care system means eliminating our fears and providing peace of mind for hard working Americans and their families. ***It means health care you can count on when you need it.***

2) Stop or deny care -- EVOKES: rationing & to uninsured: YOU LOSE what you have

If You Like It—You Can Keep It: Health care reform means better choices and options for all. You have the choice to keep your doctor, your hospital & even your health insurance plan if you like it. There will be ***choice of a public health insurance plan which will bring down costs, make coverage affordable, force private health insurance companies to compete and guarantee that quality, affordable coverage will always be there for us when we need it.***

3) Crushing private insurance – EVOKES: socialized medicine will destroy free market

A) Small businesses are the engine of new job growth in our economy. In fact, they generate half of America's Gross Domestic Product and two-thirds of new jobs every year. During these tough economic times, we must ensure that we keep America's small businesses strong. ***This means fixing our health care system to ensure that small businesses have access to affordable, quality health care coverage.***

B) Affordability: Health care costs are going through the roof, wages are stagnant and more and more people just can't afford coverage. Meanwhile insurance company profits are up and their CEO's get millions of dollars in bonuses. Fixing our health care system will bring much needed public oversight of an industry that makes all the rules and all the money. Health care reform means taking control of the greed and waste that has resulted in an inefficient health care system. ***Reform means taking care of the health and well being of hard working Americans and our families with a fair, competent, affordable, and sustainable approach to our health system.***

4) Anti American -- similar to #3

The time is now. When Wall Street collapsed we were told we taxpayers had to support a \$700 Billion bailout. Now we --the ***middle class working families-- need our broken health care system fixed. America's working families are struggling to pay health care costs and make ends meet.*** But we are being told we cannot afford health care reform, and we need to wait. This just doesn't make sense. Now is the time to fix the system so we have quality, affordable health care for all Americans.

