

herndon Alliance

Healing America's Healthcare

Hello,

You've seen the emails and heard the attacks. So have your legislators. And so have your families and friends. These are coordinated campaigns generated by those who stand to gain financially from keeping our health care the way it is. Their use of distortions and scare tactics are designed to protect their profits.

Don't let them get away with it.

Expose them and use messaging that works. Below is an example of a response to broad attacks.

However, your constituents and friends may also have specific questions and concerns regarding the proposed bills. Therefore, we have also included messaging around issues that are being raised.

And the following are suggested organizations and/or LINKS for practical advice on the planning, repositioning, and curtailing of disruptions at Town Hall meetings:

SEIU - Change to Win (Town Hall Tips)

HCAN - Dealing with Right Wing Attacks in the Field

<http://healthcareforamericanow.org/fight>

UHCAN (Don't Let Them Bully Health Care)

A 'how to' based on a successful Town Hall Meeting in Indiana:

<http://www.dailykos.com/storyonly/2009/8/4/761608/-Tea-Baggers-FAIL-to-disrupt-Health-Care-meeting,-lessons-shared>

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DON'T ALLOW ATTACKS (OR DISRUPTED MEETINGS) TO STEAMROLL PUBLIC SUPPORT FOR REFORM

Message of the Week - August 3rd

A template for responses

BROAD MESSAGE

“Those who are opposed to real health reform always revert to the same tactic—spread misinformation and scare us into thinking that reform is bad. It’s a political tactic designed to protect self-interests and perpetrate the abuses in our health care.

Tell the organizations and people who are spewing these lies and innuendos that ENOUGH IS ENOUGH.

Our country has an economic and health care crisis. It’s time to work together, stop playing politics, stop protecting greed, and face our problems honestly and directly.

So, what is the reality of reform? What do the bills really propose?

Reform will give us the freedom of secure choices—to keep our plan and doctors, to choose another private plan, or the choice of a robust public health insurance option.

It will stop the abuses and greed currently in the insurance industry such as denying us coverage due to a pre-existing condition, or dropping our coverage because we are sick.

And it will stabilize costs. Middle America will once again be able to afford our health care. Small businesses will once again be able to provide for their employees.

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That is what the legislation says and will do. Don't allow misinformation to mislead you. Taking care of your health and the health of your family is too important to become a victim of political tactics.

Real leaders have finally stood up for quality affordable health care for all Americans. Together they have proposed a uniquely American solution to our health care crisis that gives us security, stability, and peace of mind.

Don't allow the profiteers of the industry to deny us that."

MESSAGING ON SPECIFIC ISSUES/MYTHS

Reform will mandate abortion:

"Opponents of health reform have begun a campaign claiming that the bills moving through Congress mandate abortion and that our dollars will be spent on abortions. This is absolutely false. In fact, the proposed bills make NO mention of abortion and don't change any of the policies presently in place. The inclusion of reproductive services is now made by your insurance company and this is how it will continue to be. Medicaid doesn't cover abortions now and the legislation will not change this."

Reform will encourage euthanasia among seniors:

"A congresswoman recently claimed that proposed healthcare reform would 'put seniors in a position of being put to death by their government.' And a Senator made a similar statement, accusing Democrats of a plan that 'would kill Americans.' Spewing these lies to frighten older, vulnerable Americans for political gain is worse than outrageous—it is abusive and cruel. Reform would provide seniors with valuable counseling about complicated issues. This country has a very serious issue to debate—one that deserves our intelligence, our honesty, and our compassion."

Reform will lead to rationing of care, delayed care, and denial of services:

“For too long insurance companies have denied coverage to those with pre-existing conditions, refused to cover certain treatments, and dropped coverage when we actually become sick and really need it. That’s how they make their enormous profits and CEO’s their outrageous bonuses. Reform will actually help put an end to these unfair practices and help provide us with more choices and access, not less. As a result we will have lower costs with better care.”

Reform will focus on medical research and result in delayed or denied care:

“Health reform makes sure doctors have access to impartial and current research that compares the effectiveness of different treatments, procedures, and drugs. Armed with this information, you and your doctor have the power to make informed decisions rather than risk receiving less successful treatments. This is just good common sense and good medicine. For too long pharmaceutical and medical device industries have spent enormous sums of money marketing their products, and passing their advertising costs on to us. They want it to stay this way to protect their self interests and are willing to spread untruths about rationed health care. Don’t let the profiteers of industry get away with this. Impartial research doesn’t come with an advertising budget attached. Today, less than half of all medical care is based on real evidence supporting the effectiveness of the treatment and \$700 billion is wasted annually on tests and procedures that do little or nothing to improve patient outcomes. Reform means we will have lower costs and better care.”

Reform will result in a government take over of health care:

“Reform ensures that you and your family will always have guaranteed choices of quality, affordable health insurance whether you lose your job, switch jobs, move, or get sick. You can keep your coverage and doctor, you can choose another private insurance plan, or you can choose the

public insurance option. It is about giving you back choice and control of your health care. It is about expanding the marketplace and competition so we have secure and affordable choices. Studies and analyses have shown that the most efficient and effective private plans will thrive under the proposed health reform, resulting in lower costs and better care choices for us all.”

Reform will include ‘illegal immigrants’:

“No proposed legislation includes health care coverage for illegal immigrants. Don’t let the opponents of reform distract you with inaccurate information. The issue of immigration is an important one that deserves our attention. But health reform is the issue that is now being addressed by Congress and both the Senate and House bills explicitly exclude illegal immigrants from receiving funds from the federal government to obtain health insurance.”