



Affordable, Accessible, Quality Health Care for ALL

Framing the Debate: Responding to “Let the Federal Government Do It”

BACKGROUND

Those that want to delay the implementation of health care reform use a variety of excuses for not doing it. One of the arguments against enacting reform on the state level is that “the federal government will do it.” Our opponents imply that since health care reform will be implemented on the federal level, there is no reason for states to continue trying to pass it.

This argument, of course, is misleading, but is what we hear from some state legislators who don’t want to get caught up in the political fighting that health care reform will involve, or who don’t want to oppose the industries by which they are heavily lobbied.

We need to reframe the debate to focus on the positive aspects of state reform. Focus on the historic role of states as incubators for the passage of every major national social reform; the uncertainty of the ability of a new administration in Washington to pass reform in a timely fashion; the real impact on working families and businesses of bypassing state initiatives and waiting for a national solution.

BRIDGING/TRANSITIONING TO OUR MESSAGE:

REMEMBER: Q = A + 1

In a media interview or Q&A speaking situation, you seize the advantage by addressing the actual question briefly (A) then moving to the point YOU need to make (+1).

At this point in the campaign, our “+1” should be: **Momentum in the states is driving the national movement for health care reform, and we can’t afford to wait for the possibility of reform on the national level any longer.**

Here are six ‘bridges’ you can use to transition from “A” to “+1”.

- *...but what’s important to US is . . .*
- *. . . but again, the BIG issue is . . .*
- *. . . but what’s REALLY important to small businesses and working families is . . .*
- *That’s fine. That’s what I would expect to hear from our critics. But the ISSUE here is . . .*
- *That’s what critics of health care reform always say – and it’s always wrong. The TRUTH is . . .*

A Project of the Campaign for Better Health Care

Central/Statewide • 44 E. Main St., # 414 • Champaign, IL 61820 • 217.352.5600 • (f) 217.352.5688
Chicago • 1325 S. Wabash Ave., # 305 • Chicago, IL 60605 • 312.913.9449 • (f) 312.913.9559