

Talking Points to achieve Health Care for Everyone

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Have a story and use it whenever appropriate. Have versions of 30 seconds to 3 minutes.

Messaging philosophy: Talk about values. Talk about how the power holders are abusing the listener's values and it needs to stop. Our bottom line: We need a way to pay for health care that is simpler, covers everyone in a way each can afford, and costs less overall.

In most situations, we will use only 1-2 talking points. If you add data to back up the talking points—often a good idea—use numbers sparingly and make sure they are easy to understand. Not in any specific order:

- We want health care for **everyone**. Martin Luther King, Jr. did not strive for civil rights for only *some* African Americans. Suffragettes did not secure voting rights for *most* women. U.S. soldiers did not give their lives fighting for freedom for *some* Americans.
- The insurance industry, Big Pharma, and large hospital chains lobby to take the hard-earned money of U.S. families—money we pay hoping to have health care when we need it.
- Our current health care system is “getting away with murder.” It values profits more than the health of Americans. Often, we must choose: Get the health care we need and rack up massive debt or forego needed health care.
- Making sure everyone has good health care is not only kinder: It's smarter. Prevention and timely care saves lives and money.
- As the income gap widens between the top 1% and the rest of us, fewer of us can afford health care. This goes against our values that hard work is the key to success.
- Medical expenses cause the majority of U.S. bankruptcies.
- Health care is rationed in Colorado according to ability to pay deductibles, co-insurance, and geographical and age rates. Costs in rural and mountain areas are devastating.
- 523 Colorado families buried a loved one last year and communities lost valuable members unnecessarily—because of lack of affordable access to health care—in the richest country in the world. And it will happen all over again this year and next year and the year after that, until we insist on health care for **everyone**.
- A Colorado health care system, a version of Medicare for everyone under 65, would save money—enough to cover everyone and improve conditions for health care professionals. It would keep Colorado money in Colorado.
- Any ACA or health reform must be simpler, cover everyone affordably, and cost less overall.
- Health care for everyone is a:
 - Moral issue—insert your own moral statement or that of the audience
 - Practical issue—fewer administrators, more satisfied providers, and improved population health.
 - Social justice issue—health equity regardless of income, age, ethnicity, disability, gender, etc.
 - Freedom of choice issue—Coloradans could stop narrow networks and choose their providers.
 - Sustainability issue—The U.S. pays almost twice as much for health care than any other developed country, with poorer results. We want better value for our money!
 - Fairness issue—International corporations should stop taking our health care dollars to line their pockets.
 - Business issue—Insurance costs hurt employers and business owners. Stop the fleecing!
 - Health care professional issue—Providers could focus on the job they love—caring for patients.

Guaranteed quality health care for all for life would mean:

- Relaxed, happy families
- Healthy, thriving communities
- Strong, vibrant, innovative business
- Fairness/Justice/Equality
- Morally Sound
- Simpler, easier, more cost efficient
- Reduced burden (Less illness, waste, bureaucracy, bankruptcy. More stable, resilient Americans.)
- Employment/Employer flexibility