

Current Communications Challenges in Health Policy

GRANTMAKERS IN HEALTH

FALL FORUM

NOVEMBER 10, 2017

Since We Last Spoke...



We're Listening and Learning

Research Projects This Year:

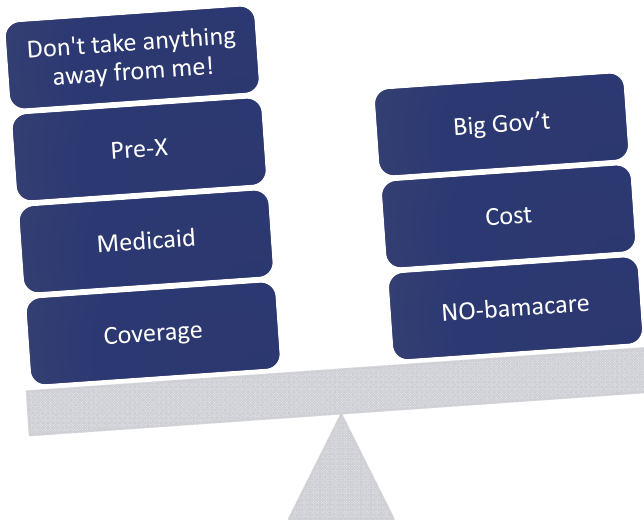
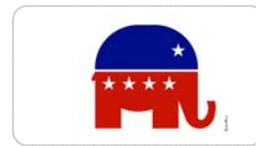
- Consumers' understanding and intentions around **open enrollment**
- Voter perceptions and opinions about **repeal and replace**
- Conservative voters awareness and perceptions of **SNAP**
- Conservative voters understanding of the **safety net**
- Parents and policymakers awareness of issues around **early infant child mental health**
- Voters perceptions of **Medicaid**

The Barriers...

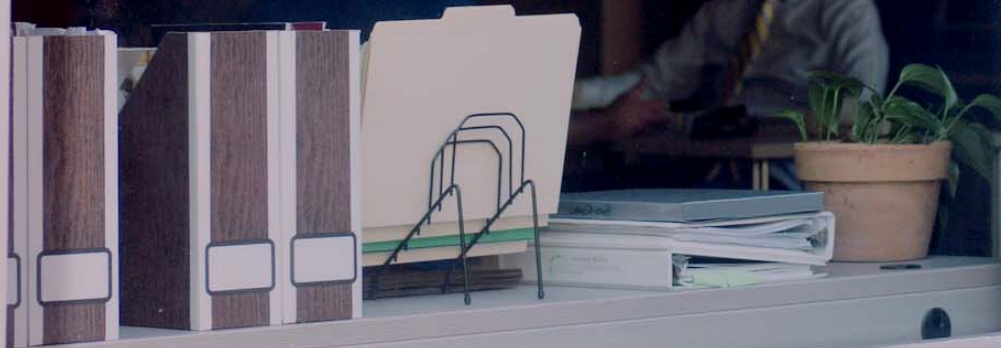
Just one.



Repeal & Replace



Ryan & Associates
—
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Open Enrollment

- The Marketplace has become normalized among those who use it.
- Many paid attention to the ACA repeal and replace debate.
- The debate made them feel confused, frustrated, and anxious...**but it does not appear to affect their decision about whether or not to enroll.**
- Some are unsure of the long-term health of the Marketplace.
- They get angry when they hear about cuts to in-person assistance and advertising.
- Affordability remains the biggest focus and challenge.



The Safety Net

Describe someone who gets SNAP/food stamp benefits...



The Safety Net

- Individuals believe that the safety net serves **an important purpose**.
- Almost all believe that too many are **scamming the system. Fraud and abuse are rampant**.
- Individuals **do not want funding cut** but they would like to see **reforms** to the program.
- Programs **promote poverty** instead of lifting people out of it.
- **Low-income children, seniors, and people with disabilities** are their priority populations.
- SNAP suffers the most. Medicaid less so.
- They do not believe government can fix the problems.

The Safety Net

Conservative voters want government assistance to be...



Temporary.



Accountable.



Local.

SNAP Messages

- *SNAP is part of the safety net to help people when times are tough.* It can be hard to get back on your feet when you are hungry and worried about your children's next meal. SNAP is there so families can focus on getting a better job and digging themselves out of debt.
- *We need to help the most vulnerable.* More than 90% of SNAP benefits go to assist people who are elderly, seriously disabled, or members of working households with children – not to able-bodied, working-age Americans who choose not to work.
- *Nearly two thirds of people who get SNAP are children or low-income older Americans.* Cuts to SNAP means putting millions at risk of hunger. If their basic needs are not met, children cannot do well in school, be healthy, or grow into independent adults. And older adults who live off their Social Security check will struggle to put food on their table. Cutting SNAP means taking food away from the most vulnerable among us.
- *SNAP is temporary help for families who fall on hard times.* Most of the people who get SNAP only receive benefits for a limited time while they get back on their feet, not for a lifetime.

Medicaid Messages

- ***Medicaid is a safety net for those who need it most.*** It covers life-saving treatment and care for some of our most vulnerable citizens, including pregnant women, children, seniors in nursing homes, and the disabled.
- ***Medicaid helps children thrive.*** Half of all people who get Medicaid are children. Studies show that children who get Medicaid are healthier, do better in school, and are more likely to turn into productive, independent adults than those who are uninsured.
- ***Medicaid saves our state money.*** It enables people who would otherwise be uninsured to get preventive care, early diagnosis, and treatment for chronic conditions. This helps prevent smaller problems from turning into more serious illnesses that result in expensive ER visits and hospitalizations.

If We Are Going to Make Change...

We must...

- ✓ Embrace change...on your own terms.
- ✓ Own the narrative.
 - ✓ No cuts.
 - ✓ Innovation, modernization.
- ✓ Don't fight for programs. Fight for people/ideas.
- ✓ Highlight local/state successes.
- ✓ Take some risks. It's now or never.

THANKS.

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