

BE PROACTIVE IN YOUR MESSAGING. . . REMEMBER Q = A + 1

Message of the Week - August 12th

We will never have 100% public support for health reform. We don't need to.

But to get health reform passed, we do need to **capture** and **keep** the support of the moderate middle. We can't let radicals define the debate or allow us to lose sight of our audience.

While the extreme attacks ('you're going to kill my grandmother') need a **forceful** response, we can't win if we don't simultaneously respond to the moderate middle's legitimate concerns regarding the proposed legislation.

Therefore, we suggest using the **Q = A + 1** communications strategy. (Q: question; A: answer [in one sentence with possible comment on the reasons the issue is being raised]; +1: the points you really want to make). See example below.

Q: "I hear that health reform will encourage doctors to promote euthanasia."

A: Answer the attack in one clear statement: "This is just not true—what the health reform bill actually states is that patients can choose to have a living will if they want one."

Then immediately move to discredit the attacker in one clear statement: "The organization/individual making this case is just not being straight with you and is furthering his/her own political agenda."

1: Immediately pivot the discussion as follows: "What I presume you would prefer to talk about is what the proposed legislation really states and what it really provides you and your family." This transitional phrase allows you to move the conversation in a direction that addresses the value of reform and what's in it for Middle America.