



## **WINNING WORDS** Message Memo

### **Supreme Court Decision Provides New Opening for Health Reform Supporters**

The Supreme Court's decision upholding President Obama's health care reform provides a new opening for Democrats and other supporters to sharpen their message and go on the offense. Many have been on the defense over a program with benefits that most Americans support—and struggling to counter the Republican spin that the “individual mandate” was an issue of personal freedom.

This Winning Words Message Memo suggests a simple message to reframe the discussion about this critical aspect of reform, with a muscular contrast that puts opponents on the defense.

Don't say "mandate"—that activates the other side's argument.

This alliteration helps you quickly change the terms of the debate.

Remind listeners that the vast majority of people value the benefits provided by health reform—mention specific examples and avoid talking about the "health care law" in general.

People are tired of political gridlock, and most will welcome the Court as the final word on the matter. This puts the onus for continued partisanship onto the opponents of reform.

The coverage **requirement** was never about **freedom**—it was about **freeloading**.

The Republicans want to **take away** health care benefits for **the majority of Americans**, just for the sake of a few **freeloaders** who don't want to pay their fair share into the health care system that they'll inevitably use.

We can continue to have the greatest health care in the world, if we all do our part to support the system that **serves all of us**.

The Supreme Court has spoken, and it's time for Washington to move on. People want politicians to focus on creating jobs—not drag the country back into another **partisan fight over health care**.

People do not like government "taking away" benefits and rights from people—that's exactly what the Republicans are trying to do.

The coverage requirement applies to people who can afford to contribute to the health care system, but simply don't want to—even though they will inevitably use the system during their lifetime.

This appeals to people's aspiration for great health care, and puts the focus on individual responsibility.