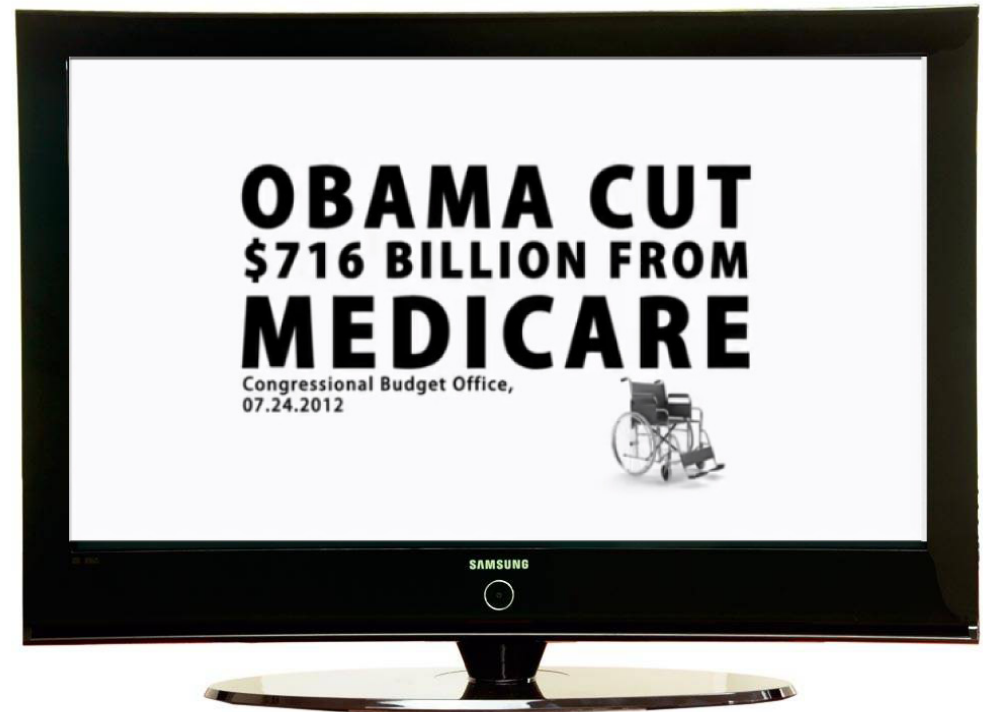


DEBUNKING THE MEDICARE MYTH

Republicans are spending millions to manufacture this myth. This Winning Words *Message Memo* shows how to go on the offense.

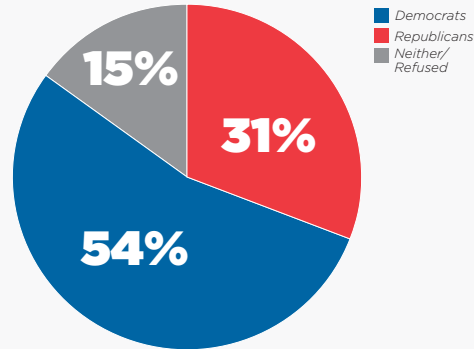


VOTERS TRUST DEMOCRATS ON MEDICARE AND OPPOSE REPUBLICAN VOUCHERS

Voters Trust Democrats More Than Republicans on Medicare

“WHO DO YOU TRUST MORE TO PRESERVE THE LONG-TERM FINANCIAL HEALTH OF MEDICARE?”

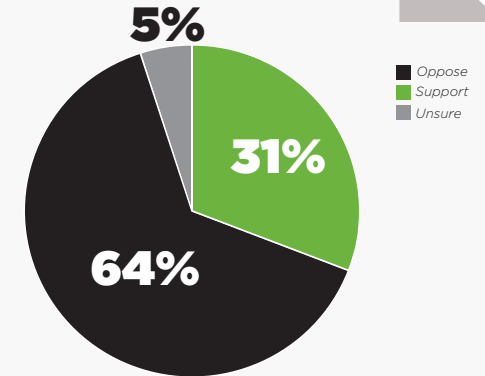
Source: United Technologies/National Journal Congressional Connection Poll conducted by Princeton Survey Research Associates International. Sept. 7-9, 2012. N=1,012 adults nationwide.



More Voters Oppose Republican Vouchers

“HOW DO YOU FEEL ABOUT [A VOUCHER PROGRAM] TO RESTRUCTURE MEDICARE?”

Source: ABC News/Washington Post Poll. Aug. 22-25, 2012. N=1,1002 adults nationwide.



SURVEY SAYS: DEMOCRATS WIN ON THIS ISSUE

Recent polling suggests a winning frame for Democrats: A **guaranteed** benefit vs. **vouchers** that force seniors to buy **private** coverage from insurance companies.

70% of seniors

prefer Medicare as a guaranteed benefit, rather than a system of fixed payments to buy private coverage.

Source: Washington Post and Kaiser Family Foundation Polls, Sept. 12-23, 2,793 randomly selected registered voters from Florida, Ohio and Virginia.

MEDICARE NARRATIVE

Obamacare **guarantees** your Medicare coverage for life.

It **saves** \$716 billion by cutting **waste** and cracking down on **fraud** in Medicare, and **re-invests** the savings so Medicare will be there when you need it.

Meanwhile, the Republican plan is to **take away** your **guaranteed** Medicare coverage, replace it with a **little voucher**, and make you go **fight** with the big insurance companies to get coverage.

The Republicans will force **you** to pay an **extra \$6,400** a year—just to give more **tax cuts to millionaires** who don't need them.

“Guarantee” is the key word to use when describing Medicare—it’s what offers peace of mind.

Don’t ignore the false attack, reframe it with the truth.

Don’t just repeat the word “voucher,” explain what it means to people’s lives.

Make it personal—and help people visualize the real consequences.

TELL THE STORY VISUALLY



The Republicans will make you fight with the big insurance companies to get coverage.