COVID + Healthcare

Prosecuting a Winning Case Against Trump and the Republicans

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ASSOCIATES

Key Findings

➢ The combination of coronavirus and healthcare continue to be key drivers of the election, and they are moving voters decisively in the direction of Democrats. Among the 72% who choose coronavirus or healthcare as one of their top two issues, Biden leads Trump by 62% to 32% and Democrats lead in the generic congressional trial heat by 61% to 31%.

➢ Voters continue to disapprove of Trump's handling of the coronavirus (43% approve, 57% disapprove), and say he is pushing to reopen both the economy (58%) and schools (62%) too quickly, before it is safe to do so. By 50% to 33%, voters say Trump is hurting rather than helping efforts to get the spread of the coronavirus under control.

➢ Voters trust Biden more than Trump (by 47% to 36%) and Democrats in Congress more than Republicans in Congress (by 43% to 30%) to slow and stop the spread of the coronavirus. There is strong support for Democratic proposals to establish and fund a national COVID-19 testing program. Voters also put a high priority on making sure frontline healthcare workers are protected from COVID.

➢ The two sides are even in terms of who voters trust more to help the economy recover from the impacts of the coronavirus. While voters are more concerned about reopening too quickly than waiting too long to reopen (by 64% to 36%), independent votes also put a high priority on acting to help the economy recover from the COVID-19 crisis.

➢ <u>The more healthcare issues are litigated in this election, the better it will be for Democrats</u>. Biden and congressional Democrats have distinct advantages over Trump/congressional Republicans on expanding access to affordable health insurance coverage, ensuring coverage for people with preexisting conditions, strengthening and protecting Medicare, and working to lower healthcare costs.

Key Findings: Democratic Policy Agenda

➢ The Affordable Care Act is at an all-time high in popularity, and 62% of voters say they would approve of a Democratic candidate who favors expanding health insurance by building on the ACA.

➢ There is especially strong and broad support for Democratic proposals to require drug companies to manufacture more medicines in the United States, give Medicare the power to negotiate with drug companies for lower prices, and modernize Medicare by adding new benefits such as vision and dental care.

➢ There is also large majority support (although at a lower level of intensity) for Democratic proposals to expand coverage, including for a public option that would cost less because premiums would not be going to insurance company profits. There is similar support for expanded Medicaid coverage for children, seniors, veterans, and working people, as well as for expanded tax credits to make insurance premiums more affordable.

➢ There is significantly less support for a "Medicare for All" plan that would replace private insurance.

➢ The policy most strongly supported by African Americans is funding improvements to healthcare access and treatment to address racial inequities in our healthcare system. There is broad support for this among the rest of the electorate.

➢ The fact that Democrats in the House have already taken action to address many of these healthcare priorities is seen by voters as a factor that makes them more likely to vote for the Democratic congressional candidate in their district.

Key Findings: Criticisms of the Trump/Republican Record

There are a host of powerful negatives against President Trump and Republicans on healthcare, including (but not limited to):

- Their support for proposed cuts in Medicare and President Trump's new proposed tax cut that would defund Social Security by 2023.

- Their support for a law that would allow insurance companies to discriminate against those with preexisting conditions and people over age 50.

- Their opposition to giving Medicare the power to negotiate for lower drug prices.

- Their support for policies that would take insurance coverage away from millions of Americans, even in the middle of a pandemic.

Of course, Trump's failed handling of the coronavirus remains his largest vulnerability in 2020—one that is reinforced by his continuing willingness to put Americans at risk for his own political interests.

Trump's efforts to get right on drug costs can be successfully rebutted by emphasizing that drug companies continue to jack up prices in the fourth year of his term (more than 850 drug price increases in the first six months of 2020) and that Trump, who gave the drug companies billions in tax cuts, sides with them in opposing the most powerful tool to keep drug prices down—giving Medicare the power to negotiate for lower prices.

THE ROLE OF COVID AND HEALTHCARE IN NOVEMBER'S ELECTIONS

Biden holds an eight-point advantage in the presidential trial heat, including across key swing states that went for Trump in 2016.

Trial Heat for President

51%
43%
6%

Joe Biden
(each includes 2% leaners)

Donald Trump

**Undecided/
third party**
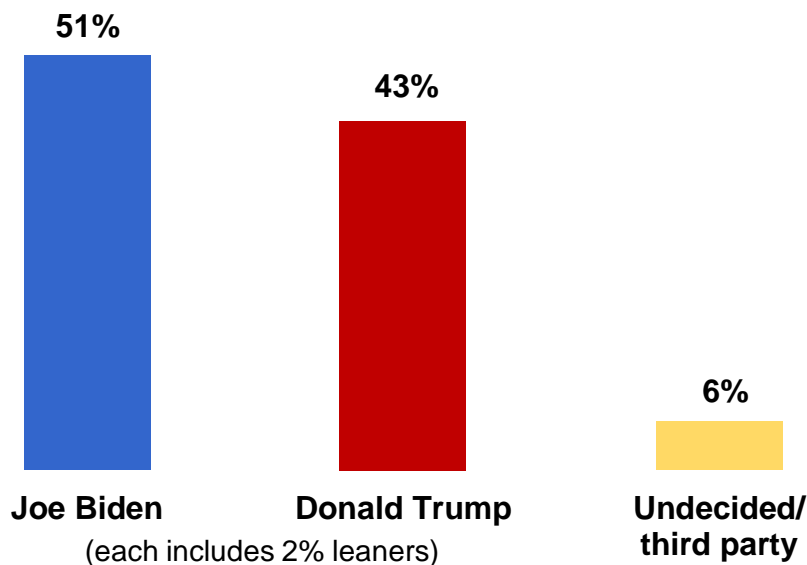
	Biden	**Trump**
Democrats	93%	5%
Independents	44%	34%
Republicans	7%	90%
Core battleground states*	51%	43%

*AZ, FL, MI, PA, NC, WI; self-reported 2016 vote: 46% Clinton, 49% Trump

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Democrats hold a similar advantage in the generic trial heat for Congress.

Trial Heat for U.S. Congress

50%

42%

8%

Democrat

Republican

Undecided/ third party

(each includes 2% leaners)
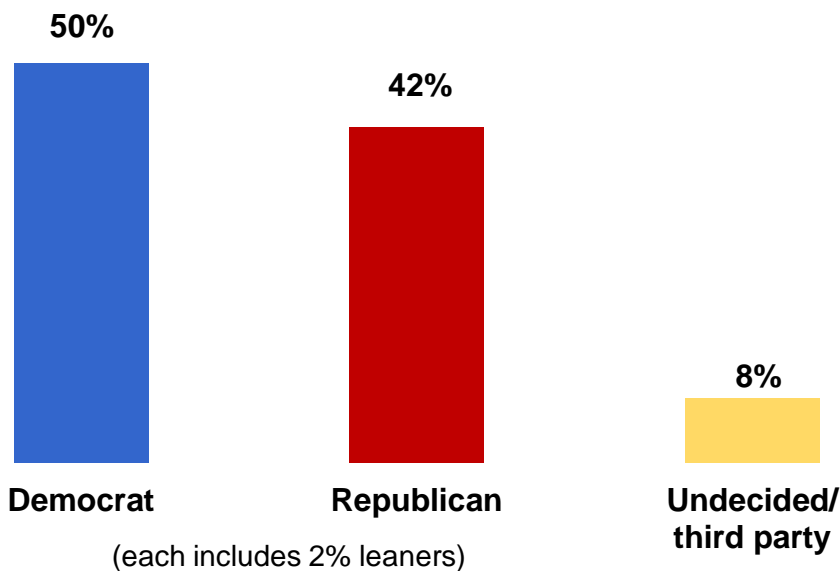
	Democrat	Republican
Democrats	95%	3%
Independents	40%	26%
Republicans	4%	93%

Try as he may, Trump has been unsuccessful at changing the subject away from the coronavirus.

What issues are the most important to you these days? (Volunteered responses)

	All voters	Democrats	Independents	Republicans
COVID-19, coronavirus	**36%**	**44%**	**29%**	**30%**
Economy, economic issues	26%	19%	34%	30%
Healthcare	15%	19%	15%	10%
Racism, racial unrest, racial injustice	13%	20%	12%	4%
Social Security, senior issues	6%	7%	4%	6%
Getting Trump out of office, make sure he doesn't get elected	6%	10%	5%	1%
Jobs, lack of jobs, unemployment	5%	5%	8%	5%

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Given a list of voting priorities, 72% of voters choose either healthcare or the coronavirus among their two most important.

Which two of these issues will be most important to you in your vote for president/Congress this November?

Issue	Percentage
Coronavirus pandemic	**53%**
Jobs and the economy	**46%**
Healthcare	**35%**
Racial justice/police reform	**23%**
Law and order	**21%**
Taxes	**11%**
Immigration	**10%**

72% choose at least one of these in their top two, including:
89% of Democrats
65% of Independents
55% of Republicans

53% pick healthcare as one of their top three issues.
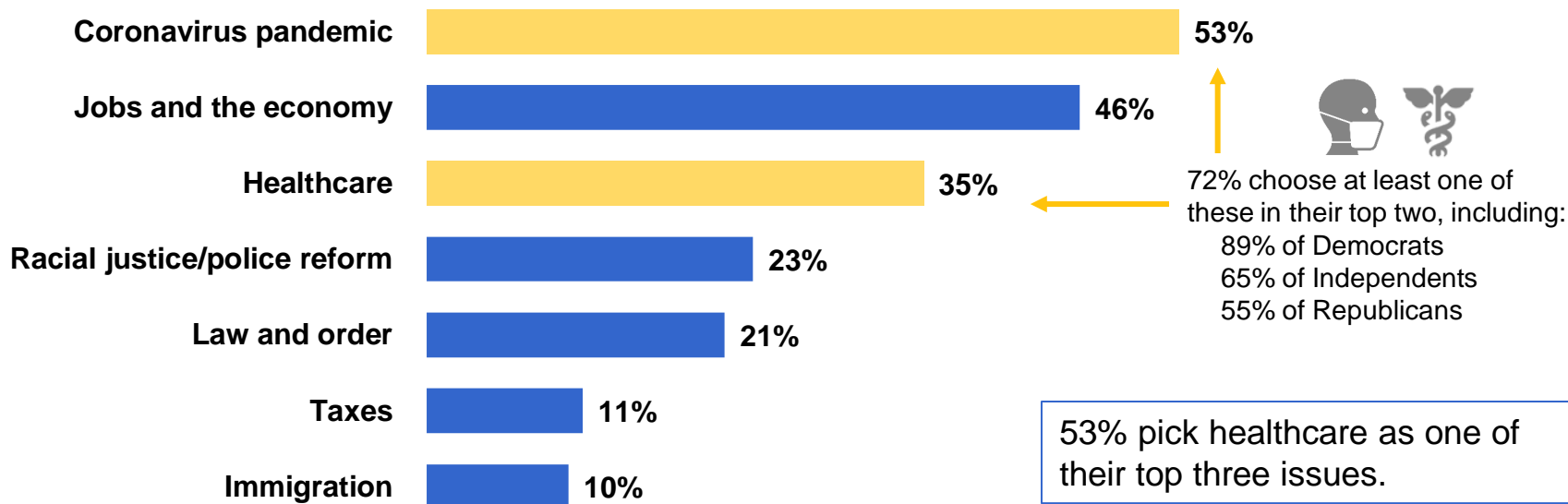
When we talk about COVID and healthcare, we win: Democrats hold a major advantage among voters who care about these two core issues.

Voters who name healthcare or COVID among the two most important issues
(72% of voters)
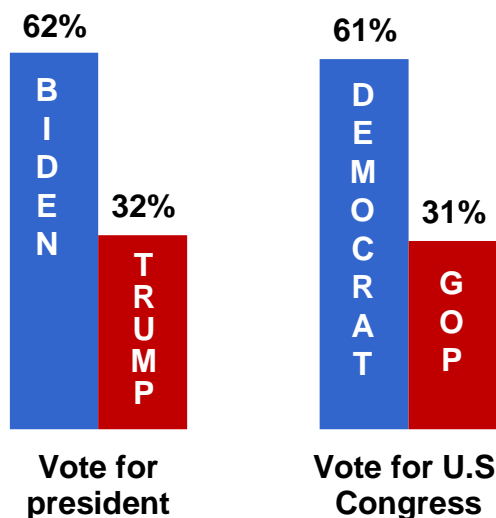
Voters who DO NOT name either healthcare or COVID among the two most important issues
(28% of voters)

62% BIDEN / 32% TRUMP — **Vote for president**

61% DEMOCRAT / 31% GOP — **Vote for U.S. Congress**

22% BIDEN / 70% TRUMP — **Vote for president**

21% DEM / 70% REPUBLICAN — **Vote for U.S. Congress**
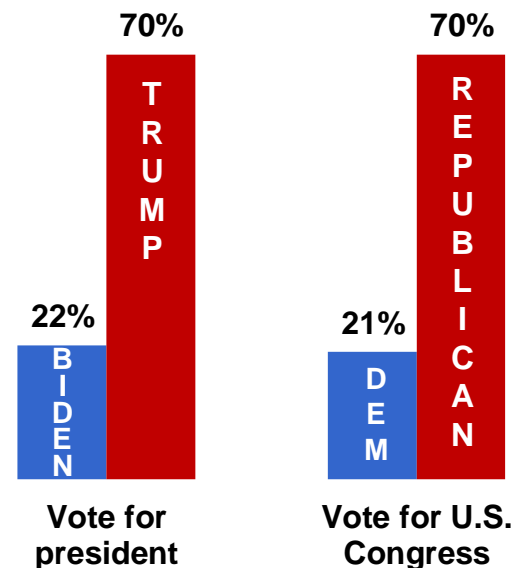
Within healthcare, voters' top priorities are addressing the impacts of the coronavirus—but several other healthcare issues are important.

Two Most Important Goals in My Voting

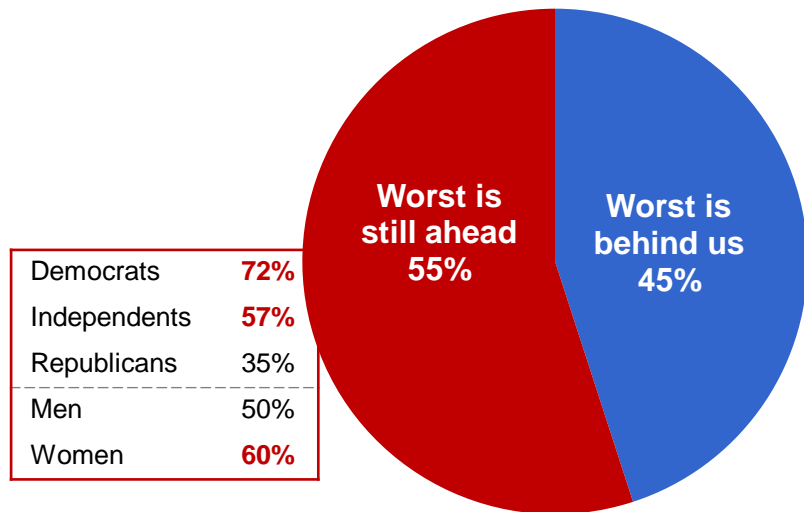|	
Helping the economy recover from the impacts of the coronavirus	60%
Slowing and stopping the spread of the coronavirus	50%
Lowering healthcare costs	26%
Expanding access to affordable health insurance	25%
Strengthening and protecting Medicare	22%
Ensuring health coverage for people with preexisting conditions	17%

COVID-19 AND THE PERIL IT PRESENTS FOR TRUMP

A majority believes that the worst is still ahead in terms of the spread of the disease, and voters nearly universally believe that the spread of COVID is still a serious problem today.

In terms of the SPREAD OF CORONAVIRUS, do you think the worst is behind us or the worst is still ahead of us?

Do you think the SPREAD OF CORONAVIRUS is still a serious problem today or do you think the spread is now pretty well under control?

Democrats	**72%**
Independents	**57%**
Republicans	35%
Men	50%
Women	**60%**

Worst is still ahead 55%

Worst is behind us 45%

Still a serious problem 79%

Pretty well under control 21%

Among those who say the worst is behind us, 59% say it is still a serious problem.
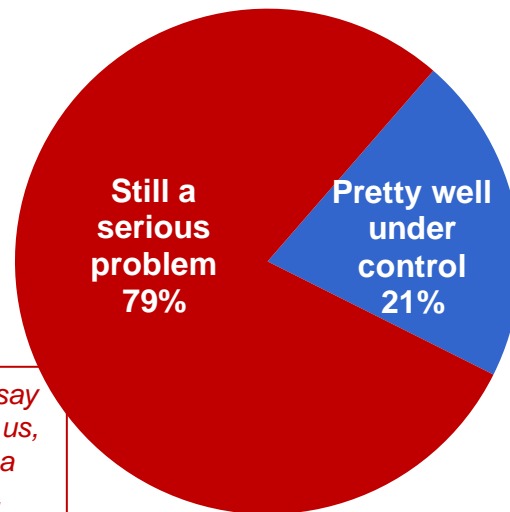
Even greater numbers believe that the worst of the economic fallout is yet to come.

In terms of the ECONOMIC IMPACT OF CORONAVIRUS ON JOBS AND BUSINESSES, do you think the worst is behind us or the worst is still ahead of us?

Do you think JOB LOSSES AND BUSINESS CLOSURES are still a serious problem today, or that the economy is getting back to normal in terms of employment and business activity?

Democrats	**78%**
Independents	**66%**
Republicans	41%
Men	55%
Women	**67%**

Worst is still ahead 61%

Worst is behind us 39%

Still a serious problem 79%

Getting back to normal 21%
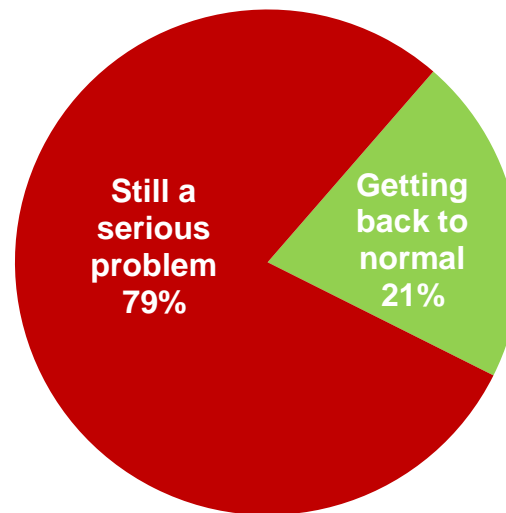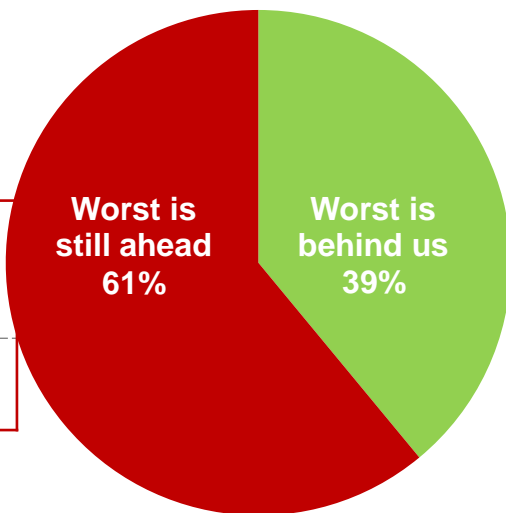
While half of voters approve of Trump's job on the economy, nearly three-fifths disapprove of his handling of the coronavirus.

President Trump's Job Approval as President

44%
- 15%
- **Strongly approve 29%**

56%
- 11%
- **Strongly disapprove 45%**

Approve **Disapprove**
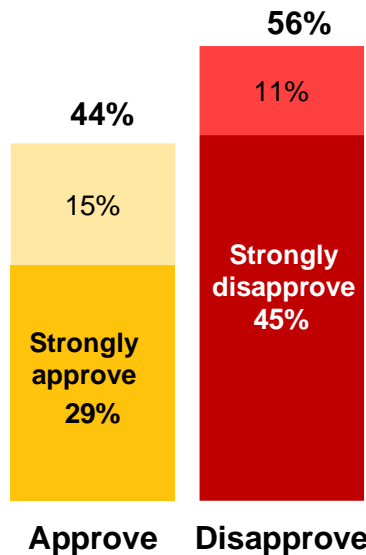
President Trump's Job Approval on the Economy

50%
- 17%
- **Strongly approve 33%**

50%
- 14%
- **Strongly disapprove 36%**

Approve **Disapprove**

8% of the electorate approves on economy but disapproves on COVID; they are voting for Biden by 50% to 34%.
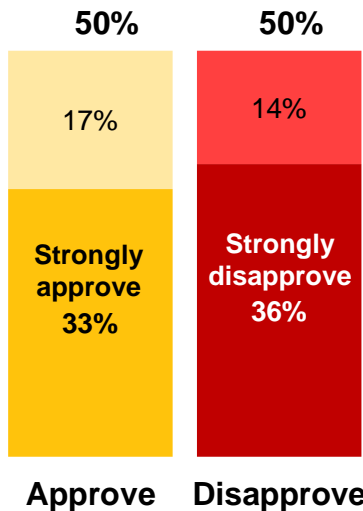
President Trump's Job Approval on the Coronavirus

| Independents | 61% |
| Persuadables | 63% |

43%
- 20%
- **Strongly approve 23%**

57%
- 11%
- **Strongly disapprove 46%**

Approve **Disapprove**
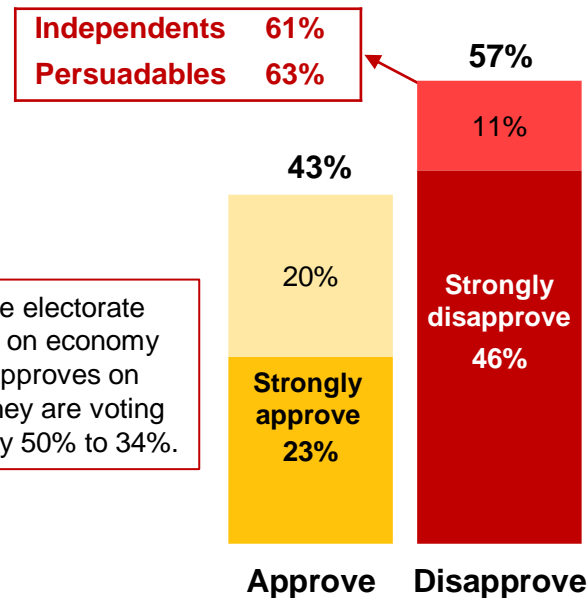
Worse, half believe that Trump is *still* not taking the coronavirus seriously enough, and only a third think he took it seriously from the beginning.

President Trump's Reaction to the Coronavirus

Independents	48%
Persuadables	48%

Still not taking threat seriously
49%

Took threat seriously from the start
32%

Independents	25%
Persuadables	20%

Took threat seriously only after it had become a crisis
19%

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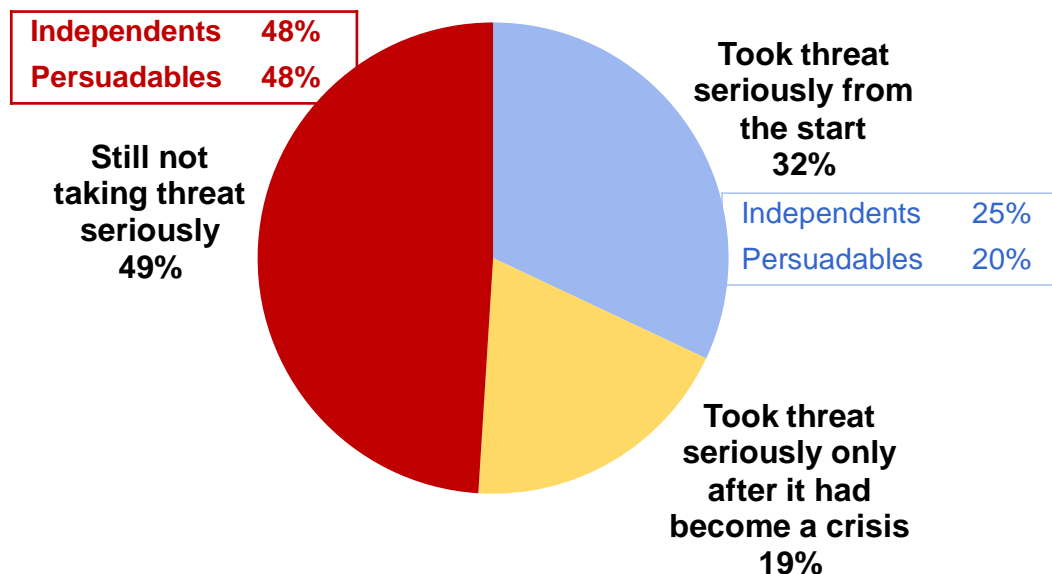
Voters still are personally worried about contracting COVID and err on the side of caution in reopening too quickly.

*Worry about Economic Impact
of the Coronavirus on my Family*

**Worry a lot
30%**

**Worry
less/don't
worry
34%**

**66%
WORRIED**

**Worry some
36%**
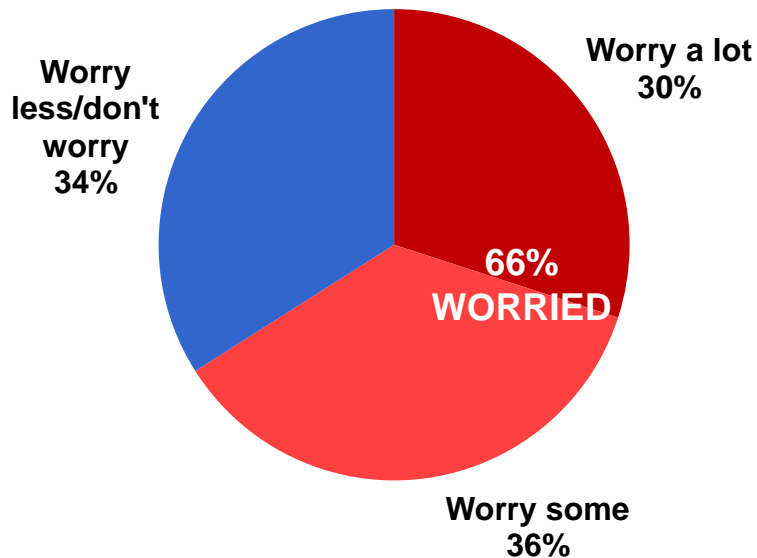
Which concerns you more?

Going back to business as usual too quickly:
more people get sick, more deaths, another
major wave of infection

64%

Waiting too long to reopen economy:
cause more businesses to fail, higher
unemployment, greater loss of income

36%

Large majorities think that Trump is moving too fast on reopening at the expense of safety, especially on schools.

President Trump on Reopening the Economy

President Trump on Reopening Schools

■ Pushing to reopen too quickly, before it is safe   ■ Has right approach

58%

42%
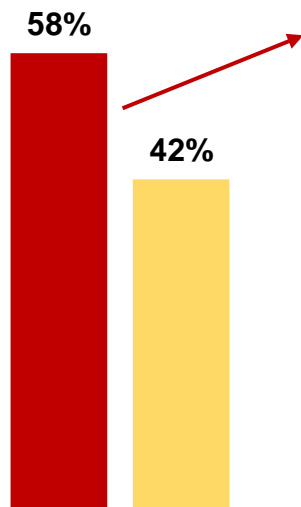
Democrats	91%
Independents	57%
Republicans	21%

62%

38%
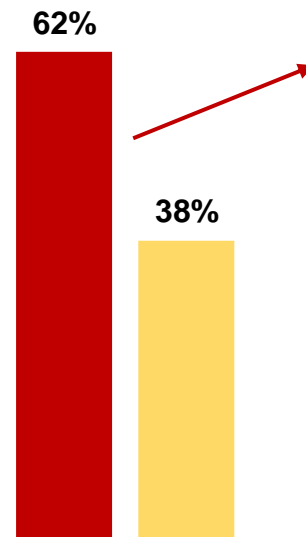
Democrats	91%
Independents	66%
Republicans	28%

Trump's policies are seen as hurting rather than helping efforts to control the spread of the virus.

Assessment of Trump's Actions/Policies
to Get the Spread of the Coronavirus under Control

	Hurting	Helping
Independents	47%	25%
Persuadables	46%	23%

33% Trump's actions are helping

50% Trump's actions are hurting

17% Trump's actions have no effect

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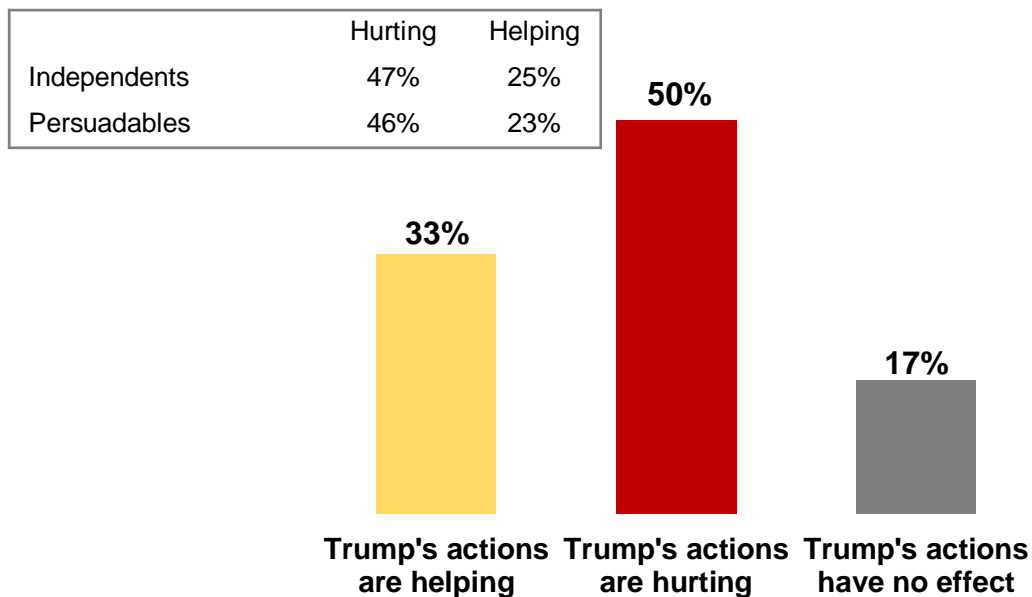
BROADER HEALTHCARE AGENDA AND MESSAGING

Beyond COVID, a majority of voters disapproves of Trump's overall handling of healthcare—including three in five independents.

President Trump's Job Approval on Healthcare

45%

23%

Strongly approve 22%

Approve

55%

13%

Strongly disapprove 42%
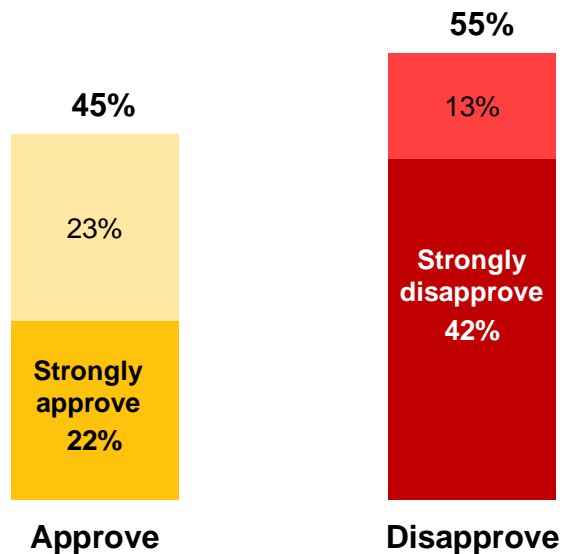
Disapprove

	Approve	Disapprove
Democrats	9%	91%
Independents	38%	**62%**
Republicans	88%	12%
Persuadables	44%	46%

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Biden holds a substantial advantage over Trump on a host of healthcare issues, including, but not limited to, dealing with the virus; however, they are tied on economic recovery.

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■ Joe Biden better on this   ■ Donald Trump better on this

Persuadables: NET Biden better

Issue	Biden	Trump	NET
Ensuring health coverage for people with preexisting conditions	50%	34%	+15
Expanding access to affordable health insurance coverage	50%	35%	+13
Strengthening and protecting Medicare	49%	35%	+13
Slowing and stopping the spread of the coronavirus	47%	36%	+7
Working to lower healthcare costs	47%	37%	0
Helping the economy recover from impacts of coronavirus	43%	45%	**-26**

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Democrats at the congressional level enjoy similar advantages as Biden on a variety of healthcare issues, including protections for preexisting conditions and Medicare.

■ Democrats in Congress better on this **■ Republicans in Congress better on this**

Persuadables: NET Dems better

Issue	Democrats	Republicans	NET Dems better
Expanding access to affordable health insurance coverage	49%	30%	+19
Ensuring health coverage for people with preexisting conditions	48%	30%	+14
Strengthening and protecting Medicare	48%	32%	+11
Working to lower healthcare costs	44%	32%	+6
Slowing and stopping the spread of the coronavirus	43%	30%	-2
Helping the economy recover from the impacts of the coronavirus	41%	40%	-26

COVID + Healthcare: *Prosecuting a Winning Case Against Trump and the Republicans* ◆ September 2020

The Affordable Care Act is at an all-time high in popularity in our polling, and voters broadly approve of Democratic candidates who want to build upon the law.

Opinion of Affordable Care Act/Obamacare

61%

32%

Very favorable 29%

Favorable

39%

17%

Very unfavorable 22%

Unfavorable

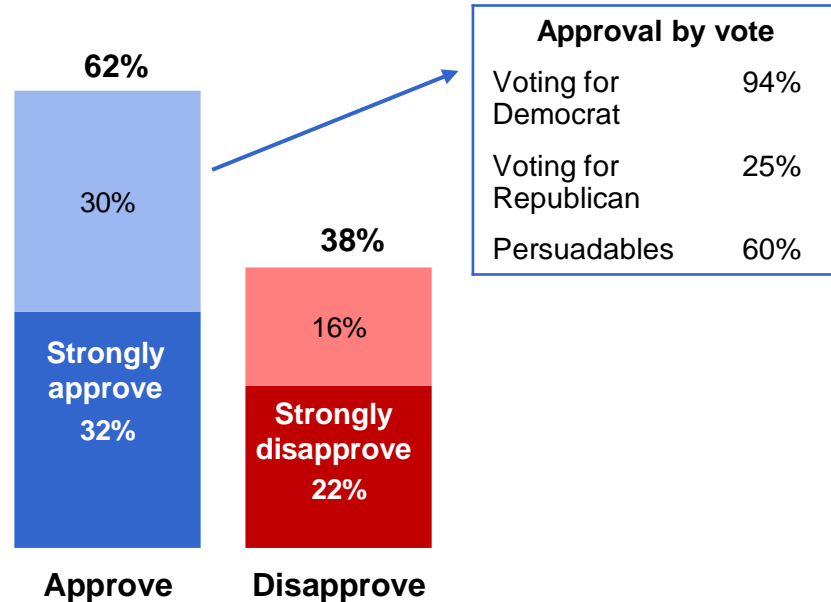| *Favorable over time:*	
Oct 2019	*58%*
Jan 2019	*54%*
Jun 2018	*56%*
Jan 2018	*52%*
Aug 2017	*53%*
Feb 2017	*50%*
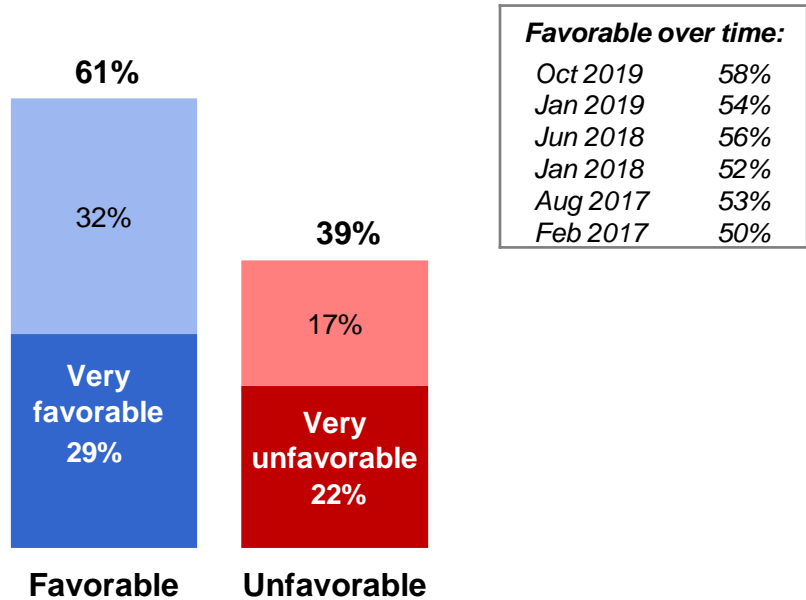
Democratic congressional candidate who supports expanding health insurance by building on ACA

62%

30%

Strongly approve 32%

Approve

38%

16%

Strongly disapprove 22%

Disapprove

Approval by vote	
Voting for Democrat	94%
Voting for Republican	25%
Persuadables	60%

More affordable insurance premiums are the top priority for lowering the cost of healthcare.

My Biggest Priority for Congress to Address Cost of Healthcare

		Inde-pendents	Persuad-ables	Seniors
Making insurance premiums more affordable	**41%**	**38%**	**37%**	**39%**
Reducing prescription drug costs	**25%**	25%	27%	**31%**
Reducing the copays and deductibles people have to pay	**22%**	21%	21%	20%
Eliminating surprise medical bills from out-of-network providers	**12%**	10%	15%	10%
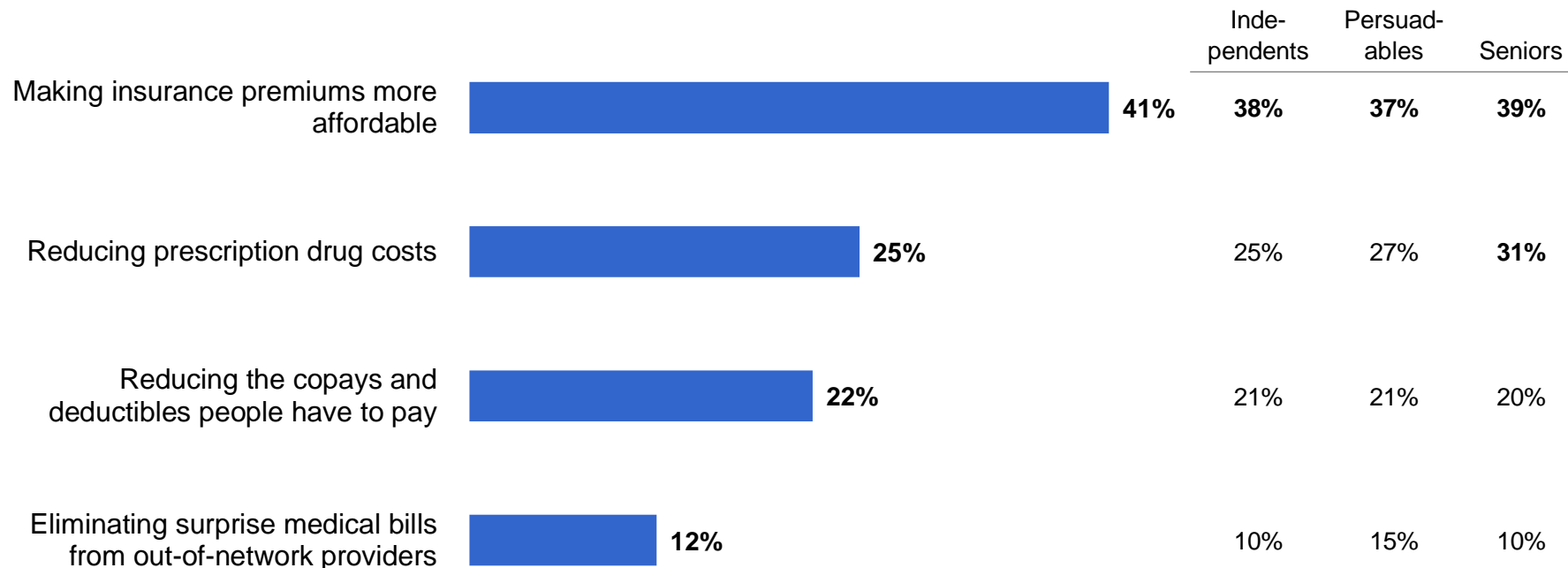
Nearly all of the Democrats' agenda items on healthcare prove to be popular across a wide swath of the electorate.

Legend: ■ Very favorable to this policy ■ Somewhat favorable

Make sure that frontline healthcare workers have the **personal protective equipment** they need, and establish **clear safety standards to protect healthcare workers** who are treating COVID-19 patients
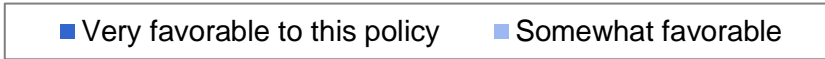- 67% | 20% → **87%**

Require drug companies to **manufacture more medicines in the United States** rather than in countries like China, so we are not dependent on foreign countries for our medical supply chain
- 52% | 27% → **79%**

Give Medicare the power to negotiate with drug companies to lower the price of prescription medicines for seniors and also make those lower drug prices available to people with private insurance
- 49% | 29% → **78%**

Modernize **Medicare** by adding new benefits, like **dental care and vision care**
- 49% | 28% → **77%**

Establish and fund a **national COVID-19 testing program** that will make sure Americans can get tested and receive results quickly, no matter where they live, as part of a strategy to reopen the economy and schools safely
- 49% | 25% → **74%**

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Compared to these other priorities, Medicare for All has less appeal.

Legend: ■ Very favorable to this policy   ■ Somewhat favorable

Give people the choice of getting insurance coverage through a public, government-sponsored option similar to Medicare **that would cost less because premiums would not be going to insurance company profits**
| 36% | 29% | **65%** |

Allow people to **buy into Medicare at age 60,** to address the challenge that many older people face in getting affordable healthcare
| 35% | 29% | **64%** |

Address the racial inequities in our healthcare system that result in people of color having higher mortality rates by funding improvements in healthcare access and treatment in minority communities
| 39% | 23% | **62%** |

Raise the amount people can get in federal income **tax credits to pay for their health insurance** so the cost of their premiums is no more than 8.5% of their income . . .
| 32% | 30% | **62%** |

Provide f**unding to states to expand** number of people who qualify for health insurance under **Medicaid** by letting more children, seniors, veterans, working people enroll
| 34% | 27% | **61%** |

Give people choice of getting insurance coverage through a **public, government-sponsored option similar to Medicare** that would compete with private insurance
| 31% | 29% | **60%** |

Replace the current system of private insurance and employer-provided health plans with a national government-run program, like **"Medicare for All"** . . .
| 23% | 17% | **40%** |

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Democratic proposals on drug pricing, Medicare, and dealing with COVID garner wide bipartisan support.

Very/somewhat favorable to each, by vote for Congress:	Demo-crat	Repub-lican	Persuad-able
Make sure that frontline healthcare workers have **personal protective equipment**	92%	**81%**	**84%**
Require drug companies to **manufacture more medicines in the United States**	79%	**79%**	**74%**
Give Medicare the power to negotiate with drug companies	86%	**71%**	**70%**
Modernize **Medicare** by adding new benefits, like **dental care and vision care**	90%	**63%**	**71%**
Establish and fund a **national COVID-19 testing program**	89%	**59%**	**69%**
Choice of insurance through public, government-sponsored option similar to Medicare **that would cost less because premiums would not be going to insurance company profits**	84%	47%	65%
Allow people to **buy into Medicare at age 60**	80%	46%	62%
Address the racial inequities in our healthcare system	86%	38%	56%
Raise the amount people can get in federal income **tax credits to pay for their health insurance**	78%	46%	59%
Funding to states to expand number of people who qualify for health insurance under **Medicaid**	80%	39%	60%
Choice of insurance through a **public, government-sponsored option similar to Medicare** that would compete with private insurance.	80%	37%	57%

#1 with independents/persuadables →

#1 with seniors →

#1 with African Americans →

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Ultimately, messaging around Biden and Democrats' agenda to expand access to affordable care is more convincing than Trump and Republicans' "socialized medicine" attacks.

Which statement is more convincing?

Joe Biden and Democrats have a **commonsense plan to make sure Americans have access to affordable healthcare** by building on the Affordable Care Act, expanding tax credits for purchasing insurance, and offering a public option to compete with private insurance.

52%

Joe Biden and the Democrats are **going too far in favoring socialized medicine** and government control over our healthcare system, and the Democrats' healthcare policies would raise taxes for everyone while leading to the rationing of care.

37%

+15 Commonsense plan

Both are equally convincing.

11%

	Commonsense plan	Going too far	Both
Democrats	83%	10%	7%
Independents	46%	32%	22%
Republicans	20%	70%	10%
Pres. persuadables	46%	33%	21%
Cong. persuadables	44%	31%	25%

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Communicating about actions that Democrats in the House already have taken on healthcare helps bolster their reelection case.

"Democrats in the House of Representatives have taken strong action to deal with healthcare. They passed legislation to lower drug prices, including giving Medicare the power to negotiate for lower prices, and they passed legislation that builds on the Affordable Care Act to lower premiums and expand access to coverage."

58%

17%

Much more likely 41%

42%
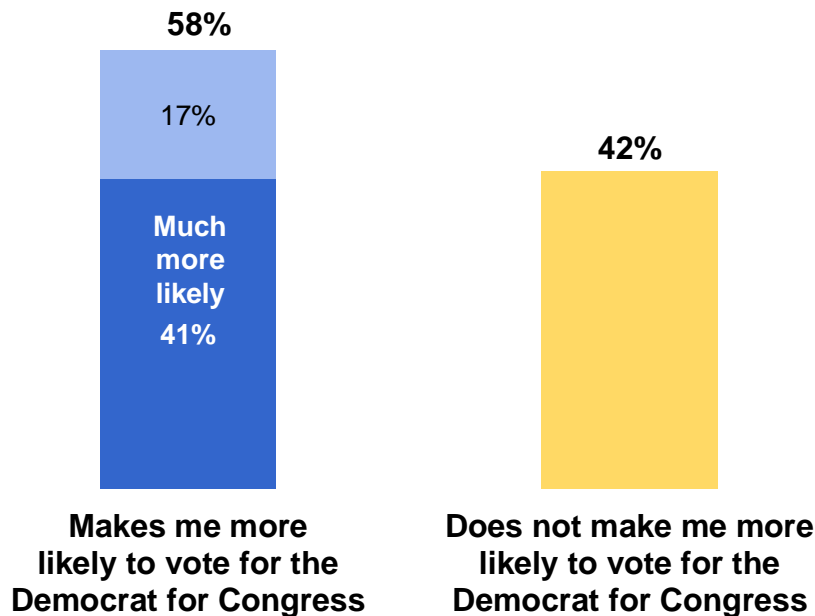
More likely to vote for Democrat	
Independents	57%
Voting for Democrat	94%
Voting for Republican	17%
Persuadables	52%

Makes me more likely to vote for the Democrat for Congress

Does not make me more likely to vote for the Democrat for Congress

In addition to highlighting popular Democratic policies, there are strong messages at our disposal that raise concerns about Trump and the Republicans.

PERSUADABLES

This gives me MAJOR CONCERNS about Trump/Republican healthcare policies	All voters	Presi-dential	Congress-ional
Seniors and people nearing retirement depend on **Medicare,** but Republicans in Congress voted for President Trump's proposed budget that cuts Medicare by more than $800 billion. **And President Trump now has a proposal of new tax breaks that would defund Social Security by 2023.**	58%	60%	48%
President Trump and Republicans in Congress pushed to pass a healthcare law that would allow health insurance companies to discriminate against people with **preexisting conditions and make people over the age of 50 pay more for their coverage—which A.A.R.P. described as an "age tax."** The Republican bill would have forced tens of millions of Americans to pay much more for their insurance or to lose their insurance entirely.	54%	54%	48%
Americans **pay more than twice as much for prescription drugs** as people in other countries, and in the first six months of this year alone, drug companies raised the prices of more than 850 drugs. Despite this, President Trump and Republicans in Congress oppose giving Medicare the power to negotiate for lower prices—the single most powerful tool to stop drug company profiteering.	51%	46%	38%
Seniors and people nearing retirement depend on **Medicare,** but Republicans in Congress voted for President Trump's proposed budget that cuts Medicare by more than $800 billion. **And Republicans in Congress put both Medicare and Social Security at-risk by passing President Trump's $2 trillion tax cut that went mostly to big corporations and billionaires.**	51%	35%	33%
President Trump has put students, teachers, and their families at risk by **pushing schools to reopen for in-person instruction before it is safe to do so.** Trump and the Republicans have failed to provide schools the funding they need to reopen safely and to implement remote learning, and have threatened to defund districts that determine they cannot safely conduct in-person learning. **By pushing schools to reopen before it is safe, Trump and the Republicans risk another major spread of the virus.**	51%	50%	44%
More than 185,000 Americans have died from the **coronavirus,** more than 50 million have filed for unemployment, and thousands of small businesses have closed forever. It did not have to be this bad, but **President Trump consistently downplayed the threat, ignored experts, and failed to act** when needed. And now he and Republicans in Congress are pushing to reopen schools without the safety precautions in place to prevent another large wave of infections.	51%	45%	41%

Persuadables are somewhat more convinced by arguments that go directly at their pocketbook *(Medicare cuts, age tax)* than those about Trump/Republicans' failures on COVID.

PERSUADABLES

This gives me MAJOR CONCERNS about Trump/Republican healthcare policies	All voters	Presi-dential	Congress-ional
Even in the midst of a major pandemic, President Trump and Republicans are in court **suing to completely overturn the Affordable Care Act** If they are successful, more than 20 million Americans will lose their health insurance and insurance companies will be allowed to go back to charging people with preexisting conditions much more for their coverage or denying them coverage altogether.	50%	44%	44%
Tens of millions of Americans depend on Medicaid as their only source of affordable health insurance coverage, and Medicaid is essential for the survival of many hospitals and nursing homes. But even in the midst of a pandemic, President Trump and his Republican allies keep **pushing for cuts to Medicaid** and making it harder for people to qualify for coverage even as they give huge tax breaks to millionaires.	49%	40%	38%
Other countries have been far more successful than the United States in controlling the spread of the coronavirus and reopening their economies safely because they instituted widespread testing. But President Trump and Republicans in Congress have **refused to authorize and fund a national COVID testing program** in the United States, and President Trump even has told his people to "slow the testing down" because he thought the number of positive cases made him look bad.	48%	44%	38%
President Trump has **put students, teachers, and their families at risk by pushing schools to reopen** for in-person instruction before it is safe to do so. Trump and the Republicans have failed to provide schools the funding they need to reopen safely and to implement remote learning, and have threatened to defund districts that determine they cannot safely conduct in-person learning.	48%	45%	42%
President Trump repeatedly has **applied political pressure to the FDA** to approve coronavirus treatments and a vaccine before safety and effectiveness trials have been completed. Experts argue he is putting his reelection before public safety.	47%	41%	40%

As Trump continues to try to show action on drug prices, it will be imperative not to let his claims go unchallenged.

Which statement is more convincing?

No president has been tougher on the drug companies than Donald Trump. He has issued executive orders requiring rebates for insulin and other medicines, has called to allow imports of lower-priced medicines from Canada, and will lower U.S. drug prices by tying them to the lower prices drug companies charge in other countries.

37%

In four years, **Donald Trump has been all talk with little action on drug prices**. Americans pay more than twice as much for prescription drugs as people in other countries, and in the first six months of this year alone, drug companies raised the prices of over 850 drugs. Despite this, President Trump and Republicans in Congress oppose giving Medicare the power to negotiate for lower prices. Trump and the Republicans even gave the drug companies tens of billions in tax cuts.

49%

+12 Trump all talk little action

Both are equally convincing.

14%

	Tough on drug co	All talk little action	Both
Democrats	9%	82%	9%
Independents	40%	39%	21%
Republicans	68%	16%	16%
Persuadables	30%	46%	24%

And Democrats must continue to push back against Trump on who is really for protecting coverage for preexisting conditions.

Which statement is more convincing?

President Trump is committed to protecting people with preexisting conditions. In fact, he has announced that he will issue an executive order requiring insurance companies to cover people with preexisting conditions, and he supports Republican legislation that would put these protections into law.

| 38% |

The law already prevents insurance companies from refusing to cover people with preexisting conditions or charging them more for their coverage. **President Trump and Republicans in Congress have tried repeatedly to repeal this law** and are in court now suing to completely overturn it. The Trump administration has given special approval for junk plans that do not cover preexisting conditions.

| 45% |

+7 Trump trying to repeal protections for preexisting conditions

Both are equally convincing

| 17% |

	Protect	**Trying to repeal**	**Both**
Democrats	17%	69%	14%
Independents	21%	56%	23%
Republicans	68%	13%	19%
Persuadables	33%	39%	28%

PROTECT
OUR CARE

Strategic Recommendations

- The more we make this election about healthcare, the better it will be for Democrats.

- The coronavirus, both helping the economy recover and slowing and stopping the spread of the virus, is the most important issues to address, but lowering healthcare costs (drugs and premiums), expanding affordable coverage, strengthening and protecting Medicare, and protecting preexisting conditions are very powerful and should be fully in the message mix.

- The most powerful positive messages on healthcare are:
  - Lowering the cost of prescription drugs by giving Medicare the power to negotiate for lower drug prices that would benefit anyone with insurance
  - Expanding coverage and making insurance premiums more affordable by building on the ACA
  - Protecting and strengthening Medicare

Strategic Recommendations *(continued)*

- The three most damaging attacks on Republicans are:
  - They oppose giving Medicare the power to negotiate for lower drug prices, the only tool that really works, and the one the big drug companies fear the most. Americans pay twice as much for drugs as people in other countries and, just this year, drug companies have raised prices on more than 850 drugs. Republicans are all talk and no action.
  - They want to rip away coverage from millions of Americans and gut protections for preexisting conditions, even in the middle of this pandemic.
  - They support massive cuts in Medicare, and President Trump has said Medicare cuts are back on the table if he wins.

- The three most effective positive messages on the coronavirus are:
  - The best way to put people back to work and our kids safely back in school is to get this virus under control, by listening to the scientists and being honest with the American people.
  - Make sure frontline workers have the personal protective equipment they need.
  - Create and fund a national testing program, to keep Americans safe and open the economy safely and more quickly.

Strategic Recommendations *(continued)*

- The three most potent attacks related to the coronavirus are:

  - President Trump has put students, teachers, and families at risk by failing to give schools the funding they need to reopen safely and implement remote learning. Trump has forced schools to open before it is safe to do so, and Republicans in Congress have refused to even vote on a bill to adequately support schools.

  - Almost 200,000 Americans have died from the coronavirus, more than 60 million have filed for unemployment insurance, and thousands of businesses have closed. It didn't have to be this bad. The president and his enablers in Congress have downplayed and lied about the risks, ignored the science and their own experts, and failed to act to keep America safe.

  - Other countries have been far more successful that the United States in controlling the coronavirus and bringing their economies back. But because of President Trump and Republicans in Congress, even though the United States has only 4% of the world's population we have over 20% of the world's deaths—and we still don't have adequate testing, or protective equipment for our workers, or the funding we need to open schools safely.