

# VOTE

## YOUR HEALTH

### 2016 CAMPAIGN



## Do you want to return to the days when insurance companies could deny coverage to people if they've ever been sick?

Elections matter. But this one matters more than most. This November, Americans will have a very clear choice. One side wants to build on the progress we've made on health care thanks to the Affordable Care Act (ACA). The other side wants to tear the ACA down.

There is perhaps no other issue where the lines are as clearly drawn. The health and security of millions of American families are at stake.

Our fellow Americans from communities of color are particularly vulnerable. Because they are more likely to lack access to insurance and face unique health challenges, losing access to coverage would be especially devastating.

That's why Families USA Action is launching our *Vote Your Health 2016* campaign.

**FAMILIESUSA**  **ACTION**\*

# Our Action Plan

The campaign will focus on six key battleground states— Florida, Nevada, North Carolina, Ohio, Pennsylvania, and Virginia—where as many as 5 million people could lose their health insurance if the ACA is repealed. It is designed to arm the communities most likely to be affected by repeal of the ACA with clear information about what is at stake for them to help them make an informed decision in November... for their health and for their families.

- » Families USA Action will dig deep into the candidates' positions in this crucial area and highlight how their plans specifically affect Latinos, African Americans, women, and young adults.
- » We will partner with state and local groups that will be conducting direct voter contact and mobilization operations focusing on target groups to develop the messaging and materials needed to motivate voters.
- » We will reach out to these key groups at the state level to provide them with the tools and materials they need to educate their community members on where the candidates stand and how to counter the baseless arguments of our opponents.
- » We will launch an extensive media outreach and direct voter contact campaign to ensure that this information gets heard over and over again.

Our campaign includes extensive polling and messaging research in communities of color and other key constituencies in target states. Along with national and local partners, we will reach out to Latinos, African Americans, women, and young adults to hear from them directly about the challenges they face when it comes to affordable health care. We will also explore the themes and messages that resonate with these groups and that motivate them on this issue.

From this research, working with state partners, we will undertake an extensive program to educate trusted messengers, community voices, and other key spokespeople about our messaging findings. We will also develop a suite of materials, including message guidance memos; sample op-eds, letters to the editor, and social media-posts; talking points for on line chats; compelling infographics; materials for door-to-door canvassers to distribute; and myth-busting, fact-checking information—all in both English and Spanish.

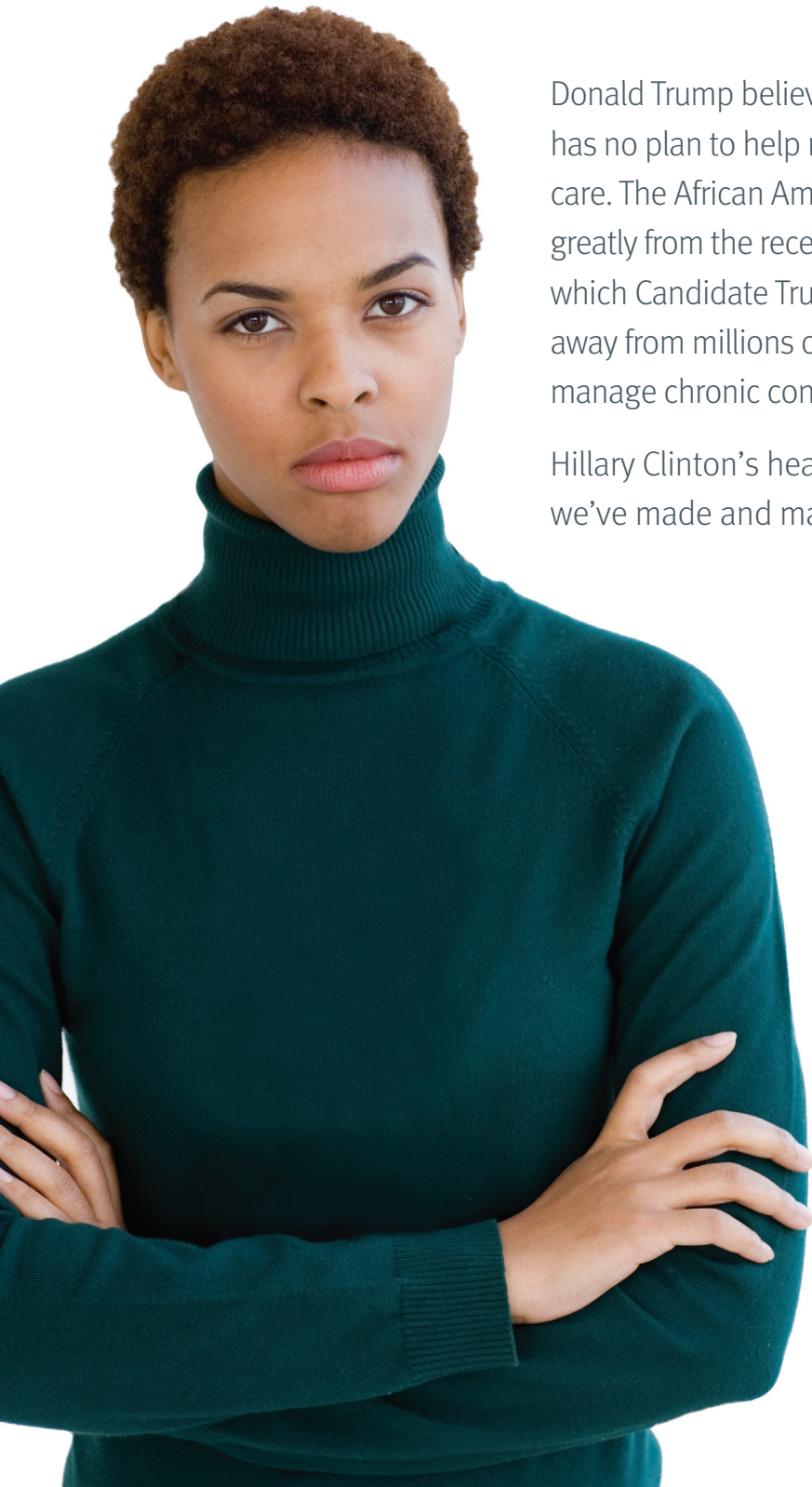
## Elections matter, and this one matters more than most.

The amazing gains in health care reform we have made since 2010 could all be lost. For many American families, this is the issue that has the most impact on their health, their security, and their lives.

Now is the time for action. When Americans walk into the ballot booth next November, they will have a clear choice on this issue. Help us help them make the right one.

For more information on the *Vote Your Health* campaign, please visit **[www.familiesusaaction.org](http://www.familiesusaaction.org)** or for information on how to support our work, please contact Matt Farrey at 202-626-0618.

# The health of millions of African Americans is at stake this fall.



Donald Trump believes health care is a privilege, not a right, and he has no plan to help millions of middle-class Americans afford health care. The African American community in particular has benefited greatly from the recent insurance reforms and new coverage options, which Candidate Trump wants to wipe out. He would strip insurance away from millions of Americans and make it harder for people to manage chronic conditions and get the health care they need.

Hillary Clinton's health care proposals will build on the gains we've made and make it easier for people to afford health care.

**Candidate Trump would let insurance companies deny health coverage to millions of African Americans if they've ever been sick.**

More than half of all African American adults (nearly 54%) have a pre-existing condition, like high blood pressure, arthritis, diabetes, heart disease, or asthma.<sup>1</sup> Insurance companies often refused to cover people with almost any medical condition—until the Affordable Care Act made it illegal. Candidate Trump would repeal the law, returning millions of African Americans to the days when insurance companies could deny them coverage because they had a health problem.

## **Candidate Trump would take health insurance away from millions of African Americans who have gained coverage.**

Since the Affordable Care Act was passed, nearly half of the African American adults who didn't have health insurance have gained coverage. The proportion of working-age, African American adults who are uninsured has been cut from 27% to 14%,<sup>2</sup> the lowest rate ever. The share of African American children without insurance also plunged to its lowest rate—about 5%.<sup>3</sup> Candidate Trump would reverse this progress and rip coverage away from more than 3.3 million African Americans.<sup>4</sup>

## **Candidate Trump would let insurance companies once again charge people for preventive care.**

Insurance companies are now required to cover preventive care without any additional cost (like a copayment), and without having to pay a deductible. This makes it easier for people to get tests that detect conditions like diabetes, high blood pressure, and breast cancer. This is a huge win for African Americans, who are at high risk for these conditions. Candidate Trump would let insurance companies go back to charging for these life-saving tests—or even stop covering them altogether.

## **Candidate Trump would endanger coverage for African Americans who have Medicaid.**

Today, the Medicaid program covers 11.3 million African Americans, including nearly three in five African American children (58%).<sup>5</sup> Candidate Trump proposes replacing this successful program with individual grants for the states, who would have to make due with a lot less funding. This “cut and gut” proposal would mean that millions of African Americans could lose their coverage.

## **Candidate Clinton has a career-long legacy of making health care accessible to those who need it most. Her proposals would defend recent progress and further improve access to affordable health care for all, including African Americans.**

Candidate Clinton would preserve the current consumer protections, federal programs, and financial assistance that millions of families depend on. And her proposals would make health coverage and care even more affordable and accessible.

- » **Candidate Clinton would take steps to reduce the cost of prescription drugs.** This would help families struggling with out-of-pocket health care costs and people with chronic conditions who face high prescription drug bills.
- » **Candidate Clinton would provide financial assistance to families who pay more than 5% of their income toward medical expenses.** This would help families who have health insurance but who are unable to keep up with the costs, like deductibles and copayments.
- » **Candidate Clinton would provide additional financial help to make health plans sold in the marketplace more affordable for low- and middle-income people.** This extra help is essential for the millions of people who need marketplace plans because their jobs don't offer insurance, they are self-employed, or they want to start a small business.
- » **Candidate Clinton's plan would provide new resources to community groups to sign people up for health insurance.** This could help more than 2 million uninsured African Americans enroll in health insurance.<sup>6</sup>

# The health of millions of Latinos is at stake this fall.



Donald Trump believes health care is a privilege, not a right, and he has no plan to help millions of middle-class families afford health care. The Latino community in particular has benefited greatly from the recent insurance reforms and new coverage options, which Candidate Trump wants to wipe out. He would strip insurance away from millions of families and make it harder for people to manage chronic conditions and get the health care they need.

Hillary Clinton's health care proposals would build on recent progress and make it easier for people to afford health coverage and care.

**Candidate Trump would let insurance companies deny health coverage to millions of Latinos if they've ever been sick.**

More than one in three Latino adults (about 35%) have a pre-existing condition like high blood pressure, arthritis, diabetes, heart disease, or asthma.<sup>1</sup> Insurance companies often refused to cover people with almost any medical condition—until the Affordable Care Act made it illegal. Candidate Trump would repeal the law, returning millions of Latinos to the days when insurance companies could deny them coverage because they had a health problem.

## **Candidate Trump would let insurance companies once again charge people for preventive care.**

Insurance companies are now required to cover preventive care without any additional cost (like a copayment), and without having to pay a deductible. This makes it easier for people to get tests that detect conditions like diabetes, high blood pressure, and cervical cancer. This is a huge win for Latinos, who are at high risk for these conditions. Candidate Trump's plan would let insurance companies go back to charging for these life-saving tests—or stop covering them altogether.

## **Candidate Trump would take health insurance away from millions of Latinos who have gained coverage.**

Since the Affordable Care Act was passed, more than one-third of the Latino adults who didn't have health insurance have gained coverage.<sup>2</sup> The proportion of working-age Latino adults who lack coverage has been cut from 43% to 28%,<sup>3</sup> the lowest rate ever. The share of Latino children without insurance also plunged to its lowest rate—just under 10%.<sup>4</sup> Candidate Trump would reverse this progress and rip coverage away from 6.3 million newly insured Latinos.<sup>5</sup>

## **Candidate Trump would endanger coverage for Latinos who have Medicaid.**

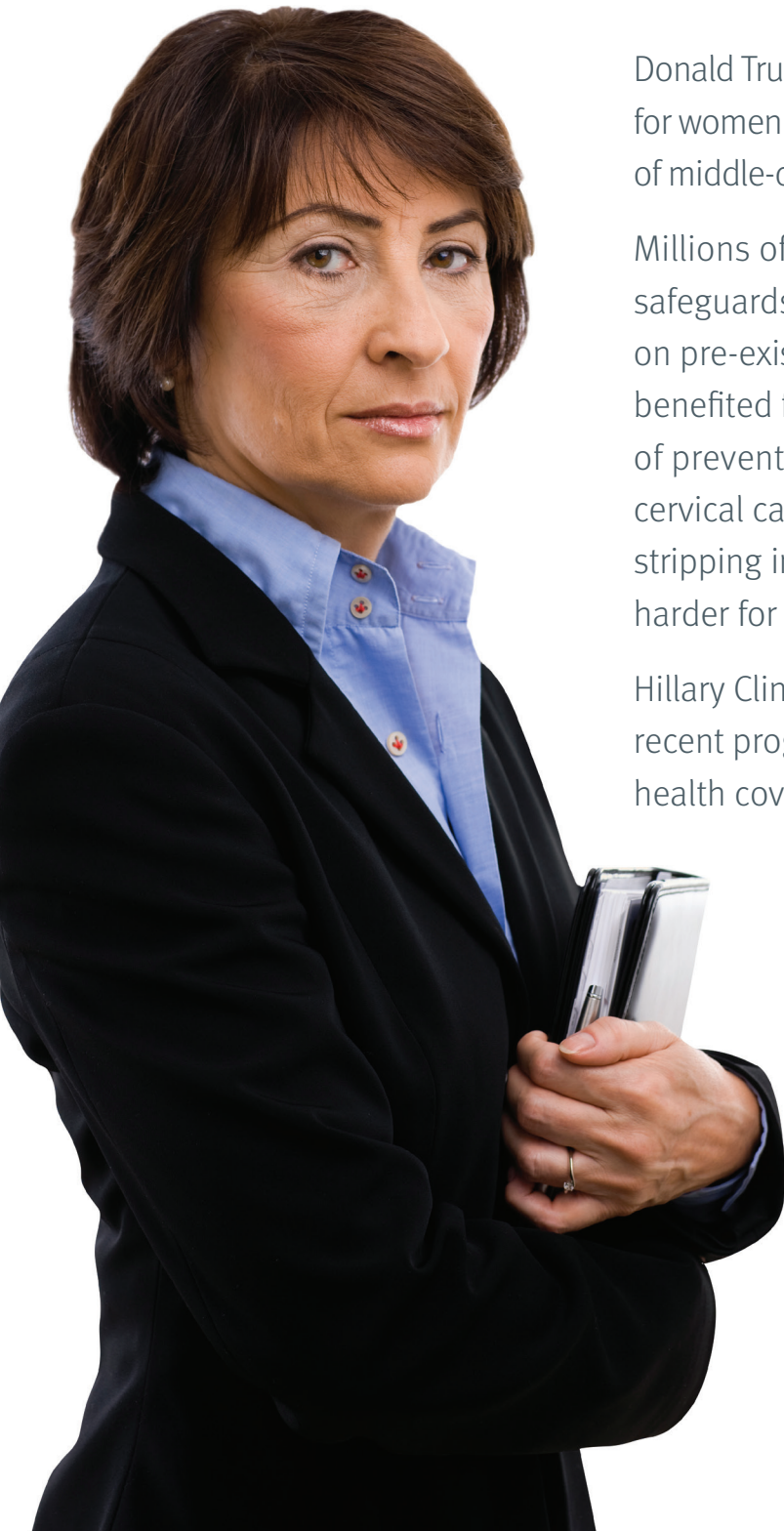
Today, the Medicaid program covers 15.4 million Latinos, including more than half of all Latino children (54%).<sup>6</sup> Candidate Trump proposes replacing this successful program with individual grants for the states, who would have to make due with a lot less funding. This “cut and gut” proposal would mean that millions of Latinos could lose their coverage.

## **Candidate Clinton has a career-long legacy of making health care accessible to those who need it most. Her proposals would defend recent progress and further improve access to affordable health care for all, including Latinos.**

Candidate Clinton would preserve the current consumer protections, federal programs, and financial assistance that millions of families depend on. And her proposals would make health coverage and care even more affordable and accessible.

- » **Candidate Clinton would take steps to reduce the cost of prescription drugs.** This would help families struggling with out-of-pocket health care costs and people with chronic conditions who face high prescription drug bills.
- » **Candidate Clinton would provide financial assistance to families who pay more than 5% of their income toward medical expenses.** This would help families who have health insurance but who are sometimes unable to keep up with the costs, like deductibles and copayments.
- » **Candidate Clinton would push holdout states to expand Medicaid and provide additional funding for them to do so.** If every remaining state expanded Medicaid, as many as 1.3 million uninsured Latinos would finally have access to the health coverage and care they need.<sup>7</sup>
- » **Candidate Clinton would provide additional financial help to make health plans sold in the marketplace more affordable for low- and middle-income people.** This extra help is essential for the millions of people who need marketplace plans because their jobs don't offer insurance, they are self-employed, or they want to start a small business.

# The health of millions of women is at stake this fall.



Donald Trump's health care proposals would be devastating for women across the country. He has no plan to help millions of middle-class Americans pay for the health care they need.

Millions of women have benefited greatly from new safeguards that protect them from discrimination based on pre-existing conditions and gender. They have also benefited from new insurance options and better coverage of preventive services, like screening for breast and cervical cancer. Candidate Trump would wipe all of this out, stripping insurance away from many women and making it harder for insured women to get the care they need.

Hillary Clinton's health care proposals would build on recent progress and make it easier for women to afford health coverage and care.

**Candidate Trump would let insurance companies deny health insurance to millions of women if they've ever been sick.**

More than half of all adult women (52%) have a pre-existing condition,<sup>1</sup> including high blood pressure, arthritis, cancer, and diabetes.<sup>2</sup> Insurance companies often refused to cover people with almost any medical condition—until the Affordable Care Act made it illegal. Candidate Trump would repeal the health care law, returning women to the days when insurance companies could deny them coverage because they had a health problem.

## **Candidate Trump would let insurance companies once again charge people for preventive care.**

Insurance companies are required to cover preventive care without any additional costs (like copayments), and without having to pay a deductible. This care includes contraception, screening for breast and cervical cancer, and well-baby visits. Candidate Trump would let insurance companies go back to charging copayments and deductibles for preventive care—or stop covering this care altogether.

## **Candidate Trump would let insurance companies charge higher premiums for women simply because they are women.**

Nearly 11 million women who buy their own health insurance<sup>3</sup> are now protected by the Affordable Care Act, which banned discrimination against women. Candidate Trump would repeal the law, allowing insurers to go back to the days when they charged women an extra \$1 billion a year for health insurance because they were women.<sup>4</sup>

## **Candidate Trump would take health insurance away from millions of women who've gained coverage.**

About 7 million women and girls now have coverage through the health insurance marketplaces.<sup>5</sup> And thanks to Medicaid expansion, the number of women covered by Medicaid has risen by more than 12 million.<sup>6</sup> Candidate Trump's proposal would eliminate the health insurance marketplaces and repeal Medicaid expansion, ripping insurance away from nearly 19 million women and girls.

## **Candidate Clinton has a career-long legacy of making health care accessible to those who need it most. Her proposals would defend recent progress and further improve access to affordable health care for all, including women.**

Candidate Clinton would preserve the current consumer protections, federal programs, and financial assistance that women and their families depend on for health care. And her proposals would make health coverage and care even more affordable and accessible.

- » **Candidate Clinton would take steps to reduce the cost of prescription drugs.** This would help families struggling with out-of-pocket health care costs and people with chronic conditions who face high prescription drug bills.
- » **Candidate Clinton would provide financial help to women and their families who pay more than 5% of their income toward health care costs.** This would help families who have health insurance but who are sometimes unable to keep up with the costs, like copayments and deductibles.
- » **Candidate Clinton would provide additional financial assistance to make health plans sold in the marketplace more affordable for low- and middle-income people.** This extra help is essential for women who need marketplace plans because their jobs don't offer insurance, they are self-employed, or they want to start a small business.
- » **Candidate Clinton would push holdout states to expand Medicaid and provide additional funding for them to do so.** This could extend coverage to as many as 3.1 million uninsured women.<sup>7</sup>

# The health of millions of young adults is at stake this fall.



Donald Trump believes health care is a privilege, not a right, and he has no plan to help millions of middle-class Americans afford health care. Young adults in particular have benefited greatly from the new insurance reforms and coverage options, especially since many of them do not get health insurance at work. Candidate Trump would strip insurance away from millions of young adults, making it harder for them to get needed care.

Hillary Clinton's health care proposals would build on recent progress and make it easier for young adults to afford health coverage and care.

## **Candidate Trump would take health insurance away from millions of young adults who do not get coverage at work.**

Young adults are often starting out in the workforce, meaning many of them do not get health insurance through work. Before the Affordable Care Act, only 33% of workers under age 26 received health insurance from an employer, compared to 72% of workers over age 26.<sup>1</sup>

Thanks to the health care law, millions more young adults now have health insurance. The proportion of adults under 26 who were uninsured has been cut by more than half, falling from 34% to 16%.<sup>2</sup> Candidate Trump would repeal the law and rip this coverage away. Many adults would lose their insurance, including about 4.2 million young adults under age 25.<sup>3</sup>

## **Candidate Trump would take away young adults' right to stay on their parents' health plan.**

Today, the Affordable Care Act requires insurance companies to let adults under age 26 stay on their parents' health insurance. Nearly 8 million young adults have insurance because of this law.<sup>4</sup> Candidate Trump would repeal the law, and insurance companies could once again push teenagers off their parents' health plans when they turn 18.

## **Candidate Trump's proposals would be particularly harmful to young women.**

Candidate Trump would harm young women's access to essential care in several ways.

- » Because of the Affordable Care Act, insurance companies are not allowed to charge women more than men for the same insurance. Candidate Trump would repeal the law, returning women to the days when insurers could hike their premiums by 30% just because they are women.<sup>5</sup>
- » Today, 15 million women under age 25 have insurance that covers preventive care without any copayments or deductibles.<sup>6</sup> Candidate Trump would repeal the health care law, allowing insurers to go back to charging copayments and deductibles for services like contraception and screening for breast and cervical cancer—or stop covering this care altogether.
- » Under Candidate Trump's plan, insurance companies would no longer be required to cover maternity care. Many young women who buy insurance on their own would be unable to find any plan that covers this care, as was common before the Affordable Care Act.<sup>7</sup>
- » About 7.5 million women under 35 rely on Medicaid for their health coverage.<sup>8</sup> And Medicaid pays for 45 percent of all births to women under 35.<sup>9</sup> Candidate Trump would replace this successful program with individual grants to the states, drastically cutting health care funding. Millions of young women could be denied essential health coverage and care.

## **Candidate Clinton has a career-long legacy of making health care accessible to those who need it most. Her proposals would defend recent progress and further improve access to affordable health care for all, including young adults.**

Candidate Clinton would preserve the current consumer protections, federal programs, and financial assistance that young men and women depend on for health care. And her proposals would make health coverage and care more affordable and accessible.

- » **Candidate Clinton would take steps to reduce the cost of prescription drugs.** This would help families struggling with out-of-pocket health care costs and people with chronic conditions who face high prescription drug bills.
- » **Candidate Clinton would provide financial assistance to people who pay more than 5% of their income toward insurance premiums, deductibles, and other health care costs.** This would help young adults who have insurance but who are unable to keep up with the costs.
- » **Candidate Clinton would provide additional financial help to make health plans sold in the marketplace more affordable.** This help is essential for the millions of young adults who need marketplace plans because their jobs don't offer insurance, they are self-employed, or they want to start a small business.
- » **Candidate Clinton's plan would provide new resources to community groups to sign up additional people for insurance.** This could help more than 4.5 million uninsured adults under age 35 enroll in health insurance.<sup>10</sup>





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\* Formerly known as Families USA, Inc., Families USA Action is a 501(c)(4) organization dedicated to achieving a health care system that works for everyone and to educating Americans about how the decisions they make at the ballot box affect their health and their family's economic security. For more information, visit [www.familiesusaaction.org](http://www.familiesusaaction.org).