

WILL REPUBLICANS WORK WITH DEMOCRATS **FOR HEALTH CARE REFORM?**

This week, Republican pollster Frank Luntz met with Members of the House Republican Conference to present a messaging strategy to oppose health care reform. Luntz explained to Republicans, “You’re not going to get what you want, but you can kill what they’re trying to do.” (CQ, [5/6/09](#)). Entitled, “The Language of Healthcare 2009,” Luntz’s presentation details ways to discredit President Obama and Congressional Democrats’ plan using tactics that aim to invoke fear in the American people and prevent a successful overhaul of our Nation’s health care system.

Partisan Politics or Bipartisan Solutions?

“The arguments against the Democrats’ healthcare plan must center around ‘politicians,’ ‘bureaucrats,’ and ‘Washington’” – Luntz memo: “The Language of Healthcare 2009”

Health care reform offers a unique opportunity for Democrats and Republicans to work together in the best interests of the country. Are Republicans going to work with President Obama and Congressional Democrats to enact reform? Republicans have a decision to make: either work in a bipartisan manner to enact health care reform or continue to be viewed as the “party of no.”

FYI: There’s a Health Care Crisis

“Acknowledge the ‘crisis’ or suffer the consequences. If you say there is no healthcare crisis, you give your listener permission to ignore everything else you say.” – Luntz memo: “The Language of Healthcare 2009”

From headline news to constituent mail, the crisis in our health care system is well documented and very real to many Americans. It shouldn’t take a pollster to drive home the point that we cannot ignore this crisis.

Action on Health Care Speaks Louder Than Words

“Before you speak, think of the three components of tone that matter most: Individualize. Personalize. Humanize.” – Luntz memo: “The Language of Healthcare 2009”

Health care reform isn’t a game of semantics. Frank Luntz told Republicans they need to think about their “tone.” The problem is not one of tone, but of policy. Republicans have been saying for years that the solution to the health care crisis is to give everyone a tax credit and people can purchase their own insurance. This was the plan that Sen. John McCain proposed in last year’s election and the same plan Americans voted against. Democrats are hopeful Republicans will bring new ideas to the table, which Americans can support.

Do Republicans Have a Plan for Health Care Reform?

“It’s not enough to just say what you’re against. You have to tell them what you’re for.” – Luntz memo: “The Language of Healthcare 2009”

President Obama and Congressional Democrats are working to reform the American health care system by reducing out-of-control costs, expanding coverage, improving quality, and preserving choice of plan and provider. Some Republicans are looking for ways to oppose health care reform. If these Republican efforts are successful, everyone loses – including Republicans.