

Caregiving + Abortion Access Messaging Toolkit



TOPLINE MESSAGE: Voters are strongly in favor of a combined caregiving and abortion access agenda, and candidates who champion these issues simultaneously enjoy increased support from a broader segment of the electorate nationwide.

GOAL: With less than 50 days until the election, amplify the results of this poll so that candidates, surrogates, and advocates have the information and tools necessary to deliver the most salient message to voters.

WHY CANDIDATES SHOULD RUN ON A CAREGIVING + ABORTION ACCESS AGENDA

- Nearly four-in-five voters across party lines support an agenda that includes paid family and medical leave, child care, and access to abortion.
- Support for a caregiving and abortion access agenda provides a boost for Democrats on the ballot compared to Republicans who oppose these policies, especially among independents, parents, and white non-college voters.
- Support for a caregiving and abortion access agenda provides an even greater advantage for Democrats over support for abortion alone and can even persuade voters who initially support the Republican candidate in the generic vote to vote for the Democratic candidate, namely voters in the Midwest and South, younger men, white voters, rural voters, and suburban voters.
- Voters believe that a caregiving and abortion access agenda will have a positive impact on jobs, the economy, and workers — especially parents in the workforce.
- The caregiving and abortion access agenda provides an additional pathway to talk about the economy and reach a broader segment of the electorate.

FRAMING	SAMPLE MESSAGE
FREEDOM	<p>People deserve the freedom to decide what is best for them and their families. Paid family and medical leave, affordable child and home care, and safe and legal abortion access give families the freedom to care for a sick family member without fear of losing their jobs, the freedom to choose a quality care option for their children or aging loved one, and the freedom to make the health care decisions that are right for them.</p>
ECONOMY	<p>A strong economy needs a healthy workforce, where all workers have what they need to support a family, including the ability to stay home with a sick family member or a new baby, access to affordable child care that meets their family's unique needs, and to receive reproductive care that lets women make their own health care decisions. This is how we can ensure a healthy workforce and thriving economy.</p>
FAMILY BUDGETS	<p>Many families are struggling to make ends meet. Caring for a sick family member, paying for child or home care, and traveling hundreds or thousands of miles to access reproductive health care places a huge and unnecessary financial burden on families, often pushing a parent out of the workforce. When this happens, they lose a source of income, and everyone suffers. Everyone deserves to have what they need to support their families, and that includes paid family and medical leave, affordable and accessible child and home care, and access to safe and legal abortion.</p>
EQUITY	<p>You should not have to be a millionaire to support a family. But right now, it feels like only the very wealthy can afford to pay for child care or take off work for extended time to care for themselves and loved ones. Meanwhile the rest of us have no choice but to choose between our jobs, our health, and our families.</p>
COST OF LIVING	<p>Inflation and rising costs are placing an enormous burden on most Americans. Now that Roe v. Wade has been overturned, millions of women no longer have the right to make their own personal health care decisions. By ensuring paid family and medical leave, affordable and accessible child care, and access to abortion, we can help lower costs for families while protecting reproductive freedom for women.</p>
WOMEN IN THE WORKFORCE	<p>Without paid family and medical leave, affordable and accessible child care, and access to safe and legal abortion, women are disproportionately pushed out of the workforce, jeopardizing the health and safety of their families and resulting in lost wages and stagnated career growth. Paid leave, affordable and accessible child care, and access to abortion keep women in the workforce.</p>

SAMPLE SOCIAL MEDIA POSTS

Your Name
@username

The American people deserve the freedom to choose what's best for them. We need access to abortion, paid leave, and affordable child care and home care so that women & families can make their own decisions and thrive.




Americans deserve the freedom to choose what's best for them.

00:00 PM · Sept 29, 2024 · 200.1K Views

991 1581 9,867 90

Your Name
@username

We don't question the importance of roads, bridges, and other infrastructure to make this economy work. Paid leave, affordable and accessible child care, and access to abortion is part of the care infrastructure we need to keep women in the workforce.



Accessible child care is part of the care infrastructure needed to keep women in the workplace.

00:00 PM · Sept 29, 2023 · 200.1K Views

991 1581 9,867 90

Your Name
@username

Caring for a sick loved one, paying for child care, & struggling to access reproductive care places a huge financial burden on Americans. Everyone should be able to support their families – we need paid leave, affordable child and home care, and access to safe and legal abortion.



Everyone should be able to support their families.

00:00 PM · Sept 29, 2024 · 200.1K Views

991 1581 9,867 90

Your Name
@username

Say it with me: You should not have to be a millionaire to support a family or obtain quality health care, including abortion care. We need to elect leaders who understand that no one should have to choose between our jobs, our health, and caring for our families.



No one should have to choose between our jobs, our health, and caring for our families.

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