

### **Talking About It**

**Ed Walz Spitfire Strategies** 

**Children's Health Conference** 

October 20, 2011

# GETTING TO THE



FINISH LINE

### Ed's Youth

15 years, 3 members

Half in district, half in DC

Health issues

Good, bad and ugly





# **Strategy and TA**

### ..... A Badger State Case Study



### ····· The Process

Understand the problem

Discuss the options

Choose an option

Plan it out

Execute the plan

Evaluate and consider lessons learned



### ···· The Takeaway





## **Communications Constants**

### **Stormy Weather**

### One Hundred Eleventh Congress of the United States of America

### AT THE SECOND SESSION

Begun and held at the City of Washington on Tuesday, the fifth day of January, two thousand and ten

### An Act

Entitled The Patient Protection and Affordable Care Act.

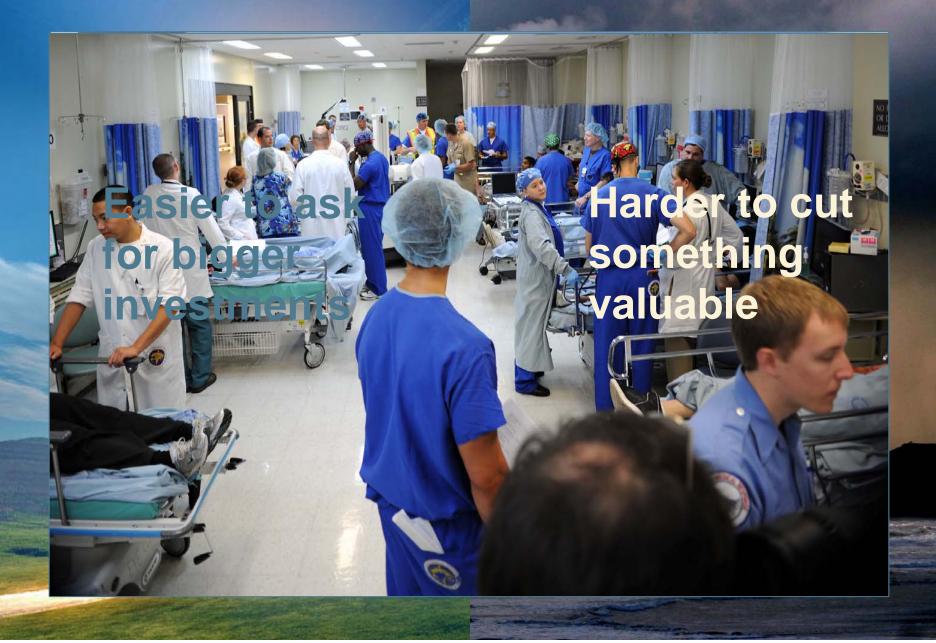
Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

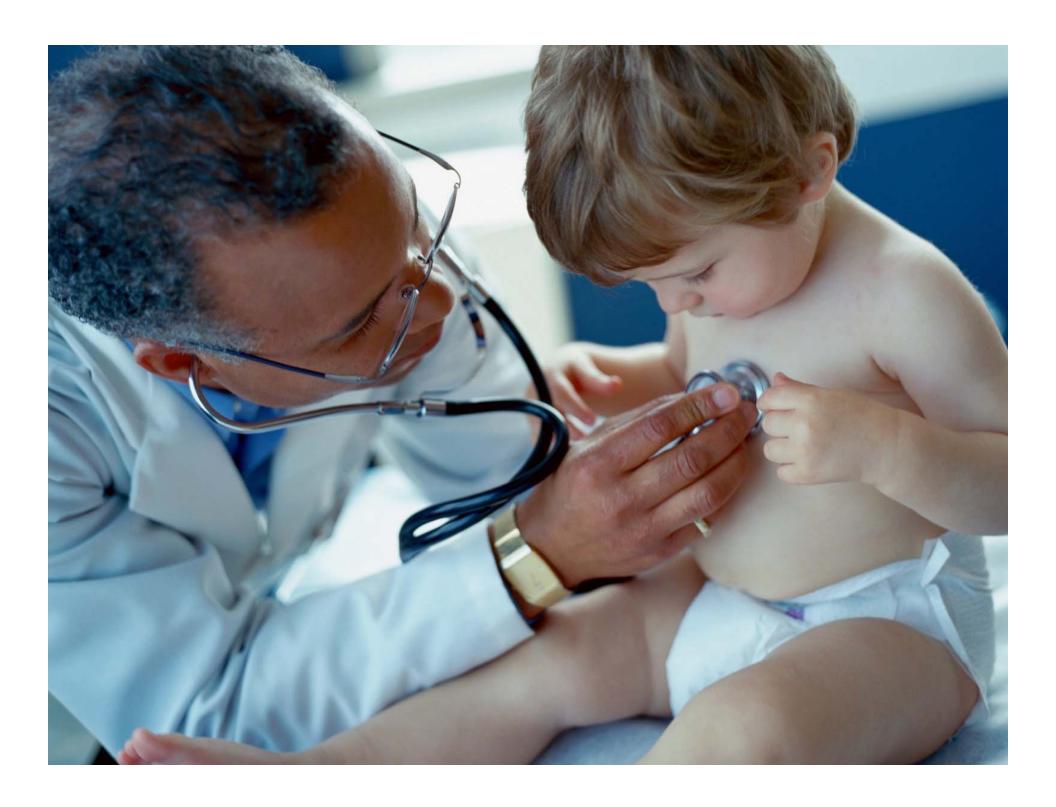
### SECTION 1. SHORT TITLE; TABLE OF CONTENTS.

- (a) SHORT TITLE.—This Act may be cited as the "Patient Protection and Affordable Care Act".
  - (b) TABLE OF CONTENTS -The table of contents of this Act



### 1. Value for Every Taxpayer Dollar





### Pollyanna Kicks Butt and Takes Names

### The Salt Lake Tribune

### Setting Hatch and Herbert Straight

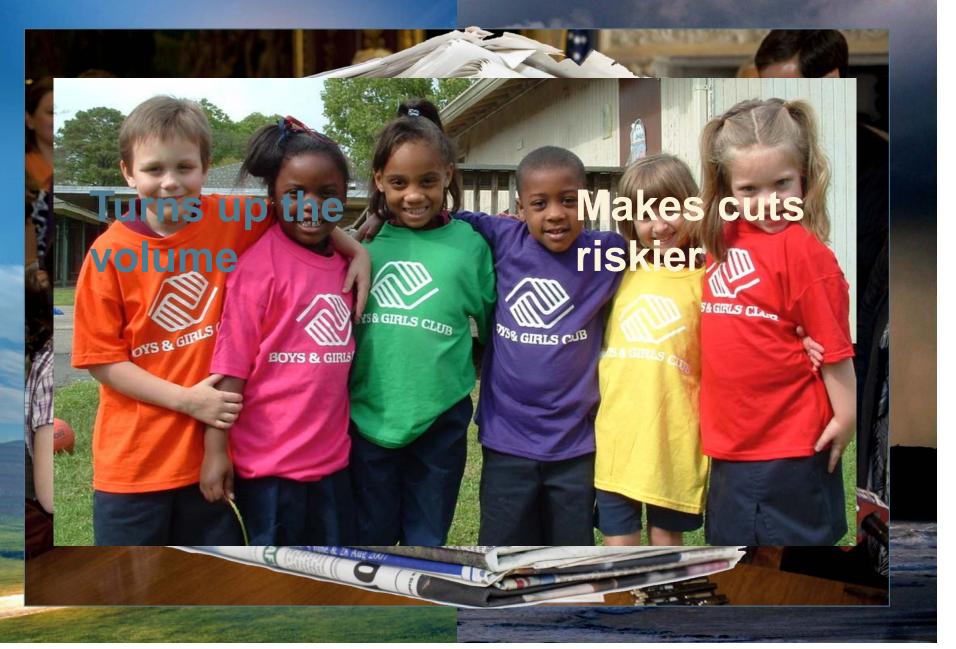
By Lincoln Nehring, July 14, 2011

For nearly 50 years Medicaid has provided cost-effective, high-quality health coverage to Utah's kids. Our state's children get their vaccinations, have their broken arms set and their cavities filled through Medicaid and CHIP. As a result, Utah children are healthier and live in more secure families, where losing a job doesn't have to mean becoming uninsured.

Unfortunately, some politicians, including Sen. Orrin Hatch and Gov. Gary Herbert, have been telling a different story. Let's set the record straight.

In June 2010, Medicaid provided health coverage to 60,000 more Utahns than in June 2007. But Utah Medicaid spending is 16 percent lower. State Medicaid expenditures are expected to rise in fiscal year 2012 as the federal government's stimulus program ends.

### 3. Diversify Your Messengers





### ····· How Often Do Your Communications?

- 1. Lead with value?
- 2. Emphasize the state's success?
- 3. Demonstrate breadth of support?

# **Tactical Best Practices**

### ····· In the Ring



- 1. Define the debate
- 2. Stay in your frame
- 3. Keep it simple
- 4. Stay outcomefocused



### ····· Takeaways?



# **Communications TA Needs**

### ····· Tell Us What You Need



## Thank You!



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