




Rust Belt Rising

Training, Research, and Messages for Democrats

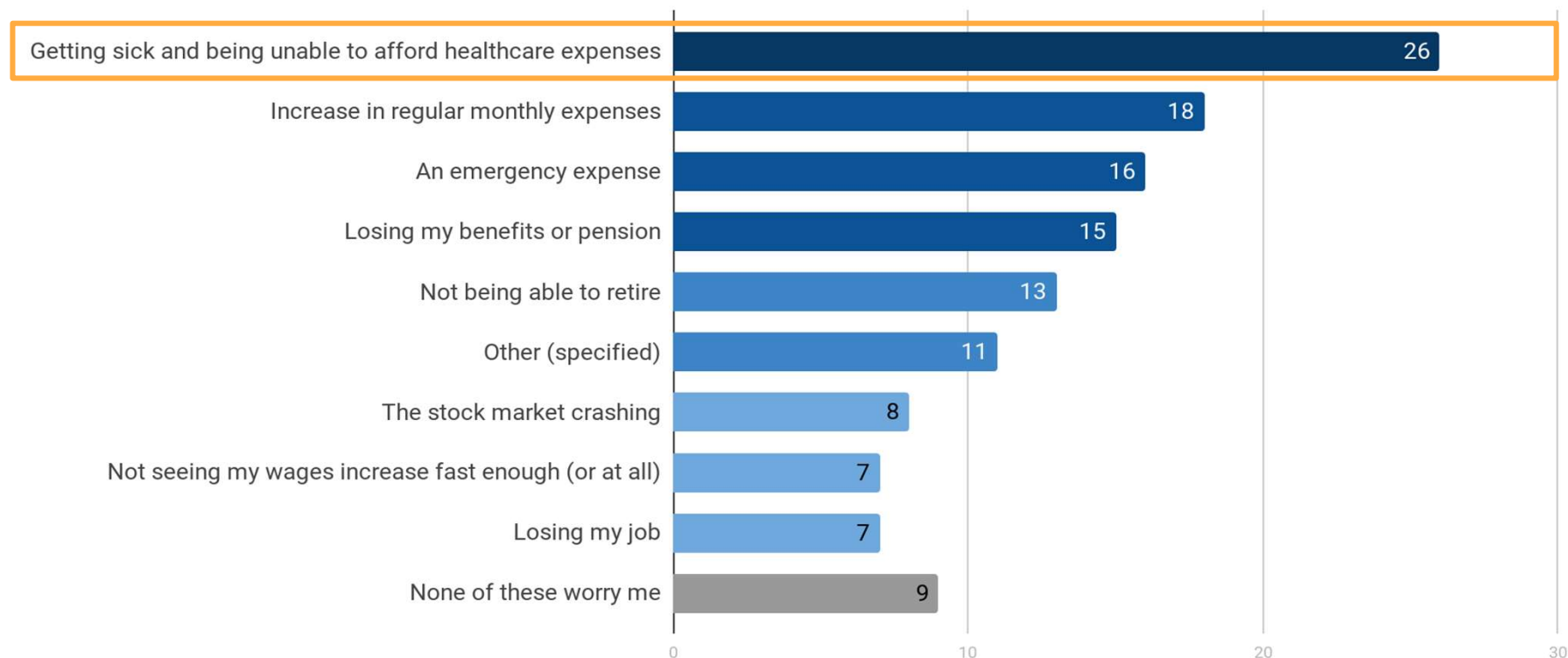


What we do

- *Make Democrats the party of all working families*
 - *Research to help Midwest Democrats communicate on kitchen table issues*
 - *Training candidates and campaign staff at all levels to win*
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Greatest concern is going broke getting sick

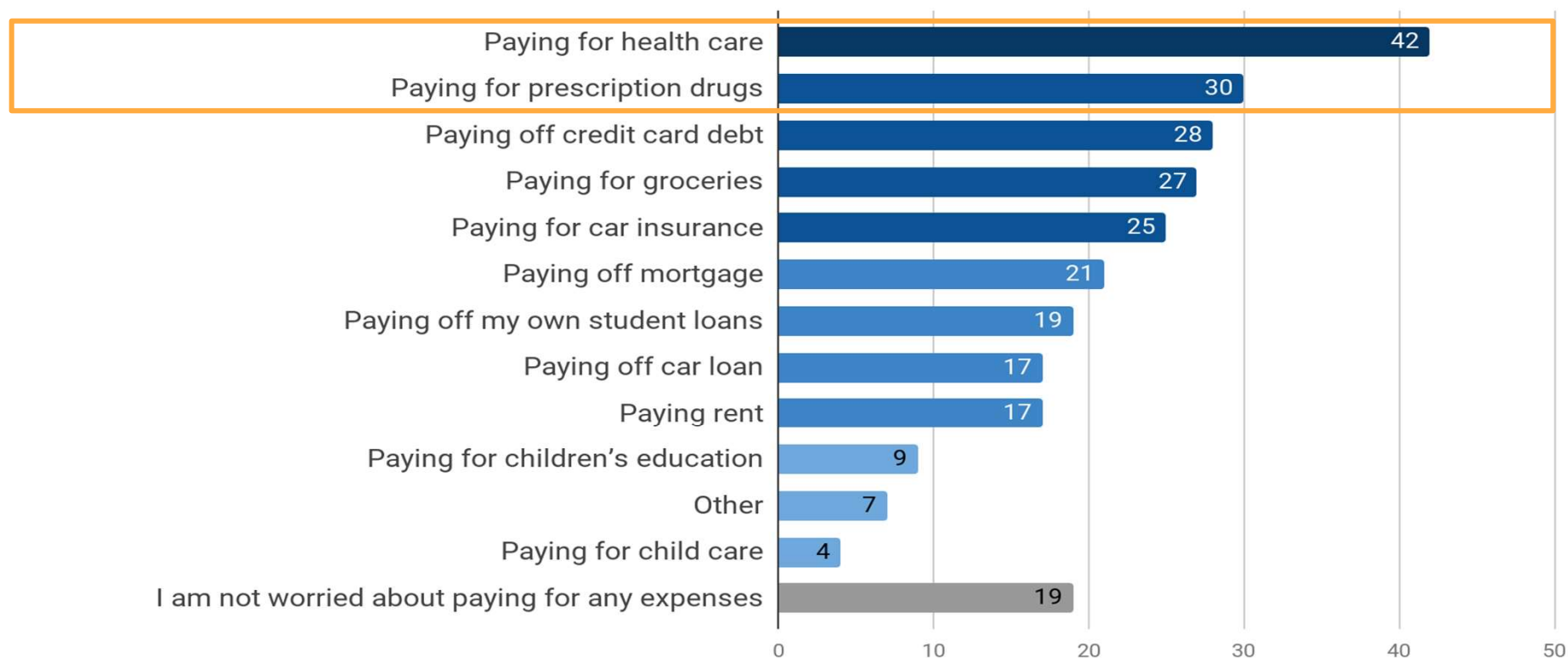
Which of the following economic situations worries you the most:



Healthcare is monthly expense causing most anxiety

These are the same top expenses as in May

Which of the following monthly expenses are you worried about paying for? Please select all that apply.

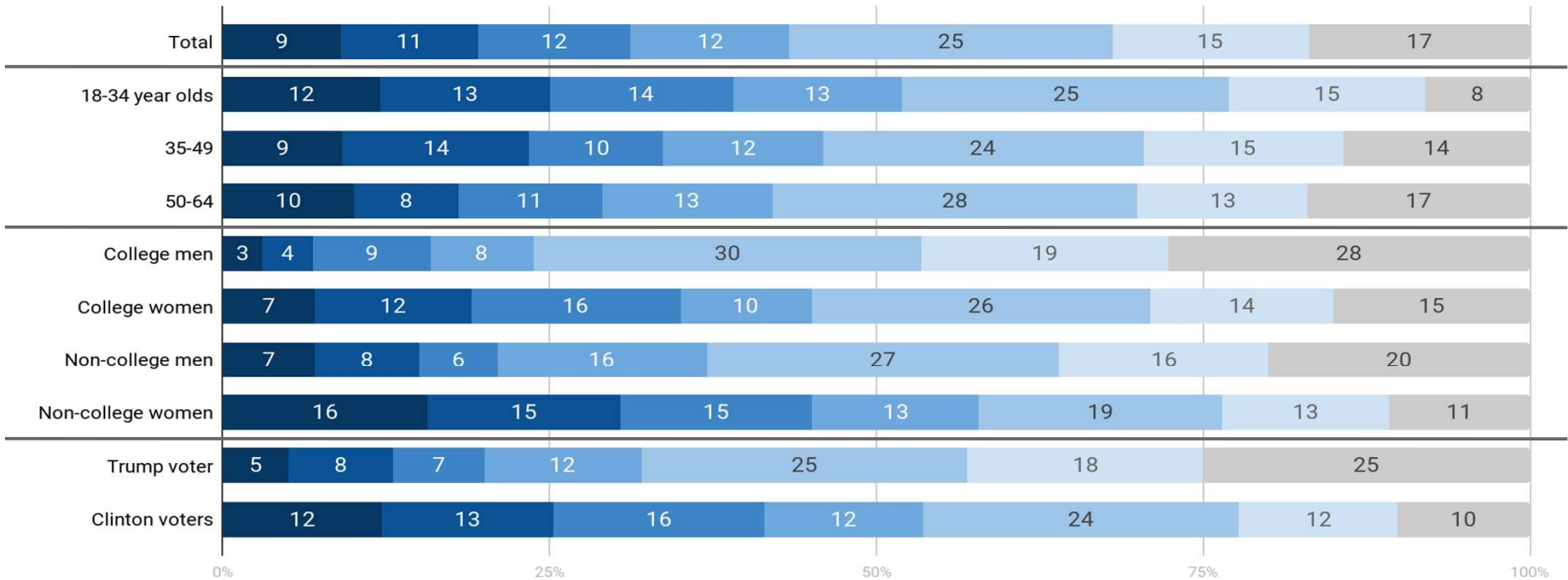


Age, gender, & education divide on cash on hand



How big of an emergency expense would you have trouble paying?

■ Less than \$100
 ■ \$100 to \$249
 ■ \$250 to \$499
 ■ \$500 to \$999
 ■ \$1,000 to \$4,999
 ■ \$5,000 to \$9,999
 ■ Nothing \$10,000+



National economy improved v. 2014, but less optimistic about the future



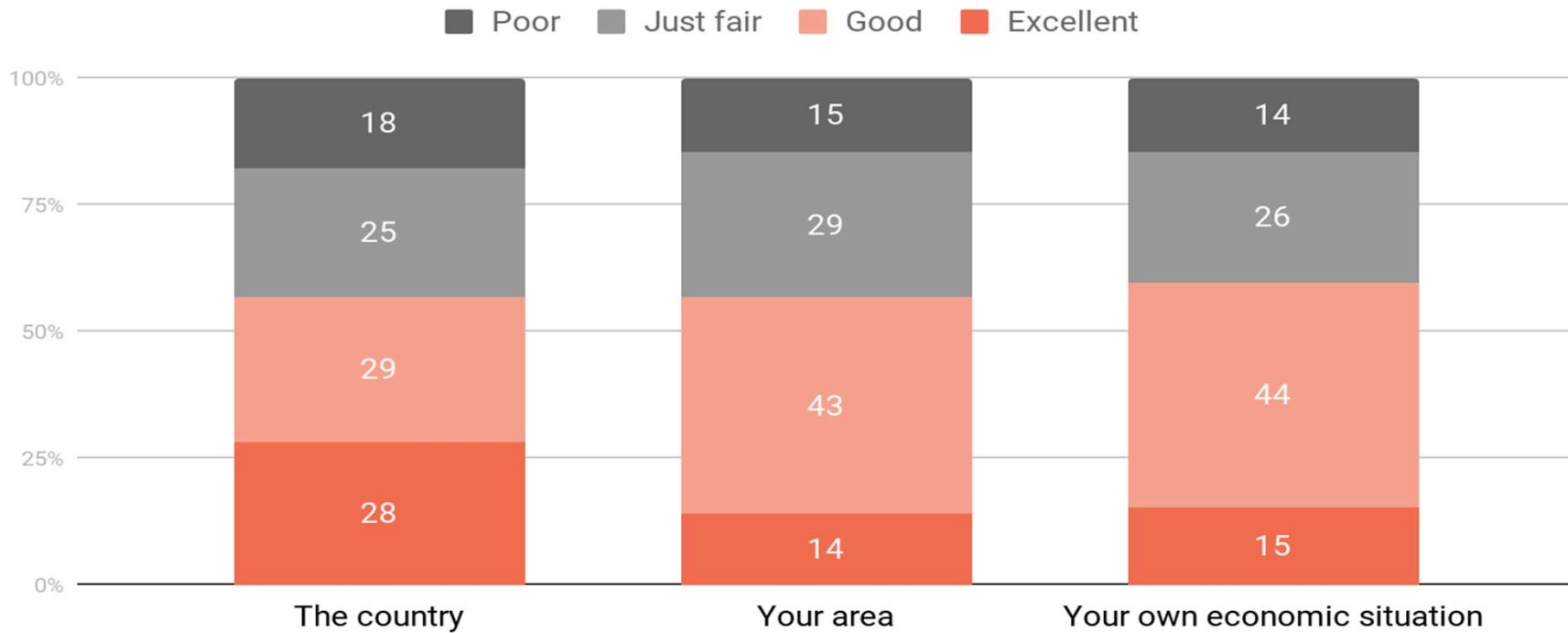
How would you rate the economic situation in the country



Local and personal economic situations are much less favorable



How would you rate the economic situation today in:



Cost of living & rigged economy greatest obstacles

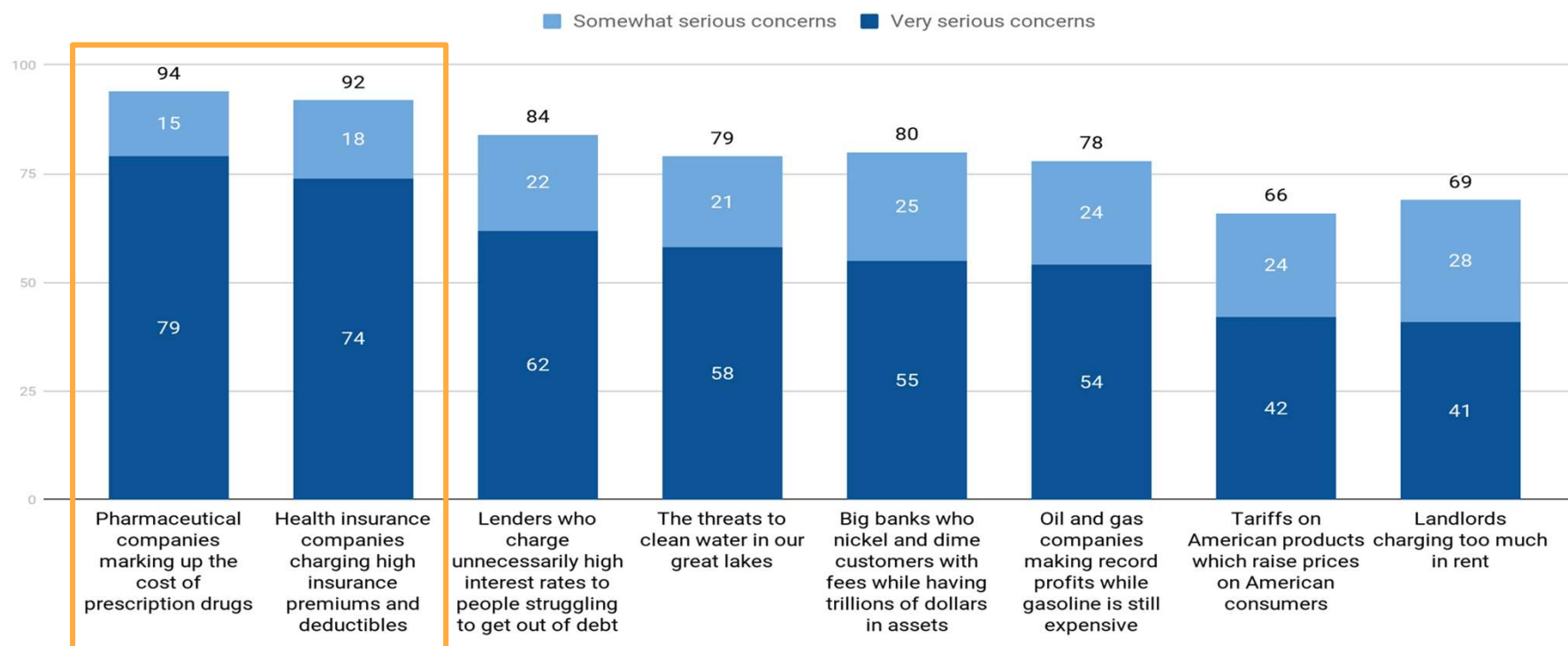
What do you feel is the single greatest obstacle to your becoming more economically successful?





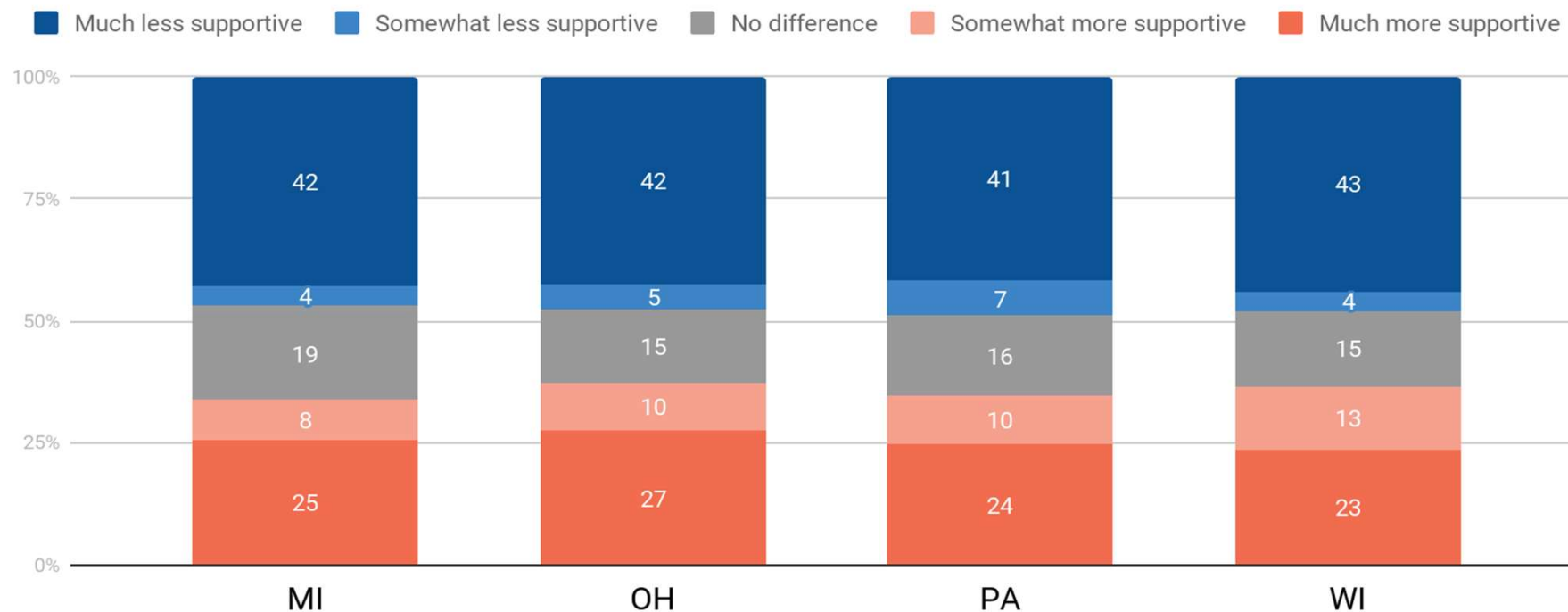
Huge majorities seriously concerned with entities rigging economy, like Rx & insurance co's

How concerned are you by the following industries, policies, and groups of people?



Voters are not going to reward Trump trade war

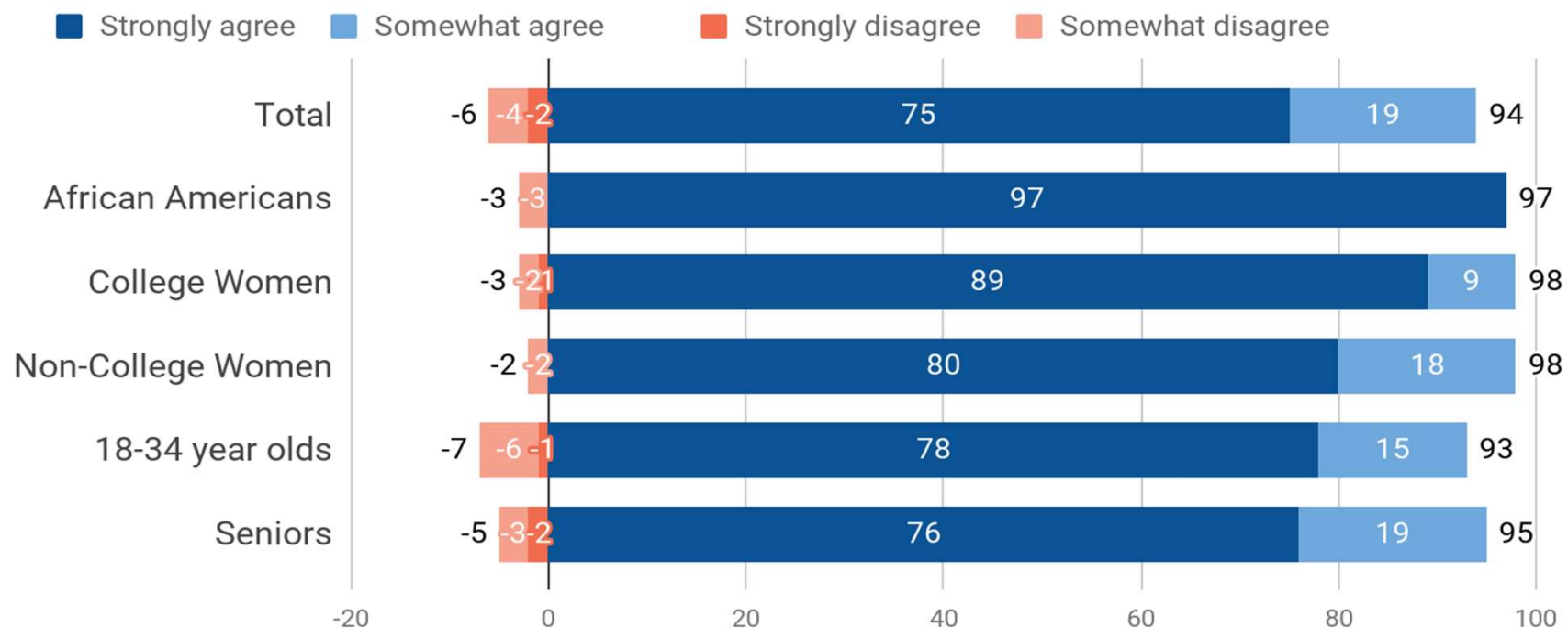
Do President Trump's tariffs on U.S. trading partners and their effects on farmers and the economy make you more or less supportive of him?





Huge majorities say need to ensure affordable healthcare & jobs pay enough, especially key voting blocs

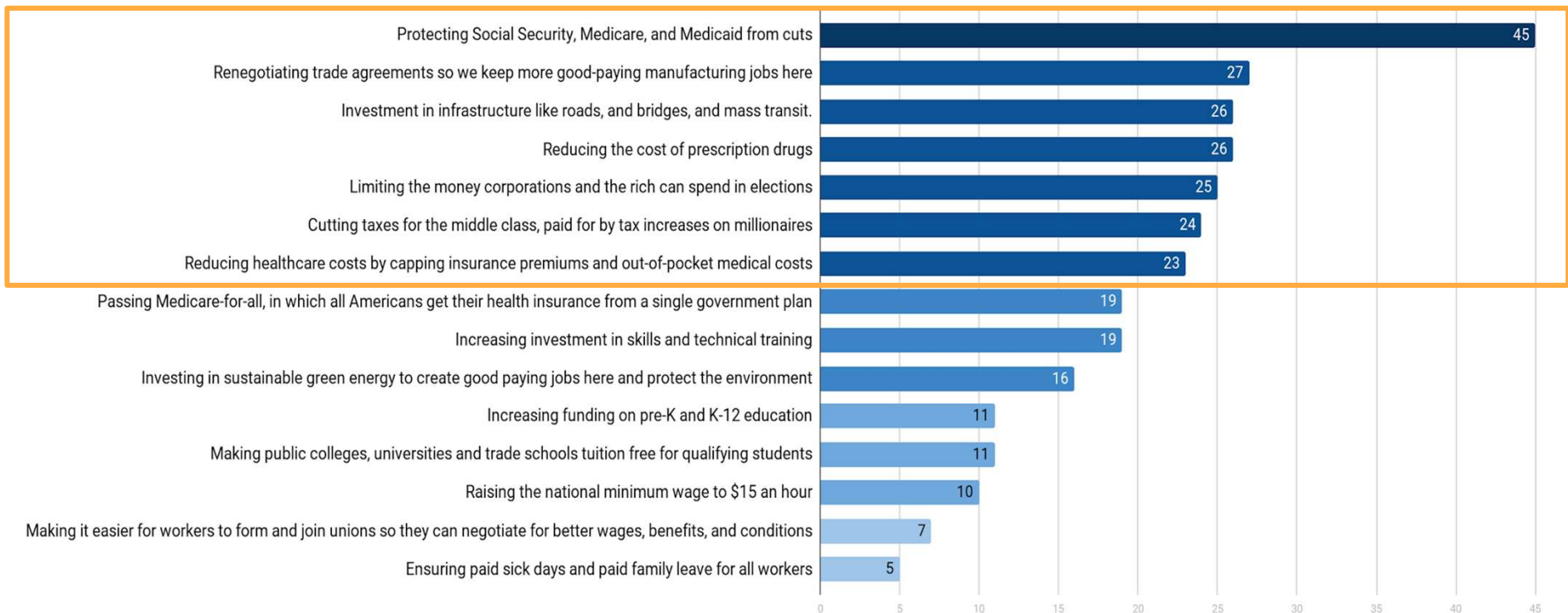
We need to ensure healthcare is affordable and create jobs you can raise a family on.



Agenda: Social Security, Medicare, Medicaid & Rx, health costs, infrastructure, \$ out of politics, tax the rich



This is a list of proposals people have made to improve the economy. Please select the THREE that you think are the most important.



Rising Sessions

**Indiana State Rep.
Chris Campbell**



[@campbellh26](#)
[facebook.com/campbellh26](#)
[VoteCampbell.org](#)
"Basics" ad:



Wisconsin Lt. Gov. Mandela Barnes



**Ohio State Rep. Kent
Smith**



12 Themes for Talking About the Economy as a Democrat
A Presentation for the 2019 Rust Belt Rising Messaging Bootcamp Cohort
[@KentKSmith](#)

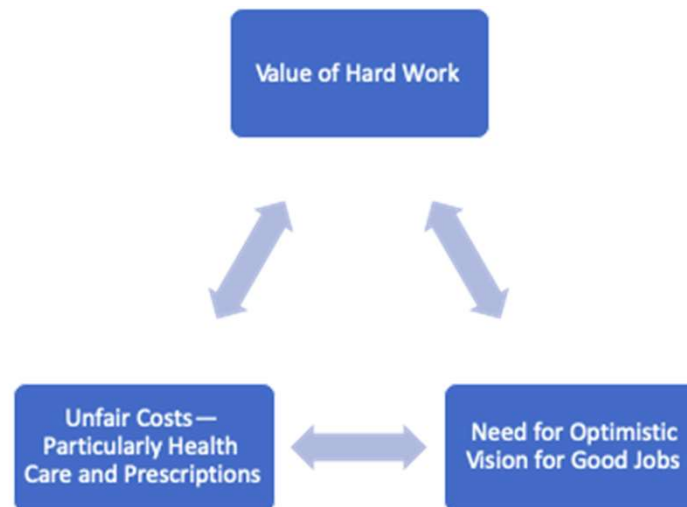


Rising Bootcamp Candidates



Themes to open up conversations

Communicate the dignity of hard work first as a way into our policies that people actually want.



“Where I’m at, they’re a lot of jobs—they’re just low paying jobs.”

—PA man

Every community is working hard so they must know we are standing up for them.

What it means to be a Democrat

- *Start with the personal that shows the values and stakes*
- *Say what the policy does for people*
 - *Be specific*
 - *Keep a people focus*
 - *Use contrast with our opponent so voters know the difference*




Health Care

- *Health care is personal*
 - *Pre-existing condition protections and costs are key*
- *Stories*
 - *Identify with teller*
- *Keep it simple and accessible--limit jargon*
 - *State the vision of what this means for families—
their care and costs—how it will help that voter*
- *Contrast with Republicans' efforts to take away people's health care*



Environment

- *Protecting Safe and Clean Water*
 - *Create safe and healthy communities and protect our children's health*
 - *Immediate and practical terms*
 - *Point to specific polluters people know in your area*
 - *Use local examples of clean energy jobs so people can really picture a future for them*
 - *"Future generations"*
- 

From Former Democratic Party of Wisconsin Chair Martha Laning's Session with our candidates

Martha's Abortion Answer

- *"I'm the mother of three beautiful children and they are the greatest gift that I have ever been given, but I believe that a woman's decision to have a baby, give the baby up for adoption or terminate a pregnancy is a decision a woman should make with her family, her faith and under her doctor's guidance."*



Immigration—Point out the Scapegoating

“No matter where we come from or what our color, we all work hard and want the same things for our family. But certain politicians and their lobbyists hurt everyone by handing kickbacks to the rich, defunding our schools, and threatening our seniors with cuts to Medicare and Social Security.

Then they turn around and point the finger for our hard times at poor families, Black people, and new immigrants, saying some families have value and some don't, to pit us against each other.

We need to join together for our future, just like how in our past we won better wages, safer workplaces, and civil rights, to elect new leaders who work for all of us.”


<https://www.demos.org/research/race-class-our-progressive-narrative>



Dominant themes from our focus groups


“The economy is going well for who?”

–WI man


- *The Value of Hard Work and How it Should Still Earn You a Good Life*
 - *Rising Cost of Living*
 - *Health Care Bills and Prescriptions as the Overwhelming Cost*
 - *Paths to Good Jobs*
 - *The Need for Optimism in America*
- 

Highest rated narrative across communities in our focus groups when given different messaging frames:


*“In America, we’ve lost sight of the value of **hard work** and the people who do it. We need to look out for the people that are the backbone of America and built the country. That includes skills-training programs to make sure people have a path to a good-paying job even if they aren’t going to college and tax cuts for working people instead of the rich.”*



More messages:

- *Hard work still has to matter in America.*
 - *Health and education costs should no longer keep you from a better life. Your child should be able to get the care they need.*
 - *While some are making tons of money, people can't afford life-saving drugs. They have to choose between food and medicine. That's not a choice Americans should have to make.*
 - *Republicans say we can't afford to pay for your health care or retirement. We worked hard for our Medicare and Social Security, but Republicans want to cut it. They are taking away from us the things we earned.*
- 

Rising messages for Democrats to utilize:

- *I am about common-sense, Midwestern values and bread and butter issues of the middle-class promise: a job, home, health care, education, and retirement. You work hard. You should have a little security and time with your family. You shouldn't have to worry every night and every morning that you can't pay bills.*
 - *In an economy of working 2 and 3 jobs, we want to get back to the middle-class promise—if you work hard, you will earn the wages for a good job, a nice place to live, care you can afford, an education for your kids to have a better life, and a decent retirement.*
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I would love help you and your county's candidates and to present to your group:
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Twitter: @rbrtraining

<https://www.facebook.com/RustBeltRisingTraining>