

Sample Responses with Good Messaging:

The following examples offer options for framing policy arguments, using the kinds of shared values that public polling has shown to be more effective with ‘persuadables.’ Key phrases and frames are highlighted.

1. In response to questions about whether investments to fight poverty are making progress?

“Too many in our state continue to **struggle to meet basic needs** and support their families, even when they work. We haven’t made any progress reducing the number of people facing these struggles because the **economic gains of the past few years haven’t been widely shared**. We need an economy where work pays and all have a **fair shot at opportunity**.”

2. In response to stories of “waste, fraud, and abuse” in the Supplemental Nutrition Assistance Program:

“We **shouldn’t tolerate waste, fraud, or abuse** in any form. Where we find it we need to end it. At the same time as we work to protect tax dollars, we also should make sure that people who are **paid too little to put food on the table** or who have fallen on hard times can provide nutritious meals to their children so they can go to school fed and ready to learn.”

3. In response to questions about why poverty is higher among people of color:

“**Our state is stronger** when all of our communities have the opportunity to succeed. One reason some of our communities don’t get an equal shot at success is because they live in **places disconnected from opportunity**. Building an **economy that works for everyone** means taking steps to ensure that all people have access to safe, affordable housing, good schools, and quality jobs.”