

TO: Interested Parties
FROM: Hart Research on behalf of Abortion Access Now
DATE: September 28, 2026
RE: Communication and Messaging Guidance on Hyde

1. Our core messaging frames continue to connect most effectively with constituents by:

- 1) Tapping into constituents' fundamental values
- 2) Linking abortion access to economic wellbeing

These are most effective messages at making the case for Medicaid coverage of abortion:

FUNDAMENTAL VALUES	FAMILY/FAITH	It is not our place to decide for someone else whether they should get an abortion. It's better that they make that decision with their family and according to their faith, free from political interference.
	NOT IN HER SHOES	We do not always know someone's circumstances--we are not in their shoes. When Medicaid covers pregnancy care but withholds coverage for abortion, we are taking away a woman's ability to make important personal decisions based on what is best for her circumstances.

ECONOMIC WELLBEING	ECONOMIC SECURITY	Each of us should be able to live, work, and make decisions about our health and our future with dignity and respect. When women are able to make decisions about their own reproductive healthcare, including whether and when to have children, they have more control over their economic security.
	DECISIONS/THRIVE	The decision to become a parent is one of the most important life decisions we make. When people can make decisions that are best for their lives no matter how much they earn, families thrive and we build healthier communities where each of us can participate with dignity.

2. A more direct tie to the affordability crisis also has salience with:

- Constituents under age 35
- Mothers
- Latino constituents
- Black constituents

AFFORDABILITY/ FREEDOM

Families across the country are struggling with the skyrocketing costs of housing, food, childcare, and healthcare. Having a child is the single biggest economic decision most people will ever make, and families should have the freedom to make the decision that is best for their future, and that includes access to abortion.

3. Focusing on financial hardship and political game-playing effectively counters the conscience rights opposition argument.

However we feel about abortion, politicians should not use it to score political points and limit the rights of women who are struggling financially.

COMMUNICATION DOs & DON'Ts

DO...

Lead with core values that connect most effectively with constituents broadly, so that your message is authentic and personal: these include dignity, respect, compassion, freedom, faith, and family.

- When anchoring messages in values that reflect your perspective, acknowledge that every situation is different and that no one can fully understand another person's circumstances.
- *Example: "Women should be able to make these decisions with their family and people they trust, according to their faith."*
- *Example: "We don't know other people's circumstances; we should always treat women with dignity and respect to make decisions that are best for their circumstances."*

Emphasize fairness, especially in the context of access to healthcare, including abortion.

- Emphasize that access to health care should not depend on a person's income or insurance status and frame Medicaid coverage as a matter of equal access.
- *Example: "Politicians should not deny someone health care coverage simply because they are struggling financially or rely on government-funded insurance."*

Connect the issue of abortion access to economic security and the affordability crisis.

- Limiting access to abortion IS an affordability issue.
- Highlight the financial burdens women and families face and how coverage restrictions disproportionately harm low-income women.
- Reinforce that decisions about pregnancy are often shaped by economic realities.
- *Example: "Denial of abortion coverage falls hardest on women struggling financially."*
- *Example: "The reality is, decisions about becoming a parent **are** often economic and financial decisions; denying abortion care can push women and families into further financial hardship."*

Remind constituents of the serious health and safety harms caused by denying abortion access.

- Reference what are now widely known examples of women facing serious health risks and even death when they are denied access to abortion.
- *Example:* "Unfortunately, we've seen across the country many tragic examples of what happens when access to abortion care is denied: women's health and safety are put at risk."

Call out political gamesmanship.

- Position opponents' efforts as political maneuvering rather than genuine concern for women's well-being or standing for sound policy.
- *Example:* "Politicians should not use this issue to score political points at the expense of women who are already struggling financially."

DON'T...

Be defensive.

- Stay focused on your own affirmative message. Support for Medicaid coverage of abortion is the majority point of view across most of the public.
- *Example:* "In fact, support for Medicaid coverage of abortion is growing in recent years because constituents see that the principles of fairness, safety and freedom are at stake."

Talk on the opponents' terms or use their language.

- Avoid phrases such as "taxpayer-funded abortions," even when disputing them; instead say "*federal insurance coverage of abortion*" or "*public health insurance*."