Policy Messaging Framework

Describe the legislation or policy as simply as possible:	What problem will the policy or legislation solve for Granite Staters?

Audience	What do we need them to know? What message would resonate?	What action do we want them to take?	What tools will we use?

Policy Messaging Framework

Describe the legislation or policy as simply as possible:

One in four NH adults is a family caregiver, from those caring for aging loved ones to grandparents raising grandkids. SB 608 gives caregivers access to support services that help them continue to care for their loved ones, and makes child care affordable for grandparents and relatives raising kids.

What problem will the policy or legislation solve for Granite Staters?

Family caregivers do unpaid work, often without support, and it takes a toll on their health and finances. Grandparents raising grandkids have to go back to work just to get help with child care.

Audience	What do we need them to know? What message would resonate?	What action do we want them to take?	What tools will we use?
Lawmakers	• One in four of your constituents is a family caregiver • Smart legislation—supporting caregivers keeps people at home and out of costlier care	Pass the bill!	• Memos • Testimony • Storybooks • DONUTS
Family and Kinship Caregivers	• This bill supports YOU so you can get what you need to continue caring for your loved ones • We see you—you don't have to do it alone!	• Testify in person • Share their caregiving experience with lawmakers • Describe how this bill will impact them	• Action alert emails • Landing page • Issue briefs • Outreach through caregiver support groups/organizations
The Public—Sandwich Generation (Middle-Aged Adults)	• In New Hampshire, families take care of their own • One in four of us is a caregiver, and this bill makes sure we don't have to do it alone	• Email their lawmakers • Sign in to support the bill • Spread the word on social	• Social media • Action alert emails • Paid advertising

Policy Messaging Framework - Defense

Describe the legislation or policy as simply as possible:	What problem will the policy or legislation CAUSE for Granite Staters?

Audience	What do we need them to know? What message would resonate?	What action do we want them to take?	What tools will we use?

Policy Messaging Framework - Defense

Describe the legislation or policy as simply as possible:

HB 1811 would repeal all childhood immunization requirements for school and child care in New Hampshire, making vaccines entirely optional and dismantling the state's successful immunization program.

What problem will the policy or legislation CAUSE for Granite Staters?

This legislation will reverse decades of public health progress and increase the potential for outbreaks of preventable diseases in New Hampshire children. It also puts millions of dollars in federal funding for child care scholarships at risk, which could make child care harder to afford for working families.

Audience	What do we need them to know? What message would resonate?	What action do we want them to take?	What tools will we use?
Lawmakers	• Facts and data about immunizations, including that families can already request exemptions • The bill has major consequences for federal funding	Swiftly kill HB 1811	• In-person and written testimony • Issue briefs • Advocate stories
Child Care Center Owners/Directors	• This bill could affect any federal funding you get • It puts your center at risk of a disease outbreak and legal liability • May affect hiring and retention of employees	• Sign in to OPPOSE • Email/call their lawmakers—include a story about the impact on providing quality child care	• Action alert emails • Landing page • Issue briefs • Sharing with industry-specific networks
Parents with Children in Child Care	• This is a risk to the safety of center-based child care (increase in preventable diseases) • Could mean more sick days and closures, making center-based care less reliable	• Sign in to OPPOSE • Email their lawmakers—include a personal story	• Social media • Landing page • Action alert emails • Paid advertising