

National
Family Planning
& Reproductive Health Association

Communicating Title X's Value Proposition

December 9, 2019



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Summary of Key Findings

- **The vast majority of voters support family planning tools, including access to birth control for those who cannot afford it.**
- Most voters disapprove of Trump's efforts to block access to reproductive care, including his administration's proposed changes to Title X.
- "In this polarized age, it is rare to see such consensus. This isn't a partisan issue; Democrats, Republicans, and Independents all agree. These attitudes show these are core values more than debates."
- **Swing voters are much more likely to support Congressional candidates who oppose Trump's attacks on access to reproductive healthcare.**
 - Voters do not want politicians putting a political agenda ahead of what is best for patients.

Condom



Female condom



Oral contraception



Vaginal ring



Calendar method



Vaginal douche



Spermicide



Contraceptive injection



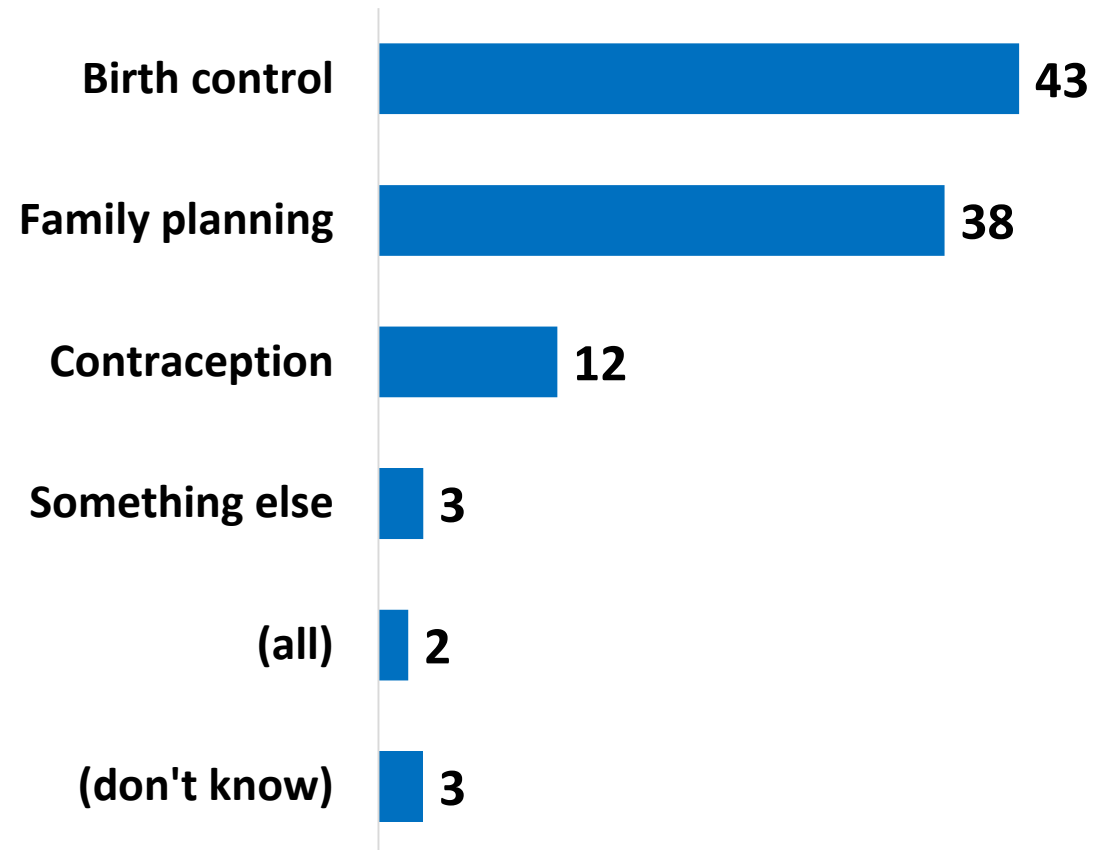
Attitudes Toward Family Planning

Coitus interruptus



California voters tend to call services that help prevent pregnancy “birth control,” followed by “family planning.”

When you think about services that help prevent pregnancy, what do you call the services?



California groups who are more likely to use the term “family planning” are Seniors, voters with a high school degree or less education, strong and older Democrats, and Asian voters.

When you think about services that help prevent pregnancy, what do you call the services?

Birth Control

- Under 30 – 57%
- Republican – 47%
- Independent women – 49%
- Single – 51%
- Fresno – 51%
- African American* – 49%

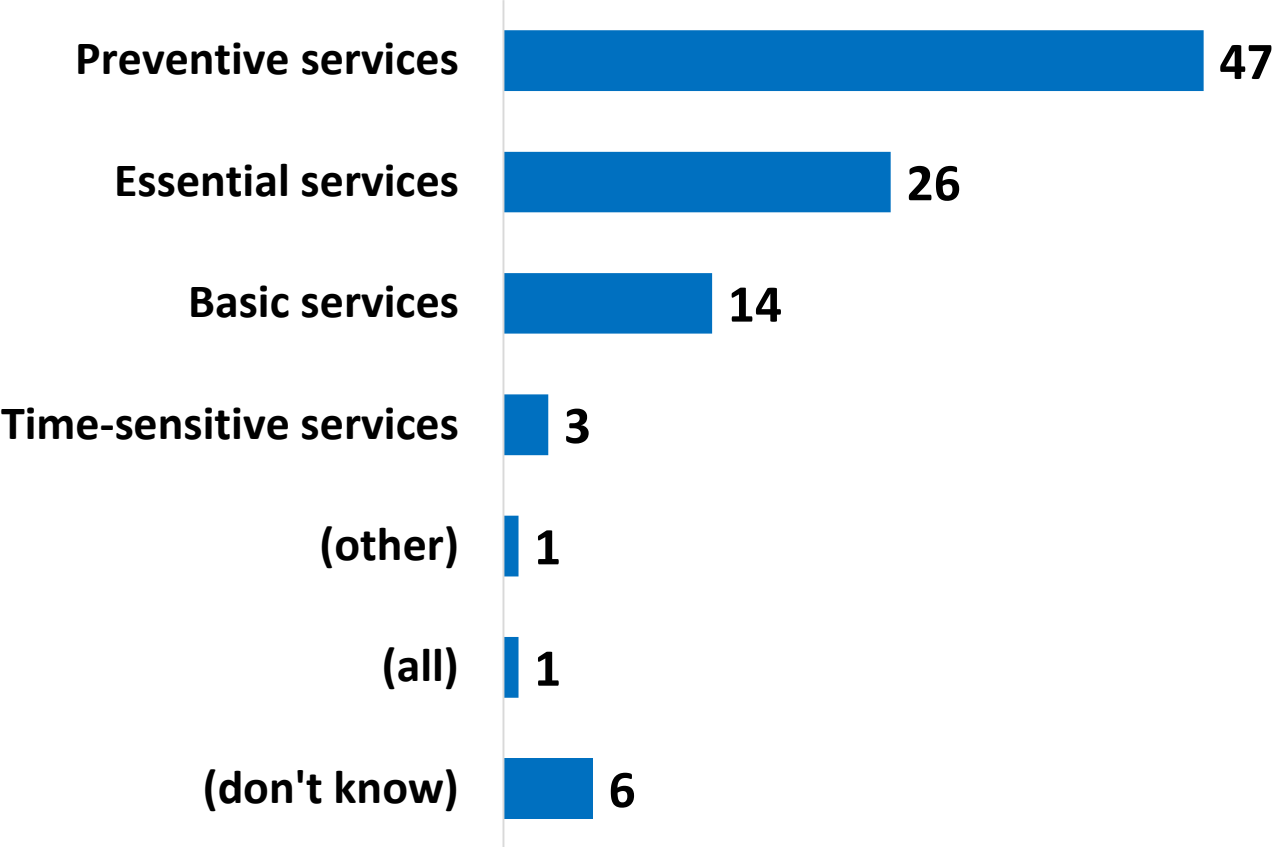
Family Planning

- 65 and over – 46%
- High school/less – 42%
- Strong Democrats – 46%
- Older Democrats – 53%
- Asian – 43%

*Note small sample size

Among California voters, the top association with family planning, contraception, or birth control is preventive services.

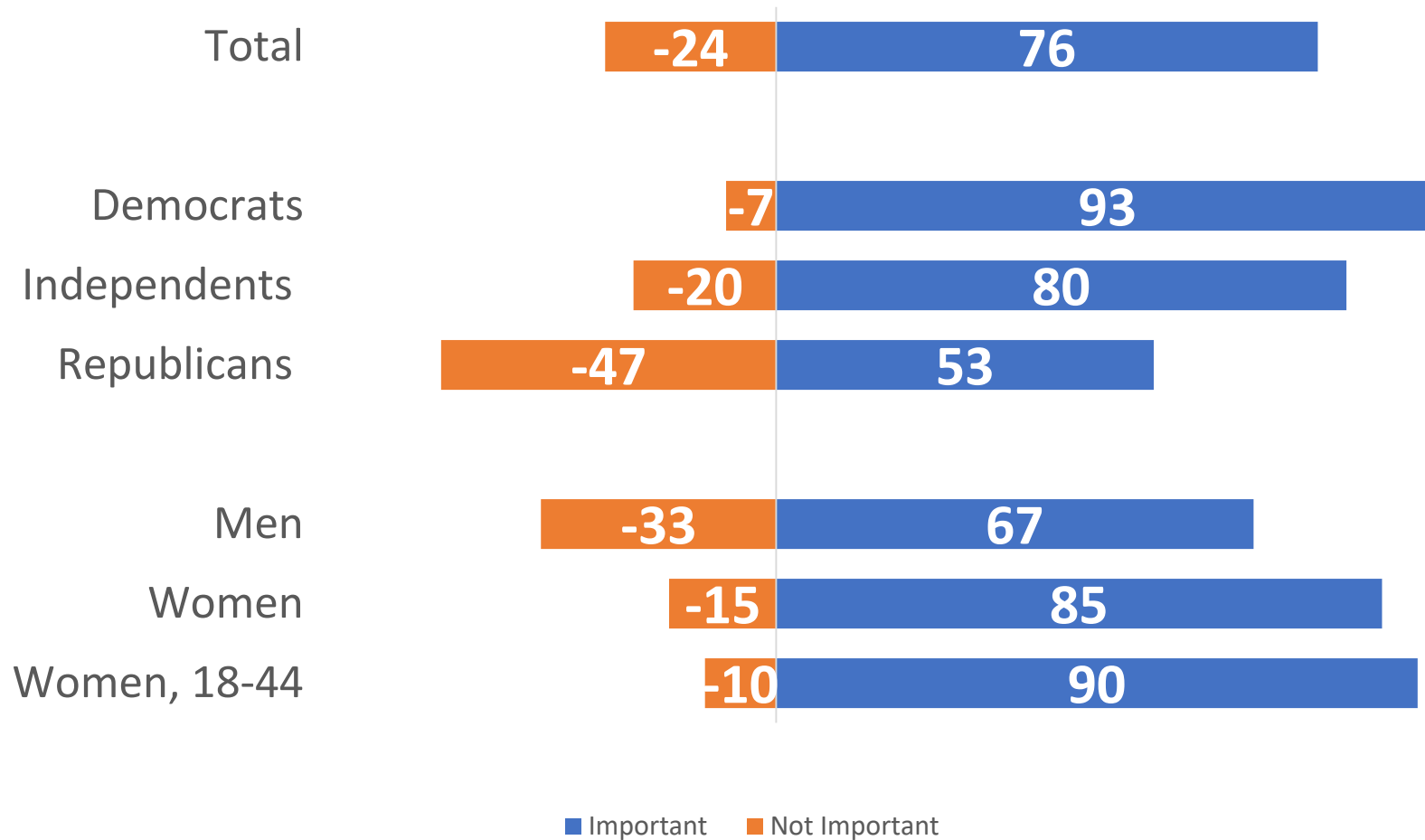
When you think about family planning services, contraception, or birth control, which ONE of the following best describes these services?



Essential Access Health. N= 1,000 likely voters in California, with oversamples. In field March 28-April 8, 2019

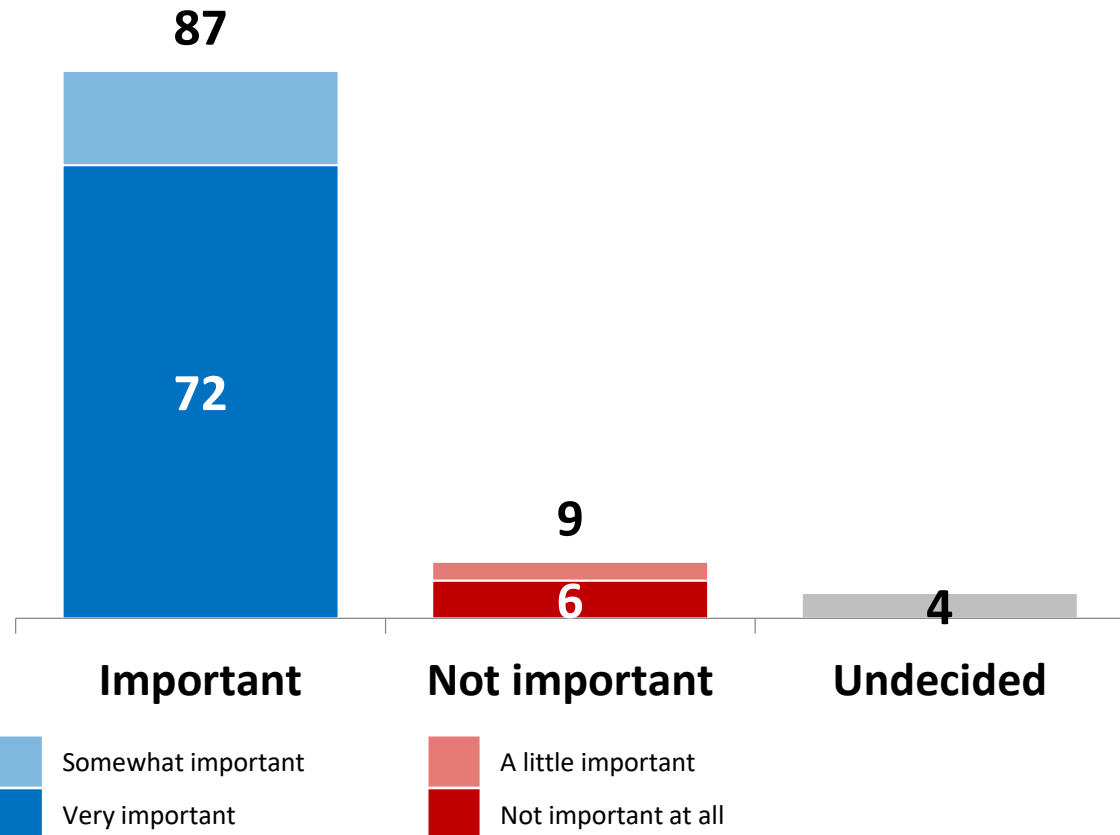
Title X Funding is Important

Women and men and people across party identification say it is **important** that the federal government provides funding for reproductive health services, such as family planning and birth control for lower-income women:



Among California voters, the importance of access to birth control is nearly universal. About nine in ten voters believe it is important and nearly three-quarters think it is very important.

Importance of Access to Birth Control For Everyone Who Wants It or Needs It – Regardless of Ability to Pay*

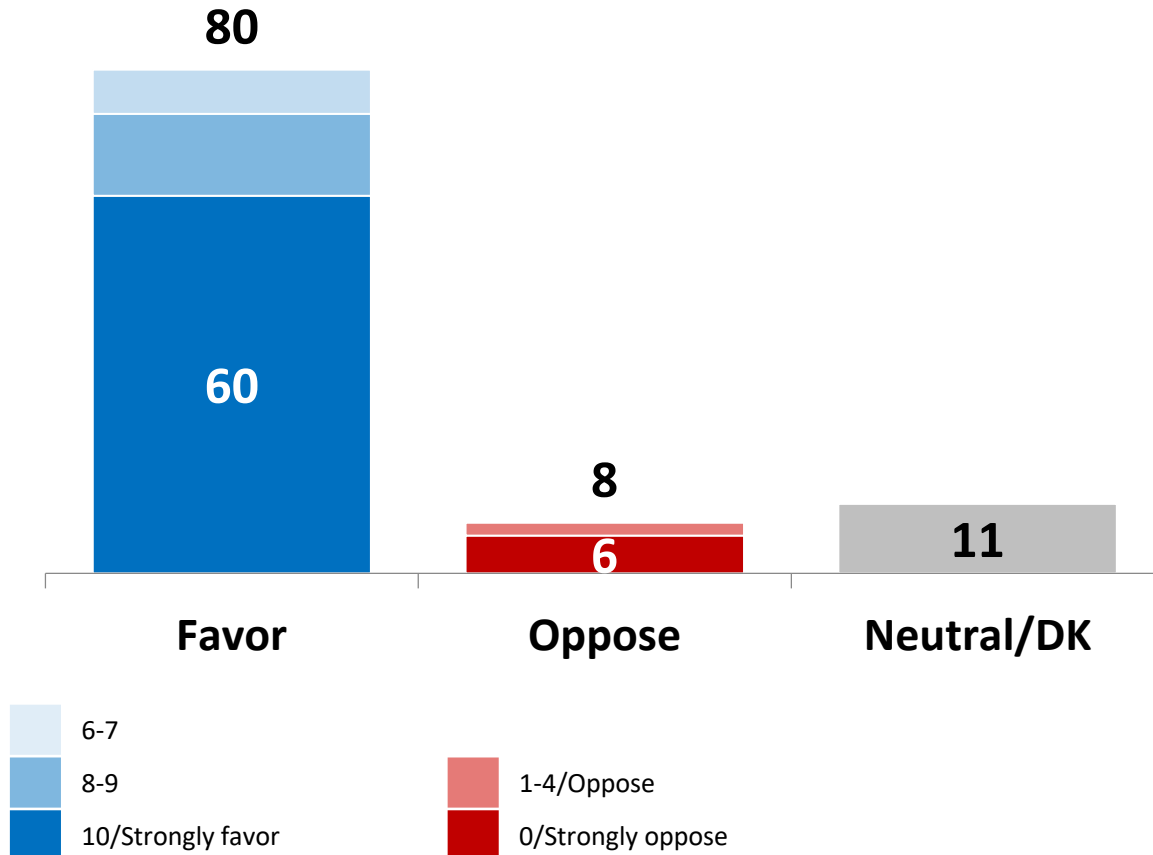


Across demographic and attitudinal subgroups, a strong majority of voters believe it is important that everyone who wants it or needs it can access birth control

62 percent of Californians who believe abortion is wrong and should be illegal believe access to birth control is important.

California voters solidly favor access to birth control for everyone who wants it or needs it – regardless of a person’s ability to pay.

Favorability of Access to Birth Control For Everyone Who Wants It or Needs It – Regardless of Ability to Pay*

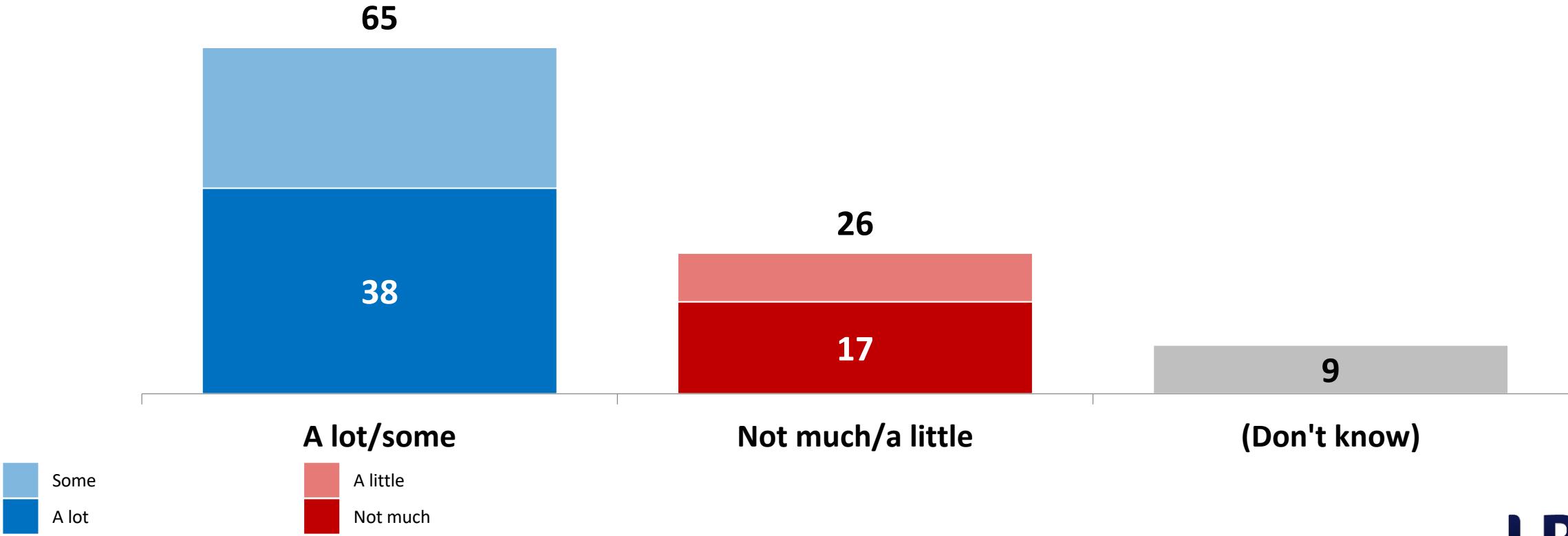


Strong support for access to birth control for all who need it spans all demographics:

- 76 percent of men favor
- 76 percent of Independents favor
- 62 percent of Republicans favor
- 93 percent of Democrats favor
- 85 percent of Millennials favor
- 81 percent of Catholics
- 77 percent of Protestants

Two-thirds of California voters say low-income women have a lot or some difficulty getting access to their preferred birth control method, but there is lower intensity of those saying a lot of difficulty.

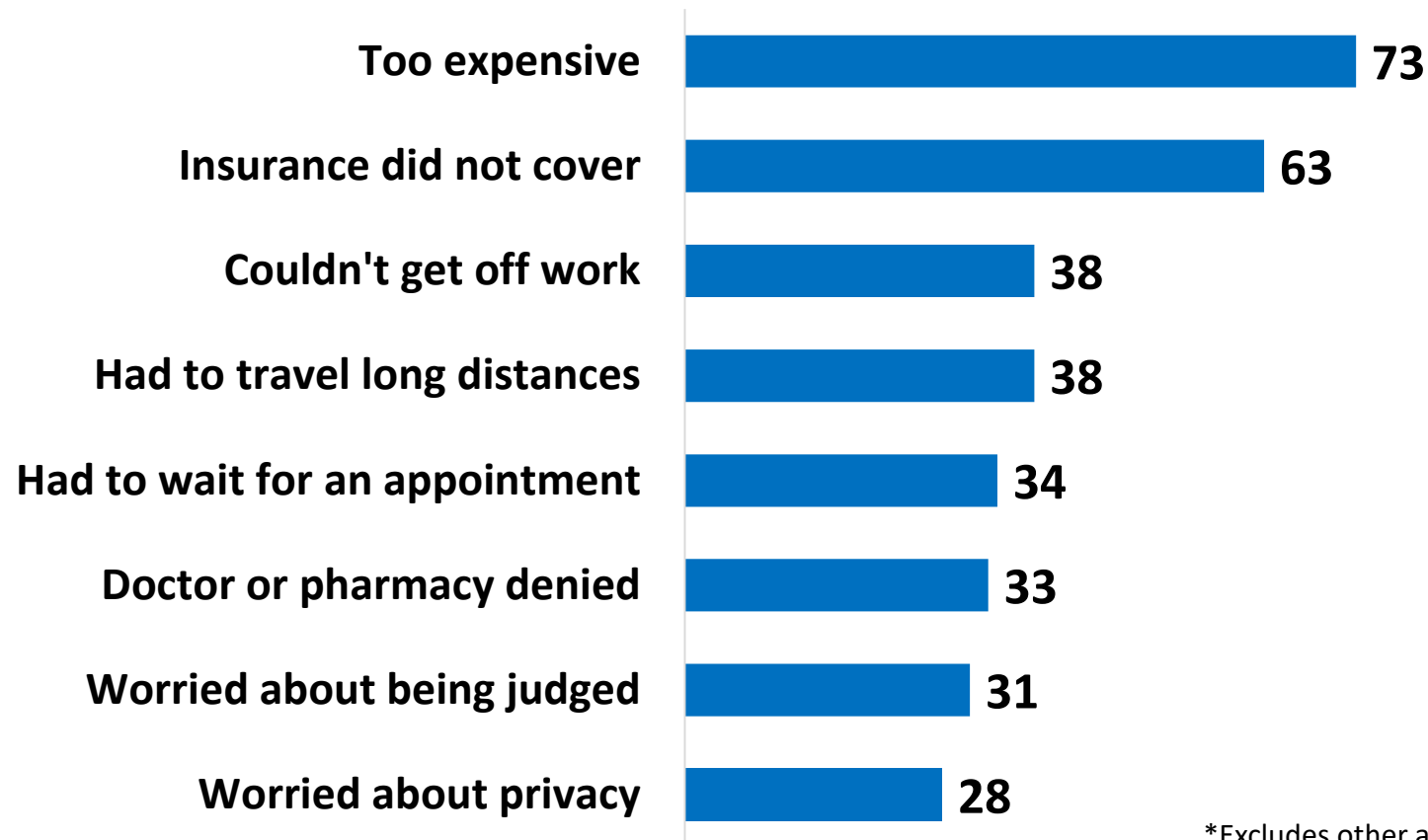
How much difficulty do you think low-income women may have getting access to their preferred birth control method?



Essential Access Health. N= 1,000 likely voters in California, with oversamples. In field March 28-April 8, 2019

California voters believe low-income women may face financial or insurance difficulties when trying to get their preferred birth control method. In a second tier are logistical hurdles, medical refusals, and personal concerns.

(Among those who said a lot or some difficulty:) What kind of difficulty do you think low-income women may experience trying to get their preferred birth control method? [multiple response]



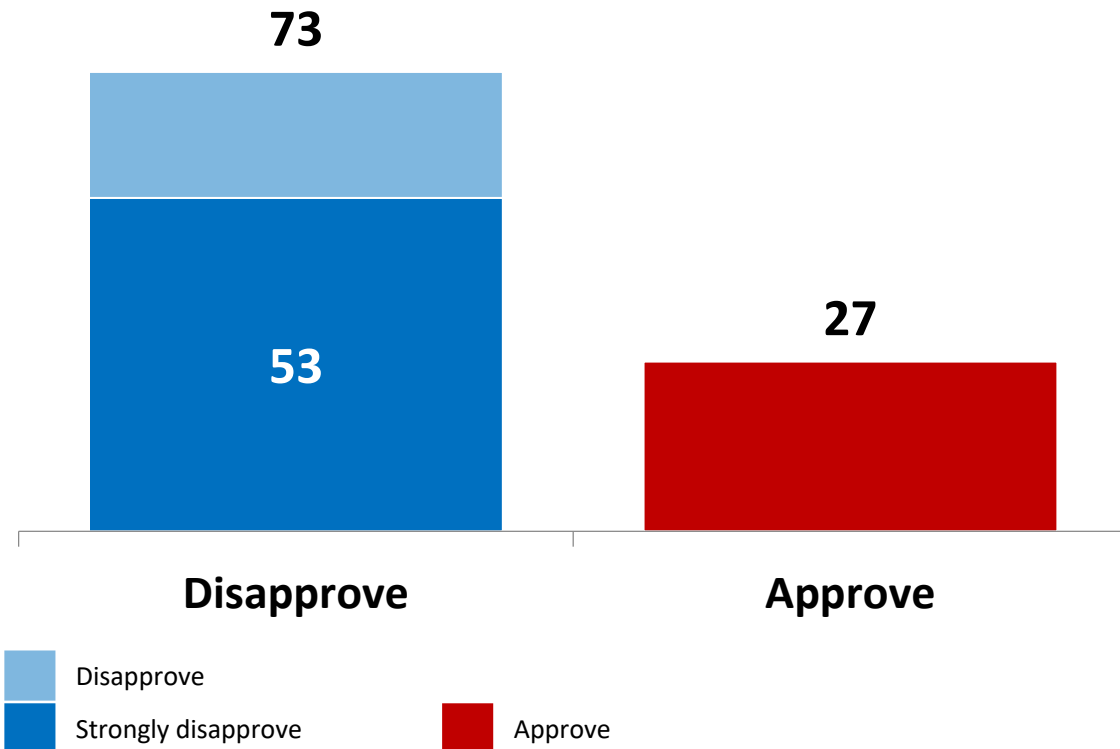
*Excludes other and don't know



Attitudes Toward Changes to Title X

Nationally, people disapprove of the domestic gag rule.

The Trump-Pence administration may propose a policy that would take away funds from health care providers unless the provider agrees to never talk to patients about abortion as an option and agrees not to provide abortion under any circumstances. These policies would block women from getting care at Planned Parenthood and other reproductive health care centers and keep women from having information about all their options.

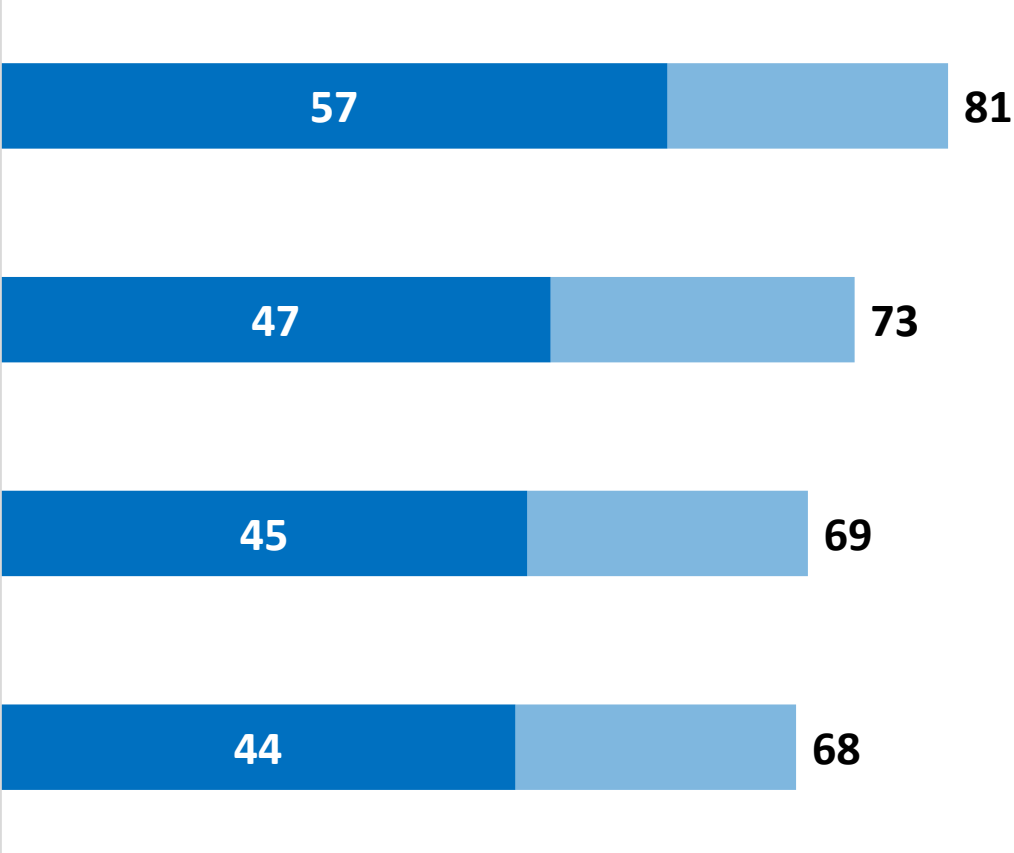


	Disapprove	Approve
Men	68	32
Women	77	23
Age 18 to 34	80	20
35 to 49	75	25
50 to 64	67	33
65/older	67	33
White	67	33
African American	91	9
Latinx	78	22
Democrat	94	6
Independent	82	18
Republican	44	56

Planned Parenthood. N= 1,807 adults, with oversamples. In field May 1 – 12, 2018.

People object to the Trump-Pence agenda on Title X.

- Block women’s access to most effective birth control (IUD, birth control shot)**
- Open door to anti-abortion counseling centers getting federal funds even though they provide medically accurate info, lie about gestation age of pregnancy**
- Changes that promote “natural birth control, calendar method, rhythm method,” over other common birth control methods that are 99% effective**
- Take away funds from OB-GYN specialists (like PP) and give to primary care clinics/health depts even if they don’t offer specialized birth control (IUD, shot)**

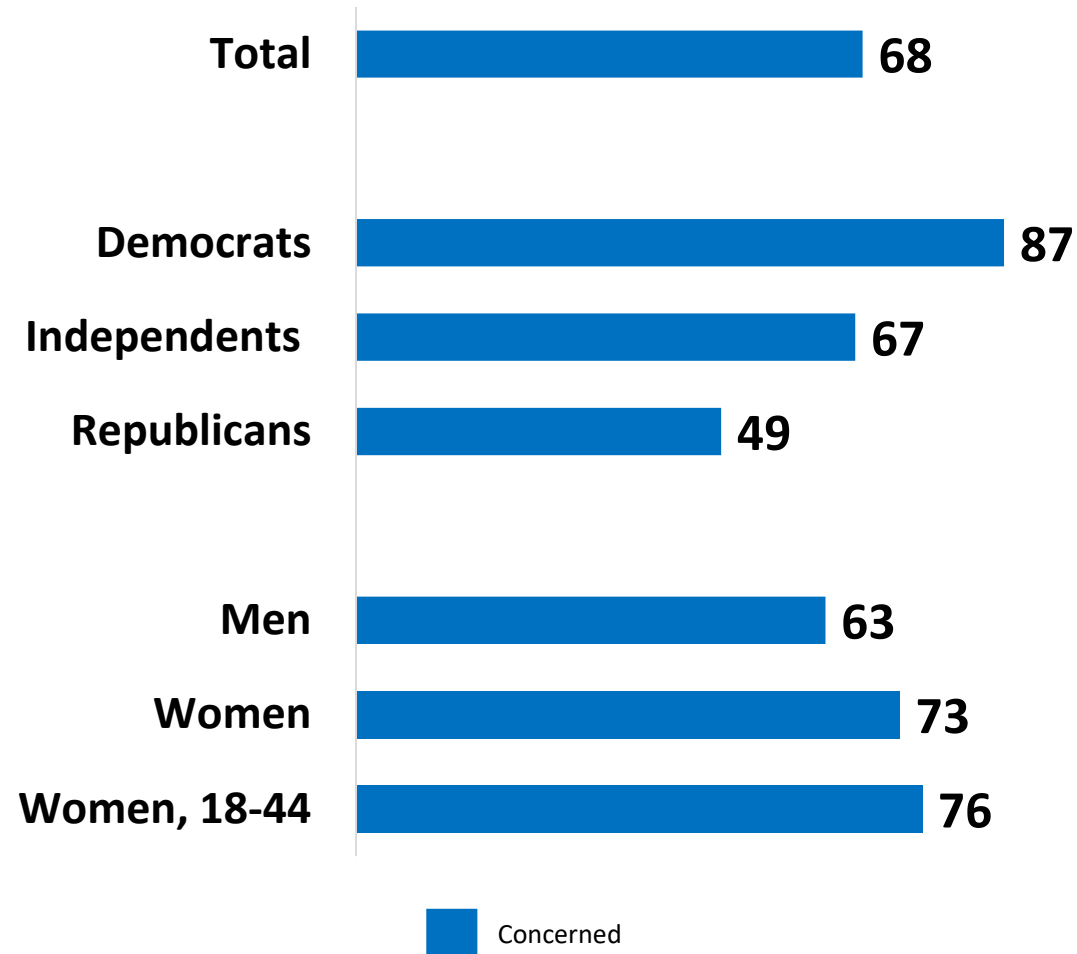


Strongly disapprove Disapprove

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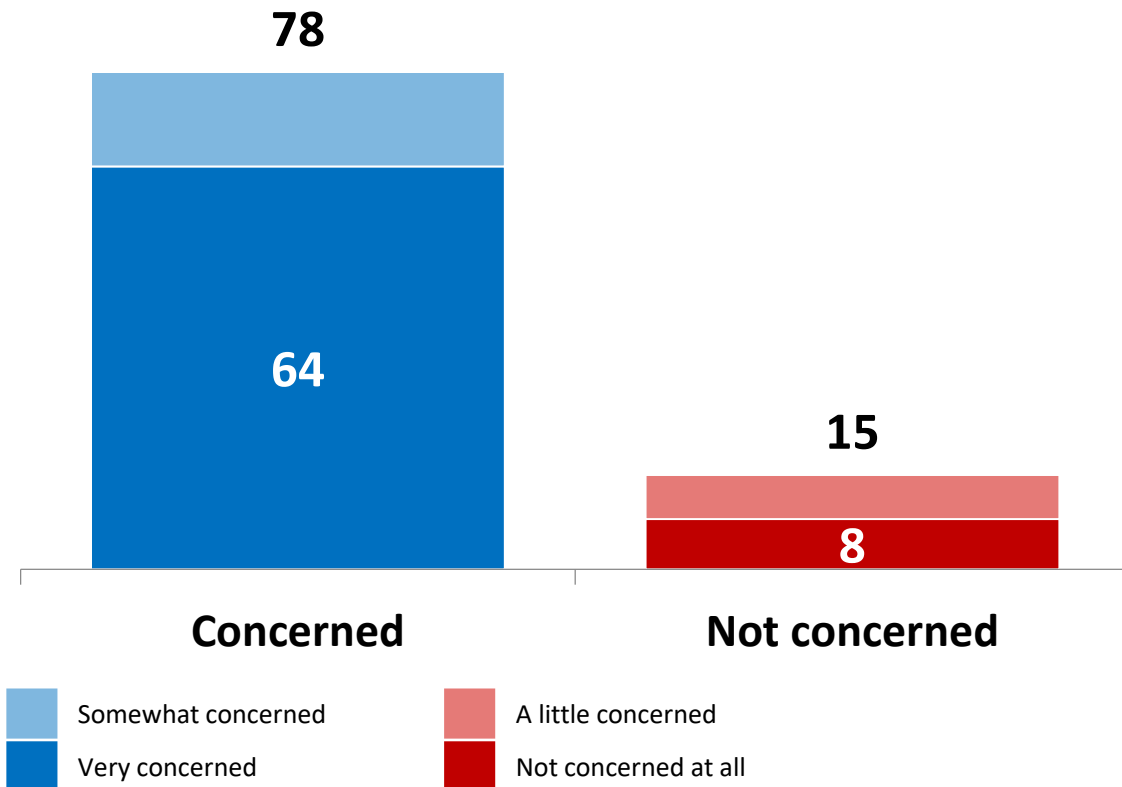
Concern with Proposed Changes to Reproductive Care Access

Women and men and people across party identification are **concerned** that access to women's reproductive health and preventative care services may be limited by the new rules:



Among California voters, changes to Title X which would eliminate the requirement to give women information all of their pregnancy options are very concerning.

How concerned are you about the following new policy change that was recently released for the federal Title X (ten) family planning program for low-income people:
Eliminate the requirement to give women information about all of their pregnancy options, even if they ask for this information



- 63 percent of Republicans are concerned
- 61 percent of Californians who believe abortion is wrong and should be illegal are concerned
- More than four out of five Millennials (85 percent) are concerned



Messaging Recommendations

What we learned about the political landscape...



- A majority of voters and adults across the political spectrum support family planning and funding for Title X.
- Voters, including key demographics such as suburban women and independents, disapprove of the Trump administration's efforts to weaken programs like Title X.
- Family planning is a popular policy issue.

Messaging Recommendations

Strongest statement	Women should have the freedom to plan if and when to have children.	This is a value that resonates strongly across gender, age, race, choice stance, party identification, and religious affiliation.
Strongest message	All women should have access to birth control and other reproductive health services. This is preventive health care for women for a large part of their lives. Access should be equally available for all women – regardless of where they live, how much money they have, or if they have health insurance.	This message taps into core values about access, prevention, responsibility, and fairness. Voters across gender, age, race, and religious affiliation respond well. Our base (Democrats and pro-choice voters) and swing voters (Independents and conflicted voters) also respond well.

Messaging Recommendations

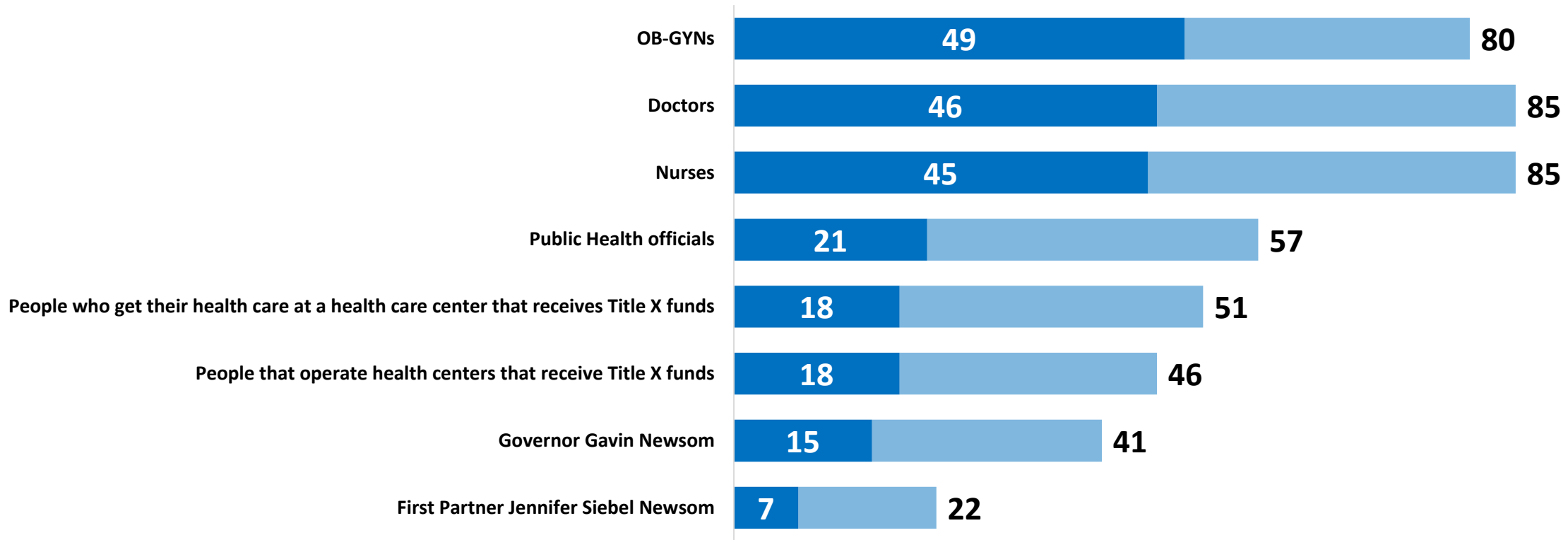
Be values-oriented	Access to birth control and family planning is a core value rather than a policy debate. Voters have less intense attitudes when we bring in Title X and focus on the policy rather than the goals, outcome, and values that underpin the Title X program. Voters think the policy changes are a terrible idea.
Combine birth control and family planning	We want it to be clear that this is about access to different options of birth control and family planning services, because people believe that condoms are widely available.
Use the word freedom	The strongest value is “women should have freedom to plan if and when to have children.” Use the value of freedom. It is the number one value for Americans, but the right uses it more than the left does.
This is about access, not availability	Because this operates at a values level, we do not want to shift the frame into something women are buying or consuming.
Lift up information and prevention	Prevention is tied to information; people want the information to be successful at prevention. People, women especially, think our society is too focused on fixing problems after they happen instead of stopping bad things before they happen.

Language Do's and Don'ts

Say...	Instead of...
Birth control for everyone who wants it or needs it	Birth control that works best for them
Freedom	Equality
All women have access to affordable birth control	The full range of birth control methods for all women
All women	Low-income women
Preventive services	Basic services
Birth control/family planning	Contraception

The California study reinforced that the best messengers are health providers.

Now let me read you some people and groups who may take a position on this policy. For each one please tell me how much you would trust information provided by that person or group.



Trust a great deal **Trust some**

Essential Access Health. N= 1,000 likely voters in California, with oversamples. In field March 28-April 8, 2019

Surveys and Methodology

- **Essential Access Health: Across Party Lines, Vast Majority of California Voters Overwhelmingly Support Access to Birth Control**
 - Conducted by Lake Research Partners.
 - N=1,000 likely voters in California, with oversamples of 100 African American women under age 50 in low income zip codes, 100 Latina women under age 50 in low income zip codes, and 100 Asian American/Pacific Islander women under age 50 in low income zip codes, 100 Millennial women, 100 Central Valley and 100 Inland Empire residents. The oversamples were pulled from a file of low-income zip codes. The phone survey reached 500 completes and the online survey reached 500 completes.
 - In field: March 28-April 8, 2019
- **Planned Parenthood Federation of America**
 - **Swing Voters' Reactions to Trump Administration's Title X Gag Rule Restrictions**
 - Conducted by Hart Research Associates.
 - N=1,036 likely voters in 57 swing districts across the country via online interviews.
 - In field: August 27-September 4, 2019
 - **Americans Reject the Trump-Pence Agenda**
 - Conducted by Hart Research Associates.
 - N = 1,807 adults, including oversamples of African-American and Hispanic adults.
 - In field: May 1-12, 2018
- **Kaiser Family Foundation: Public Opinion and Knowledge on Reproductive Health Policy**
 - N=a nationally representative random digit dial telephone sample of 1,200 adults ages 18 and older, living in the United States, (note: persons without a telephone could not be included in the random selection process). To efficiently obtain a sample of lower-income and non-White respondents, the sample also included an oversample of prepaid (pay-as-you-go) telephone numbers (25% of the cell phone sample consisted of prepaid numbers) as well as a subsample of respondents who had previously completed Spanish language interviews.
 - In field: April 23-28, 2019

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