

**MESSAGE GUIDE: ROE V. WADE  
MUST BECOME LAW**

**our bodies  
our minds  
our power**

**IOWA  
VOICES**

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# MESSAGE GUIDE: ROE V. WADE MUST BECOME LAW

For too long Senator Grassley has stacked our nation’s highest court. Now, after fast tracking conservative judges and blocking judges like Merrick Garland, the Supreme Court has ruled in favor of the minority public opinion.

Two-thirds of Americans believe abortion should be accessible, but today’s Supreme Court decision reverses Roe v. Wade and paves the way for anti-abortion legislators, like Gov. Kim Reynolds, to make it a crime in Iowa.

Iowans know this move lacks common sense and puts people in danger. We need leaders who will support President Biden’s effort to make Roe v. Wade law.

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# KEY MESSAGE GUIDANCE

Start with a shared values statement.

Name the problem and define the opposition to our shared value. *However, **don't** repeat the opposition's message, even to negate it. Speak proactively to reframe the issue.*

Frame the opposition as a "hurdle" we can overcome, rather than a "barrier" that stops us.

Make voters the protagonists and focus on values.

Provide tangible outcomes, end with a call to action.

# SAMPLE MESSAGE

No matter our income or where we live, most lowans value the freedom to access safe and legal abortion protected by Roe v. Wade.	<b>Shared Value</b>
But Governor Reynolds' agenda is not about improving the health of lowans but instead would take away their fundamental rights. If she truly valued life, she would get to work solving public health crises like rising maternal mortality rates and alarming increases in sexually transmitted diseases across the state.	<b>Define the opposition and tangibles</b>
If we hold Governor Reynolds accountable and advocate for comprehensive health care, we can elect leaders who will improve public health, which includes protecting Roe v. Wade.	<b>Call to action</b>

# SAMPLE MESSAGE

No matter where we're from or what we do, most lowans believe in the freedom to access contraception and the education we need to prevent sexually transmitted diseases.	<b>Shared value</b>
Unfortunately, Governor Reynolds has significantly limited access to contraception and sex education with her reckless policies. As a result, sexually transmitted disease is skyrocketing in Iowa, along with unintended pregnancies. And abortions have increased by more than 40 percent in the past two years.	<b>Define the opposition and tangibles</b>

By standing up to the Governor and advocating for the education our children and families need, we can protect our freedoms and our health.	<b>Call to action</b>
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## SAMPLE MESSAGE

No matter our income or where we live, lowans believe in protecting our freedom to reproductive health and safety which includes the access to abortion.	<b>Shared value</b>
Unfortunately, Governor Reynolds has severely limited access to reproductive health care in Iowa. If she had it her way, women in Iowa won't have access to abortion at all, putting them in danger and risking their lives.	<b>Define the opposition and tangibles</b>
If we stand up to these attacks, we can elect leaders who will protect Roe v. Wade, and protect the reproductive health and safety of women across Iowa.	<b>Call to action</b>

## KEY RESEARCH TAKEAWAYS

Our message research shows that **public health** messaging most consistently moved voters to disapprove of Governor Reynolds' anti-abortion and anti-reproductive health agenda. On each metric posed the public health message resonated with Iowa voters.

Coming in behind **public health** were **sex education**, and then **danger**. Across many demographics, Iowa voters were moved by a need to provide **sex education** for **public health**, and the **dangerous impact limited abortion services have on women** in Iowa.

These findings line up with previous testing that shows **access to healthcare** is strongly supported in Iowa and motivates tough opinions about state leaders who stand in the way of increased access.

Our best message and image tests also lean into values of freedom and independence. Efforts to take these rights and values away are successful ways to frame our messages and fight for Roe v. Wade.

## SOCIAL MEDIA GRAPHICS

**IT'S NONE OF  
THEIR BUSINESS.**

A black and white photograph of two hands clasped together, one appearing to be a woman's hand and the other a man's hand, set against a light background.

**TRUST WOMEN, TRANS  
AND GAY PEOPLE.  
HANDS OFF OUR BODIES,  
OUR CONTRACEPTIVES,  
AND OUR SOULMATES.**

After Iowans saw the hands off image and read about Gov. Reynolds' requests that the Iowa Supreme Court and the United Supreme Court to overturn decisions that protect access to abortion, **the governor's job approval dropped seven points.**

**VOTE ROE.**

A graphic featuring the iconic 'We Can Do It!' poster of Rosie the Riveter. She is wearing a blue denim work shirt and a red bandana with white polka dots tied around her head. She has a determined expression and is flexing her right bicep. The background is yellow.

**SUPPORT THOSE WHO  
SUPPORT OUR FREEDOMS.  
DON'T LET ABORTION  
BECOME A CRIME IN IOWA.**

While not as persuasive as hands off, our vote Roe image also moved the needle with respect to Gov. Reynolds' anti-abortion agenda. When Iowans learned about her stance and responded to this image, **Reynolds' job approval dropped six points.**

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