

HOW TO TALK TOUGH TOPICS

Some outside groups and politicians are heavily invested in confusing and scaring parents to score political points. But we know that our kids are more important than politics and we often have more common ground than we think.

Conversations are actually the most effective way to drown out disinformation. Not sure what to say to your neighbor or friend when they repeat something false? Here are 6 steps:

STEP 1: REMEMBER, YOU ARE THE MAJORITY!

Reproductive Rights

- 62% of voters support legal abortion. (Only 9% support a total ban.)
- 89% support birth control pills.
- In 2023, 82% of women said that abortion is important to their vote.

LGBTQ Issues

- 71% support marriage equality.
- 64% strongly believe transgender people should be protected from discrimination.
- 66% of voters oppose banning LGBT lessons in schools.
- 65% believe transgender people should be accepted by society.

Gun Violence Prevention

- 64% believe that gun laws should be more strict.
- 87% of voters favor background checks.
- Over 60% support a ban on assault weapons.

Education Issues

- 84% oppose banning books that discuss race.
- 84% oppose banning books critical of US history.
- 98% support sex ed in high school. 89% support it in middle school.

STEP 2: STAND UP FOR YOUR VALUES

- All of our schools include students who are LGBTQ+. Multiple studies have shown that learning that everyone deserves respect creates a safer environment for all of our children - regardless of their sexuality or gender identity.
- Gun violence is the leading cause of death for children. It's common sense to keep guns away from violent people. Keeping our kids safe is more important than politics.
- Everyone knows and loves someone who has had an abortion. The government should not be involved in making our healthcare decisions. Women should have the freedom to decide when and whether to become a mother.

STEP 3: DON'T IGNORE THE DISINFORMATION BUT DON'T REPEAT IT

- Multiple studies have shown that statements like “no one is taking your guns away” or “sex ed isn’t pornography” are actually counterproductive.
- People remember the salacious charge, not the accurate information that follows.
- Try using a sentence that accurately shares your values, without stating the disinfo you are responding to. Examples:

“I support common-sense reforms like background checks for firearm purchases and raising the age to buy an assault rifle.”

“Students in middle school learn age appropriate foundational knowledge such as information about their bodies and the changes they’re experiencing, and key concepts like privacy and respect.”

STEP 4: STAY FOCUSED AND MAKE IT URGENT

- Avoid getting pulled into larger conversations – keep it local on what is actually happening in your community.
- It’s about your town, not Washington. It’s about your kids, not partisanship.

STEP 5: FIND YOUR AUDIENCE

- There are some people whose minds you just won’t be able to change. Respect your time and energy by not engaging with them.
- Only fight “in front of the kids” so they know you’re standing with them.
- Instead, focus on talking to people who will be open to listening.
- Start your conversation with a common ground statement, then pivot to your perspective with “that’s why I support...”.

STEP 6: BECOME A TROUBLEMAKER!



Join our community of Red Wine & Blue troublemakers!

Figure out who to have these conversations with, get trained on how to have high-impact low-stress conversations, and get information to share!