

HOW TO

HANDLE TOUGH TOPICS LIKE A PRO

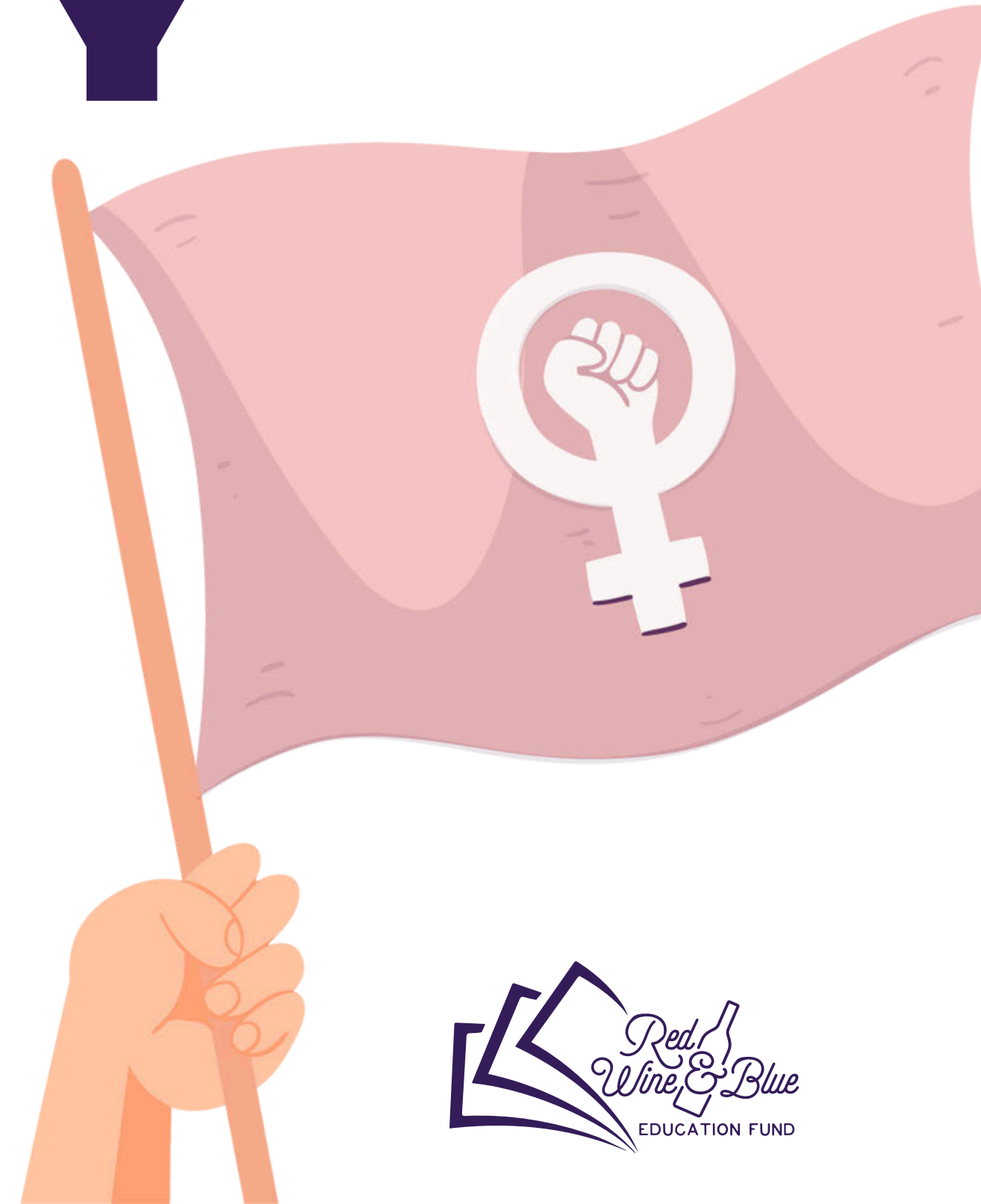
JESS MCINTOSH



YOU ARE THE MAJORITY

REPRODUCTIVE RIGHTS

- **62%** of voters support legal abortion (only 6% support total bans.)
- **90%** support legal birth control.
- When abortion rights are on the ballot — they tend to **win even in red states.**



YOU ARE THE MAJORITY

LGBTQ+ ISSUES

- **71%** support marriage equality (an all time high).
- **64%** strongly believe that transgender people should be protected from discrimination.
- More than **60%** of Americans oppose banning LGBTQ+ lessons in school.
- **65%** say being transgender should be accepted by society



YOU ARE THE MAJORITY

EDUCATION ISSUES

- **87%** do not support banning books that discuss race.
- **83%** do not support banning books critical of U.S. history.
- **98%** of voters support sex ed in high school, **89%** support it in middle school.



YOU ARE THE MAJORITY

GUN VIOLENCE PREVENTION

- **66%** of voters think gun laws should be more strict.
- **80%** favor background checks.
- Over **60%** favor a ban on assault weapons.



WHO ARE THEY?

Some outside groups and politicians are heavily invested in **confusing and scaring** parents to:

- Score partisan points
- Gain political power

MOMS *for*
★ **LIBERTY** ★

The 
Heritage Foundation

Promise to America's
CHILDREN


ALLIANCE DEFENDING
FREEDOM
FOR FAITH. FOR JUSTICE.

 **FAMILY WATCH**
INTERNATIONAL

 **PACIFIC JUSTICE**
INSTITUTE
Defending Religious Freedom, Parental Rights, And Other Civil Liberties Without Charge


MEDICAL INSTITUTE
FOR SEXUAL HEALTH

 *Family*
Policy **ALLIANCE**®

HOW TO FIGHT DISINFORMATION

#1 - DON'T REPEAT DISINFORMATION

- Multiple studies have shown that statements like “No one is taking your guns away — we just want background checks” are actually counterproductive.
- What people remember is the salacious charge, not any accurate information that follows.

**INSTEAD USE A LINE
THAT PROVIDES
TRUTHFUL
INFORMATION:**

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

HOW TO FIGHT DISINFORMATION

#2 - DON'T IGNORE THE DISINFORMATION

- The truth is outside groups and some politicians are heavily invested in confusing and scaring parents to score political points.
- But we believe our kids are more important than politics.

**INSTEAD USE A LINE
THAT
ACKNOWLEDGES
DISINFORMATION:**

“There is a lot of bad info out there — we want to set the record straight.”

STANDING UP FOR YOUR BELIEFS



- Every one of our schools includes students who are LGBTQ+. Multiple studies have shown that learning that everyone deserves respect creates a safer environment for all kinds of students — whether or not they identify as LGBTQ+.
- Gun violence is the leading cause of death for children under 18. 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's had an abortion. Women should have the freedom to decide when and whether to grow their family without politicians getting involved.

HAVING THE CONVERSATION

THE OPPOSITION

- Don't engage
- Don't waste time & energy
- Only fight “in front of the kids”



HAVING THE CONVERSATION

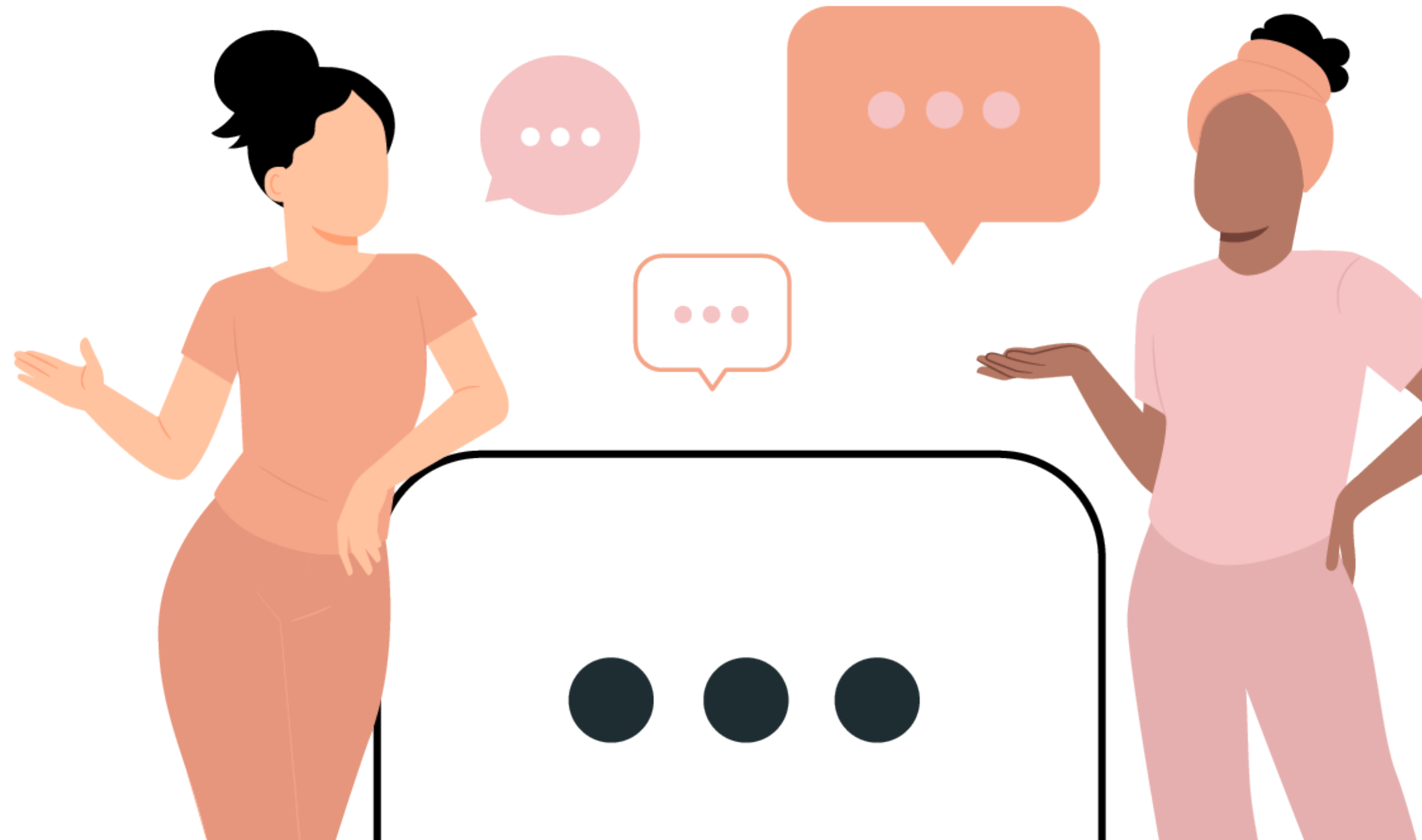
YOUR NEIGHBORS WHO DISAGREE /
PEOPLE SCARED BY THE DISINFO

- Find Common Ground — Turn “but” into “That’s Why”
- We all want students to feel safe at school and have opportunities for learning that’s why I don’t want to ban books about race or gender.
- I am also deeply concerned about violence and crime, that’s why I support common sense efforts like background checks.

HAVING THE CONVERSATION

THE ALLIED

- Make it urgent
- Make it local
- Recruit!



HAVING THE CONVERSATION

STAY FOCUSED

- It's about your town, not Washington D.C.. It's about your kids, not partisanship.
- Ask questions! "There's so much bad info out there — what is it you're concerned about?"

THEN REMEMBER:

- Say "no" or "that isn't true" and move on to the facts
- Find common ground — you share their concern, that's why...
- Acknowledge the bad actors. "There are a lot of people trying to confuse and scare parents. But our kids are worth more than politics."