

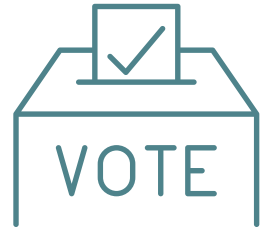
AAUW Fall Summit 2024

Public Policy & Election Season
Erin Czerniak





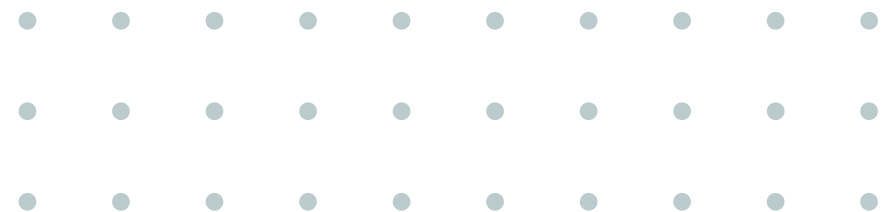
PUBLIC POLICY— OHIO STATE LEGISLATURE



ELECTION 2024



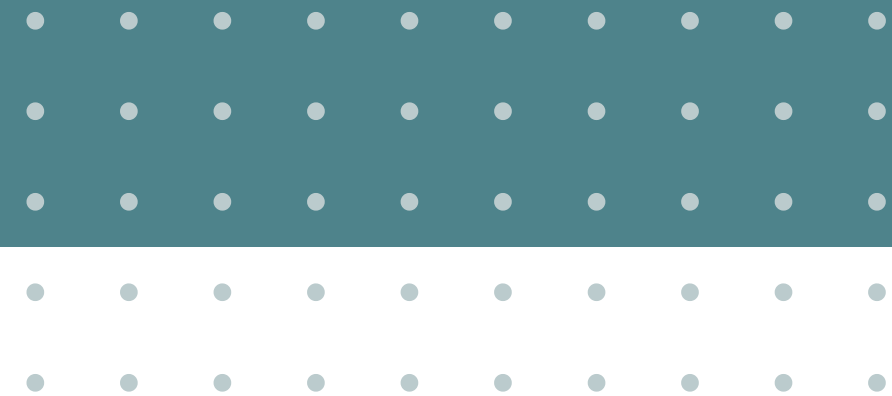
WHAT'S RESONATING WITH VOTERS THIS CYCLE



TODAY'S AGENDA

PUBLIC POLICY NOTES

Not in session until after the election, so these are just a few of the pieces of legislation that are moving along, but we won't see much action until mid-November at the earliest



HOUSE BILL 7 – SUPPORT

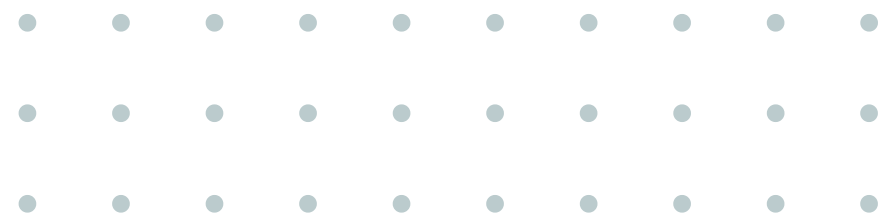


The Strong Foundations Act

- Support Ohio mothers and babies in their first 1000 days
- Addresses maternal & infant mortality
- Improve health, developmental, and learning outcomes for babies

Status

- Introduced and passed by the House
- In Senate committee
- Needs to be reported to committee, passed by the Senate and sent to the Governor



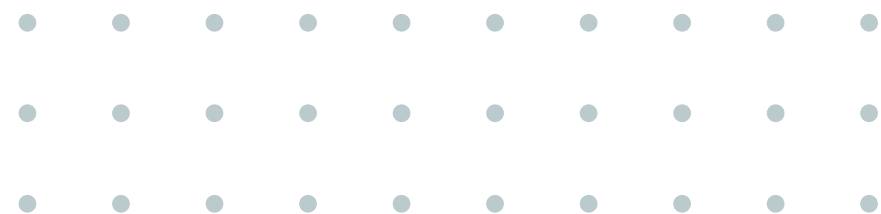
HONESTY FOR OHIO EDUCATION

Tracking:

- What was SB 1
- Moves State BOE to office under Governor—Department of Education and Workforce
- Lawsuit has been filed to stop unconstitutional state takeover

Resources and Action Items

- On Honesty for Ohio Education's Website
- HonestyForOhioEducation.org/State-Takeover



ELECTION 2024

Voting all the way down the ticket





VOTER REGISTRATION

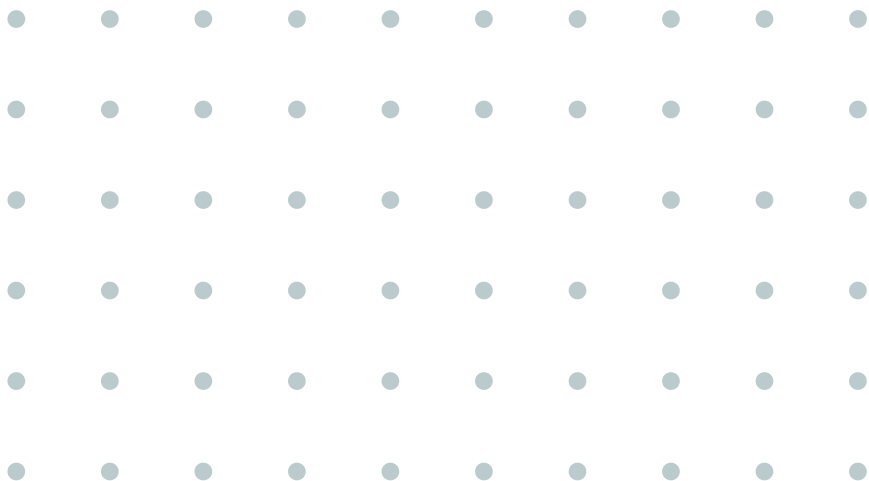
Thousands of voters were purged from the Ohio Secretary of State

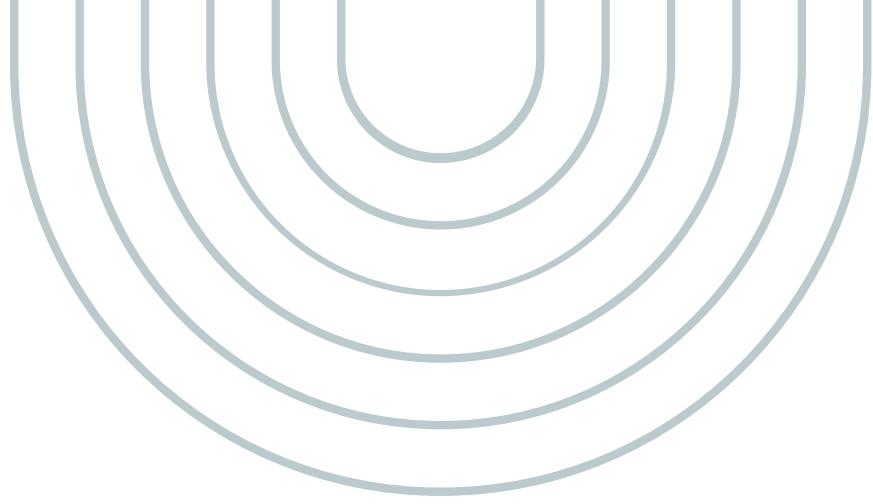
It was not only inactive voters, there was spillover

Check that you are registered to vote at VoteOhio.Gov

Deadline to register is October 7

Early Vote starts October 8

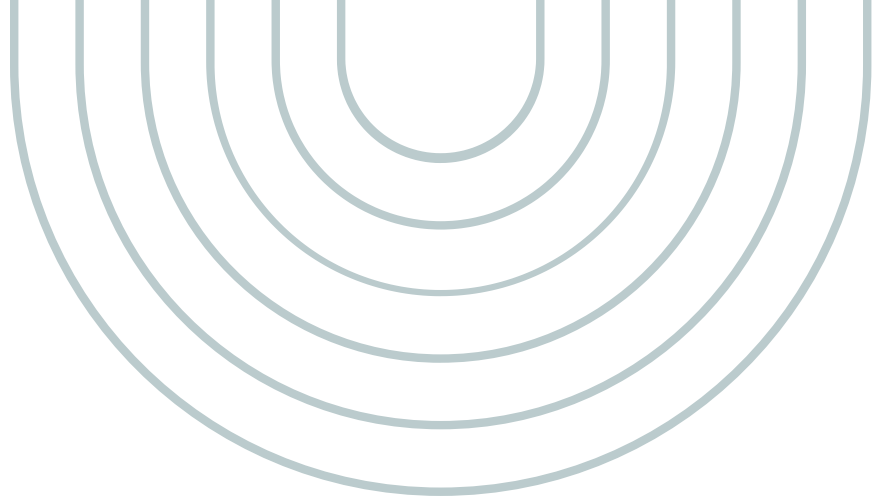




STATE ISSUE 1 – YES

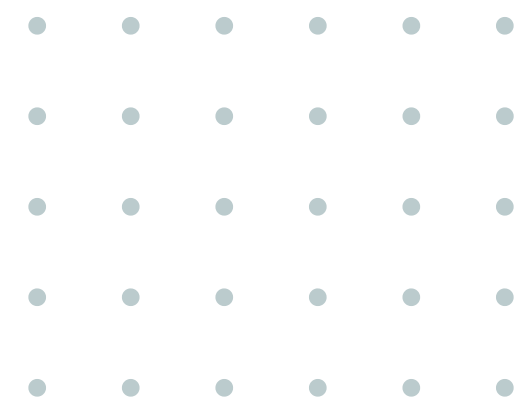
- Create the 15-member Ohio Citizens Redistricting Commission made up of Democratic, Republican, and Independent citizens who broadly represent the different geographic areas and demographics of the state.
- Ban current or former politicians, political party officials and lobbyists from sitting on the Commission.
- Require fair and impartial districts by making it unconstitutional to draw voting districts that discriminate against or favor any political party or individual politician.
- Require the commission to operate under an open and independent process.

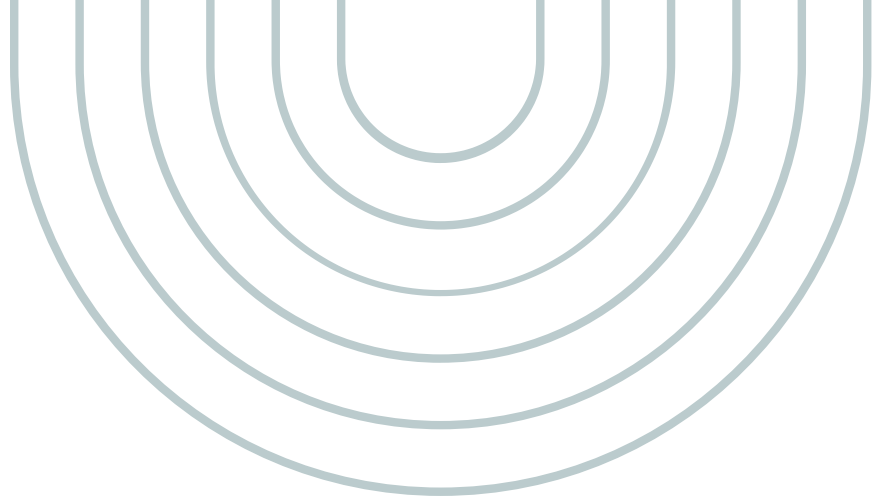




STATE ISSUE 1

- Ballot language is incredibly misleading
- Citizens Not Politicians is organization working to spread the word to Vote Yes on 1
- Average voter will not go through these resources or decipher the language
- CitizensNotPoliticians.org has a TON of resources and messaging to connect with voters
- Important to meet folks where they are when talking about this- it is deliberately confusing
 - Takeaway is politicians should not be allowed to pick their voters. It should be the other way around.



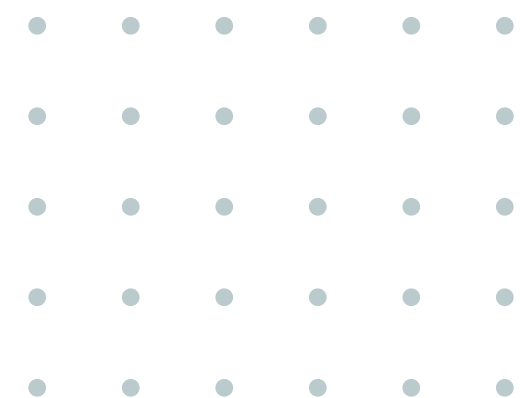


DOWN-BALLOT RACES

- State Representative seats are on the ballot
- County Judicial seats are on the ballot
- State Supreme Court on the ballot
- US Congressional seats are on the ballot
- County issues

What do we need to do?

- Remind our networks to vote all the way down their ballots
- Access their sample ballot from [County BOE website](#)
- Encourage friends, family to follow trusted organizations



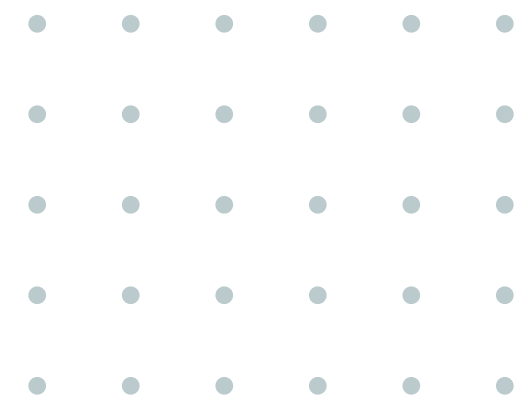


HOW WE TALK ABOUT THE ELECTION MATTERS

- We are some of the most tuned in and educated voters
- Most people aren't interested and don't have the capacity to engage politically AND they are actively disincentivized from participating

What do we need to do?

- Meet folks where they are– listen to what they care about
- Use messaging that encourages participation and engagement
- Use issues that matter to them, not necessarily to us





DATA-INFORMED MESSAGING GUIDANCE: GALVANIZE ACTION

**482 MESSAGES
PROVEN TO
MOVE WHITE
WOMEN**
by statistically
significant margins

ECONOMY
124
messages

CULTURE WARS
98
messages

**REPRODUCTIVE
FREEDOM**
66
messages

HEALTHCARE
74
messages

CLIMATE
26
messages

IMMIGRATION
27
messages

DEMOCRACY
67
messages

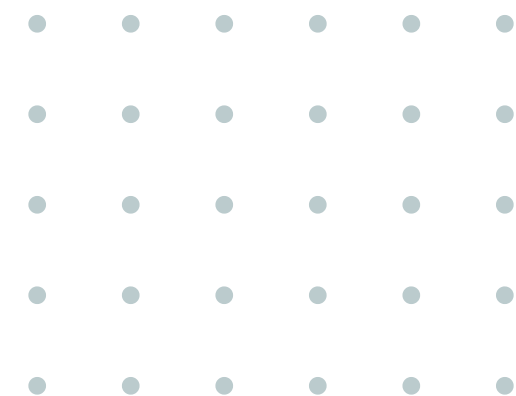




DATA-INFORMED MESSAGING GUIDANCE: GALVANIZE ACTION

Economy– What Women are Feeling

- White Moderate Women reflected that some piece of their identity was related to caregiving, even those without children.
- Barriers to overcome when talking about the economy with moderate women include government trust issues and managing perceptions of resource scarcity/having to prioritize the needs of one's in-group.
- Frustration, anger, disgust, and anxiety are common feelings about rising costs.
- Several themes emerged including an emphasis on fairness, caring for one's family, and a desire for safety and stability.

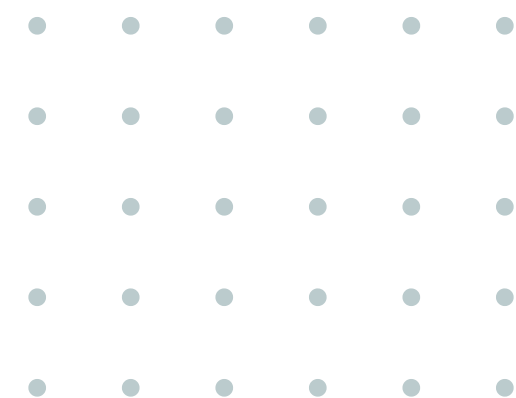




DATA-INFORMED MESSAGING GUIDANCE: GALVANIZE ACTION

Economy– What Messaging Works

- Use a personal and conversational tone and tell stories from a first-person perspective.
- Recognize that people are struggling and meet them at those struggles.
- Demonstrate how supporting XYZ candidate/issue ties into common values like fairness, safety, security, or hard work.
- Focus less on individuals (to sidestep the question of who “deserves” help) and focus more on the system that can benefit all (America is a rich country that can easily provide these important services). [services like childcare, elder care, getting support to those who need it]





DATA-INFORMED MESSAGING GUIDANCE: GALVANIZE ACTION

Abortion– What Women are Feeling

- Those who believe abortion should be legal in most cases value compassion, safety, and respect. When asked “Which feelings have you felt about abortion?” their most common responses were sadness, anxiety, and frustration.
- Women who believe abortion should be illegal in most cases value responsibility, and compassion to a lesser extent. Sadness also came up with this group when asked about their feelings about abortion, but it was paired with anger and disgust.
- **There is evidence that their stance on abortion is not a key factor driving their vote choices.**



DATA-INFORMED MESSAGING GUIDANCE: GALVANIZE ACTION

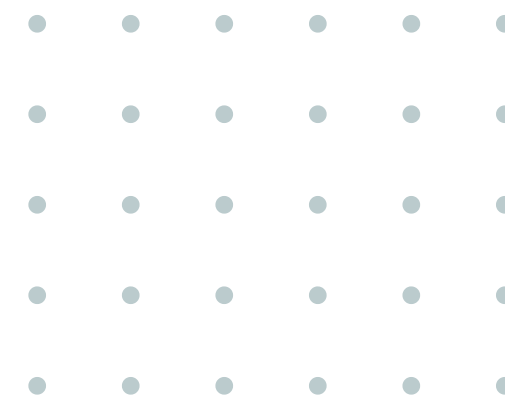
Abortion – What Messaging Works

*“When Ashley came to me and told me she needed an abortion, I was shocked. That’s **not a decision I would ever make**. But **she’s my friend and I want to support her**, especially since I know you **can’t always control what life throws at you**. She needs **compassion**, not **politicians passing laws** to punish her or **protesters scaring her**. **How do they know what’s best for her?** Women deserve to be able to **make their own decisions** with the support of **people they love and trust**.”*

Compassion

In-Group Care

Independence





DATA-INFORMED MESSAGING GUIDANCE: GALVANIZE ACTION

Healthcare– What Women are Feeling

- White women are being targeted with disinformation around healthcare. “Healthcare will bankrupt small business” is a message that 71% of white women find believable.
- Most have negative feelings toward pharmaceutical companies and the government
- Worried about affordability for seniors and express health as a right





DATA-INFORMED MESSAGING GUIDANCE: GALVANIZE ACTION

Healthcare – What Messaging Works

In America, family comes first, and my family's health is non-negotiable. That's why I get so mad seeing the price of prescription drugs go up. If I have to choose between my son's cancer treatment and buying a winter coat for my daughter, I'll choose his life-saving medicine. But I shouldn't have to make that choice. That's why I expect my members of Congress to do what's right and pass laws to bring down the costs of prescription drugs.


+19pp

Centers voters' in-group care.

I recently retired from the police force where I dedicated my life to saving lives and keeping my community safe. But now I'm struggling to keep myself safe as the price for my insulin shots keeps going up. It's not right that big pharma is lining their pockets while the hard-working American people are struggling to afford life-saving medications. I expect my elected officials to protect me and my family by passing laws that bring down the costs of prescription drugs.

+16pp

Authority figure messenger that connects on voters' desire for fairness and security.

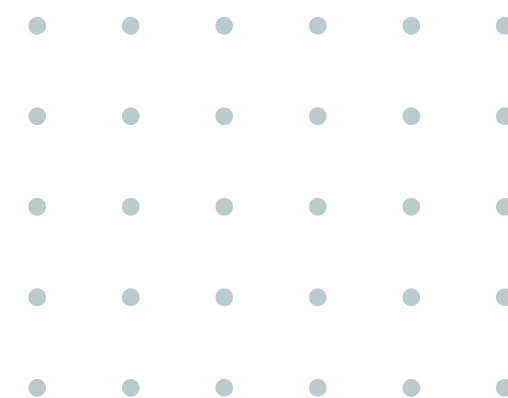


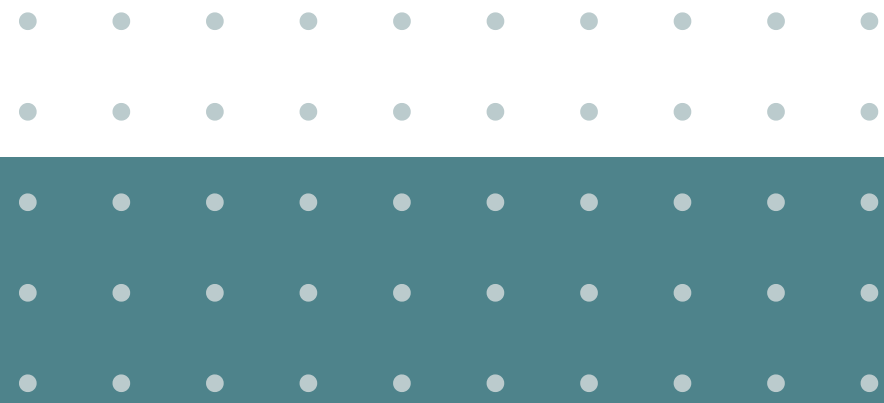


SHARING TRUSTED ORGANIZATIONS

Organizations endorse/recommend candidates, we can share those with less-engaged voters so they don't have to "think" about who to vote for

- Ohio Voter Guide– Innovation Ohio explains Issue 1, provides sample ballots, voter registration help, and election reminders
- The Matriots– endorses women running for office
- Judicial Votes Count– helps folks understand judicial races and candidates
- Equality Ohio Scorecard– rates candidates on LGBTQ+ Equality and Inclusion
- Red Wine & Blue– Anti-Extremism Voting Guide





THANK YOU

PLEASE call, text, or email me
with questions!!!!

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