

**To: Interested Parties**  
**Fr: Adrienne Kimmell**  
**Re: Transgender attacks and responses**  
**Date: 10/1/24**

We have seen an uptick in attacks on transgender people and their rights in campaigns, most recently in a Trump ad targeting VP Harris. The attack, linked and transcribed below, requires a swift response. Please see the tested and effective responses below. Note that the best testing responses address the attack, connect on shared values, and pivot.

Attack: Kamala Harris supports taxpayer-funded sex changes for prisoners and illegal immigrants, a position so extreme that even liberal media like \*The New York Times\* and \*ABC News\* are surprised. As Harris said, 'Every transgender inmate in the prison system would have access,' making her stance clear. Meanwhile, President Trump is fighting for everyday Americans, lowering taxes and putting bigger paychecks in your pocket. While Kamala pushes radical identity politics, Trump is focused on helping hard-working people like you. Kamala's for 'they/them' — President Trump is for you. Vote Trump in 2024.

### **Best Testing Responses:**

*The Trump attack on Harris moves voters 16 pp when asked if Harris is in touch with their values. The following responses all move voters back by more than 10 pp, indicating that it is critical to respond - effectively - to this attack. Note that respondents first saw the attack, and then our response.*

#### *Harris Response:*

You've probably seen all of these negative ads against me, well here's the deal. They are designed to tear us apart. But here's the truth. My life's work has been fighting on behalf of others. It's why I became a prosecutor, district attorney and attorney general. I took on drug cartels and human traffickers to protect our communities. Look everyone is tired of the petty destructive politics. Let's turn the page and chart a new way forward. +11pp

#### *Healthcare Response:*

Attacks like these are just distractions. While Trump tried to strip healthcare from 20 million Americans and let drug prices soar, Kamala Harris fought to protect the ACA and give Medicare the power to lower prescription costs. Harris stands for affordable healthcare for all, not just the rich. It's time to focus on solutions that help working families. Trump's attack politics won't pay your bills or lower your medical costs — Harris is fighting to make life better for everyday Americans. +12pp

#### Worst testing response:

Decisions about medical treatment should be made by doctors, families, and patients, not politicians. Being convicted of a crime doesn't mean you lose your right to medical privacy.

People who are incarcerated should be able to make their own medical decisions just like anyone else. +2pp

## **Healthcare for Young People**

***Password for all linked videos below is TNMF***

### Attack - Kidnapping (*Password: TNMF*)

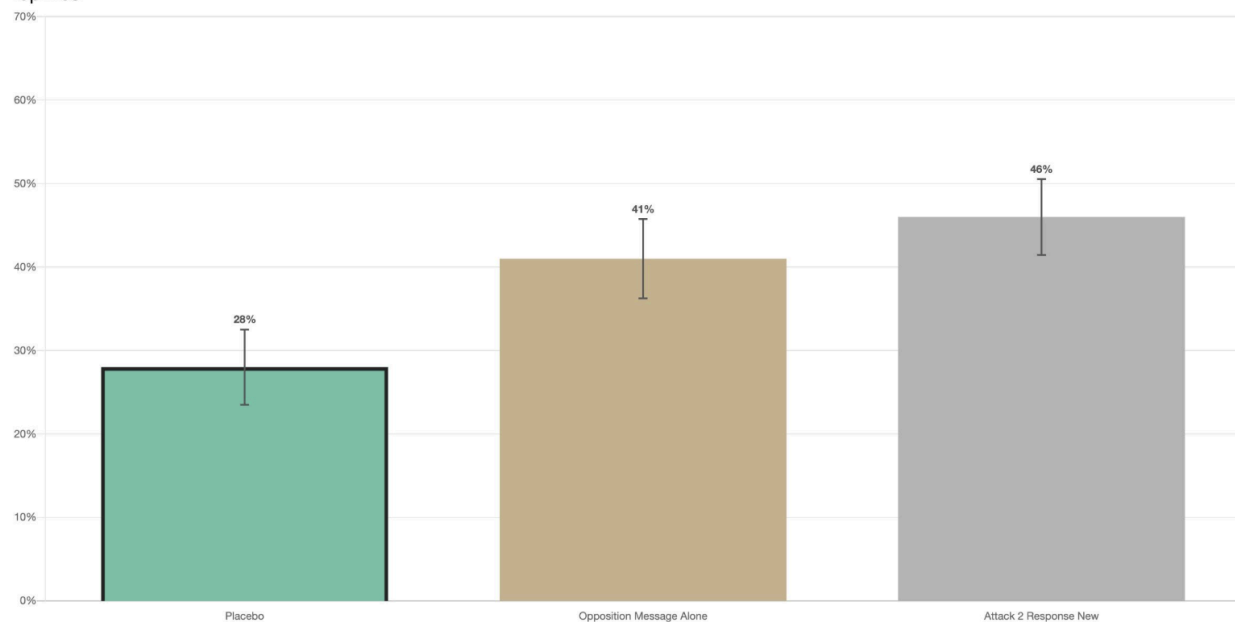
"This bill is the legalized kidnapping of our children. It is allowing children who run away from home to seek "gender affirming care" or "protected healthcare services" to go to any person, at all, to then be able to stay there without it being reported to their parents. As a parent, this terrifies me, because any child is at risk for this, the fact that this could happen to any child is horrifying. The potential for abuse should be obvious to anyone who looks at the language of the bill."

### Response - Distract (*Password: TNMF*)

"Healthcare decisions for transgender young people should be made by their parents and doctors, who know them best, not politicians. Some on the extreme right are using disinformation, fear, and wild accusations to create a big panic around transgender kids. Why are they launching these attacks? Because they're trying to distract you from their real agenda, pushing for big tax cuts for corporations and billionaires and killing efforts to lower health care and drug costs."

If the person in the video were running for local office, how likely would you be to consider voting for them?

#### Toplines



***The attack itself increases the favorability of the speaker by 16 pp vs. the placebo. Voters are more likely to consider voting for the candidate using our response message by 5 pp versus the***

*candidate using the attack ad. Note that respondents first saw the attack, and then our response.*

Attack - Separation (Password: TNMF)

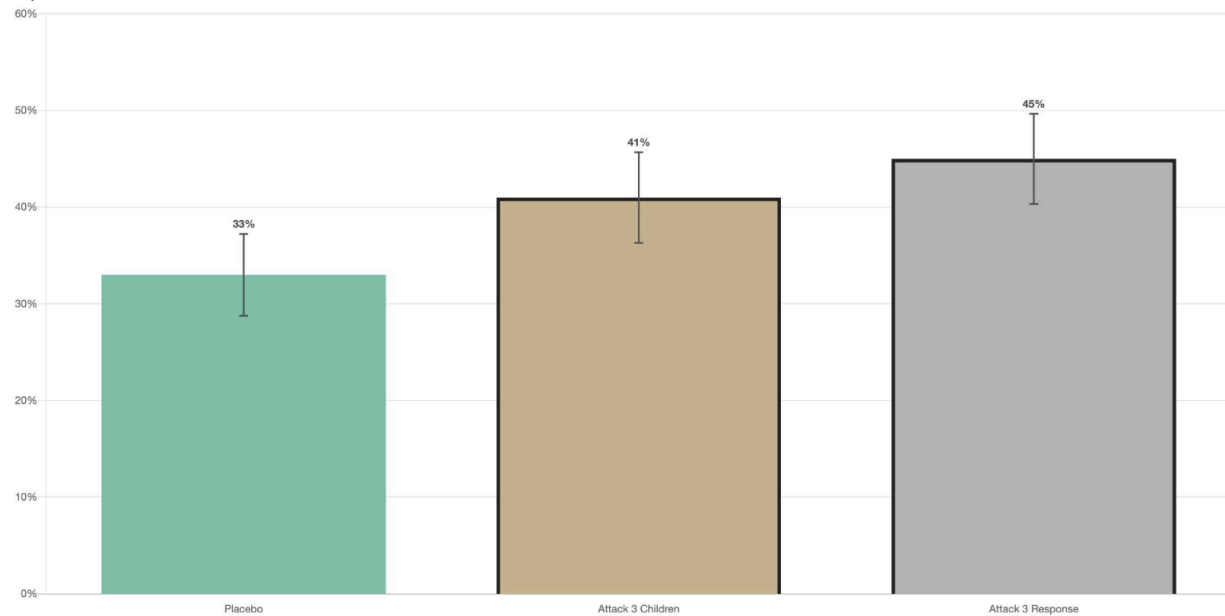
"Instead of getting to the root cause and partnering with parents to get them real treatment, the state is stepping in and medically kidnapping children from their parents. They are promoting family separation is what it is. The title itself is very misleading, these patients are not being given true informed consent and this is actually destructive care. The reason there is so much push back is because we are seeing lives destroyed."

Response - Decisions (Password: TNMF)

"Look, I think healthcare decisions made for transgender young people should be made by their parents and the doctors who know best, not by politicians. If politicians are trying to ban doctors from providing healthcare to transgender kids, that's going to have serious unintended consequences, like kids not getting access to the mental healthcare they need to help them with what they're going through or help them understand who they are."

If the person in the video were running for local office, how likely would you be to consider voting for them?

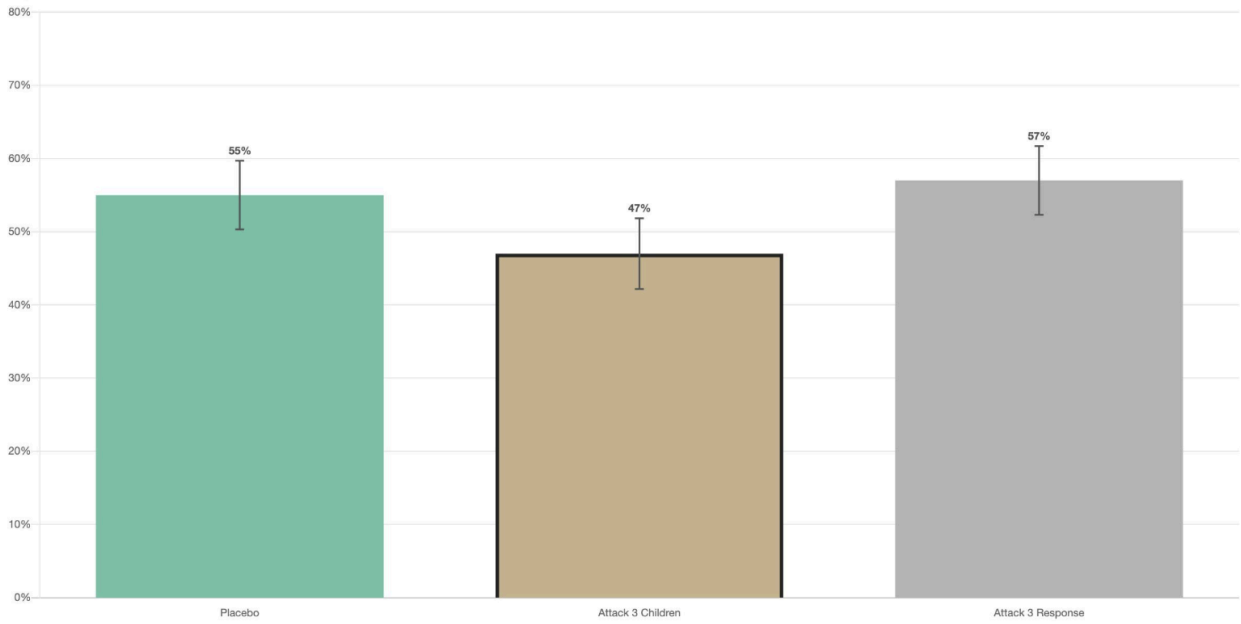
Toplines



*The attack itself moves voters 8 pp vs. the placebo. Voters would be more likely to vote for the candidate using our response message by 4 pp over the candidate using the attack message. Note that respondents first saw the attack, and then our response.*

How does this video leave you feeling about the person speaking?

Toplines



*Voters feel more positively towards the speaker of the response ad by 10 pp compared to the speaker in the attack ad. The attack itself increases the favorability of the speaker by 8 pp vs. the placebo. Note that respondents first saw the attack, and then our response.*