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From: Navigator Research
To: Interested Parties
Re: Do's and Don'ts of Communicating about Trump and Republicans' Budget
Date: June 30, 2025

Republicans in Congress are finalizing President Trump's Big Bill. This bill paves the way for more billionaire giveaways at the expense of middle class and working people – taking away Medicaid and SNAP that people count on. When communicating about Trump and Republicans' cuts to programs Americans rely on, it is critical to <u>communicate the real-life consequences of cuts to these programs: tell the story of who and how they'll be impacted</u>. It's also critical to <u>make sure people know "why" these cuts are happening, so Trump and Republicans can fund tax breaks for Trump and his billionaire friends</u>.

✅DO…	🛑DON'T…
Acknowledge the need for change. The healthcare system is broken: Medicaid and Medicare need MORE funding, not less.	Defend systems and institutions as they are.
Call it a billionaire handout at the expense of middle-class and working people.	Call it reconciliation or a spending cut. Do not repeat their language.
Say they are cutting Medicaid and taking medical care from people who need it most.	Engage in an unprompted back-and-forth about work requirements and immigration status.
Be specific about whose medical care is being taken away: 60% of seniors in nursing homes or long-term care and nearly half of all children.	Talk about "Medicaid beneficiaries" or the "entitlement programs."
Tell the stories of people whose medical care and lives are at stake.	Use big, anonymous numbers like "$500 billion in cuts" that don't resonate with people.
Talk about making the wrong budget cuts (e.g., "We should cut waste, not school lunches for children").	Announce that you're against any cutting of budgets (e.g., "all budget cuts are bad").
Be clear that SNAP benefits are taking food from working people to fund tax breaks for billionaires.	Engage in a back-and-forth about work requirements, eligibility, or immigration status.

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- In our recent Navigator survey, 73% of Americans opposed <u>any</u> cuts to Medicaid and 80 percent opposed cutting Medicaid to fund tax cuts for the wealthy and Big corporations.

- In March, 72% opposed cuts to SNAP and Head Start funding. Put simply: Americans consistently reject slashing essential programs that people rely on to fund billionaire tax breaks.

- People see the impact of these programs on their communities and don't want them attacked for billionaire gain. When asked about budget priorities, 62% of Americans said it is more important to "protect important programs that Americans rely on," while only 38% preferred cuts.

- Americans are under no illusion about who wins and loses in these cuts. 80% of Americans have friends or family who receive Social Security benefits, and 60% know someone who receives Medicaid benefits. Most believe that the Republican tax plan is designed to serve the wealthy, with the rich and big corporations seen as the biggest winners in Trump's plan.

- The top concern in Navigator's testing on Trump's tax cuts was "Trump's tax plan wouldn't help middle and working class people struggling to deal with rising costs," followed closely by "Trump's tax plan would cost the government billions and limit… programs like Social Security and Medicare."

- While this plan presents a major vulnerability for its supporters, it also presents an opportunity for its opponents – Democrats in Congress. People have deep concerns that Congressional Democrats are not looking out for "working people" and "people like them." Grounding opposition to this plan in those traits strengthens progressives' core brand.

You can find additional guidance (Dos and Dont's) on how to talk about budget cuts here.