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Thursday, September 25th

Health Policies and
Messages: A Guide for
Advocates



Credit: Shutterstock/Monster Ztudio

Key Takeaways:

- The most popular health care policies include coverage for annual check-ups/tests as well as preventative care/wellness, tackling pollution and holding polluters accountable, and making schools healthier for children.
- Anti-vaccine policies and the anti-vaccine movement are unpopular, and more Americans are pro-vaccine than anti-vaccine. Childhood vaccines like the measles vaccine are extremely popular, and a strong majority of Americans oppose ending schoolchildren vaccine mandates. This is true even as attitudes towards the coronavirus vaccine are more mixed.
- Going after Republicans for their cuts to health care, including Medicaid, cancer research, and healthy meal options for kids, is the strongest frame against them in this debate.

Building the Positive Case for Democrats:

Democrats remain more trusted on issues of health care, wellness, and public health and should capitalize on those advantages. Progressives should not shy away from reclaiming MAHA-adjacent, popular health policies like:

- Health insurance covering annual check-ups, tests like mammograms, and gym memberships.
- Going after corporate polluters, including with new taxes, new regulations, and bans on PFAS, to protect the air we breathe and the water we drink.
- Making our kids healthier, including through increasing physical activity in schools, healthier school lunches, and removing artificial food dyes.

Democrats should also feel confident acknowledging that:

- It should be easier for American families to access healthy foods.
- Health care is a human right.
- Doctors and scientists are trusted experts who have years of training.
- Our medical system is broken and rigged by big drug and insurance companies that pad their profits and make money off sick American families.

Landing the Hit on Republicans:

The anti-vaccine movement is unpopular, even if views of the coronavirus vaccine are more mixed. Vaccine messages should focus on:

- Ending vaccine mandates for schoolchildren – including Florida as a recent unpopular example
- Defunding mRNA vaccine research (alongside other unpopular funding cuts for medical research, particularly for cancer and Alzheimer's)
- Any limitations of longer-used vaccines, including the measles vaccine, which remains broadly popular across party lines
- "Bans" on the coronavirus vaccine. Even if the vaccine has more mixed views than others, a total ban is deeply unpopular

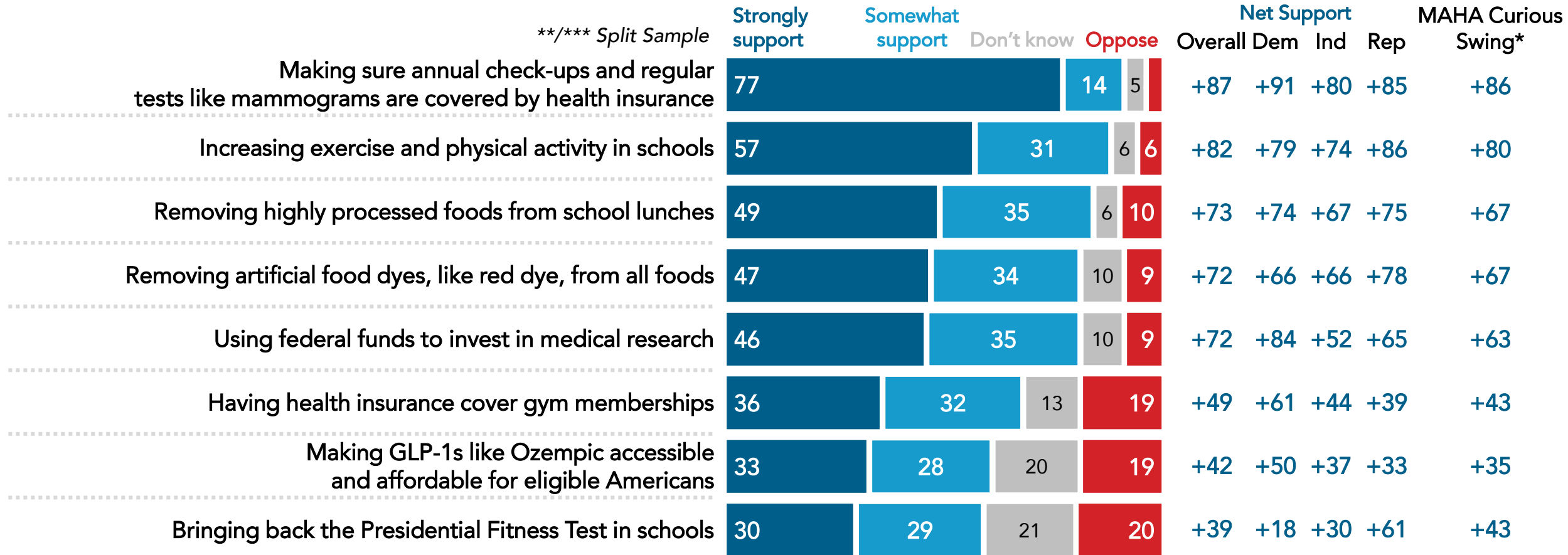
Focus on an unpopular RFK and anti-vaccine movement as targets, rather than the "MAHA" movement (which is more favorably viewed and also less known than RFK and the anti-vaccine movement).

When going after Republicans for their health care policies, make sure to:

- Acknowledge a broken health care system run by special interests who rig the system to pad their own profits, before going after Trump and Republicans for:
 - Unpopular cuts to medical research, school meals, and Medicaid

Most Popular on Health and Wellness: Coverage for Check-Ups and Gym Memberships, Making Schools Healthier

Below is a list of policies and positions related to health and wellness. Please indicate whether you support or oppose each one.



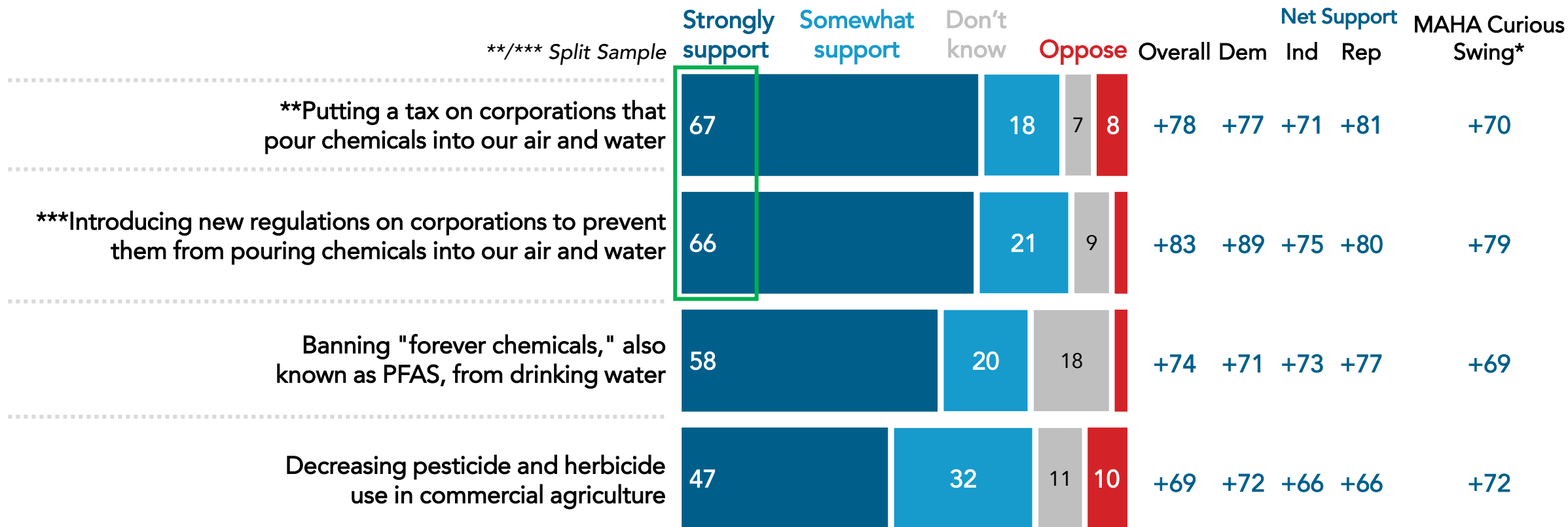
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Tackling Pollution/Chemicals Is a Compelling Answer to MAHA

Two in three Americans strongly support taxing corporations that pollute our air and water (67% strongly support) and putting regulations on corporations to prevent them from polluting our air and water (66%).

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Anti-Vaccine Policies Are Controversial and Deeply Opposed

Banning the coronavirus vaccine is the most opposed (net -37 support), including among MAHA curious swing* (net -31).

Below is a list of policies and positions related to health and wellness. Please indicate whether you support or oppose each one.

| | Support | Don't know | Oppose | Overall | Dem | Ind | Rep | MAHA Curious Swing* |
|---|---------|------------|--------|---------|-----|-----|-----|---------------------|
| **/** Split Sample | | | | | | | | |
| **Banning the coronavirus vaccine entirely in the U.S. | 26 | 11 | 63 | -37 | -69 | -28 | -7 | -31 |
| ***Ending all vaccine mandates, including for students attending public schools | 31 | 11 | 58 | -27 | -69 | -31 | +14 | -14 |
| Defunding mRNA vaccine research | 26 | 28 | 46 | -20 | -52 | -17 | +11 | -9 |
| ***Revoking the FDA's approval of the coronavirus vaccine in the U.S. | 31 | 20 | 49 | -18 | -62 | -15 | +25 | +2 |
| **Making all vaccines optional, including for students attending public schools | 39 | 6 | 55 | -16 | -42 | -11 | +11 | -10 |
| Eliminating fluoride from public drinking water | 43 | 21 | 36 | +7 | -25 | +14 | +35 | +25 |

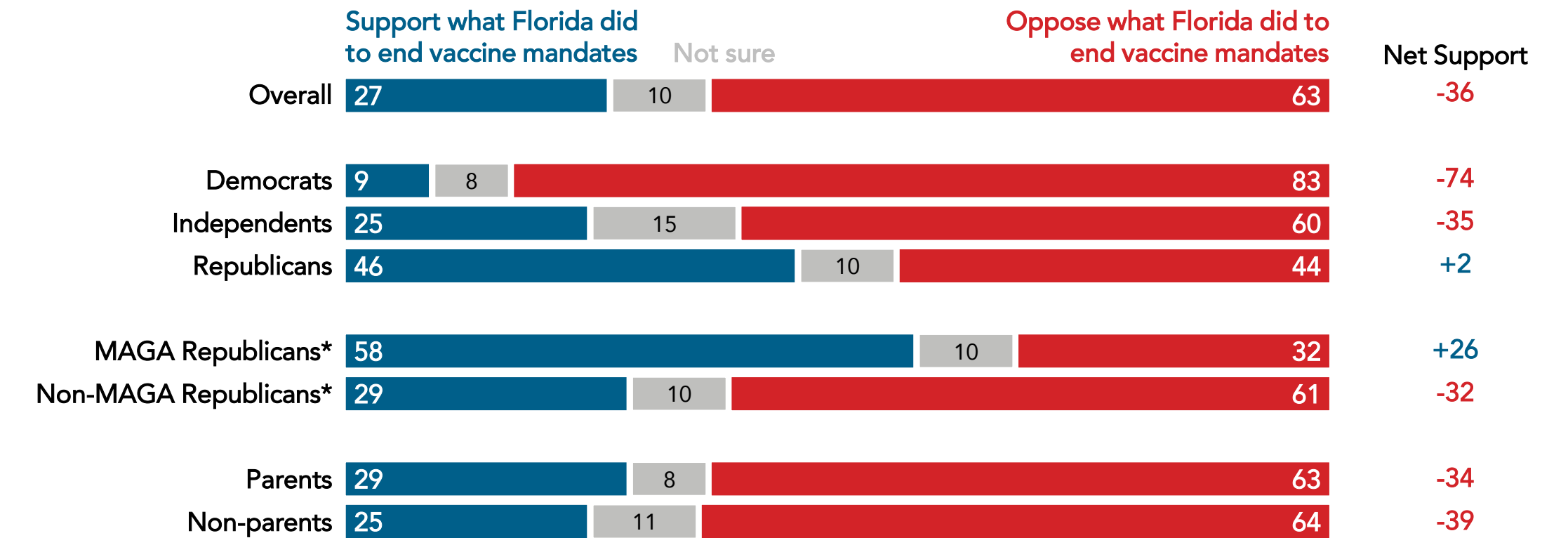
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Nearly Two in Three Oppose Florida's Move to End Vaccine Mandates for Schoolchildren

Republicans overall are divided on the move (net +2 support), while a majority of non-MAGA Republicans* oppose (net -32).

As you may know, the state of Florida recently ended all vaccine mandates, including ending the mandate that schoolchildren must be vaccinated against diseases like measles, mumps, and chickenpox. Knowing this, do you support or oppose Florida ending all vaccine mandates?

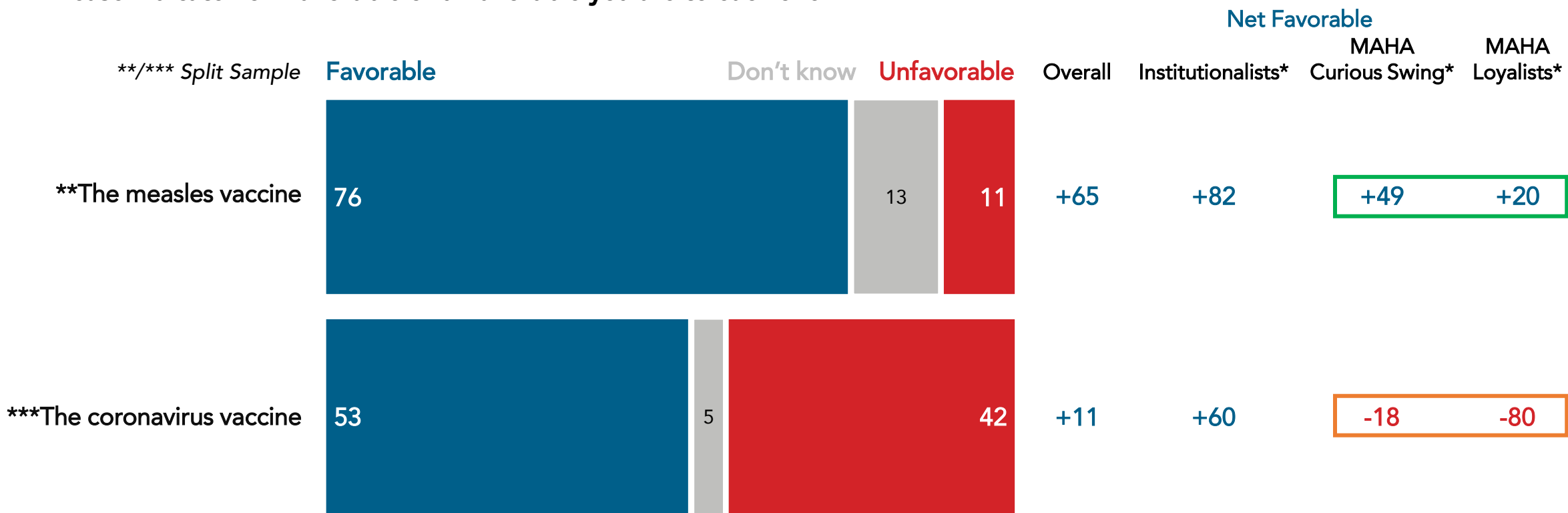


*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.
Nationwide survey of 1,000 registered voters conducted September 4-September 8, 2025.
For more info, visit navigatortresearch.org.

The Measles Vaccine Is Viewed Very Positively, While Coronavirus Vaccine Views Are More Mixed Among Skeptical Audiences

Three in four are favorable toward the measles vaccine (76%), while only a slim majority are favorable to the coronavirus vaccine (53%). Majorities of MAHA curious swing* (net -18 favorable) and MAHA loyalists* (net -80) view the coronavirus vaccine negatively.

Please indicate how favorable or unfavorable you are to each one.



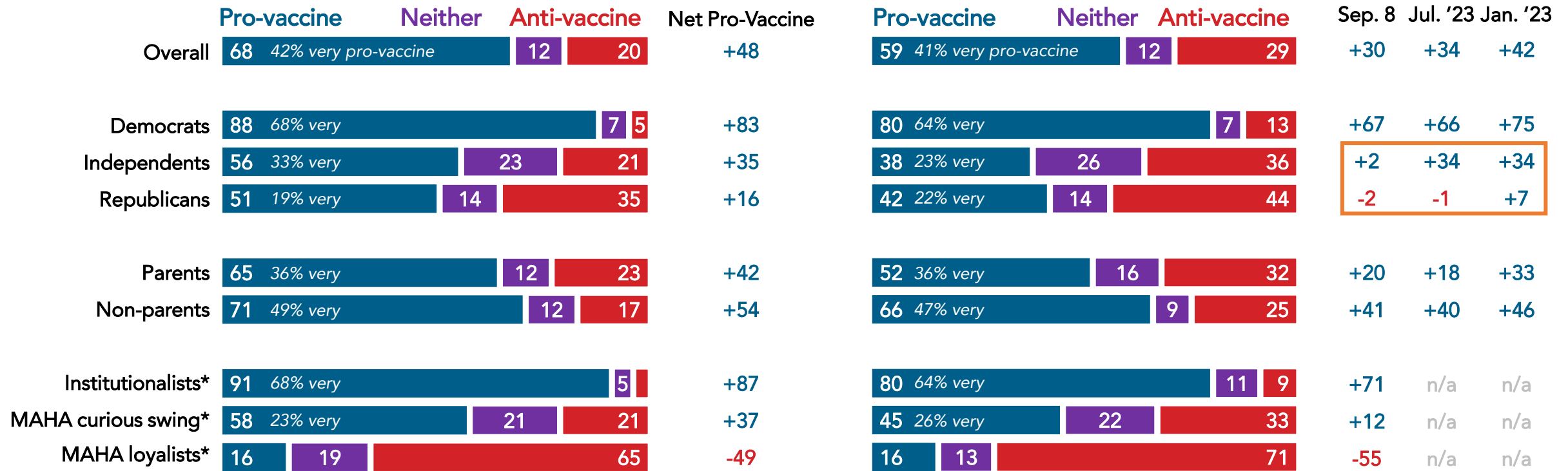
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Majorities Are Pro-Vaccine Overall, Though Pro-Coronavirus Vaccine Sentiment Has Waned Since 2023

Since 2023, there has been a net 12-point drop in pro-coronavirus vaccine sentiment (from net +42 pro-vaccine then to net +30 now), driven by declines among independents (from net +34 to net +2).

(Split Sample) And generally speaking, when it comes to **vaccines**, would you say you are...

(Split Sample) And generally speaking, when it comes to the **coronavirus vaccine**, would you say you are...



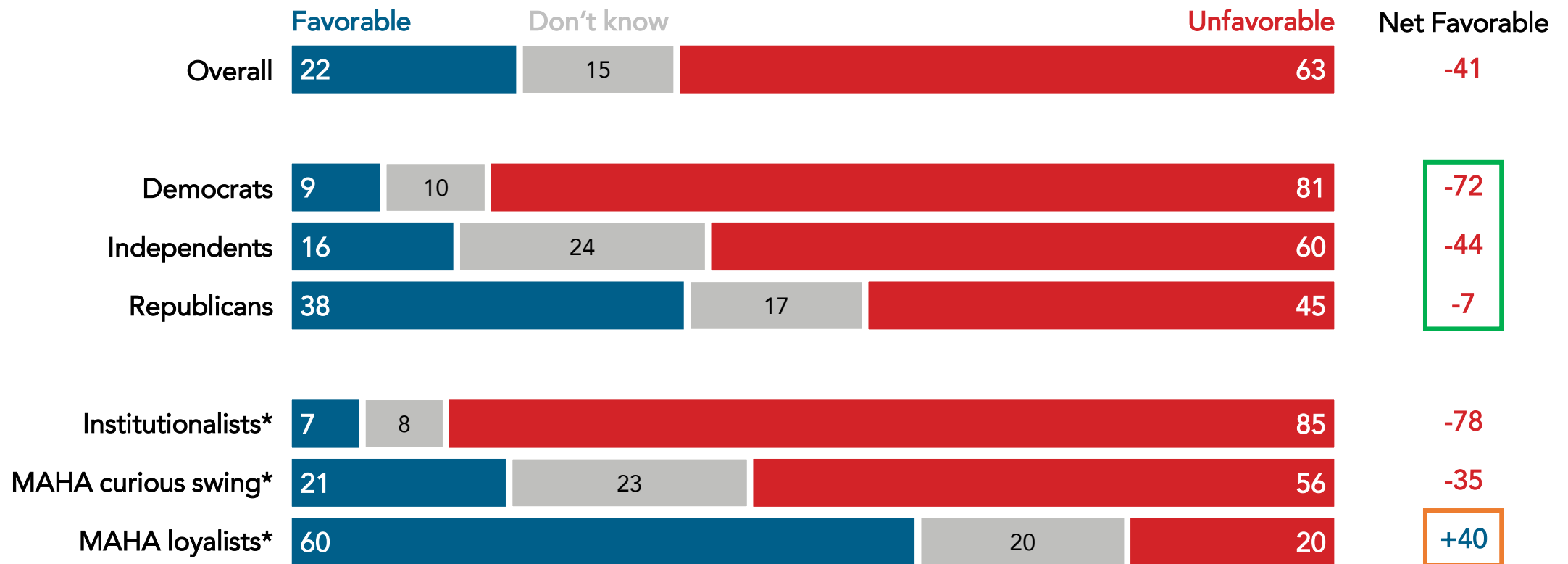
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The Anti-Vaccine Movement Is Unpopular Across Party Lines

Americans are deeply unfavorable to the anti-vaccine movement (net -41 favorable), including both MAHA curious swing* (net -35) and independents (net -44). Only MAHA loyalists* are more favorable than unfavorable to the movement (net +40).

Please indicate how favorable or unfavorable you are to: The anti-vaccine movement.



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Acknowledging the Broken Health Care System Is Salient When Rebutting the GOP on Health and Wellness

A message decrying our broken health care system and cuts to medical research and school meals, alongside limiting vaccines, is more effective than a Republican statement on wellness (net +36 agree).

Which side do you agree with more?

Those who say our health care system is broken:
for too long, corporations have had too much power over our food and health care. But the answer is not to cut medical research, take away healthy school meal options from kids, or limit vaccines. Instead, we should be cracking down on special interest influence in our government and putting science and facts ahead of politics

Republicans who say we need to get the government and corporate special interests out of the business of telling us what we should put in our bodies. Whether it's vaccines, food additives, or toxins in the ground, Americans are better off doing their own research rather than listening to the so-called "experts" who put their own bottom line first



| Net Anti-Republican Argument | | |
|------------------------------|-----|---------------------|
| Overall | Ind | MAHA Curious Swing* |
| +36 | +40 | +31 |

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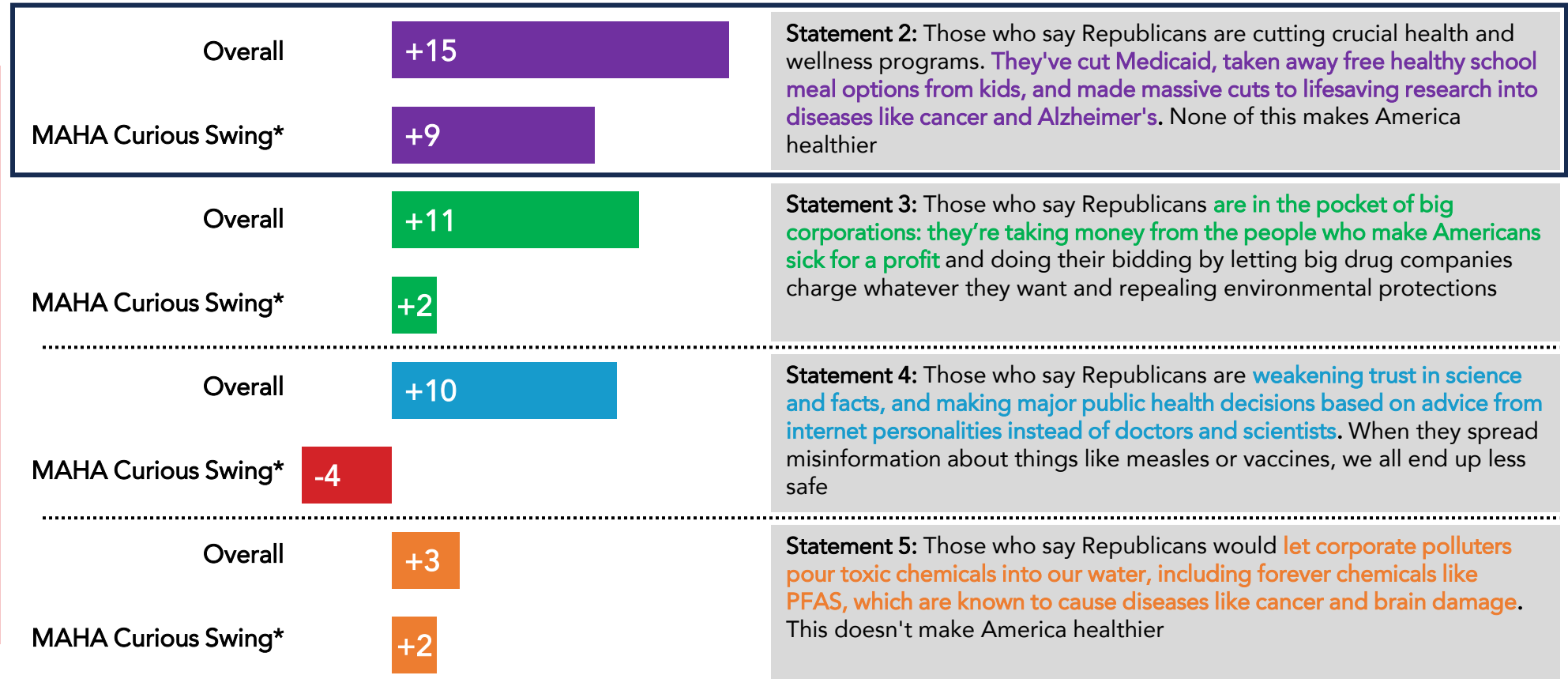
Against the MAHA Argument, Focusing on Health & Wellness Cuts, Like Medicaid, Does Best Overall and With MAHA Curious

Which side do you agree with more?

Net Agree With Anti-GOP Statement

Statement 1:

Republicans who say we need to get the government and corporate special interests out of the business of telling us what we should put in our bodies. Whether it's vaccines, food additives, or toxins in the ground, Americans are better off doing their own research rather than listening to the so-called "experts" who put their own bottom line first



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds; Mike Podhorzer; Jesse Ferguson, progressive strategist; Navin Nayak; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from September 4-September 8, 2025. 100 additional interviews were conducted among Hispanic voters. 100 additional interviews were conducted among African American voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin of error for subgroups varies and is higher.

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To learn more about Navigator:

<http://navigatorresearch.org>

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