**Labor 2022 Message Framing**

This document provides messaging guidance for the final stretch of the 2022 election cycle. The framing comes from message testing and feedback from the ground in battleground states. The messaging is broken out into five areas:

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## 2022 Election General Framing

* We’re at a pivotal point in our nation’s history. Our freedom to have a union on the job, access affordable, lifesaving health care, retire in dignity in old age and even participate in our democracy are on the line this election.
* Never before have the choices in an election been so stark. On one side, corporate CEOs and right-wing extremists have aligned to strip us of our basic freedoms and attack the fundamental rights working people have won over generations. On the other side, the labor movement is fighting to build a stronger nation that embraces our freedoms and demands dignity and respect for every single worker no matter where we are from, what race or gender we are or who we love.
* Polling shows unions are more popular now than at any time in the last half-century. That didn’t happen by accident. Working people standing together are building a brighter future for ourselves and our communities.
* We’re organizing to make our workplaces safer and more democratic. We’re raising wages and expanding access to health care and retirement. We’re fighting discrimination and harrassment at work. We’re investing in education to ensure our kids get the world-class education they deserve. This is the future America’s workers are laser-focused on achieving.
* We’re mobilizing in this election to protect our freedoms. Union workers can make the difference in key races throughout the country that will determine the direction of our country. In the coming weeks, tens of thousands of union volunteers are hitting the streets to make sure the voices of workers are heard loud and clear on Election Day.

## Economy/Unions

* Decades of corporate control of our economy and broken labor laws have gutted communities and turned good-paying, union jobs into low-wage dead-ends that leave families struggling to make ends meet.
* But we’re finally turning the corner. In the last two years, workers fought for and won laws that rebuild our crumbling infrastructure and prioritize Build American and Buy American policies that revitalize manufacturing here at home.
* Workers are organizing at a clip we haven’t seen in generations. Young workers, women and people of color are creating a more inclusive and vibrant labor movement that is changing America.
* By standing together in Amazon warehouses, on college campuses, in neighborhood coffee shops, on manufacturing shop floors and many other workplaces, working people are building better lives and healthier communities.
* When candidates stand on the side of giant corporations and extremists who want to offshore our jobs, cut our wages, destroy our retirement and limit our access to lifesaving health care, they threaten our progress and make life more difficult for all working people.
* The freedom to form and join unions is central to the American Dream coming to life. But our labor laws have been twisted and fractured after decades of attacks by giant corporations and the politicians they bankroll. If anti-union politicians win this November, they’ll do everything in their power to stop workers from having a union at work. That means lower wages and fewer protections on the job for all workers.
* We have to keep moving forward on building an economy that works for all of us, not just the wealthy few. The way we do that is through the power of our vote. When union workers vote, we create the change we need. We send a message to the rich and the powerful that our voice is louder than their pocketbooks are deep. We build the country we want for our children, grandchildren and generations to come.

## Retirement Security

* As many as half of all workers are in jeopardy of retiring in poverty. Big corporations have slashed pensions and other retirement benefits just to pad their own bottom lines. Most low-wage workers have no retirement at all, relying solely on Social Security. Unions fight for ALL workers to retire with dignity.
* Extremist politicians are trying to strip us of any security in retirement. They want to gut our pensions. Slash Social Security payments that we earned through hard work. End Medicare as we know it.
* Retirement security is on the ballot this November. Through our votes, we can reject the notion that working people should have to stay on the job until we die because we can’t afford a decent retirement.
* This election could determine the future of retirement in America. The choices are clear. Allow politicians to gut Social Security and pensions or elect leaders who will fight tooth-and-nail to protect pensions, Social Security and Medicare so future generations can rely on these lifesaving programs.

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## Health care access and affordability

* Every worker should have the freedom to go to the doctor and receive expert medical guidance and care they need, including reproductive health care. Nothing should get in the way of that—not employers, big insurance companies or the government.
* Every individual deserves respect and privacy when dealing with personal health care needs. In the wake of unprecedented attacks on women’s reproductive freedom and the overturning of *Roe v. Wade*, we’re not going to allow the government or an employer to interfere with a worker’s right to access the health care they need.
* The only way to preserve making personal health care decisions with our doctors is by voting this election. The attacks on health care access will only deepen if extremists are elected. Our fundamental healthcare freedoms are threatened like never before. Even our own bodily autonomy is at risk.
* And it’s not just access to lifesaving care that’s on the line. It’s also the affordability of all health care. Health care costs are out of control and working people are paying the price. Many families with good insurance struggle to pay their health care-related bills, and it’s even worse for workers with cut-rate insurance or none at all. We can bring down costs, but only if we take on the drug and insurance companies.
* We’re making progress to bring down health care costs. In the last two years, the Biden administration and Democrats in Congress have capped the price of insulin and lowered prescription drug prices for seniors, which will have an immediate effect on the pocketbooks of those who need it most.
* But there’s much more to do. We need to elect candidates who will bring down out-of-pocket medical expenses, lower the cost of all prescription drugs and stand up to the powerful drug and insurance companies and the special interest lobbyists and politicians who do their bidding.

## Protect Our Freedoms/Democracy

* Freedom is on the ballot. Democracy is on the ballot. And our votes this November will determine whether our sacred rights are protected or further eroded by extremists.
* Without the right to vote in free and fair elections, democracy is an empty promise.
* When the right to vote is threatened, nothing is safe: Our freedom to earn a decent living for our families. Our freedom to have a union on the job. Our freedom to retire with dignity. Our freedom to access lifesaving health care. Even democracy itself is on the chopping block.
* As Americans, we cherish our ability to influence the direction of our country through the right to vote. It’s a freedom that must never be compromised.
* Just in the past several years, we’ve seen an alarming surge in the erosion of our basic freedoms.
* Corporate special interests and billionaire CEOs are aggressively attacking our fundamental freedom to have a voice on the job through a union. Working people understand that standing together in a union means a better life for ourselves and our families. It means safer workplaces and a stronger economy. It means a fair day’s pay for a hard day’s work.
* But because labor law has been twisted and fractured by decades of attacks by corporate lobbyists and the politicians they bankroll, many workers never have the chance to join a union.
* That’s why we must pass the Protecting the Right to Organize (PRO) Act and the Public Service Freedom to Negotiate Act to ensure that any worker who wants a union is able to form or join one. The only way to fix broken labor law is to elect leaders who will fight for us.
* The freedom to join a union is inextricably tied to the freedom to participate in our democracy. The right to vote is the foundation for all our freedoms. Yet, some politicians and special interests are eroding the right for Americans to have a voice at the ballot box.
* We must be clear: When the right to vote is attacked, freedom itself is assaulted. We’ll fight to restore voting rights for all who have been denied this sacred act that fuels democracy starting with electing leaders this November who value freedom and democracy and will vigorously defend it against extremist attacks.