

To: Interested Parties
From: Deirdre Schifeling, Executive Director, Planned Parenthood Votes
Re: How Planned Parenthood Votes plans to help take back the House
Date: Thursday, September 20, 2018

Planned Parenthood Votes is going all in to flip the U.S. House this November:

The 2018 midterms hold a very real chance that the U.S. House of Representatives could [flip](#) to a majority that actually understands abortion as a constitutional right, supports access to affordable birth control, and promotes evidence-based sex education.

The math is widely known. Democrats need a net gain of [23 House seats](#) to make that happen. In 2016, Hillary Clinton [won 23 districts](#) that are currently held by GOP representatives, and of the 30 districts the Cook Political Report currently rates as a toss up, 28 of them are held by Republicans.

With Kavanaugh's nomination to the Supreme Court and renewed [calls to revive](#) the ACA repeal bill that would gut Medicaid, strip protections for people with pre-existing conditions, and defund Planned Parenthood, it's more important than ever to flip the House to a pro-reproductive health majority. That's why Planned Parenthood Votes is making its largest midterm investment in the U.S. House of Representative ever. All told, Planned Parenthood Votes and local Planned Parenthood advocacy and political organizations will spend over \$4 million to reach over 750,000 voters using multiple tactics in these House districts.

Planned Parenthood Votes and local Planned Parenthood advocacy and political organizations are investing in the following 24 U.S. House races this year: AZ-02 (Open), CA-10 (R-Denham), CA-25 (R-Knight), CA-45 (R-Walters), CA-48 (R-Rohrbacher), CA-49 (Open), FL-26 (R-Curbelo), IL-06 (R-Roskam), MI-08 (R-Bishop), MN-02 (R-Lewis), MN-03 (R-Paulsen), NY-19 (R-Faso), NV-03 (Open), NV-04 (Open), OH-01 (R-Chabot), OH-12 (R-Balderson), PA-01 (R-Fitzpatrick), PA-04 (Open), PA-05 (Open), PA-06 (Open), PA-07 (Open), WA-03 (R-Herrera-Beutler), WA-05 (R-McMorris Rodgers), WA-08 (Open)

Out of these 24 races, the deepest investment will be in CA-25 (R-Knight), CA-48 (R-Rohrabacher), IL-06 (R-Roskam), MN-02 (Lewis), MN-03 (R-Paulsen), and NY-19 (R-Faso) where Planned Parenthood Votes and local Planned Parenthood advocacy and political organizations will conduct a mix of robust door to door canvassing, digital ads, and mail programs to reach around half a million voters in these six districts. In each of these district, we will talk to voters about what's on the line with Kavanaugh's nomination to the Supreme Court and GOP candidates' support for repealing the Affordable Care Act, which includes "defunding" Planned Parenthood and stripping protections for people with pre-existing conditions. More details on these districts are below.

Health care is the number one issue in House races:

Health care is the number one issue for voters across the country. An NBC/*Wall Street Journal* poll showed that health care is the [most important issue](#) for voters ahead of the midterms. And according to a Kaiser Family Foundation poll, health care is the [number one issue](#) for women voters as well. Additionally, support for women's rights is fueling political activism. [One-in-five Americans](#) have engaged in protests or attended rallies since the beginning of 2016, and nearly 50 percent cite women's rights for spurring them to action; another nearly 30 percent were prompted by the Affordable Care Act.

Public Policy Polling released [13 polls](#) last year that showed a majority of voters in key swing districts support the ACA and oppose efforts to block funding from Planned Parenthood. Additionally, the polling showed that voters in these key districts were less likely to support vulnerable members of Congress who attack Planned Parenthood.

And it's not just polling. Health care is also driving campaign ads. The [Wesleyan Media Project](#) found that health care is far and away the most common topic of Democratic television ads, reporting that "An astounding 63 percent of pro-Democratic ads for U.S. House discuss health care, and 16 percent contain an explicit statement about being in favor of the Affordable Care Act."

And why is health care the number one issue? Because people know their health care is on the line. According to the Kaiser Family Foundation, [more than a quarter](#) of working-age adults have a pre-existing condition that could have blocked them from accessing health care before the ACA. A Kaiser poll showed that [one-in-three women](#) have gone to Planned Parenthood for care in their lifetime —many of them would have been blocked by "defunding" attempts. And about [one-in-four women](#) will make the decision to access safe, legal abortion, which is at risk with Kavanaugh's nomination.

How Planned Parenthood Votes can help elect a pro-reproductive health majority in the House:

In this moment, Planned Parenthood Votes is a powerful messenger:

At a time when the issues of women's rights and women's health are motivating voters, Planned Parenthood Votes has a unique role to play in educating women about what's at stake and mobilizing them to vote. Most Americans see Planned Parenthood as a place they've relied on for health care. [One-in-three women](#) in this country have been to Planned Parenthood for birth control, cancer screenings, safe, legal abortion, and other reproductive care. When Planned Parenthood Votes talks to voters about what's at stake in the midterms, they trust us — whether it's about Republican leaders attempting to shift the balance of the Supreme Court against women's constitutional rights by trying to confirm Brett Kavanaugh, or their promises to [revive](#) Congress's failed attempts to strip Medicaid coverage and protections for people with pre-existing conditions, if they "[hold the House](#)."

And Planned Parenthood is popular. A recent NBC/*Wall Street Journal* poll [found](#) that Planned Parenthood is one of the most popular institutions in the country. [Twenty national polls](#) all show overwhelming support for Planned Parenthood and a PerryUndem [poll](#) that shows that [57 percent of Trump voters](#) oppose actions that would prohibit women from accessing birth control, well-woman care, and cancer screenings at Planned Parenthood.

The moment we're in:

The attacks on Americans' health and rights are already having electoral consequences and polling shows they will continue to do so in November. A [record number](#) of women have run and won primary victories. Women of color led the way to huge electoral victories in Virginia and Alabama. And in Alabama, where Doug Jones won with 98 percent of Black women's support, there is now a record 70 Black women running for office in the state.

And *The Economist* [reported](#) that women, especially young women, can make the difference in this election:

- "CBS polling shows that 50% of women think that the president's policies have mostly hurt women, compared with 7% percent suggesting they have mostly helped."
- "The most recent Gallup polling suggests 35% of women approve of the president's performance. Trump's gender gap in presidential approval ratings is particularly large—about twice as large as those for Presidents Obama, Bush and Clinton."
- "Just 5% of women aged 18-34 had a very favourable opinion of Trump in a March poll compared with 56% with a very unfavourable opinion."

And women do not want to see Brett Kavanaugh confirmed. A recent CNN poll showed that [only 28 percent](#) of women support his confirmation. Yet, Republican leadership seems intent on rushing it through.

Planned Parenthood political and advocacy organizations have a record of success:

Planned Parenthood Votes and Planned Parenthood advocacy and political organizations have a track record of winning races.

In Virginia in 2017, reproductive health care and rights [played a key role](#) in Gov. Ralph Northam's victory. In the days before the election, Planned Parenthood Virginia PAC talked to undecided voters about reproductive health care and moved voters towards Ralph Northam. In polling, we found reproductive health care and rights messaging created significant movement among key parts of the Virginia electorate:

- Black voters moved toward Ralph Northam by 19 points.
- Voters over the age of 65 moved towards Ralph Northam by 8 points.
- Democrat-leaning voters moved towards Ralph Northam by 4 points.
- Republican-leaning voters moved towards Ralph Northam by 2 points.

In Nevada in 2016, [polling showed](#) that Joe Heck's anti-abortion record was the most compelling reason to vote against him.

- Pushback by Planned Parenthood Action Fund markedly eroded Heck's standing on women's issues: In June, opinion was relatively mixed on whether Heck was "out of touch on issues affecting Nevada women" (only +7 describes well). By the end of the campaign in October, Planned Parenthood's political and advocacy organizations' messaging that held him accountable for his anti-choice and "defunding" policies dramatically increased the belief that he was out of touch on women's issues (+20 describes well).
- Heck's opposition to choice and Planned Parenthood was the strongest negative against him: In our post-election survey, voters said Heck's anti-choice position and votes to "defund" Planned Parenthood were, by far, the most convincing reason to vote against him. Nearly two-thirds (62 percent) rated this a convincing reason to vote against Heck, including 46 percent who rated it a "very convincing" reason. This was easily the strongest of five arguments tested in the survey, beating the second-place argument by 9 points: Joe Heck joined Washington Republicans and voted 10 times to "defund" Planned Parenthood. And, he's voted against a woman's right to choose – even in the case of rape or incest.

Key Races Planned Parenthood Votes is investing in:

CA-25

- **CA-25 is winnable:** In 2016, Hillary Clinton won CA-25 by 6.7 points, and the [Cook Political Report](#) and [Center for Politics](#) say the race is a toss up.
- **Health care is a key issue:** [Sixty percent](#) of Rep. Steve Knight's constituents said his vote to repeal the Affordable Care Act and strip protections for people with pre-existing conditions gave them doubts about voting for him. Another [poll](#) from Public Policy Polling showed 83 percent of voters had concerns about Knight's vote for ACA repeal.
- **Knight's record does not reflect his district:** Knight, who declared himself "[not a fan of Planned Parenthood](#)," has repeatedly voted on legislation to "[defund](#)" Planned Parenthood. Knight also voted to gut Medicaid and strip protections for people with pre-existing conditions when he supported [repeal](#) of the Affordable Care Act. Knight has also said he is [anti-abortion](#) with "[no exception](#)."
- **How Planned Parenthood Votes and Planned Parenthood Advocacy Project Los Angeles County Action Fund is going to help defeat Knight:** Women will likely make up 53 percent of the CA-25, and will ultimately decide who represents the district next year in Congress. Through our program, which includes a partnership with Los Angeles County Federation of Labor and NextGen America, we'll knock on 40,000 doors and make over 100,000 phone calls to educate

folks about exactly what's at stake in this election, and what Steve Knight has done to strip their access to health care. We'll also run a mail and paid advertising program that will reach 70,000 voters.

CA-48

- **CA-48 is winnable:** In 2016, Hillary Clinton won by 1.7 pts and the [Cook Political Report](#) and the [Center for Politics](#) say the race is a toss up. A [recent poll](#) shows the race is in a dead heat.
- **Health care is a key issue:** A [plurality of voters](#) in Rep. Dana Rohrabacher's district said they are less likely to support him because of his votes to repeal the Affordable Care Act.
- **Rohrabacher's record does not reflect his district:** Rohrabacher [voted](#) to gut Medicaid, strip protections for people with pre-existing conditions, and "defund" Planned Parenthood. Rohrabacher says he's "[100 percent](#)" anti-abortion and his voting record shows it.
- **How Planned Parenthood Votes and Community Action Fund of Orange and San Bernardino Counties are going to help defeat Rohrabacher:** Together, we will use mail and digital advertising to reach a total of 35,000 Latinx and Vietnamese voters in the district. These groups make up 20 percent of all registered voters in the district and are largely undecided in the election so far. And, on September 10th we launched another robust digital campaign that will hit 350,000 voters in both CA-48 and CA-45 that will help to introduce candidates and their support of Planned Parenthood, fire up the base and build momentum.

IL-06:

- **IL-06 is winnable:** In 2016, Hillary Clinton won IL-06 by 7 points and the [Cook Political Report](#), [Center for Politics](#), and [Real Clear Politics](#) all say the race is a toss up.
- **Health care is a key issue:** Polling shows that Rep. Peter Roskam's record on abortion rights is one of the strongest negatives against him. A spokesperson for PPAF-endorsed candidate Sean Casten said "[choice and health care](#)" are driving the race. Additionally, a [poll](#) from Public Policy Polling showed voters in IL-06 overwhelming support Planned Parenthood and are less likely to support Roskam because of his votes to "defund" Planned Parenthood.
- **Roskam's record does not reflect his district:** Roskam describes himself as "[unapologetically](#)" anti-abortion at a time that *Roe v. Wade* is more at risk than it has been in decades. He's only been in office since 2009, yet he has voted 13 times to "[defund](#)" Planned Parenthood and [block access](#) to birth control and cancer screenings at Planned Parenthood health centers for the 50,000 Illinoisans who rely on Planned Parenthood for care.
- **How Planned Parenthood Votes is going to help defeat Roskam:** Women will likely make up 53 percent of the IL-06 electorate and will ultimately decide who represents IL-06 next year in Congress. Through our program we plan to reach over 110,000 voters — around 40 percent of the total expected turnout in November — about Roskam's record on women's health. We'll be investing in a robust digital and mail program starting now and running through election day that will be focused on educating these voters about Roskam's votes to "defund" Planned Parenthood and his desire to ban abortion — which is especially important in the context of the Supreme Court fight.

MN-03

- **MN-03 is winnable:** In 2016, Hillary Clinton won by 9.4 pts.
- **Health care is a key issue:** Public Policy Polling [shows](#) that an overwhelming majority of voters in MN-03 support Planned Parenthood and 60 percent of voters are less likely to support Rep. Erik Paulsen because of his votes to "defund" Planned Parenthood. Another poll showed that [81 percent of voters](#) in MN-03 had concerns about Paulsen's vote on ACA repeal.
- **Paulsen's record does not reflect his district:** Paulsen has voted several times on [legislation](#) to "[defund](#)" [Planned Parenthood](#) and block Minnesotans from accessing birth control and cancer

screenings. In Minnesota, around 65,000 people rely on Planned Parenthood for care every year. Paulsen is also anti-abortion.

- **How Planned Parenthood Votes is going to help defeat Paulsen:** Women will make up a majority of the electorate and we will be running both persuasion and mobilization programs to help defeat Paulsen. Through digital, mail, and a robust canvas program, we'll reach 80,000 voters in the 3rd District to ensure voters know Paulsen's record of voting to strip protections for people with pre-existing conditions and to "defund" Planned Parenthood.

MN-02

- **MN-02 is winnable:** The [Center for Politics](#) has the race as a toss up.
- **Health care is a key issue:** [Polling](#) shows that statewide, health care is far and away to most important issue for voters this November.
- **Lewis's record does not reflect his district:** Rep. Jason Lewis does not respect women. He said women are "[simply ignorant of the important issues in life. Somebody's got to educate them.](#)" He claimed women can be "[bought off](#)" with birth control, declared that the "[vast majority of young single women](#)" are "[non-thinking](#)," and lamented that you can't call women "[sluts](#)" anymore. Lewis has argued that "[Roe v. Wade was horrible, unconscionable, constitutional law](#)" and has [voted](#) consistently to [restrict](#) access to abortion. And his rhetoric has matched his voting record. Lewis voted for the [American Health Care Act](#), a bill that would "defund" Planned Parenthood, slash Medicaid coverage, gut the birth control benefit, and strip protections from people with pre-existing conditions, and [lied](#) to the public about the bill's impact.
- **How Planned Parenthood Votes is going to help defeat Lewis and elect Angie Craig:** Women will make up a majority of the electorate and we will be running both persuasion and mobilization programs to help defeat Paulsen. Through a robust canvas program, we'll reach over tens of thousands of voters in the 2nd District to ensure voters know Lewis's record of voting to strip protections for people with pre-existing conditions and "defund" Planned Parenthood.

NY-19

- **NY-19 is winnable:** The [Cook Political Report](#), [Center for Politics](#), and [Real Clear Politics](#) all say the race is a toss up, and recent poll from [Monmouth](#) shows Rep. John Faso down by 2 points.
- **Health care is a key issue:** A [poll](#) from Public Policy Polling showed that voters in NY-19 overwhelming support Planned Parenthood and are less likely to support Faso because of his votes to "defund" Planned Parenthood. Sixty-two percent of Faso's constituents oppose efforts to "defund" Planned Parenthood, and 57 percent of voters are less likely to support Faso due to his vote to "defund" Planned Parenthood. Additionally, polling shows that Faso's vote to strip protections for people with pre-existing conditions, will cost him in November.
- **Faso's record does not reflect his district:** Despite telling his constituents he opposed "defunding" Planned Parenthood, Faso turned around and [voted to strip](#) health care from thousands of Planned Parenthood patients. He took [a lot](#) of [heat](#) for this. And he did the same thing with pre-existing conditions when he voted to repeal the ACA and strip those protections. Faso also voted for [unconstitutional](#) legislation that would restrict access to abortion and disproportionately harm [low-income women and women of color](#).
- **How Planned Parenthood Votes is going to help defeat Faso:** Women will likely make up 53 percent of the NY-19 electorate and they tend to favor a generic Democrat. Through a robust digital and mail program, Planned Parenthood Votes will reach 65,000 voters in the 19th district to educate voters about Faso's vote to "defund" Planned Parenthood and to strip protections for people with pre-existing conditions, and turn them out to vote in November.

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