Reaching Youth

Raising Awareness & Encouraging Use of ACA Preventive Care Benefit
Contents

✓ About the study
✓ Insurance status
✓ Perceptions of the Affordable Care Act
✓ Demand for preventive care
✓ Barriers to preventive care
✓ Messaging on preventive care benefits
✓ Taking action
✓ Update on abortion and Hobby Lobby attitudes
✓ Summary + recommendations
The Study.

Purpose: Engage young people on the ACA’s preventive health benefits

National survey of n = 1,022 18 to 29 year olds

✓ N = 309 Black/African American
✓ N = 270 Latino
✓ N = 120 Asian/API
✓ N = 323 White

Conducted August 15 - September 4, 2014

Margin of sampling error on total: ± 4.1 percentage points
Insurance Status: Most Are Insured.

<table>
<thead>
<tr>
<th></th>
<th>Insured</th>
<th>Uninsured</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>78%</td>
<td>15%</td>
</tr>
<tr>
<td>African American/Blk</td>
<td>73%</td>
<td>19%</td>
</tr>
<tr>
<td>Latino</td>
<td>63%</td>
<td>27%</td>
</tr>
<tr>
<td>Asian/API</td>
<td>85%</td>
<td>12%</td>
</tr>
<tr>
<td>White</td>
<td>84%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Note: One in five (21%) of those under 139% of the Federal Poverty Level are still uninsured.

More than half of uninsured young adults (57%) live in the South.
More Uninsured in Non-Expansion States.

Among 18 to 29 year olds in...

Expansion states: 16% uninsured (10%) or not sure (6%)

Non-expansion states: 26% uninsured (22%) or not sure (4%)
Coverage Is Mostly Via Parent’s Plan or Employer.

Base: Percent of Insured
Total n = 824; AA n = 238; Latino n = 191; Asian/API n = 107; White n = 288

Your parent’s plan  Employer  Medicaid  Healthcare.gov  The military/VA/Tricare

Note: African-American and Latino men are much more likely to have employer coverage than African-American women or Latinas. Six in ten 18 to 24 year olds (60%) are on their parent’s plan.
Mixed Feelings toward Enrolling Next Year.

Do you plan on getting insurance in the next year?

Base n = 189 uninsured

- Definitely will: 15%
- Probably will: 41%
- Probably won't: 19%
- Definitely won't: 6%
- Not sure: 18%

We think enrolling young people in Round 2 will be much more difficult. These are pretty soft numbers.
Perceptions of the Affordable Care Act.
Most Feel Little to No Impact of Law.

As far as you know, how much does the new health care law affect you personally?

All 18-29 Year Olds

34% A great deal/some impact

65% A little/not at all/not sure

By Race/Ethnicity

- **African American/Blk**: 26% Great deal/some, 73% Little/none/not sure
- **Latino**: 35% Great deal/some, 63% Little/none/not sure
- **Asian/API**: 41% Great deal/some, 56% Little/none/not sure
- **White**: 36% Great deal/some, 63% Little/none/not sure
Feeling Under-informed.

Do you feel like you have enough information about the new health care law and how it affects you?

All 18-29 Year Olds
- 27% Yes
- 72% No / not sure

By Race/Ethnicity
- African American/Blk: 31% Yes, 67% No/not sure
- Latino: 20% Yes, 77% No/not sure
- Asian/API: 19% Yes, 79% No/not sure
- White: 29% Yes, 70% No/not sure
25 to 29 year olds are slightly more knowledgeable about provisions than younger adults. For example, 31% know about the preventive care benefit compared to 22% of 18 to 24 year olds.

Unaware of Preventive Care Benefit.

Is this part of the new health care law or not? “Insurance plans must cover preventive care with no co-pay or other costs to you.”

All 18-29 Year Olds

- 26% Yes
- 72% No / not sure

By Race/Ethnicity

- African American/Blk: 25% Yes, 71% No/not sure
- Latino: 15% Yes, 82% No/not sure
- Asian/API: 28% Yes, 69% No/not sure
- White: 30% Yes, 68% No/not sure
More Aware of Mandate + Staying on Parent’s Plan...

As far as you know, are any of these part of the new health care law or not:

<table>
<thead>
<tr>
<th>People must have health insurance or else pay a fine.</th>
<th>People can stay on their parents’ plan up to age 26.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
<td><strong>No/not sure</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>65%</td>
</tr>
<tr>
<td>AA/Blk</td>
<td>52%</td>
</tr>
<tr>
<td>Latino</td>
<td>58%</td>
</tr>
<tr>
<td>Asian/API</td>
<td>58%</td>
</tr>
<tr>
<td>White</td>
<td>71%</td>
</tr>
</tbody>
</table>
As far as you know, are any of these part of the new health care law or not:

Financial help is available for low- and moderate-income Americans who need insurance.

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No/not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>50%</td>
<td>47%</td>
</tr>
<tr>
<td>African American/Blk</td>
<td>48%</td>
<td>50%</td>
</tr>
<tr>
<td>Latino</td>
<td>40%</td>
<td>58%</td>
</tr>
<tr>
<td>Asian/API</td>
<td>52%</td>
<td>46%</td>
</tr>
<tr>
<td>White</td>
<td>54%</td>
<td>43%</td>
</tr>
</tbody>
</table>
Many Neutral or Not Sure About Law…

How do you feel about the new health care law?
0 to 10 scale, 0 very negative and 10 very positive

<table>
<thead>
<tr>
<th></th>
<th>Positive (6 to 10)</th>
<th>Not sure / Neutral (5)</th>
<th>Negative (0 to 4)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>23%</td>
<td>38%</td>
<td>37%</td>
<td>4.3</td>
</tr>
<tr>
<td>African American/Blk</td>
<td>34%</td>
<td>51%</td>
<td>14%</td>
<td>5.7</td>
</tr>
<tr>
<td>Latino</td>
<td>28%</td>
<td>41%</td>
<td>29%</td>
<td>4.8</td>
</tr>
<tr>
<td>Asian/API</td>
<td>22%</td>
<td>48%</td>
<td>27%</td>
<td>4.5</td>
</tr>
<tr>
<td>White</td>
<td>19%</td>
<td>33%</td>
<td>47%</td>
<td>3.8</td>
</tr>
</tbody>
</table>

Uninsured are more negative than insured (mean of 3.3 vs. 4.5).
...But Move Positive After Info.

<table>
<thead>
<tr>
<th></th>
<th>Prior to info about law</th>
<th>After info* about law</th>
<th>Increase in % Positive</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Positive</td>
<td>Not sure / Neutral</td>
<td>Negative</td>
</tr>
<tr>
<td>Total</td>
<td>23%</td>
<td>38%</td>
<td>37%</td>
</tr>
<tr>
<td>African American/Blk</td>
<td>34%</td>
<td>51%</td>
<td>14%</td>
</tr>
<tr>
<td>Latino</td>
<td>28%</td>
<td>41%</td>
<td>29%</td>
</tr>
<tr>
<td>Asian/API</td>
<td>22%</td>
<td>48%</td>
<td>27%</td>
</tr>
<tr>
<td>White</td>
<td>19%</td>
<td>33%</td>
<td>47%</td>
</tr>
</tbody>
</table>

* The post question came after respondents were told about the preventive care benefit and after the messaging questions.

Uninsured move more positive (from a mean of 3.3 to 4.7).
Demand.
Young people want preventive care.

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percent Want/Need</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>71%</td>
</tr>
<tr>
<td>African American/Blk</td>
<td>76%</td>
</tr>
<tr>
<td>Latino</td>
<td>62%</td>
</tr>
<tr>
<td>Asian/API</td>
<td>66%</td>
</tr>
<tr>
<td>White</td>
<td>71%</td>
</tr>
</tbody>
</table>
Especially a Physical + Well-Woman Visit.

Think about the next 12 months. Would you need or want any of these health care services?

- A regular check-up or physical: 66%
- A gyno visit or well-woman visit*: 61%
- A breast exam*: 46%
- Oral contraception*: 36%
- Cervical cancer screening*: 34%
- Talking to MD about contraception options*: 17%
- Testing for other sexually transmitted infections: 15%
- HIV testing: 13%
- Another form of contraception (e.g.)*: 12%
- Intrauterine devices (IUDs)*: 10%
- Breast-feeding support*: 10%
- Talking to MD about HIV or other STIs: 10%
- HPV vaccination: 9%
- Emergency contraception or "the morning after pill"*: 8%
- Hormone therapy: 5%
- Talking to MD about intimate partner violence: 5%

*Base n=585, men excluded
But, Sizeable Proportion of Men Say They Don’t Need Care.

Percent who don’t need or want any type of preventive care

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>40%</td>
<td>18%</td>
</tr>
<tr>
<td>African American/Blk</td>
<td>35%</td>
<td>11%</td>
</tr>
<tr>
<td>Latino</td>
<td>44%</td>
<td>25%</td>
</tr>
<tr>
<td>Asian/API</td>
<td>40%</td>
<td>24%</td>
</tr>
<tr>
<td>White</td>
<td>40%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Base: Identify as a man. For total n = 437; AA n = 115; Latino n = 103; Asian/API n = 66; White n = 153

Base: Identify as a woman/trans/other. For total n = 585; AA n = 193; Latino n = 167; Asian/API n = 55; White n = 170

Caution: Small sample size for Asian/API
What Women Want: Top 4 Services.

Think about the next 12 months. Would you need or want any of these health care services? Percent Yes – Top Four

<table>
<thead>
<tr>
<th>Service</th>
<th>Total</th>
<th>African American/Blk</th>
<th>Latino</th>
<th>Asian/API</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical</td>
<td>61%</td>
<td>46%</td>
<td>53%</td>
<td>50%</td>
<td>46%</td>
</tr>
<tr>
<td>Gyno/Well-woman visit</td>
<td>79%</td>
<td>60%</td>
<td>55%</td>
<td>66%</td>
<td>62%</td>
</tr>
<tr>
<td>Breast exam</td>
<td>65%</td>
<td>57%</td>
<td>37%</td>
<td>32%</td>
<td>48%</td>
</tr>
<tr>
<td>Contraception (any)</td>
<td>67%</td>
<td>45%</td>
<td>31%</td>
<td>36%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Base: Identify as a woman/trans/other. For total n = 585; AA n = 193; Latino n = 167; Asian/API n = 55; White n = 170.
Less In Demand: STI Testing + Talking about Violence with MD.

Think about the next 12 months. Would you need or want any of these health care services? Percent Yes

- HIV testing
- Other STI testing
- Talking to MD about intimate partner violence

Base: Identify as a woman/trans/other. For total n = 585; AA n = 193; Latino n = 167; Asian/API n = 55; White n = 170

Caution: Small sample size for Asian/API
Oral Contraception Most Anticipated.

Base: Identify as a woman/trans/other. For total n = 585; AA n = 193; Latino n = 167; Asian/API n = 55; White n = 170
What Men Want: A Physical.

Think about the next 12 months. Would you need or want any of these health care services? Percent Yes

<table>
<thead>
<tr>
<th>Service</th>
<th>Total</th>
<th>African American/Blk</th>
<th>Latino</th>
<th>Asian/API</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical</td>
<td>57%</td>
<td>12%</td>
<td>16%</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>HIV testing</td>
<td>64%</td>
<td>22%</td>
<td>11%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Testing for other STIs</td>
<td>48%</td>
<td>22%</td>
<td>8%</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

Base: Identify as a man. For total n = 437; AA n = 115; Latino n = 103; Asian/API n = 66; White n = 153

Caution: Small sample size for Asian/API
What Type of Care Is Most Important to You?

- **Women**
  - N = 585
  - 31% Regular check-up/physical
  - AA/Blk (34%) | Latina (32%) | Asian/API (47%) | White (28%)

- **Men**
  - N = 437
  - 53% Regular check-up / physical
  - AA/Blk (54%) | Latino (42%) | Asian/API (52%) | White (57%)

- **Women**
  - 27% Gyno/well-woman visit
  - AA/Blk (28%) | Latina (28%) | Asian/API (10%) | White (29%)
Why Is That Most Important?

“Early detection of potential problems”

“A regular check-up at the doctor's office can enable you to find potentially harmful health conditions and treat them before they become serious”

“Because I like to be aware and in control of my body”

“Most important part of maintaining good health”

“To prevent unwanted pregnancy”

“It is important for me to know the status of my overall health”

“Pap tests and gynecological exams are very important because the doctor can examine you for any reproductive problems.”
Barriers.
Costs + Time + Access = Top Potential Barriers.

Are any of these reasons you might not get [MOST IMPORTANT TYPE OF CARE] in the next 12 months? MULTIPLE RESPONSE Base among n = 778 respondents who want or need some type of preventive care.

The costs involved 22%
Don't have time 19%
Can't get off work or school 15%
Don't have insurance 13%
Don't need it 13%
Don't have a doctor/don't know where to go 12%
Hard to get child care 5%
Hard to get transportation 4%
Don't want my parent or guardian to find out 3%
Don't feel comfortable talking to MD about this 3%
My doctor doesn't provide it 2%
Other 2%
Nothing will get in my way 42%

Expansion states: 8%
Non-expansion states: 20%

Among women, time is more of a barrier for those who want a physical (28%) compared to those who want a well-woman visit (9%). “Don’t need it” is also more likely to be a barrier among those who want a physical (15%) versus a well-woman exam (4%).
Costs Top Barrier for AA + Latinos.

% Barrier Among Those Who Want/Need Care

Blk/African American: n = 252
- Costs: 20%
- No time: 13%
- Can't get off work/school: 12%
- No insurance: 12%
- No MD: 8%
- Nothing: 49%

Latino: n = 202
- Costs: 28%
- No insurance: 23%
- No time: 15%
- Can't get off work/school: 15%
- No MD: 11%
- Nothing: 35%

Asian/API: n = 85
- Costs: 25%
- No time: 24%
- Can't get off work/school: 16%
- No insurance: 15%
- Don't need it: 15%
- Nothing: 33%

White: n = 239
- No time: 22%
- Cost: 21%
- Don't need it: 16%
- Can't get off work/school: 16%
- No MD: 14%
- Nothing: 44%
Time More of a Barrier for Men.

Women: n = 495

- Costs: 24%
- No time: 16%
- Don't have MD: 13%
- No insurance: 12%
- Can't get off work/school: 12%
- Don't need it: 10%
- Nothing: 44%

Men: n = 283

- Costs: 20%
- No time: 24%
- Don't have MD: 10%
- No insurance: 14%
- Can't get off work/school: 19%
- Don't need it: 17%
- Nothing: 40%
Cost Also Has Been a Barrier.

Have you put off or delayed any of this care in the past 12 months because of the costs involved?

<table>
<thead>
<tr>
<th>Service</th>
<th>% Delayed in Past 12 Months Due to Costs (Total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A regular check-up or physical</td>
<td>21%</td>
</tr>
<tr>
<td>A gyno visit or well-woman visit*</td>
<td>18%</td>
</tr>
<tr>
<td>Any birth control*</td>
<td>15%</td>
</tr>
<tr>
<td>Cervical cancer screening*</td>
<td>12%</td>
</tr>
<tr>
<td>A breast exam*</td>
<td>11%</td>
</tr>
<tr>
<td>Oral contraception*</td>
<td>10%</td>
</tr>
<tr>
<td>Another form of contraception (e.g.s)*</td>
<td>8%</td>
</tr>
<tr>
<td>Intrauterine devices (IUDs)*</td>
<td>8%</td>
</tr>
<tr>
<td>Emergency contraception or &quot;the morning after pill&quot;*</td>
<td>8%</td>
</tr>
<tr>
<td>Testing for other sexually transmitted infections</td>
<td>7%</td>
</tr>
<tr>
<td>HPV vaccination</td>
<td>6%</td>
</tr>
<tr>
<td>HIV testing</td>
<td>5%</td>
</tr>
<tr>
<td>Breast-feeding support*</td>
<td>5%</td>
</tr>
<tr>
<td>Yes to any</td>
<td>25%</td>
</tr>
</tbody>
</table>

*Base n=585, men excluded*
Especially for Women

1 in 3

Women have put off preventive care in the past 12 months because of the costs involved (vs. 18% of men). They are most likely to have put off a physical (24%) or well-woman/gyno visit (18%).

25 to 29 year olds are slightly more likely to say they have put off care than 18 to 24 year olds (30% vs. 22%).
Women Across Race/Ethnicity Have Put Off Care.

Base: Identify as a woman/trans/other. For total n = 585; AA n = 193; Latino n = 167; Asian/API n = 55; White n = 170

Base: Identify as a man. For total n = 437; AA n = 115; Latino n = 103; Asian/API n = 66; White n = 153

Caution: Small sample size for Asian/API
Have Paid Out-of-Pocket for Preventive Care in Past Year.

- **Blk/African American**
  - Regular check-up/physical: 26%
  - Gyno/well-woman visit: 12%
  - Oral contraception: 12%

- **Latino**
  - Regular check-up/physical: 22%
  - Gyno/well-woman visit: 13%
  - Oral contraception: 13%

- **Asian/API**
  - Regular check-up/physical: 31%
  - Oral contraception: 17%
  - Gyno/well-woman visit: 10%

- **White**
  - Regular check-up/physical: 27%
  - Gyno/well-woman visit: 22%
  - Oral contraception: 19%

*Base for “check-up/physical” is the total among each race/ethnicity. Base for oral contraception and gyno/well-woman visit is identify as a woman/trans/other. For total n = 585; AA n = 193; Latino n = 167; Asian/API n = 55; White n = 170*
Would you say that, in general, you believe that each of the following is affordable or expensive for people 18 to 29 years old in your community?

<table>
<thead>
<tr>
<th>Service</th>
<th>Affordable</th>
<th>Expensive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Condoms</td>
<td>78%</td>
<td>18%</td>
</tr>
<tr>
<td>Oral contraception like birth control pills</td>
<td>63%</td>
<td>32%</td>
</tr>
<tr>
<td>Testing for HIV and other STIs</td>
<td>60%</td>
<td>34%</td>
</tr>
<tr>
<td>A regular check-up or physical</td>
<td>58%</td>
<td>37%</td>
</tr>
<tr>
<td>Pap tests</td>
<td>52%</td>
<td>42%</td>
</tr>
<tr>
<td>Pelvic exams</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td>Breast exams</td>
<td>50%</td>
<td>44%</td>
</tr>
<tr>
<td>Gyno visits or well-women exams</td>
<td>49%</td>
<td>45%</td>
</tr>
<tr>
<td>Morning after pill</td>
<td>49%</td>
<td>45%</td>
</tr>
<tr>
<td>Intrauterine devices (IUDs)</td>
<td>41%</td>
<td>52%</td>
</tr>
<tr>
<td>Other forms of contraception</td>
<td>41%</td>
<td>53%</td>
</tr>
<tr>
<td>Safe abortion services</td>
<td>35%</td>
<td>59%</td>
</tr>
<tr>
<td>Hormone therapy</td>
<td>26%</td>
<td>68%</td>
</tr>
</tbody>
</table>
Messaging.
We Used MaxDiff to Test Messages.

Often in polling, messages in a battery test similarly well. Many times, the top messages fall within the margin of error of each other. When this happens, it is difficult to know which message is actually most likely to perform best.

To avoid this phenomenon, we use a technique called MaxDiff, which is a forced-choice exercise that provides clarity for recommendations. Respondents view several screens that have a few message statements on each screen. They are forced to choose the “best” and “worst” statement on each. Respondents continue this exercise through a number of screens. The data analysis from these exercises shows the percentage of the sample for which a message is the top choice.

Following are results on messages most likely to motivate young adults to access preventive care.
<table>
<thead>
<tr>
<th>9 Message Statements Tested</th>
<th>% Top Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>It would give me opportunities to make my way in the world</td>
<td>45</td>
</tr>
<tr>
<td>It would be one less thing I’d have to worry about</td>
<td>21</td>
</tr>
<tr>
<td>I would not have to pay a co-pay or any out of pocket costs</td>
<td>17</td>
</tr>
<tr>
<td>I have a right to live a healthy life and have access to health care</td>
<td>6</td>
</tr>
<tr>
<td>I want to take responsibility for myself, my family, and my community</td>
<td>3</td>
</tr>
<tr>
<td>I want to stay healthy for my family and loved ones</td>
<td>2</td>
</tr>
<tr>
<td>I want to feel good about who I am, including my health and body</td>
<td>2</td>
</tr>
<tr>
<td>I want to decide what’s right for me and my life, whether it’s about protecting my health or planning my future</td>
<td>2</td>
</tr>
<tr>
<td>I want to be in control of my own health and body</td>
<td>1</td>
</tr>
</tbody>
</table>

**Top 3 Message Statements**
(Most important reason to make an appointment to get preventive care)

1. It would give me opportunities to make my way in the world
2. It would be one less thing I’d have to worry about
3. I would not have to pay a co-pay or any out of pocket costs

**Opportunities #1.**
A message that contains these three statements includes the “top choice” for 83% of respondents.

1. It would give me opportunities to make my way in the world
2. It would be one less thing I’d have to worry about
3. I would not have to pay a co-pay or any out of pocket costs
“One Less Worry” a Close Second (Except for Whites.)

- Opportunities to make way
- One less worry
- No co-pay

<table>
<thead>
<tr>
<th>Category</th>
<th>Opportunities to make way</th>
<th>One less worry</th>
<th>No co-pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>45%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>African American/Blk</td>
<td>31%</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>Latino</td>
<td>37%</td>
<td>25%</td>
<td>17%</td>
</tr>
<tr>
<td>Asian/API</td>
<td>32%</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>White</td>
<td>53%</td>
<td>17%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Opportunities to make way  One less worry  No co-pay

<table>
<thead>
<tr>
<th>Category</th>
<th>Opportunities to make way</th>
<th>One less worry</th>
<th>No co-pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Men</td>
<td>43%</td>
<td>47%</td>
<td>45%</td>
</tr>
<tr>
<td>Total Women</td>
<td>21%</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>AA/Blk Men</td>
<td>39%</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>AA/Blk Women</td>
<td>22%</td>
<td>28%</td>
<td>18%</td>
</tr>
<tr>
<td>Latino Men</td>
<td>37%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Latino Women</td>
<td>18%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Asian/API Men</td>
<td>30%</td>
<td>29%</td>
<td>15%</td>
</tr>
<tr>
<td>Asian/API Women</td>
<td>29%</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td>White Men</td>
<td>54%</td>
<td>33%</td>
<td>19%</td>
</tr>
<tr>
<td>White Women</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Caution: Small sample size for Asian/API
#1 Feeling to Evoke: Relief.

How would you feel if you could get all of the preventive care you want or need?

relieved  in control  excited

hopeful  peaceful  confident
### Also: In Control + Confident + Peaceful.

<table>
<thead>
<tr>
<th></th>
<th>Blk/African Americans</th>
<th>Latinos</th>
<th>Asian/API</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relieved</td>
<td>39%</td>
<td>31%</td>
<td>44%</td>
<td>37%</td>
</tr>
<tr>
<td>In control</td>
<td>33%</td>
<td>26%</td>
<td>37%</td>
<td>31%</td>
</tr>
<tr>
<td>Confident</td>
<td>27%</td>
<td>24%</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>Peaceful</td>
<td>27%</td>
<td>21%</td>
<td>18%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Relieved, In control, Confident, and Peaceful indicate the percentage of individuals feeling those emotions in different ethnic groups.
Men Less Likely to Say They’d Feel These Emotions.

How would you feel if you could get all of the preventive care you want or need?

**Women: n = 585**
- Relieved: 44%
- In control: 34%
- Confident: 31%
- Peaceful: 25%
- Hopeful: 23%

**Men: n = 437**
- Relieved: 29%
- In control: 25%
- Confident: 25%
- Peaceful: 19%
- Hopeful: 11%
“Preventive Health Care” Better than Other Terms.

In your opinion, what is the best way to describe this type of health care?

- "Preventive health care"
- "Sexual health care"
- "Basic health care"
- "Primary care"

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>African American/Blk</th>
<th>Latino</th>
<th>Asian/API</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Preventive health care&quot;</td>
<td>37%</td>
<td>24%</td>
<td>30%</td>
<td>39%</td>
<td>41%</td>
</tr>
<tr>
<td>&quot;Sexual health care&quot;</td>
<td>31%</td>
<td>16%</td>
<td>19%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>&quot;Basic health care&quot;</td>
<td>26%</td>
<td>23%</td>
<td>14%</td>
<td>15%</td>
<td>8%</td>
</tr>
<tr>
<td>&quot;Primary care&quot;</td>
<td>12%</td>
<td>20%</td>
<td>15%</td>
<td>17%</td>
<td>17%</td>
</tr>
</tbody>
</table>
“Servicios Básicos de Salud” Better for Spanish Speakers.

In your opinion, what is the best way to describe this type of health care?

Took Survey in Spanish
(n = 119)

- "Servicios básicos de salud" 43%
- "Atención de la salud sexual" 13%
- "Atención médica primaria" 15%

Took Survey in English
(n = 151)

- "Preventive health care" 31%
- "Sexual health care" 21%
- "Basic health care" 29%
- "Primary care" 14%

44% Latino respondents chose to take the survey in Spanish.
Taking Action.
Being Proactive Messengers Via Social Media: Not Likely.

Mean rating on spreading the word about getting preventive care.
Women across the board are more likely than men to engage in any action (e.g., 64% lean toward talking to a friend or family member vs. 45% of men). This is true across race/ethnicity.

**Person-to-Person: More Likely.**

![Graph showing mean ratings](Image)

- Mean Rating:
  - Total: 6.1
  - AA/Blk: 6.6
  - Latino: 6.4
  - Asian/API: 6.4
  - White: 5.9

Talk to family member or friend

Would definitely not do

Would definitely do
Why Talk to Family + Friends?

#1 I want them to be healthy.

- Because I want them to be healthy: 31%
- Because I care about and/or love them: 14%
- Because prevention is easier/better/cheaper: 12%
- Because they need it/They would benefit: 10%
- Because being informed is important: 9%
- Because word-of-mouth is effective: 4%
- Because it's free now: 3%
Would Tell: 
#1 Best Friend #2 Mom.

Who would you tell to get preventive care?

<table>
<thead>
<tr>
<th>Blk/African American: n = 207</th>
<th>Latino: n = 185</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Best friend</strong></td>
<td><strong>Best friend</strong></td>
</tr>
<tr>
<td>87%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Mother</strong></td>
<td><strong>Mother</strong></td>
</tr>
<tr>
<td>79%</td>
<td>72%</td>
</tr>
<tr>
<td><strong>Partner</strong></td>
<td><strong>Sister</strong></td>
</tr>
<tr>
<td>76%</td>
<td>66%</td>
</tr>
<tr>
<td><strong>Sister</strong></td>
<td><strong>Brother</strong></td>
</tr>
<tr>
<td>72%</td>
<td>62%</td>
</tr>
<tr>
<td><strong>Cousin</strong></td>
<td><strong>Father</strong></td>
</tr>
<tr>
<td>70%</td>
<td>61%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Asian/API: n = 68</th>
<th>White: n = 168</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Best friend</strong></td>
<td><strong>Best friend</strong></td>
</tr>
<tr>
<td>82%</td>
<td>85%</td>
</tr>
<tr>
<td><strong>Mother</strong></td>
<td><strong>Mother</strong></td>
</tr>
<tr>
<td>79%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Father</strong></td>
<td><strong>Partner</strong></td>
</tr>
<tr>
<td>68%</td>
<td>73%</td>
</tr>
<tr>
<td><strong>Partner</strong></td>
<td><strong>Sister</strong></td>
</tr>
<tr>
<td>68%</td>
<td>68%</td>
</tr>
<tr>
<td><strong>Sister</strong></td>
<td><strong>Father</strong></td>
</tr>
<tr>
<td>65%</td>
<td>67%</td>
</tr>
</tbody>
</table>
This Is an **In-Person** Exchange.

How would you tell them?

- 94% in person
- 39% by phone
- 29% text
- 15% email
- 15% Facebook

These results are consistent across race and ethnic groups. The exception is among African Americans, who are more likely than others to say by phone (59%) – but still 93% of African Americans say they would tell their loved one in person.
What Would You Say?

“Please visit a doctor, there’s no cost anymore”

“Get checked out. It's the only way to stay healthy and stay on top of things”

“Care for your body now so you don't have to pay for it later”

“Preventive care is critical to your long term health”

“I noticed the last time you were sick you didn’t see a doctor, your health should be important to you”

“Try this new preventive care, it sounds like a good plan”
Abortion + Hobby Lobby.
Majorities Agree with Legal Abortion Question.

“Regardless of how I personally feel about abortion, I believe it should remain legal and women should be able to get a safe abortion.”

<table>
<thead>
<tr>
<th>Percent Agrees</th>
<th>Strongly</th>
<th>Somewhat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>43%</td>
<td>21%</td>
</tr>
<tr>
<td>African American/Blk</td>
<td>47%</td>
<td>26%</td>
</tr>
<tr>
<td>Latino</td>
<td>39%</td>
<td>18%</td>
</tr>
<tr>
<td>Asian/API</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>White</td>
<td>43%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Fairly Equal Agreement on Abortion Across Gender.

<table>
<thead>
<tr>
<th></th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly agree</td>
<td>Somewhat agree</td>
</tr>
<tr>
<td>Total</td>
<td>43%</td>
<td>22%</td>
</tr>
<tr>
<td>African American/Blk</td>
<td>53%</td>
<td>21%</td>
</tr>
<tr>
<td>Latino</td>
<td>42%</td>
<td>19%</td>
</tr>
<tr>
<td>Asian/API</td>
<td>34%</td>
<td>43%</td>
</tr>
<tr>
<td>White</td>
<td>42%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Base: Identify as a woman/trans/other. For total n = 585; AA n = 193; Latino n = 167; Asian/API n = 55; White n = 170
Base: Identify as a man. For total n = 437; AA n = 115; Latino n = 103; Asian/API n = 66; White n = 153
Majorities Agree with Anti-Hobby Lobby Statement.

“I consider birth control part of basic health care that should be covered by health insurance, no matter where you work.”

<table>
<thead>
<tr>
<th>Group</th>
<th>Strongly</th>
<th>Somewhat</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>50%</td>
<td>23%</td>
<td>73%</td>
</tr>
<tr>
<td>African American/Blk</td>
<td>56%</td>
<td>29%</td>
<td>85%</td>
</tr>
<tr>
<td>Latino</td>
<td>52%</td>
<td>25%</td>
<td>77%</td>
</tr>
<tr>
<td>Asian/API</td>
<td>36%</td>
<td>32%</td>
<td>68%</td>
</tr>
<tr>
<td>White</td>
<td>49%</td>
<td>19%</td>
<td>68%</td>
</tr>
</tbody>
</table>
But Men Are Less Likely to Agree.

Women

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>59%</td>
<td>19%</td>
<td>78%</td>
</tr>
<tr>
<td>African American/Blk</td>
<td>66%</td>
<td>24%</td>
<td>90%</td>
</tr>
<tr>
<td>Latino</td>
<td>59%</td>
<td>25%</td>
<td>84%</td>
</tr>
<tr>
<td>Asian/API</td>
<td>36%</td>
<td>36%</td>
<td>72%</td>
</tr>
<tr>
<td>White</td>
<td>60%</td>
<td>14%</td>
<td>74%</td>
</tr>
</tbody>
</table>

Men

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>40%</td>
<td>26%</td>
<td>66%</td>
</tr>
<tr>
<td>African American/Blk</td>
<td>44%</td>
<td>34%</td>
<td>78%</td>
</tr>
<tr>
<td>Latino</td>
<td>46%</td>
<td>24%</td>
<td>70%</td>
</tr>
<tr>
<td>Asian/API</td>
<td>35%</td>
<td>30%</td>
<td>65%</td>
</tr>
<tr>
<td>White</td>
<td>37%</td>
<td>25%</td>
<td>62%</td>
</tr>
</tbody>
</table>

Base: Identify as a woman/trans/other. For total n = 585; AA n = 193; Latino n = 167; Asian/API n = 55; White n = 170

Base: Identify as a man. For total n = 437; AA n = 115; Latino n = 103; Asian/API n = 66; White n = 153
To Recap.

1. There is demand for preventive care – especially among women.
2. Costs are a main barrier.
3. They lack awareness of the preventive care benefit – a big barrier.
4. Building awareness has the potential to increase support for the ACA.
5. The top message for accessing care: it will give me opportunities to make my way in the world.
6. Person-to-person, in-person action is most likely.
7. Men are challenging.
Following Are “One-Pagers:” Messaging Recommendations by Audience.
To All Young Adults.

To Raise Awareness and Address Main Barrier (Cost).

“As a result of the new health care law, most new insurance plans have to cover certain preventive care with no co-pay or other costs to you. This includes…

Term to Use: “Preventive health care”

Use Top Message Concepts (Especially #1) to Encourage Access.

1. It would give me opportunities to make my way in the world
2. It would be one less thing I’d have to worry about
3. I would not have to pay a co-pay or any out of pocket costs

Use Examples Most in Demand.

1. Always use “a regular check-up or physical”
2. Always use “gyno visit/well-woman visit”
3. If space, add “breast exam” and “birth control options”
4. If more space, also include STI and HIV testing

Tap into Feelings of Getting Preventive Care.

relief in control confident

On Spreading Awareness: Encourage Conversations.

“Talk to your best friends and family members about getting preventive care to help keep them healthy.”
To African Americans.

To Raise Awareness and Address Main Barrier (Cost).
“As a result of the new health care law, most new insurance plans have to cover certain preventive care with no co-pay or other costs to you. This includes…

Term to Use: “Preventive health care”

Use Top Message Concepts to Encourage Access.

1. It would give me opportunities to make my way in the world – Use among AA women
2. It would be one less thing I’d have to worry about – Use among AA men
3. I would not have to pay a co-pay or any out of pocket costs

Use Examples Most in Demand.
1. Always use “a regular check-up or physical”
2. Always use “gyno visit/well-woman visit”
3. If space, add “breast exam” and “birth control options”
4. If more space, also include STI and HIV testing

Tap into Feelings of Getting Preventive Care.

On Spreading Awareness: Encourage Conversations.
“Talk to your best friends and family members about getting preventive care to help keep them healthy.”
To Latinos.

To Raise Awareness and Address Main Barrier (Cost and Coverage).
“As a result of the new health care law, most new insurance plans have to cover certain preventive care with no co-pay or other costs to you. This includes…

You may also want to include a message on the importance of preventive care.

Term to Use: “Basic health care” “Servicios básicos de salud”

Use Top Message Concepts to Encourage Access.

1. It would give me opportunities to make my way in the world – Especially among Latinas
2. It would be one less thing I’d have to worry about
3. I would not have to pay a co-pay or any out of pocket costs

Use Examples Most in Demand.
1. Always use “a regular check-up or physical”
2. Always use “gyno visit/well-woman visit”
3. If space, add “breast exam” and “birth control options”
4. If more space, also include STI and HIV testing

Tap into Feelings of Getting Preventive Care.

relief in control
peace confident

On Spreading Awareness: Encourage Conversations.
“Talk to your best friends and family members about getting preventive care to help keep them healthy.”
To Asian Americans.

To Raise Awareness and Address Main Barrier (Cost).

“As a result of the new health care law, most new insurance plans have to cover certain preventive care with no co-pay or other costs to you. This includes…”

May also need to address “lack of time” barrier.

Term to Use: “Preventive health care”

Use Top Message Concepts to Encourage Access.

1. It would give me opportunities to make my way in the world
2. It would be one less thing I’d have to worry about
3. I would not have to pay a co-pay or any out of pocket costs

Use Examples Most in Demand.

1. Always use “a regular check-up or physical”
2. Always use “gyno visit/well-woman visit”
3. If space, add “breast exam” and “birth control options”
4. If more space, also include STI and HIV testing

Term to Use: “Preventive health care”

Tap into Feelings of Getting Preventive Care.

relief
in control
confident
peace

On Spreading Awareness: Encourage Conversations.

“Talk to your best friends and family members about getting preventive care to help keep them healthy.”
To Whites.

To Raise Awareness and Address Main Barrier (Cost).

“As a result of the new health care law, most new insurance plans have to cover certain preventive care with no co-pay or other costs to you. This includes…”

May also need to address “lack of time” barrier.

Term to Use: “Preventive health care”

Use Top Message Concept to Encourage Access.

1. It would give me opportunities to make my way in the world

On Spreading Awareness: Encourage Conversations.

“Talk to your best friend and family members about getting preventive care to help keep them healthy.”

Use Examples Most in Demand.

1. Always use “a regular check-up or physical”
2. Always use “gyno visit/well-woman visit”
3. If space, add “breast exam” and “birth control options”
4. If more space, also include STI and HIV testing

Tap into Feelings of Getting Preventive Care.

relief in control confident
To Women.

To Raise Awareness and Address Main Barrier (Cost and Coverage).

“As a result of the new health care law, most new insurance plans have to cover certain preventive care with no co-pay or other costs to you. This includes…

Term to Use: “Preventive health care”

Use Top Message Concept (Especially #1) to Encourage Access.

1. It would give me opportunities to make my way in the world
2. It would be one less thing I’d have to worry about

On Spreading Awareness: Encourage Conversations.

“Talk to your best friend and family members about getting preventive care to help keep them healthy.”

Use Examples Most in Demand.

1. Always use “a regular check-up or physical”
2. Always use “gyno visit/well-woman visit”
3. If space, add “birth control options” and “breast exam”
4. If more space, also include STI and HIV testing

Tap into Feelings of Getting Preventive Care.

relief  in control  confident
peaceful  hopeful
To Men.

To Raise Awareness.

“As a result of the new health care law, most new insurance plans have to cover certain preventive care with no co-pay or other costs to you. This includes…

Term to Use: “Preventive health care”

Use Top Message Concepts to Encourage Access.

1. It would give me opportunities to make my way in the world – White and Asian/API men
2. It would be one less thing I’d have to worry about – Latino and African-American men

On Spreading Awareness: Encourage Conversations.

“Talk to your best friend and family members about getting preventive care to help keep them healthy.”

Use Examples Most in Demand.

1. Always use “a regular check-up or physical”
2. If space, also include STI and HIV testing

Tap into Feelings of Getting Preventive Care.

relief in control confident

Remember 40% of men say they do not need or want preventive care in the next year. Consider messaging that includes the importance of a regular physical/check-up. Keep in mind another top barrier: “no time.”
Thank you