



Messaging Resource: Minimum Wage

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Minimum Wage is an issue that can be messaged from a number of different intersections, including health care access, reproductive health care, and the particular needs of women of color.

Health and Minimum Wage

- Low wages have an impact on the health of individuals and families. When people struggle to make ends meet, they may not be able to afford healthy food.
- By providing working families a living wage, we help to make things like safe housing, healthy food and medical care more affordable. This improves not just the financial stability, but also the overall wellbeing of families.
- Providing people with a decent wage means they do not have to choose between putting food on the table and paying for necessary health care.
- There are already people in our community choosing between groceries and the prescription drugs that they need to manage chronic health conditions.
- The stress of poverty has been found to have an impact on health.
- Struggling day to day to get by and not knowing how you will make ends meet and care for your family causes incredible distress for many families in our community. We know that kind of chronic stress actually has an impact on people’s health and wellbeing.
- People who are not making a living wage have less access to health care and safe housing. By raising the minimum wage we can improve the quality of life and the overall health of low-income families and communities.
- Raising the minimum wage is not just good for people’s wallets or the state’s economy. It is also good for the health and wellbeing of families who will

experience improved access to medical care, healthy food, safe housing and other key areas that help to ensure the wellbeing of our communities.

- By helping people to get out of the cycle of poverty, you give them the chance to think beyond survival and the most basic needs and help them to be able to better manage their health, care for their families and plan for the future.
- Work to enhance the financial stability of individuals and families has a big public health benefit. Income has a huge impact. It means people can access preventative care and that if they get sick they can afford to see a doctor. A living wage is a big step to helping to improve the health and the wellbeing of people in our community.
- Fair wages and workplace policies help to address economic injustice and ensure that families can not only access health care, but also take the time off they need to care for their families.

Reproductive Healthcare and Minimum Wage

- By ensuring people can become parents when they are ready, we can help people to get out of the cycle of poverty. We must also support people to have healthy pregnancies and raise their children by ensuring access to a living wage.
- Ensuring that women earn a living wage means that when faced with an unintended pregnancy they can make the best decision for them at that time and support those who are ready to become parents.
- It is better when we can each plan our pregnancies. We have a greater chance of being able to make ends meet and avoid living in poverty if we are able to become parents when we are ready and have the support we need.
- People who are struggling to make ends meet often face difficulties in accessing critical health services. The work to ensure that people can plan their pregnancies and manage their sexual health is intrinsically linked to efforts to ensure that people make a living wage and have fair workplace policies.

Minimum Wage and Women of Color

- The minimum wage was meant to help us all be able to achieve a standard of living where we can take care of our health and our families, but it is falling short with too many people living in poverty.
- There is a large pay gap for women of color. This has a dramatic impact on our families and our community. We need to do all we can to ensure that people make a living wage.
- The minimum wage is not sufficient to help a family get out of poverty.
- Women of color are disproportionately represented among those making minimum wage, which means when this is not a living wage women of color are disparately impacted.
- Raising the minimum wage would help close the significant wage gap that many women in our community are facing.
- Increasing wages for women of color who are already struggling to make ends meet doesn't just help women, but also their families

- Current minimum wage isn't enough for women and their families to pay their bills, put healthy food on the table, and pay for child care.
- Women of color are overrepresented in jobs paying a minimum wage.
- Women of color are disproportionately driven into poverty by low wages.
- Women of color are disproportionately represented among the thousands of Coloradans who will benefit from a higher minimum wage.
- Increasing wages will make it easier for working families to make ends meet.
- Many people who are working in minimum wage jobs simply cannot make ends meet, especially women of color and single mothers.
- Mothers of color who work full-time at low-wage jobs struggle with poverty.
- Many women of color are the head of their homes. When we/they do not make a living wage, it hurts us and our families.
- The wage gap places women of color at a greater disadvantage, since we already struggle with educational and employment opportunity as a result of systemic racism and inequity.
- More families of color than ever before depend on mothers as the primary bread winners. Ensuring that women can earn a living wage is essential to helping mothers to be able to care for themselves and meet the needs of their families.
- Single mothers of color often struggle to get by and care for their families. These women face decisions each day about how to can manage their responsibilities at work and at home. We can make it that much easier by ensuring that they receive a living we.
- Single parents often live in poverty due to having only one income. We can help support single moms by ensuring a living wage.
- By making sure people make a living wage, we can help to address disparities in health, education, and overall economic conditions that too many people are facing in this time of crisis.