

LOCALPROGRESS

Big Ugly Bill

Messaging Toolkit for LP Members

Background

The Trump Administration, Congressional Republicans, and their billionaire allies officially passed their Big Ugly Bill—their law that cuts taxes for the rich at the expense of working people.

But many people still haven't heard of this bill, and if they have, many are still undecided on how they feel about it. **This is the most important time** for us to set the narrative about the impact this will have on people.

We need to flood the zone with what this bill does and keep our message loud and clear: **the Trump Administration and their Congressional allies just hiked up your costs and stole your healthcare and food assistance in order to give massive tax cuts to billionaires.**

The Impact

The Big Ugly Bill will hike up costs across the board, across different aspects of our lives:

- Health Care
 - The largest cut in Medicaid history
 - Estimated to cut **338** rural hospitals and **579** nursing homes nationwide
 - People on ACA coverage would see premiums hike up by thousands of dollars
 - Would strip **17 million** people of health insurance
- Groceries
 - Reduce or eliminates SNAP benefits for **22 million** families
 - **2 million** would lose SNAP entirely
 - Others would see benefits drastically reduce to far too little to afford food
 - Strain on stretched-thin food banks
 - Threatens local economies - **27,000 grocery stores** that rely on SNAP funding are at high financial risk
- Energy
 - Raises US energy expenditures by **\$50 billion** by 2035
 - Family's costs raised on average by **\$160** annually by 2030 and **\$400** by 2035
 - Ends the residential clean energy credit and the energy efficient home improvement credit, which saved consumers **~\$2,200** in energy costs per year
- Education

- Eliminates income-based student loan repayment programs, significantly increasing individual monthly payments; individuals could pay up to **\$3,000** more per year
- Forces millions to get loans from private lenders with higher interest rates, costing **1.5–3x as much** as federal loans

Sourced from [Groundwork Collaborative](#)

Talking Points

- Every single one of us deserves to have enough food to eat, quality healthcare, and a safe place to call home.
- **While millions struggle to make ends meet, the Trump Administration, Congress, and their billionaire backers just took away healthcare from and raised costs for millions of American families. All to pay for massive tax cuts for billionaires and lawless immigration raids.**
 - Let's be clear: they have made a very direct choice to hurt, starve and kill people in order to make billionaires richer.
- **As a local elected official, I can tell you that these cuts are already DEVASTATING my community.**
 - *Provide concrete, people-centric examples to illustrate the impact of these cuts in your community – for example, VA/medical facility closures, school funding shortfalls, families without health insurance, students without school meals, veterans without mental health support, community center closing, affordable housing projects stalled, etc.*
 - *Whenever possible – contextualize the big numbers. For example, “2,000 children will lose access to food assistance – that’s the equivalent of every single high schooler across our county going hungry” or “100,000 people will lose health insurance – that’s the equivalent of every resident of XYZ.”*
 - *Provide examples of ways you’ll try to compensate - trying to fill in gaps in health care or education funding, but name that federal governments have greater resources and that local governments depend on federal and state funding*
- **The bottom line is that Republicans care more about funding trillions in handouts for their ultra-wealthy donors and billions to brutalize our communities than they do about the people who will suffer as a result of their cruel cuts.**
- Join me in holding our corrupt politicians accountable.
 - *Include information about a townhall or other event to confront your congressmembers or how to contact them*

Take Action!



Pitch an Op-Ed to Local Media

As local leaders, you have trust and authority in your communities. Pitch your local news outlet to run a story or an op-ed breaking down what this bill and these cuts mean for your community. You can use LP's [Media Tactics – Overview & Templates](#) to get started. And be sure to use the talking points above when you're speaking with journalists.

Record a Social Media Video

Record direct to camera videos to highlight real places, people, and examples of how this law will hurt your community. Direct posts at your representative by tagging them on Twitter, Facebook, Instagram, and BlueSky. Check out [this document for some guidance and a sample script](#).

Hold your Reps Accountable in Person

Members of Congress are heading back home to their districts for August recess. If you have a Republican Member of Congress, attend their town hall and tell them just how angry you are that they took away your health care to give their billionaire donors tax breaks.. If they refuse to meet with you or ignore your concerns, share that information with your community and local media, as you feel comfortable. Why won't they answer the concerns of local leaders?