



New Hampshire Speaks Out on Healthcare:
An Analysis of Survey Research

A FrameWorks Research Report

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Methodology

This analysis is based on the results of 1,002 telephone interviews with New Hampshire adults, ages 18 years or older, conducted between September 19-25, 2004. The margin of error for the total sample is no higher than +/-3.1%; for the half sample it is no higher than +/-4.4%. (Error decreases as response become more polarized.)

Introduction

Healthcare is among residents' top concerns in New Hampshire. They believe the system needs fundamental change, support a major effort to cover the uninsured, and believe the state as a whole would be better off with a major effort to cover the uninsured. At the same time, New Hampshire public opinion lacks the urgency for reform seen in states like California. Few believe the health system needs complete rebuilding, support for a major effort to cover the uninsured drops substantially when the public is told it could increase taxes, and few believe they would personally benefit from a major effort to cover the uninsured. Finally, state residents' priority for reform is dispersed among a variety of aspects of healthcare, including cost, the uninsured, and insurance company bureaucracy.

To solidify New Hampshire residents' support for government policies to reform healthcare, advocates need to: 1) help the public see healthcare through a systems perspective; 2) frame the issue as requiring prevention and resulting from situational gaps; and 3) develop reforms that will address cost, as well as access, for the uninsured.

Research by Cultural Logic found that one obstacle to building support for healthcare reform is the prevalence of a consumer-oriented perspective on healthcare. A systems level perspective, they theorize, will lead to greater support for reform. This survey confirms that a simplifying model to convey a systems perspective on healthcare is a critically important element to communicate in New Hampshire. It leads to increased concern about the status of the health insurance system, increased dissatisfaction with several aspects of healthcare, and increased resistance to the threat of raising taxes.

The earlier qualitative phase of research had recommended a mix of values-based frames to build the case for reform. This survey confirms those recommendations. It reinforces the importance of communicating stories about the situational gaps in insurance coverage, particularly about small businesses that cannot afford insurance and individuals who work for employers that do not offer insurance. Secondly, it confirms the value of a message about the health and cost benefits of prevention. If advocates need to talk about which groups to cover first, this survey suggests that advocates should start with children.

Finally, the survey finds that a step-by-step, long-term plan approach is particularly compelling for Republican respondents.

By communicating a systems perspective and effective values-based frames, communications can lay a foundation that explains why government healthcare reform is needed in New Hampshire. However, the success of this effort will also hinge on the form that policy solutions might take. To embrace reform, New Hampshire residents need to know that the policy recommendations will address their concerns about cost as well as assist the uninsured.

Current State of Opinion

Issue Priorities

New Hampshire residents rate healthcare reform as a top priority for the state legislature, along with improving education and strengthening the state economy. Survey respondents who place particularly high priority on healthcare reform include Democrats, older respondents, less educated respondents, and those who are uninsured or on Medicare.

Three concerns cluster at the top of New Hampshire residents' priorities for the state legislature: improving education (8.1 average rating on a 10-point scale); strengthening the state economy (8.0); and reforming healthcare (7.9). These are higher priorities than improving conditions for the poor (7.2), affordable housing (7.0) or increasing cigarette taxes (5.5). Most demographic groups rate

education as the highest priority, but there are some notable exceptions. Republicans and traditional families place the economy at the top of their concerns. Healthcare reform is the top concern among older men and women, those with no more than a high school education, those who are uninsured, Medicare recipients, and those who live in the northern part of the state. Education and healthcare tie for the top priority among Democrats.

In addition, solid majorities believe that state government has "a lot of responsibility" for these top-tier issues: improving education (64% "a lot of responsibility"), strengthening the state economy (62%), and reforming healthcare (59%).

Table 1: Public Priorities and State Responsibility

Please tell me what kind of priority you want to see the New Hampshire state legislature give to each of the following issues.

Rate each issue on a scale from one to ten.

Thinking about the role of state government, tell me how much responsibility you believe state government should have for each of the following – a lot, some, a little or not much?

	Average Priority on a 1-10 Scale	% Legislature has "A lot" of Responsibility
Improving education and the schools	8.1	64
Strengthening the state economy	8.0	62
Reforming healthcare	7.9	59
Improving conditions for the poor	7.2	53
Increasing the availability of affordable housing	7.0	42
Increasing cigarette taxes	5.5	NA

Perceptions of government responsibility for healthcare reform vary greatly among demographic groups. Two-thirds of Democrats and Independents say that state government should have a lot of responsibility for reforming healthcare (65% each), compared with less than half of Republicans (45%). Women look to state government (63%), particularly older women (67%) and women without a college education (69%), while men are less likely to say that state government has a lot of responsibility for reforming healthcare (54%), particularly younger men (48%) and men with a college education (42%). Nearly three-quarters of those with no more than a high school education see state government responsibility (72%), compared with just 52% of college educated survey respondents and 46% of survey respondents with a postgraduate degree. Medicare recipients (66%) and those without insurance (76%) also say that state government should have a lot of responsibility for reforming healthcare.

While they believe that state government should have a lot of responsibility for reforming healthcare, a majority believes that all levels of government should share equal responsibility (54%), and among those who choose just one level of government, most choose the federal government (29%), followed by state government (9%), and local government (5%).

The Healthcare System and Need for Reform

New Hampshire residents believe that the healthcare system needs fundamental change but not complete rebuilding. They prioritize a variety of healthcare reforms including cost, the uninsured, and insurance company bureaucracy. Most want a major effort to provide coverage for the uninsured, but support drops when they are told that a major effort could result in increased taxes. Survey respondents believe that the state would be better off with a major effort to provide for the uninsured, but far fewer believe that they would benefit personally from such an effort. To embrace reform, state residents need to see that reform efforts will address cost, as well as access, for the uninsured.

New Hampshire survey respondents want to see healthcare reform, but they do not believe that the state's healthcare system is completely broken. Half (52%) believe "there are some good things in our healthcare system, but fundamental changes are needed to make it work better," while far fewer think that it needs to be completely rebuilt (20%) or believe that just minor changes are needed (23%). This represents a lower level of intensity than FrameWorks research found in California, where 30% believe the healthcare system needs to be completely rebuilt.

Table 2: Healthcare Priorities

Please tell me what kind of priority you want to see the New Hampshire state legislature give to each of the following healthcare issues.

Which one of those would you most like the New Hampshire state legislature to address?

Cost should be at the top of the agenda followed closely by dealing with the uninsured, according to survey respondents. New Hampshire residents are dissatisfied with the cost of healthcare (67% dissatisfied, 41% very dissatisfied), and divided in their assessment of the state's ability to make sure that the needs of patients come before the economic interests of the health industry (43% satisfied, 49% dissatisfied). In addition, they place the highest priority for the state legislature on making sure that treatment isn't limited due to cost (8.3 average rating on a 10-point scale), followed by holding down the cost of healthcare (8.2). When forced to choose just one priority for the state legislature, the two cost-related categories are rated as the most important priority by 44% (holding down cost (26%), making sure treatment isn't limited due to cost (18%)).

	Average 1-10 Scale	Top Priority
Making sure treatment is not limited because of cost	8.3	18
Holding down the cost of healthcare	8.2	26
Providing coverage for people without health insurance	7.9	29
Reducing insurance company bureaucracy and inconvenience	7.8	15
Addressing medical errors	7.2	5

New Hampshire residents also place a high priority on providing coverage for people without health insurance. Providing coverage for the uninsured is rated as the highest priority after cost-related concerns (7.9 average rating on a 10-point scale), and when forced to choose just one priority for the state legislature, a plurality believes that providing coverage for the uninsured is most important (29%). In addition, a slim majority is dissatisfied with the state's efforts to reduce the number of uninsured (54% dissatisfied, 26% very dissatisfied).

When they consider what should be done for the uninsured, nearly two-thirds (64%) want a major effort to provide insurance, while 25% would like a limited effort, and just 7% believe that things should be kept as they are now. However, when warned that providing health insurance might require a tax increase, support for a major effort to provide insurance drops to 50% (-14 points), while support for a limited effort increases slightly to 29%, and the percentage that wants to keep things as they are doubles to 14%. The most tax sensitive subgroups, whose support for keeping things as they are increases when cautioned about a tax increase, include men (+9), younger men (+11), and Republicans (+12).

Few New Hampshire residents believe that they will benefit personally from healthcare reform, so communications should not try to appeal to narrow self-interest. A plurality says that if the state makes a major effort to provide insurance, it won't have much effect on people like them (47%), while the remainder tends to believe they will be better off

(31%) rather than worse off (19%). However, when state residents consider whether or not the state as a whole would be better off, 60% say the state would be better off if the government made a major effort to provide insurance, while only 18% believe the state would be worse off and 18% believe it would not have much effect.

Finally, in considering specific proposals to reform healthcare, advocates need to keep in mind the public's concern for all aspects of the healthcare system. As already noted, survey respondents want to address the cost of healthcare and the high number of uninsured state residents. They have other priorities as well. State residents are divided over their level of satisfaction with the ability of people in New Hampshire to get approval for the healthcare they need (50% satisfied, 37% dissatisfied) and want to reduce insurance company bureaucracy (7.8 average priority rating on a 10-point scale, 15% select reducing bureaucracy as their top priority).

Healthcare quality is a lower priority for reform. Addressing medical errors receives the lowest priority rating (7.2 average priority rating on a 10-point scale), and just 5% choose medical errors as their top priority. In fact, New Hampshire residents are generally satisfied with the quality of health professionals in the state (85% satisfied, 45% very satisfied), and with the time doctors spend with patients (63% satisfied, 24% very satisfied).

Policy Priority

Survey respondents give lukewarm priority ratings to a series of specific policy objectives. They give the highest priority to providing dental screenings for children, expanding community health clinics to provide low-cost care, and offering insurance through public-private partnerships with subsidies for low-income people. Interestingly, survey respondents rate offering health insurance through public-private partnerships higher when the policy does not refer to the new healthcare program in Maine. Extending Healthy Kids, updating information technology, and employer mandates are the least favored policy options.

Table 3: Policy Priority

Average Priority Rating on a 10-Point Scale	
Provide dental screenings for children in public schools	7.5
Expand the existing statewide network of community health clinics which provide free, or low-cost, care	7.4
SPLIT SAMPLE D	
Offer health insurance through public-private partnerships, subsidizing the cost for low-income people and extending coverage to employees of small businesses	7.4
SPLIT SAMPLE C	
Offer health insurance through public-private partnerships, subsidizing the cost for low-income people and extending coverage to employees of small businesses, similar to the new healthcare program in the state of Maine	7.0
Develop a statewide task force of New Hampshire citizens to review all available options and recommend a step-by-step plan for improving the state's health system	7.0
Limit the dollar amounts awarded in medical malpractice lawsuits	7.0
Require all employers to provide private health insurance to their workers but offer tax credits to businesses to make up for a portion of the business' insurance costs	6.9
Update the information technology systems used by hospitals and doctors' offices.	6.7
Extend New Hampshire's existing Healthy Kids program to include young people age 19 thru 24	6.4

Certain demographic groups consistently rate all the healthcare policies as high priorities, including Democrats, women, less educated respondents and those without private insurance. Other audiences consistently place lower priority on all the policies, including Republicans, men, more educated respondents, and those with private insurance coverage. (Table 4)

Table 4: Policy Priority by Demographic Group

Average Policy Priority Ratings on a 10-Point Scale

Rate Policies Higher:		Rate Policies Lower:	
Democrats	7.6	Republicans	6.5
Not registered to vote	7.4	Registered and engaged	6.8
Non-college educated women	7.4	College-educated men	6.6
High school grad or less	7.4	Post graduate	6.8
Uninsured	7.4	All insured	7.0
Medicaid	7.4	Purchase own insurance	6.7
Medicare	7.3	Employer provides insurance	7.0
Women	7.3	Men	6.8
Older women	7.3	Younger men	6.7
Northern region	7.3	Hillsborough	6.8
Single/separated/divorced/widow	7.3	Traditional family	6.7

While survey respondents do not prioritize expanding the Healthy Kids program to include young adults, the survey finds that there is very strong public support for the Healthy Kids program in general.

Familiarity with the Healthy Kids program is not very high. About half of survey respondent say they are familiar with the program (48%, 19% very familiar), and half say they are unfamiliar (51%, 24% never heard). However, among those who have at least heard of the program, its image is very favorable, with 79% reporting a favorable view (36% “very favorable”).

Survey respondents object to cutting funds for Healthy Kids. When asked to side with one of two statements, two-thirds (69%) say that “Cutting Healthy Kids would be an incredible step backwards. It is a successful program that prevents health problems from becoming more serious and costly. We should be expanding healthcare coverage for children, not limiting it.” Only 19% side with the alternative argument, “That in the current budget situation, we are going to have to make some tough choices. Healthy Kids will have to cut its share, even if that means making it harder to qualify or increasing the cost to families.”

Few New Hampshire residents have heard much about changes to Medicaid, but a majority opposes cutting funds for the program. Survey respondents show more opposition to cuts when they hear about unfairly cutting Medicaid, based on a budget loophole.

Though there had been significant press coverage at the time of the survey, few survey respondents had heard much about possible changes in the state’s Medicaid program (11% say they had “heard a lot,” 16% “heard something”).

A majority opposes cutting Medicaid. In testing two message approaches on this issue, a fairness message is more convincing than a shortsighted reform message. Nearly two-thirds (65%) agree that, “The state has been using a loophole in the Medicaid reimbursement to pay for other state costs that aren’t even related to healthcare. The federal government is now closing the loophole that has benefited state revenues, but that shouldn’t result in unfairly cutting Medicaid. The state needs to make priorities and healthcare is not a place to cut.” Alternatively, only 20% agree that, “With less reimbursement from the federal government for Medicaid, we can no longer afford many items in the state budget. Given the size of its budget, Medicaid must be one of the first places to trim.”

A second message is somewhat less effective. Half of survey respondents (50%) side with the statement, “The state must reform healthcare in general, so it would be shortsighted to focus on cutting Medicaid, while ignoring options for improving health cost, quality and care. Cutting Medicaid just shifts the burden to other places in the healthcare system.” Meanwhile, one-third (32%) side with the statement, “The state must modernize Medicaid and review all available options, including downsizing the state program and using Medicaid funds as a block grant.”

Changing the Conversation

This survey investigated two specific framing elements designed to advance the public conversation on healthcare reform: 1) a simplifying model of the health system; and 2) values-based frames.

Frame Element: Using a Simplifying Model¹ to Convey a Systems Perspective

A simplifying model to convey a systems perspective of healthcare is a critically important component of an effective communications strategy for New Hampshire. A systems perspective causes survey respondents to become more concerned about the status of the health insurance system, less satisfied with different aspects of healthcare, and more resistant to the tax implications of healthcare reform.

Research by Cultural Logic suggests that one obstacle to building support for healthcare reform is the prevalence of a consumer-oriented perspective of healthcare. A systems level perspective, they theorize, will lead to greater support for reform. To test this theory, one-half of survey respondents heard the following simplifying model, and all respondents were then asked the same set of indicator questions about concern for the insurance system and satisfaction with different areas of healthcare:

¹ Cultural Logic explains that “people typically rely on analogies in order to learn complex, abstract concepts. These concrete analogies are simplifying models - they help people organize information into a clear picture in their heads, including facts and ideas that they have been exposed to, but never been able to put together in a coherent way.” For more on simplifying models, see the FrameWorks Institute e-zine, Issue No. 19, “Opening Up the Black Box: A Case Study in Simplifying Models” by Axel Aubrun and Joe Grady for Cultural Logic, with Susan Bales of the FrameWorks Institute, available at www.frameworksinstitute.org.

“Experts say that in the last 50 years the United States has built a series of modern networks that are essential to our economy and our quality of life – our power grids, phone systems, water systems, interstate highways, and the Internet. But with health coverage we’re stuck in the 1940s, because we have never begun building any modern infrastructure for health coverage. Instead, we rely too much on job-based insurance, which has become an increasingly hit-or-miss, inefficient and unreliable approach. We have the equivalent of scattered wells, individual generators, and county roads but no Health Coverage Infrastructure we can rely on, no systems for making sure that people have health coverage.”

Patterns of response to the indicator questions following this statement suggest that a systems perspective can help to develop beneficial public perceptions of this issue. The model increases concern about the status of the health insurance system in the state of New Hampshire. Those exposed to the model are more likely than those who did not hear the model to report that they are concerned about the health insurance system (+12 points concerned, +8 points extremely concerned).

Table 5: Effect of the Simplifying Model

How concerned are you about the status of the health insurance system in the state of New Hampshire?

	No Simplifying Model	Simplifying Model	Shift
Extremely concerned	17	25	+8
Very concerned	33	37	+4
Somewhat concerned	36	24	-12
Not very concerned	13	11	-2

Importantly, the simplifying model has a positive effect across demographic subgroups, including such disparate groups as older men and younger women, Democrats and Republicans. Its influence is widespread.

In addition, the simplifying model influences survey respondents’ level of satisfaction with specific aspects of healthcare in the state of New Hampshire. As noted in the table below, the model causes survey respondents to shift away from satisfaction and towards dissatisfaction in all areas except the cost of healthcare (which is already the area of highest dissatisfaction).

Table 6: Effect of the Simplifying Model

For each of the following, please tell me if you are generally satisfied or dissatisfied with what you see happening with that issue in New Hampshire.

	% Satisfied			% Dissatisfied		
	No Model	Model	Change	No Model	Model	Change
The cost of healthcare in general	30	29	-1	67	69	+2
The state’s efforts to reduce the number of people who are without insurance coverage	40	30	-10	50	59	+9

The state's efforts to make sure the needs of patients come before the economic interests of the health industry	47	40	-7	47	52	+5
The ability of people in New Hampshire to get approval for the healthcare services they need	54	46	-8	35	40	+5
The time doctors spend with patients	68	57	-11	28	39	+11
The experience and qualifications of doctors and other health professionals in New Hampshire	87	82	-6	10	15	+5

Finally, the model causes survey respondents to be more resistant to the threat of increased taxes when they consider what should be done for the uninsured. As noted earlier, nearly two-thirds (64%) want a major effort to provide insurance for the uninsured. When warned that this could result in increased taxes, support for a major effort to provide insurance drops to 50% (-14 points) and support for keeping things as they are doubles to 14%. Among those exposed to the simplifying model, however, there is significantly less increase in support for keeping things as they are (16% no model, 12% model).

Frame Element: Using Values to Build Issue Support

This research confirms framing recommendations from the qualitative phase of research. It reinforces the importance of communicating stories about the situations that lead to being uninsured, particularly small businesses that cannot afford insurance and individuals who work for employers that do not offer insurance. Secondly, it confirms the value of a message about the health and cost benefits of prevention. If advocates need to talk about which groups to cover first, this survey finds that advocates should start with children. Finally, the survey finds that a step-by-step, long-term plan approach is particularly compelling for Republican respondents.

When the public is reminded of the situations that lead to being without insurance, they land clearly on the side of reform. When asked to select which of two statements is closer to their view, fully three-quarters (76%) side with the statement, “There are a number of situations that result in people being without health insurance. We need to fix the weaknesses in the system that allow this to happen. That means changes like allowing people who do not get insurance from an employer, or low-income people who do not qualify for Medicaid, to be able to buy into public health insurance at a low rate.” Only 24% side with the alternative statement, “Nobody is denied healthcare if they need it, so expanding government healthcare programs just results in big bureaucracy and increased taxes.”

A message concerning the cost and health consequences of prevention is also compelling. More than two-thirds (68%) agree that, “It is a lot smarter to prevent a problem than to wait until it is a crisis. Right now our healthcare system puts too much reliance on costly emergency room care. We need to support low-cost or free community clinics to catch problems early, provide dental screenings in schools, and create a low-cost, basic healthcare plan that is available to everybody in the state.” Alternatively, only 32% say that “Prevention relies upon individual initiative to eat right and take care of themselves, not costly government programs.”

The public is also attracted to healthcare reform that protects children. Two-thirds (66%) say, “The first place to start improving healthcare is making sure that all children have healthcare, which means improving upon existing programs by automatically enrolling infants in health insurance the day they are born, raising the age of a dependent child to 21, and providing dental screenings in public schools.” Only 34% select the alternative statement that “The Healthy Kids program already does a great job in providing healthcare to needy children. We do not need any changes.”

In addition to choosing between two opposing statements, survey respondents also rated a number of statements based on “how convincing a reason it is for you to support policymakers taking major steps to address healthcare in New Hampshire.” (Table 8) While all of the messages received fairly high ratings, the top-rated messages discuss the situations that lead to being uninsured and the importance of prevention, specifically:

- *“Most small business owners want to do what is best for their employees, but high costs have made it nearly impossible to provide healthcare...”*
- *“There are tens of thousands of people whose employers do not provide health insurance, who earn too much to get public health insurance, but not enough to afford insurance on their own...”*
- *“Quality health insurance that includes check-ups, immunizations, well baby care, pre-natal care and other preventive care, pays for itself in the long run...”*

These three top-ranked messages were rated highly across demographic subgroups. In addition, some messages have particular appeal for certain audiences:

- A message based on a systems perspective, that *“Healthcare reform needs to find a way for everyone to participate in the health insurance system, which will make healthcare more efficient for us all”* is particularly appealing to those with employer-based insurance, men without a college education, those with children under 18 years old, and those who live in urban areas.
- A message based on the situations faced by low income people, that *“There are lots of situations that result in people being uninsured – small businesses that do not offer health insurance or people who cannot afford the health coverage offered at their work”* is particularly compelling to women without a college education, those who live in urban areas, and those are single, separated or divorced.
- A step-by-step approach, that *“There is no one fix that will address all the problems in the health insurance system. What is important is that we put a long-term plan in place and begin to take the necessary steps toward improving healthcare,”* is a top-ranked message among Republicans, older women, men, especially men without a college education, and those who live in the suburbs.
- A prevention message concerning the health of communities which says *“Since the numbers of uninsured people are growing, communities are seeing increases in preventable diseases. When people are without healthcare, they delay going to the doctor and do not get the preventive care they should”* is rated highly by Independents, women, particularly working women and older women, those who live in the suburbs, and those who are single, separated or divorced.

Table 8: Values-based Messages

	Average Rating 10- Point Scale	% Rating “10”
Most small business owners want to do what is best for their employees, but high costs have made it nearly impossible to provide healthcare. Those small businesses that do provide insurance, risk being priced out of business by competitors who do not provide insurance. We need to level the playing field for all companies, while providing better healthcare for employees.	7.8	39
There are tens of thousands of people whose employers do not provide health insurance, who earn too much to get public health insurance, but not enough to afford insurance on their own. Reforming healthcare would allow working families living on the edge to afford health insurance and to become a bit more financially secure.	7.7	35
Quality health insurance that includes check-ups, immunizations, well baby care, pre-natal care and other preventive care, pays for itself in the long run by preventing problems before they happen or become serious. By expanding health insurance coverage, healthcare reform will pay for itself and result in healthier communities.	7.7	34
Since the numbers of uninsured people are growing, communities are seeing increases in preventable diseases. When people are without healthcare, they delay going to the doctor and do not get the preventive care they should. Healthcare reform would expand healthcare coverage and help our communities be healthier.	7.6	37
For healthcare to run smoothly we should find ways for everyone to participate, because a person without insurance ends up costing more in emergency visits, and in the costs of delaying care. Healthcare reform needs to find a way for everyone to participate in the health insurance system, which will make healthcare more efficient for us all.	7.6	36
There is no one fix that will address all the problems in the health insurance system. What is important is that we put a long-term plan in place and begin to take the necessary steps toward improving healthcare.	7.6	34
Just like electricity, water or public education, we should ensure that all New Hampshire residents have access to healthcare. Healthcare is a necessity and should be treated like any other public utility, managed for the good of all residents and accessible to all residents.	7.5	42
There are lots of situations that result in people being uninsured – small businesses that do not offer health insurance, insurance companies that reject coverage due to pre-existing conditions, young adults who are too old to be on their parents’ coverage but cannot afford their own, early retirement, divorce, etc. We need healthcare reform that means people in any of these situations no longer have to worry about health insurance.	7.5	36
There are lots of situations that result in people being uninsured – small businesses that do not offer health insurance or people who cannot afford the health coverage offered at their work. We need healthcare reform that means people in these situations no longer have to worry about health insurance.	7.5	36
Healthcare is too important to leave to chance. All citizens in the state should have a say in making the system work better. New Hampshire should set up a citizen task force made up of people from all walks of life – philanthropists, doctors, business leaders, and ordinary citizens – to review all the options and make recommendations for a long-term plan.	7.2	34

Conclusions

This survey confirms many of the assertions that arose from previous research conducted by the FrameWorks Institute research team to explore ways to elevate and advance the public conversation on healthcare in New Hampshire.

Healthcare is among residents' top concerns, but New Hampshire public opinion lacks the urgency for reform seen in states like California. This may have its advantages as well as disadvantages, as New Hampshire advocates may have more opportunity to frame the debate in ways that invite solutions and avoid the pessimism that associates with the crisis mentality. To solidify New Hampshire residents' support for government policies to reform healthcare, advocates need to: 1) help the public see healthcare through a systems perspective; 2) use the frames of prevention and situational gaps; and 3) develop reforms that will address cost, as well as access, for the uninsured.

This survey confirms qualitative research by Cultural Logic suggesting that a simplifying model to convey a systems perspective on healthcare will advance support for reform. In fact, this survey finds that it is a critically important element to communicate in New Hampshire. It leads to increased concern about the status of the health insurance system, increased dissatisfaction with several aspects of healthcare, and increased resistance to the threat of raising taxes.

Earlier qualitative research had recommended a mix of values-based frames to build the case for reform. This research reinforces the importance of communicating stories about the situational gaps in insurance coverage, particularly those of small businesses that cannot afford insurance and individuals who work for employers that do not offer insurance. It also confirms the value of a message about the health and cost benefits of prevention. Advocates should start with children if reform needs to start with healthcare for certain groups. Additionally, a step-by-step, long-term plan approach is particularly compelling for Republican respondents.

Finally, to embrace reform New Hampshire residents need to know that the policy recommendations will address their concerns about cost as well as assist the uninsured.

About FrameWorks Institute: The FrameWorks Institute is an independent nonprofit organization founded in 1999 to advance science-based communications research and practice. The Institute conducts original, multi-method research to identify the communications strategies that will advance public understanding of social problems and improve public support for remedial policies. The Institute's work also includes teaching the nonprofit sector how to apply these science-based communications strategies in their work for social change. The Institute publishes its research and recommendations, as well as toolkits and other products for the nonprofit sector at www.frameworksinstitute.org.

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