



A Major, Long-Term Public Outreach Effort

America is Reaching a Tipping Point

- The nation is polarized politically, socially and economically
- Many Americans are rightfully fearful about their health and financial security
- Americans are concerned about their children's and grandchildren's futures
- For far too many people the American dream is eroding along with their health and financial security

The Tipping Point

Health Care Is a Top Tier Concern

- 86% of voters believe health care is a basic right for all Americans
- 76% think the health care system needs structural reform, not more money, to expand access

The Public Lacks Financial Security

- 48% of voters think they will have little or no money to retire
- 59% strongly agree that Social Security will run out of money without significant changes

The Tipping Point

Public Wants Change

- Only 34% of voters believe next generation of Americans will have a better quality of life
- Most voters believe America should revamp or make major changes in:
 - Health Care (74%)
 - Social Security (61%)
 - Medicare (59%)
 - Taxes (58%)

But, These Challenges Are Manageable

- We must address these challenges **NOW** to manage them effectively
- To address these issues **NOW**, we developed the new “Divided We Fail” campaign

Divided We Fail

- A multi-year, multi-faceted effort involving the public, AARP members, volunteers and staff, and key endorsers/stakeholders
- Create a movement for positive change
- Activate Americans – as never before – to demand leadership and action from government, business, and non-profits
- Change and reframe the nation's conversations about these issues

Why Divided We Fail?

- We can't develop and implement solutions to these major challenges alone
- Our goal of affordable quality health care and financial security for all Americans will require everyone's effort
- Individuals, businesses, health care providers, non-profit organizations, and government must all work together to find solutions

Action and Accountability

- We need
 - Leadership
 - End gridlock
- President and Congress must commit to action on health care reform and financial security

The Campaign

- We will build a national movement for Divided We Fail through:
 - Grassroots Organizing
 - Advertising and Marketing
 - New, innovative online strategies

2008 Elections Will be Key

- The campaign will be framed in the context of the 2008 elections
- Pressure candidates for federal and state office, especially presidential candidates to:
 - End the gridlock
 - Commit to address our issues when elected.
 - Articulate clear plans for addressing the Divided We Fail platform.

Strategic Coalitions

- Wide array of other groups are working collaboratively on Divided We Fail:
 - Health care
 - Financial services
 - Aging
 - Consumers
 - Faith-based organizations
 - Women's organizations
 - Diversity groups

Millions of Voices for Change

- Galvanize the public to action by asking them to share their perspectives, opinions, and experiences
- Integrate stories into the national debate, and take these to state capitals, the Halls of Congress, the Oval Office, and corporate board rooms nationwide
- Stories will be posted on www.dividedwefail.org and in our publications
- Engage people through specific “calls for action”

The Divided We Fail Platform

We believe:

All Americans should have access to affordable, quality health care.

- All Americans should have access to affordable health care, including prescription drugs, and these costs should not burden future generations.
- Wellness and prevention efforts, including changes in personal behavior, such as diet and exercise, should be top national priorities
- Americans should have choices when it comes to long-term care

The Divided We Fail Platform

We believe:

All Americans should have peace of mind about their financial security.

- Our children and grandchildren should have an adequate quality of life when they retire. Social Security must be strengthened without burdening future generations.
- Workers should be provided with financial incentives to save, should have access to effective retirement plans, and should be able to keep working and contributing to society regardless of age
- Americans of all ages should have access to tools to manage their finances, and save for the future and better, easy-to-understand information to help them increase their financial literacy and manage their money wisely

Conclusion

- Together, we can stand as strong champions for the new American dream -- to build a 21st century America where these issues are paramount so that all people can have the opportunity for a prosperous future.
- Individuals, businesses, health care providers, non-profit organizations, and government must work together to find solutions – personally, privately and publicly.
- All of us share a responsibility for making our society work, and restoring peace of mind to all America.
- Divided We Fail. Together, we can do anything.