

From August 5th - August 7th, we tested 25 unique Democratic and Republican messages on the "Make America Healthy Again" movement or adjacent themes. These messages were tested via web panel with 6,678 respondents and are ranked as relative to more than 700+ messages we have tested since the start of the second Trump presidency.

The most persuasive Democratic messages focused on food affordability and corporate accountability. Messages that tied Democrats to efforts to lower the costs of fresh fruit and vegetables, banning toxic and chemical additives, cracking down on corporate greed, and matching European safety standards ranked highest in this set:

- **83rd percentile:** *Democrats are fighting to put affordable, healthy food on your family's table. The "Make America Healthy Again" plan was a good start, but Democrats are going further – lowering prices on fresh fruits and vegetables so families can afford nutritious meals, not just cheaper processed food.*
- **79th percentile:** *Democrats are fighting to protect your family's health. Big corporations are trying to cut corners, using cheaper, toxic additives and preservatives in your food – chemicals that are banned in Europe but still allowed here. Democrats will hold these companies accountable, demanding the same high food safety standards as Europe. Every family should be able to put safe, healthy food on the table, not just the wealthy.*

The least persuasive Democratic messages centered on Donald Trump and Robert F. Kennedy Jr.'s handling of vaccines and health appointments. Even the highest-performing vaccine-related attack tested below the 50th percentile, with several in the bottom quartile of all messages tested this year:

- **5th percentile:** *Democrats say you should oppose Donald Trump because Secretary Kennedy is killing off access to vaccines and making millions of dollars while he does it. Kids might die, but Robert Kennedy can keep cashing in. For all his talk about 'follow the science' and his promise that he won't interfere with those who want to vaccinate their kids, he continues to do so.*
- **12th percentile:** *Democrats say you should oppose Donald Trump because Secretary Kennedy has embraced conspiracy theories, quacks and charlatans, especially when it comes to safety and efficacy of vaccines. He has made it his life's work to sow doubt and discourage parents from getting their kids life-saving vaccines. Peddling these anti-vaccine conspiracy theories as our chief health officer endangers the lives of kids and seniors across the nation.*

On the Republican side, we found that the least persuasive Republican messages focused on restricting SNAP benefits for unhealthy foods and framing food policy as a fight against sugary drink purchases. Notably, the top performing message on the Republican side only tested in the 61st percentile, indicating there may be limited ground for Republicans on the MAHA movement – and ample opportunity for Democrats to take up the most popular parts.

Percentile ranking is relative to 700 other messages tested since Inauguration Day tested on a variety of topics, like inflation, abortion, the economy, and more. The higher the percentile, the more effective that talking point is at driving down Trump's disapproval. **We recommend utilizing above-average talking points, i.e.*

those above the 50th percentile.

Democratic Messages Tested

Topic or Source	Message Content	Percentile
Lowering costs of fresh food	Democrats are fighting to put affordable, healthy food on your family's table. The "Make America Healthy Again" plan was a good start, but Democrats are going further – lowering prices on fresh fruits and vegetables so families can afford nutritious meals, not just cheaper processed food.	83%
Big corporations	Democrats are fighting to protect your family's health. Big corporations are trying to cut corners, using cheaper, toxic additives and preservatives in your food – chemicals that are banned in Europe but still allowed here. Democrats will hold these companies accountable, demanding the same high food safety standards as Europe. Every family should be able to put safe, healthy food on the table, not just the wealthy.	79%
MAHA was a step in the right direction	Democrats are fighting to make healthy food affordable for everyone. The "Make America Healthy Again" movement was a step in the right direction - but Democrats are focused on lowering the costs of fresh fruits and vegetables so families can afford nutritious food, not just slightly less processed junk that's still bad for us.	73%
Big Pharma Greed	Democrats are fighting Big Pharma's greed. These companies profit from sickness, not cures. They prioritize expensive drugs over prevention. Democrats will champion affordable healthcare, lower prescription costs, and preventative care that keeps you healthy and saves you money. It's time we put people before corporate profits.	73%
Ingredient transparency	Democrats are fighting to require companies to clearly label what's actually in our food, while Republicans are removing legislation that prevents corporations from putting toxic chemicals in our food supply. Trump talks about health but then strips away the rules that keep dangerous additives out of what we eat. Democrats will demand ingredient transparency and ban harmful substances that poison our families.	71%

Rep. Rosa DeLauro (D-CT) Democrats agree with Health and Human Services Secretary Robert F. Kennedy Jr. that the Food and Drug Administration needs to get serious about food regulation. Most Americans have no idea that the FDA puts synthetic and potentially carcinogenic additives in the same category as salt. RFK Jr. and Democrats want to stop this practice.

68%

Food Dyes Democrats are fighting to make healthy food affordable for everyone. Trump talks a big game about eliminating food dyes but then doesn't follow through on actually requiring companies to listen, and does nothing to make nutritious food more affordable. Democrats will lower costs of fresh fruits and vegetables so families can actually buy healthy food, not just listen to empty promises about slightly improving junk food.

64%

Major corporations are using cheap preservatives Democrats are fighting to keep dangerous chemicals out of our water supply. Major corporations are using cheaper, toxic crop preservatives that are banned in other countries but are still legal here. Democrats will crack down on corporate shortcuts that poison families and demand the same safety standards Europe has to ensure our water is safe.

64%

Cracking down on corporate shortcuts Democrats are fighting to keep dangerous chemicals out of our food supply. Big food companies want to use cheaper toxic additives and preservatives that are banned in other countries but still legal here. Democrats will crack down on corporate shortcuts that poison families and demand the same food safety standards Europe has. Every family deserves to know their food is safe, not just profitable.

61%

Sen. Bernie Sanders Democrats agree that Secretary Kennedy is right to talk about an unhealthy society. The amount of chronic illness in America is extraordinary. Anybody with a brain in their head wants to get to the cause of the problem. Processed food and the kind of sugar and salt that we have in products that our kids and adults are ingesting is an important part of addressing that crisis.

45%

Silencing Experts in a Health Crisis Donald Trump is firing health experts and replacing them with people who believe in conspiracy theories. Trump removed doctors and scientists who spent their careers studying vaccines and public health, and gave the job to someone who spreads fake science. That makes it harder to stop disease outbreaks, protect kids, and respond to emergencies. When science is ignored, people get sick – and some may die.

44%

Taking on Big
Pharma

Democrats are taking on Big Pharma, whose business model depends on keeping you sick and selling you expensive drugs instead of preventing disease. Pharmaceutical companies profit more from treating symptoms than curing problems or keeping people healthy. Democrats will fight for preventive care, lower drug prices, and healthcare that actually focuses on making you well – not just making drug companies wealthy off your illness.

37%

Misleading the
Public About
Science

Donald Trump put someone in charge of health policy who spreads false information. Robert Kennedy Jr. has pushed dangerous lies about vaccines for years, even after science proved him wrong. Now, families who rely on these vaccines to protect their children may lose access or stop trusting them. This isn't about freedom – it's about keeping people alive with real science, not conspiracy theories.

29%

Chronic Illnesses

Democrats believe that America has a chronic disease crisis, but they know we need to avoid simplistic solutions and stick with the science. Unlike Secretary Kennedy's unproven theories, changing the way Americans eat based on scientific standards can provide real solutions to the American people. Regardless of political leaning, people want safe food free of chemicals.

22%

Risking Children's
Health for Profit

Donald Trump's health secretary, Robert Kennedy Jr., has made millions by promoting false claims about vaccines. Now he's in charge of national health decisions. While Kennedy cashes in, kids could miss out on life-saving vaccines, putting families and schools at risk. A person who profits from fear and lies shouldn't be trusted to protect the health of our children and communities.

22%

Sen. Bernie Sanders
(I-VT)

Firing independent vaccine experts is a dangerous, unprecedented move that will make it harder for the American people to access vaccines that are safe, effective, and essential to saving lives. For decades, Secretary Kennedy has spread lies and conspiracy theories about vaccines. Now, with Trump's backing, he's doubling down on misinformation that will lead to preventable illness and death.

21%

Sen. Michael
Bennet (D-CO)

Donald Trump put Robert Kennedy Jr. in a job where it is life and death for families all over this country. Republicans asked to put somebody in this job who has spent 50 years peddling in half-truths, false statements, and theories that create doubt about things we know are safe.

12%

Sen. Ron Wyden (D-OR) Secretary Kennedy has embraced conspiracy theories, quacks and charlatans, especially when it comes to safety and efficacy of vaccines. He has made it his life's work to sow doubt and discourage parents from getting their kids life-saving vaccines. Peddling these anti-vaccine conspiracy theories as our chief health officer endangers the lives of kids and seniors across the nation.

12%

Sen. Elizabeth Warren (D-MA) Secretary Kennedy is killing off access to vaccines and making millions of dollars while he does it. Kids might die, but Robert Kennedy can keep cashing in. For all his talk about 'follow the science' and his promise that he won't interfere with those who want to vaccinate their kids, he continues to do so.

5%

Republican Messages Tested

Treatment	Message Content	Percentile
Trump White House : MAHA Commission	<p>Within weeks of taking office, President Trump established the Make America Healthy Again Commission, tasked with investigating and addressing the root causes of America’s escalating health crisis, with an initial focus on childhood chronic diseases. President Trump has pledged to create the highest quality of life, build the safest and wealthiest and healthiest and most vital communities anywhere in the world.</p>	61%
Trump White House : Chronic Illnesses	<p>Donald Trump understands that America’s healthcare system is largely focused on treating chronic illnesses rather than preventing them, leading to a growing health crisis with serious economic and national security consequences.</p>	48%
Trump White House : MAHA Report	<p>Donald Trump has begun reversing the childhood chronic disease crisis by confronting its root causes – not just its symptoms. This means pursuing truth, embracing science, and enacting pro-growth policies and innovations to restore children’s health. Today’s children are tomorrow’s workforce, caregivers, and leaders – we can no longer afford to ignore this crisis.</p>	38%
Sen. Roger Marshall (R-KS)	<p>The MAHA caucus is committed to improving health outcomes by prioritizing nutrition, providing access to affordable, nutrient-dense foods, and focusing on primary care availability to tackle the root causes of chronic diseases. With a 'Food is Medicine' approach, support from RFK Jr., and a shared goal to Make America Healthy Again, Republicans aim to foster transparency, innovation, and a transformative agenda that builds a healthier, stronger nation.</p>	34%
Sen. Cynthia Lummis (R-WY)	<p>America is sicker than ever, and President Trump has made it a priority to address America's chronic disease epidemic. Republicans started the Make America Healthy Again caucus to hold the federal agencies who have failed the American people accountable. This new caucus will focus on nutrition, access to affordable, high-quality-nutrient-dense foods, improving primary care, and addressing the root causes of chronic diseases.</p>	33%

Secretary RFK Jr.

The U.S. is spending \$405 million a day on SNAP, about 10% of which is going to sugary drinks. U.S. taxpayers should not be paying to feed kids, the poorest kids in our country, food that will give them diabetes. That's why the Trump Administration and RFK Jr. is going to put an end to food benefits for unhealthy foods.

14%