

# Public-facing Talking Points on Build Back Better

→Plus, pivots and pushbacks for common criticisms

## Home Base Messages for Public-facing Comms

See also: [This document](#), with more details about what's in the Build Back Better plan and messages specifically tailored for communications with your senators and representatives.

- **The Build Back Better legislation taking shape in the House of Representatives is a great deal for [STATERS].** It will allow [STATERS] and our economy to achieve our long-term potential by reducing longstanding racial and economic inequity, expanding opportunity, creating jobs, lowering the costs of basics like health care and housing, and making economy-boosting investments that will improve [STATERS'] lives – paid for by asking corporations and the 1 percent to pay their fair share in taxes.
- **The Senate must hold the line and support House proposals that would build a stronger, more equitable economy that works for all [STATERS], not just those at the top.** The House package invests in what's needed for our kids, our workers, and our communities, and closes tax loopholes and raises revenue from the wealthy and profitable corporations to help offset the cost of these crucial investments. This approach is an important break from the recent past, when tax cuts have overshadowed needed investments.
- **Our elected officials have a choice: Whose side are they on?** Will they make investments that create jobs, lower the cost of basics like housing and health care, provide paid leave, and boost families' incomes, or will they continue to waste resources on tax breaks for corporations and the 1 percent? A vote for a robust Build Back Better plan is a vote to give all families a chance to succeed and put people over profits.
- **Elected officials must not be allowed to undercut our future for the sake of tax cuts for the wealthy and well-connected.** Critics of the Build Back Better plan must be clear about what investments in people and communities they would sacrifice to protect tax cuts and loopholes for those at the top.
  - Would they reject needed investments to help ensure no kid goes hungry so that billionaires like Jeff Bezos can go their entire lives without paying their fair share of federal income taxes?
  - Will they say no to child care and paid leave, which help families get and keep a job, to protect a tax code rigged in favor of corporations and billionaires?
  - Would they turn down investments in affordable housing to protect loopholes for corporations that hide profits overseas?

## Pivots/Pushbacks on Criticisms Focused on Inflation

See also: "[What About Inflation?](#)", CBPP's one-sheet about how to respond to criticisms of Build Back Better centered on inflation.

- **Costs for essentials like childcare, health care, college, and housing have been out of reach for too many people for a long time. The Build Back Better plan will help workers and families to afford the things that make it easier to get into and stay in the middle class.**
  - Much of those costs are paid for by raising taxes on corporations and the wealthy, and its spending on investments is spread out over the next ten years. BBB will reduce pressure on inflation.
- **The types of investments being considered by Congress as part of the Build Back Better package will reduce inflation long-term by growing the economy, lowering prices for families, and increasing stability for parents and workers.**
  - Moody's Analytics says Build Back Better is "designed to lift the economy's long-term growth potential and ease inflation pressures." For example, better childcare means more parents can work, businesses work efficiently, and costs go down.
- **Current high inflation is widely understood by experts to be a temporary effect of the economy coming back "online" after closures required by the pandemic to keep us all safe. That's why most price increases have been on things like cars and hotels, which consumers can spend money on now that the country is reopened.**
  - Experts at the Federal Reserve, Congressional Budget Office, Goldman Sachs, Morgan Stanley, and UBS *all* say that inflation will revert to normal in 2022, as supply bottlenecks and other temporary effects of business closures and layoffs are eased.

## Pivots/Pushbacks for Criticisms Focused on Cost or the Deficit

- **The Biden administration and the House Ways and Means Committee have shown that we can pay for Build Back Better by closing loopholes and ending tax cuts that benefit corporations and the wealthiest households, which have prospered even as the pandemic raged.**
  - [CBPP](#): "Combined with the bill's health savings, these revenue raisers would offset most of the bill's \$3.5 trillion in investments."
- **The types of investments included in Build Back Better improve our economy in the long-run. Research suggests that investments in people are among the very highest return activities in which the country can invest.**
- **When considering costs, we also must consider the cost of inaction.**
  - **Without new investments, [STATE] families will continue to struggle** to afford the things they need to thrive and prosper, such as health care, housing, child care, and education.

- **The U.S. has [higher levels](#) of child poverty** than other wealthy countries, because our government doesn't invest enough to support families.
- **Too many people struggled to make ends meet even before the pandemic.** Over a three-year period before the pandemic, more than 1 in 3 households with children [struggled to afford](#) adequate food, shelter, or utilities. Among Black and Latino households with children, it was 1 in 2. And these hardships have been greatly exacerbated by the economic downturn caused by the global pandemic

## Pivots/Pushbacks to Criticisms that the Package is “Duplicative” (because people could benefit from multiple investments in the bill)

- **Every household is different, and the policies contained within the Build Back Better plan are well-designed to meet the needs of all different types of people and families.**
  - For example: Families with low incomes need the full, refundable Child Tax Credit to avoid or get out of poverty and buy the things kids need, while investments to expand pre-K and child care will make it easier for parents to work while still providing their kids the leg-up they need to succeed.
  - Investments that include *all types* of people and families are mutually reinforcing, triggering a virtuous cycle of opportunity and improved prospects for all of us, without picking winners and losers.
- **Build Back Better includes investments that will help people feed their families, keep a roof over their heads, and afford opportunity-boosting basics like health care, child care, and education.** None of these is enough on their own to secure prosperity and opportunity for all. That takes a comprehensive approach.