

TALKING ABOUT

Trans Youth Medical Care Bans

Public Education Messaging Overview



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TALKING POINTS AT A GLANCE

Talking About Medical Care Bans

This guide contains guidance for talking about harmful efforts to ban medically necessary care for transgender youth. While these messages provide broad guidance for talking about

medical care bans, it is critically important to understand the specifics of a particular policy before talking about it publicly. For additional information and resources, email messaging@mapresearch.org.

Approach #1:

Illustrate Concrete Harms for Both Youth and Parents

- This is one of the most extreme political attacks on transgender people in recent memory. Not only does it ban medically necessary care for transgender youth, but it also allows the state to overrule parents who are trying to get their child

Approach #4:

Illustrate Threats to Parents *(if applicable; be sure the message aligns with the penalties in the proposed policy)*

- The state is threatening parents with arrest, prosecution, and prison if they do what's best for their child and make sure they receive medical care prescribed by the child's doctor and

Audience Starting Point

**Unfamiliarity with,
questions about
medical care for
trans youth**

**Concerns about
gov't bans, taking
decision-making
away from parents**



Audience Starting Point

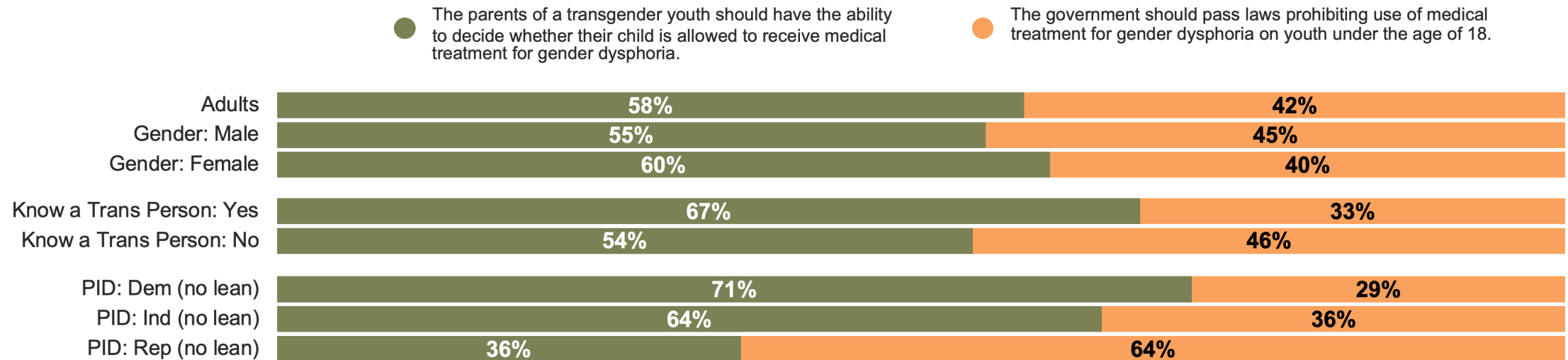


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DECISION-MAKING: PARENTS' ABILITY TO DECIDE VS. GOVERNMENT BANS

Three in five adults feel parents of trans youth should have the ability to decide whether their child is allowed to receive medical treatment for gender dysphoria.

When it comes to medical treatment for transgender youth under the age of 18, which of the following comes closest to your opinion, even if neither is exactly right?



Morning Consult survey for MAP, February 16-19, 2023, n=2,203 U.S. adults.

Messaging Approaches & Guidance

1. This is about medical care—period.

“ Transgender children, like all children, have the best chance to thrive when they are supported and can get the doctor-prescribed medical care they need...

We don't need politicians making it even harder for kids who are transgender, denying them essential medical care, care that is supported by the American Academy of Pediatrics, the American Medical Association, and other leading medical authorities. ”

2. Center parents of transgender youth in these conversations...

The parents of a transgender youth should have the freedom to get their child the prescribed medication they need.

Politicians shouldn't be able to overrule parents who need to access essential medical care for their transgender child.

- 2. Center parents of transgender youth in these conversations...
...and name/normalize unfamiliarity, emphasize what motivates parents of transgender youth.**

“It can be hard to understand what it's like to have a transgender child, especially if you've never met someone who is transgender.

Parents of transgender children, like most parents, want to do what is best for their child—and that includes ensuring that a child receives the medical care they need.”

3. Strike the right balance on benefits of care for trans youth—and the harms of banning it.

When transgender youth receive the medical care they need, they are able to thrive and have healthy, happy childhoods that set them up for success in life.

Denying medical care and support to transgender youth puts them at risk of serious harms, including depression, self-harm, and/or suicidal thoughts or behavior.

Research also shows that when families support their transgender kids, those kids are much less likely to be depressed—and they show significant increases in self-esteem and general health.

4. **Address concerns by emphasizing the standards of care (incl. assessment process), monitoring of care, and support from the medical community.**

FOCUS: YOUTH CARE

“ Medical care for transgender youth may involve a doctor prescribing puberty blocking medication and/or hormone therapy with the consent of the parents and after in-depth screening by mental health professionals.

And if there are side-effects, the supervising physician can adjust the treatment.

All the leading medical associations endorse this medical care because scientific research shows it is effective and essential to the health and well-being of transgender youth. ”

- 4. Soothe concerns by emphasizing the standards of care (incl. assessment process), monitoring of care, and support from the medical community.**

FOCUS: STANDARDS OF CARE

The standards of medical care for gender dysphoria involve the consent of the patient, consent of the parents if the patient is a minor, and in-depth screening and assessment by mental health professionals.

The American Academy of Pediatrics, the American Medical Association, and the other leading medical associations endorse this medical care because decades of scientific research show it is effective in treating gender dysphoria. This medical care is essential to the health and well-being of transgender people.

5. Illustrate Threats to Medical Care Providers

This bill would punish doctors who follow the standards of medical care for transgender youth—standards that are endorsed by the American Academy of Pediatrics, the American Medical Association, and the other leading medical authorities.

Things to Avoid



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Avoid unfamiliar terms when talking about medical care for trans youth

Don't follow anti-transgender opponents down their rabbit holes

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