

To: LCV Victory Fund From: Gambit Strategies

Date: 8/30/2024

Subject: CO-08 Positive Scripts

Ad name: Delivering_16x9_:30 - Lowering Costs

Ad specs: :15, 16x9, Post Only; Audience: Swing voters in CO-08

Visual Au	uio	Backup
BACKGROUND - VIDEO(S): YC during interview with Colorado Public Radio VO: (Wmid-30 confide Congress Congress Congress Colorado Families CAPTIONS: Throughout MUSIC Movem Borrter similar though begins VO: (Wmid-30 confide Congress working families) Caraveo Fighting for Colorado Families CAPTIONS: Throughout	nent by c, or atful doman, os, ent) esswo adira eo is ng for ng es in	Congresswoman Yadira Caraveo has continued to support SNAP to help "families she saw as a doctor" and "ensure people have nutritious food on the table," and even sponsored a bill in 2023 to expand SNAP for working people and families, including "veterans, people experiencing homelessness and youth who were in the foster care system." "Caraveo said she's seen how SNAP helped families she saw as a doctor, so continuing to support those programs to ensure people have nutritious food on the table is another passion of hers. In June, she introduced a bill to make exemptions from work requirements for SNAP for certain groups, including veterans, people experiencing homelessness and youth who were in the foster care system, permanent. The exemptions were the result of debt ceiling negotiations but are set to expire in 2030." (Greeley Tribune, 07/06/23) Yadira Caraveo helped create "Colorado's new Prescription Drug Affordability Board that has the power to review — and cap — the prices of prescription drugs," to "cut costs for working families." "Caraveo highlights her efforts to cut costs for working families, noting she was part of creating Colorado's new Prescription Drug Affordability Board that has the power to review — and cap — the prices of prescription drugs." (CPR News, 10/17/22) As a pediatrician, Yadira Caraveo "has dedicated her life to serving Colorado families – first as a doctor,

and now as the first representative of Colorado's new 8th Congressional District."

"Pediatrician Yadira Caraveo has dedicated her life to serving Colorado families - first as a doctor, and now as the first representative of Colorado's new 8th Congressional District. In 2022, she made history by becoming Colorado's first Latina federal representative. The daughter of working-class Mexican immigrants, Caraveo was raised in Adams County. She worked hard as a student in the Adams 12 Five Star Public School system and then at Regis University, becoming the first in her family to earn a college degree. Caraveo earned her medical degree at the University of Colorado Health Sciences Center and became a pediatrician after completing her internship and residency at the University of New Mexico Health Sciences Center. As a doctor serving our community, Caraveo saw firsthand how high costs, slow wage growth, and inaccessible healthcare are pushing the American Dream further out of reach for Colorado families. After a particularly difficult fight with an insurance company, Caraveo was driven to run for elected office so she could advocate for systemic change that would help her patients and community." (Yadira Caraveo, accessed 09/04/24)

BACKGROUND - PHOTO(S):

Positive framing of Yadira with her parents in her college graduation



CAPTIONS: Worked her way through college

VO: As a pediatrician who worked her way through college, Yadira Caraveo worked "her way through college," becoming "the first in her family to earn a college degree, and "earned her medical degree at the University of Colorado Health Sciences Center and became a pediatrician after completing her internship and residency at the University of New Mexico Health Sciences Center."

"Raised in Adams County, Yadira has spent her life serving her community. After working her way through college and attending medical school to become a pediatrician, Yadira saw firsthand the devastating impacts of skyrocketing health care costs." (DCCC, 06/26/24)

"The daughter of working-class Mexican immigrants, Caraveo was raised in Adams County. She worked hard as a student in the Adams 12 Five Star Public School system and then at Regis University, becoming the first in her family to earn a college degree. Caraveo earned her medical degree at the University of Colorado Health Sciences Center and became a pediatrician

after completing her internship and residency at the University of New Mexico Health Sciences Center." (Yadira Caraveo, accessed 09/04/24)

BACKGROUND - PHOTO(S):

Ken Burns effect with <u>Yadira</u> <u>providing pediatric</u> care to a child



CAPTIONS:Continued

VO: Yadira saw firsthand the impact of rising costs on her patients. Yadira Caraveo helped create "Colorado's new Prescription Drug Affordability Board that has the power to review — and cap — the prices of prescription drugs," to "cut costs for working families."

"Caraveo highlights her efforts to cut costs for working families, noting she was part of creating Colorado's new Prescription Drug Affordability Board that has the power to review — and cap — the prices of prescription drugs." (CPR News, 10/17/22)

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Yadira Caraveo, in 2022, said that she had a friend just "over the last few days [...] who will not have the cost of prescriptions covered," which brought her "back to frustrations I had in the clinic every single

day, and having to weigh the cost of [a patient's] health care versus what I thought should happen as a doctor."

"As a doctor, I definitely will never stop thinking about health care, and I view every issue through that lens. I want to continue focusing on costs. Even just over the last few days, I have had a friend who will not have the cost of prescriptions covered, temporarily. It brought me back to frustrations I had in the clinic every single day, and having to weigh the cost of [a patient's] health care versus what I thought should happen as a doctor. Since we are in the minority, I am really hoping that I can find Republicans who I can work with to ensure that everybody has access to affordable health care. I think we developed a very good model at the state level that I am hoping we can continue at the federal level that includes looking at what some of the most expensive drugs are and putting pressure on pharmaceutical companies to say 'certain systems are not going to pay that price.' These are life-saving drugs that need to be accessible to people." (CPR News, 09/28/22)

BACKGROUND - VIDEO(S):

Pan over rotating view of <u>prescription</u> writing pad and pills + bottle



TOS: Yadira Caraveo

Took on Drug Companies To Lower Prescription Costs

VO:

So she took on drug companies to lower prescription costs... Yadira Caraveo sponsored legislation to create "Colorado's new Prescription Drug Affordability Board that has the power to review — and cap — the prices of prescription drugs," to "cut costs for working families."

"Caraveo highlights her efforts to cut costs for working families, noting she was part of creating Colorado's new Prescription Drug Affordability Board that has the power to review — and cap — the prices of prescription drugs." (CPR News, 10/17/22)

Yadira Caraveo was a sponsor of SB21-175, the Prescription Drug Affordability Review Board act, which was "Concerning the Colorado prescription drug affordability review board, and, in connection therewith, directing the board to review the affordability of certain drugs and establish upper payment limits for certain drugs; prohibiting certain entities from purchasing or reimbursing for any drug for distribution in the state at an amount that exceeds the upper payment limit established for the prescription drug; establishing penalties for violations; and making an appropriation," and "The act creates the

Colorado prescription drug affordability review board (board) in the division of insurance (division) in the department of regulatory agencies as an independent unit of state government, requires the board to perform affordability reviews of prescription drugs, and authorizes the board to establish upper payment limits for prescription drugs the board determines are unaffordable for Colorado consumers. The board is also required to promulgate rules as necessary for its purposes." (Colorado General Assembly, 03/08/21)

Yadira Caraveo's drug price control legislation pushed Colorado to take "the lead" as the first of just "three states that allow the government to set limits on drug costs," and this year, is looking at "consumer price caps on at least 18 high-cost drugs" to treat Coloradans.

"Colorado's initiative to reduce prescription drug prices is starting to move forward after years of talk. Driving the news: The state's Prescription Drug Affordability Review Board, led by appointed medical and pharmaceutical pros, is preparing this summer to consider consumer price caps on at least 18 high-cost drugs. The state released a list of hundreds of drugs eligible for review in May — costing \$30,000 per course of treatment. This week, officials will debut a dashboard outlining their priorities. The payment limits for an initial batch of four to eight drugs would come in 2024, KFF Health News reports. Why it matters: The board is the cornerstone of election pledges made by Gov. Jared Polis and Democratic lawmakers to lower prescription drug prices as part of a broader effort to address health care costs that includes importing drugs from Canada. The big picture: Colorado is one of just three states that allow the government to set limits on drug costs, and it's taken the lead as efforts in Maryland and Washington move at a slower pace." (Axios, 06/05/23)

BACKGROUND - VIDEO(S):

Pan across <u>insulin</u> <u>pen and blood</u> <u>sugar monitor</u>

VO:

... making Colorado the first state in the nation to cap insulin prices. Yadira Caraveo was a co-sponsor of a bill that pushed Colorado to become "the first state to cap skyrocketing insulin co-pays" at "a \$100 per month," "regardless of how much insulin a patient uses." Caraveo's bill ensures "Insurance companies will pay anything more than the \$100 co-pay," and "enlists the Colorado attorney general to investigate the rising prices of insulin in the state," with



TOS: Yadira Caraveo

HEADLINE:

"Colorado is the first state to cap skyrocketing insulin co-pays" CNN May 23, 2019

Governor Polis declaring: 'the days of insulin price gouging are over in Colorado."

Yadira Caraveo was a co-sponsor of HB19-1216, a bill to "Reduce Insulin Prices," specifically "Prescription insulin drugs - 30-day supply - cost-sharing cap - appropriation. Effective January 1, 2020, the act caps the cost sharing a covered person is required to pay for prescription insulin drugs at \$100 per 30-day supply of insulin." (Colorado General Assembly, 02/28/19)

"The skyrocketing prices of insulin are a nationwide issue and Colorado has become the first state to pass legislation that tackles the problem. Colorado Gov. Jared Polis signed a bill into law Wednesday that places a \$100 per month cap on insulin co-pays, regardless of how much insulin a patient uses. Insurance companies will pay anything more than the \$100 co-pay, according to the new law. The law also enlists the Colorado attorney general to investigate the rising prices of insulin in the state and to make recommendations back to the legislature. 'Today we will finally declare that the days of insulin price gouging are over in Colorado,' Gov. Polis said before signing the bill on Wednesday. The bill was sponsored by Democratic state Rep. Dylan Roberts, who lost his brother to Type 1 diabetes in August 2016." (CNN, 05/23/24)

"Colorado is the first state to cap skyrocketing insulin co-pays" (CNN, 05/23/24)

BACKGROUND - PHOTO(S):

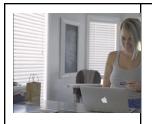
Stock footage of person's utility bills, or woman paying bill online and smiling



VO: And in Congress, she supported bipartisan legislation to lower our utility bills.

Yadira Caraveo supports and supported the Bipartisan Infrastructure Law, a bipartisan bill that, along with the Inflation Reduction Act, "is projected to cut electricity rates by as much as 9 percent by 2030."

"Clean energy deployment from both the Inflation Reduction Act and the Bipartisan Infrastructure Law is projected to cut electricity rates by as much as 9 percent by 2030. In addition, the Inflation Reduction Act establishes several consumer-focused programs through tax credits and rebates to help families lower their home energy bills even further." (White House, 02/12/24)



TOS: Yadira Caraveo Supported Bipartisan Law to Lower Utility Bills

"Some of the swing-district House Republicans who crossed party lines to help Democrats pass the \$1.2 trillion infrastructure bill told Axios they believe they can survive the political fallout from their own party—and that their vote strengthens their own standing with general election voters a year from now. The big picture: The 13 GOP votes gave Speaker Nancy Pelosi the numbers to pass the bill despite no-votes from six liberal Democrats who held out trying to secure a bigger version of the companion Build Back Better social spending package." (Axios, 11/06/21)

"Democratic Rep. Yadira Caraveo highlighted passage of the Inflation Reduction Act and bipartisan infrastructure law during his time in office. 'I'm supportive of his decision to pass the torch to the next generation of leaders who will steer our party and our nation toward a brighter future.'" (CPR News, 07/21/24)

Yadira Caraveo tweeted: "A \$3,508,404 grant from the Federal Transit Administration is on the way to Weld County as part of the Bipartisan Infrastructure Law! This investment will connect Greeley and Loveland with a new bus route using zero-emission buses." (Twitter, 07/09/24)

"Additionally, RLC Leader Rep. Lori Trahan (MA-03) and Rep. Yadira Caraveo (CO-08) celebrated clean energy investments from the Bipartisan Infrastructure Law and the Inflation Reduction Act this week. Rep. Trahan traveled to Billerica, MA, to meet with leaders from Cabot Corporation, a Massachusetts based company working to create sustainable energy alternatives, to see how \$5 million from the Bipartisan Infrastructure Law is creating good-paying jobs. U.S. Department of Agriculture Secretary Tom Vilsack joined Rep. Caraveo in Northern Colorado to discuss how a \$9 million investment from the Inflation Reduction Act is supporting the Poudre Valley Rural Electrification Association. Rep. Caraveo stated this transformational grant will 'help them achieve 80% carbon-free energy by 2030." (Regional Leadership Council, 06/21/24)

Yadira Caraveo supported the Inflation Reduction Act, a \$369 billion law which "would lead to significant cuts in energy costs for American households," including saving "the average household \$1,800 per year on energy bills."

"Colorado Democrats wanted to mark the one-year anniversary of the federal Inflation Reduction Act's passage and the boon it's been for investment in green energy so they came to Brighton, site of two major green energy projects announced this year. 'Colorado had a big hand not only in passing this bill but in shaping it and writing it,' U.S. Senator Michael Bennet said the press conference, flanked by Colorado Gov. Jared Polis and Colorado's two first-year Congresswomen, District 8 Representative Yadira Caraveo and District 7 Representative Brittany Pettersen. 'Because we passed that bill one year ago, the United States is better positioned than any country in the world to lead a global transition to on energy. And Colorado is better poised than any other state in America to lead that transition.' Brighton has seen two major green energy manufacturers announce plans to build. In March, Fremont, Calif.-based lithium-ion battery manufacturer Amprius announced plans to open a factory in the city's vacant Sears/KMart distribution center on Bromley Lane. The 775,000-square-foot building would be home to 332 net new jobs in Brighton with an average annual wage of \$68,516 [...] Caraveo said she lobbied to have the press conference in Brighton, smack in the middle of her congressional district. We wanted to highlight a spot where the bipartisan infrastructure money had gone,' Caraveo said. 'With the northern metro area growing so much, investments in this area of the state are particularly important.' The Inflation Reduction Act of 2022, initially called the Build Back Better Act, was passed by congress and signed by President Biden on Aug. 16, 2022. The bill was passed solely by Democrats, with no Republicans in either the house or the senate supporting it [...] Caraveo said it's having a visible impact on the state. 'After years of federal disinvestment and neglect, many of our community are already seeing investments that are starting to vest with new projects that will grow our local economy, create jobs and improve life for Colorado,' Caraveo said. 'There really is no better model so far of the early benefits of these bills than Brighton, which in many ways is the nexus of our future here in northern Colorado. As an early recipient of many of these project funds, Brighton is poised to lead Colorado in clean energy manufacturing and will stand as an example of how this needed investment in our communities benefits families and the future of our local economy." (Brighton Standard Blade, 08/02/23)

"Sweeping climate and health care legislation unveiled by Democrats last week would lead to significant cuts in energy costs for American households, according to a new analysis. A report by non-profit group Rewiring America found that the tax incentives included as part of the \$369 billion dedicated to climate initiatives in the Inflation Reduction Act would save the average household \$1,800 per year on energy bills." (Yahoo! Finance, 08/02/22)

"Congresswoman Yadira Caraveo, M.D. (CO-08), Ranking Member on the House Agriculture Subcommittee on Commodity Markets, Digital Assets, and Rural Development, today led House Agriculture Committee Democrats in pressing Committee leadership to fully utilize Inflation Reduction Act (IRA) funding in the next Farm Bill to aid rural communities, businesses, and utilities in their clean energy transition, as intended by the IRA. In a letter sent to Chairman Glenn 'GT' Thompson (R-PA-15) and Ranking Member David Scott (D-GA-13), Caraveo was joined by all Committee Democrats in highlighting the importance of these investments to lower costs for rural Americans and help rural communities transition to clean energy sources. 'As you negotiate the 2023 Farm Bill, we write to express our strong support for using the full funding in billions of dollars provided by the Inflation Reduction Act (IRA) to aid rural communities, businesses, and utilities in their clean energy transition, as intended. The IRA represents the single largest investment in rural electrification since passage of the Rural Electrification Act in 1936 and makes enormous strides to incentivize rural and farming communities in their transition to clean energy,' wrote the Members." (Yadira Caraveo, 11/30/23)

BACKGROUND - PHOTO(S):

<u>Yadira looking</u> <u>strong</u> addressing from a podium, in

VO: Congresswo man Yadira Caraveo -

Congresswoman Yadira Caraveo has continued to support SNAP to help "families she saw as a doctor" and "ensure people have nutritious food on the table," and even sponsored a bill in 2023 to expand SNAP for working people and families, including positive, reaffirming framing



TOS:

Congresswoman Yadira Caraveo Delivering Results for Colorado Families

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d.org. Not
authorized by any
candidate or
candidate's
committee.

Delivering results for Colorado families

MUSIC:

Movement by Borrtex, or similar thoughtful ends "veterans, people experiencing homelessness and youth who were in the foster care system."

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