

**TO:** RNC Chairman Joe Gruters, NRSC Chairman Tim Scott, NRCC Chairman Richard Hudson

**FROM:** Tony Lyons, President MAHA Action

**DATE:** February 11, 2026

**SUBJECT:** Making MAHA a Permanent Part of the GOP Coalition

**cc:** Senate Majority Leader John Thune, Speaker of the House of Representatives Mike Johnson

**Executive Summary:**

Just like MAGA was 8 years ago, **the Make America Healthy Again (MAHA) movement is a once in a generation political gift to the GOP.** It promises to expand the Republican base and help the GOP win future elections—in the midterms and beyond.

The MAHA movement is centered around **five core issues:** Eating more real food and avoiding ultra processed food, making it easier and more affordable to be healthy, removing harmful toxins from our food, limiting pesticides in agriculture, and addressing overmedicalization in our children.

**Embracing RFK and Trump's MAHA message earned the GOP the most votes in American history.** [4-6%](#) former non-Trump voters cited MAHA in explaining their decision to switch their support to him and the Republican party in 2024.

But **the Republican party is renting MAHA voters.** They haven't decided to purchase them yet.

We need to **convince every Republican to buy into the MAHA movement, just like Trump has.**

**New polling and message testing** from Fabrizio, Lee and Associates (FLA) shows Republicans how to use the core MAHA issues to persuade voters to vote Republican and win the midterms.

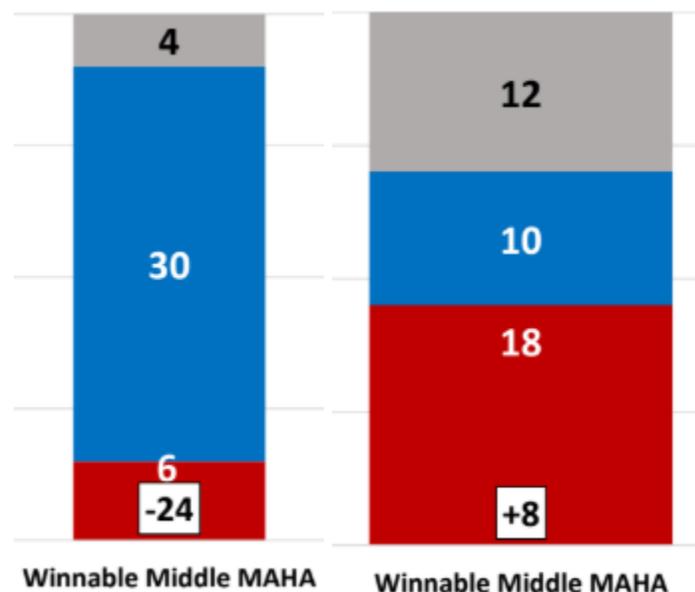
**The First Opportunity: Use MAHA to connect with undecided voters**

In the FLA survey, Democrats held a 5-point lead in the generic ballot, 46-41%.

FLA tested undecided and Democrat voters in focus groups who prioritized health issues and called them the “MAHA Winnable Middle.” They estimated that this group represents 14% of voters. So, winning over just some of these voters could be huge in closing the 5-point gap between Democrats and Republicans.

The “MAHA Winnable Middle” group chose the generic Democrat by a 5:1 margin. But, when given a choice between a Republican who “focused on things like removing harmful toxins from our food, limiting pesticides in agriculture, and making sure our kids are not overmedicated” and a generic Democrat, the group chose the Republican by nearly a 2:1 margin.

### Generic Ballot   Focused on MAHA Issues



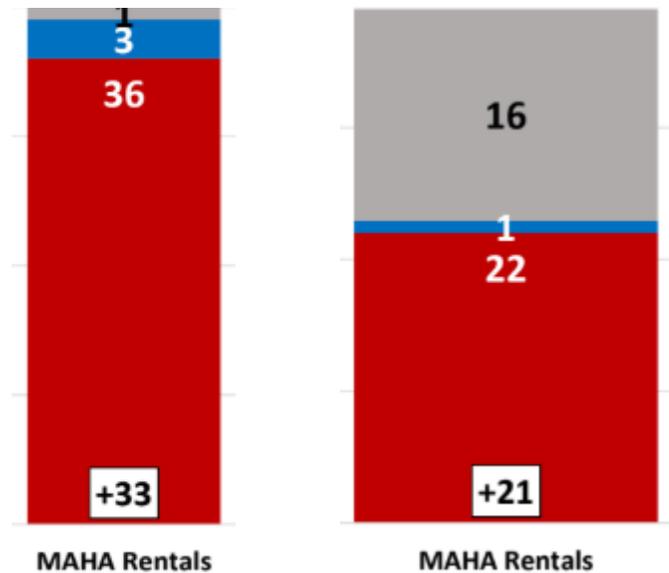
**That is a shocking pivot** and evidence that embracing MAHA can help Republicans win over undecided voters and even some Democrat voters.

### The Second Opportunity: Boost MAHA base turnout

FLA tested another group they called “MAHA Rentals,” who are voters that back the generic Republican in 2026 but are not Republican “base” voters who always vote Republican. In focus groups of MAHA rentals, many of these voters indicated are not committed to going to the polls to vote in the midterm election, many due to their frustration with the Republican party’s lack of progress on MAHA initiatives. This bloc of voters represents 10% of the electorate.

**The Republican Party is in real danger of suppressing friendly turnout** if they fail to connect with “MAHA Rentals.” In the generic ballot used during the focus groups, almost every “MAHA Rental” said they’d vote Republican. But, when framed as a Republican who is not focused on health-related issues, nearly half of the group moved to undecided and one even flipped to voting Democrat.

### Generic Ballot NOT Focused on MAHA Issues



Based on what FLA saw in the focus groups, the “MAHA Rentals” are unlikely to go to the Democrats, but many could stay home if the Republican in their district doesn’t embrace the popular features of the MAHA agenda.

### Put it into action: How to deploy MAHA most effectively

Now that we know that there’s an opportunity to connect with two key voting blocs, Congress needs to know how to deploy MAHA issues to the maximum effect.

FLA found that in the focus groups, there were several health-related policies that Republicans can advocate for that made both the “MAHA Winnable Middle” and “MAHA Rentals” significantly more likely to vote for them.

On a scale of 0-10, with zero being much LESS likely to vote for and 10 being MUCH more likely to vote for, the following policies tested the strongest:

- Both MAHA voter groups were heavily concerned about price transparency, as there is a belief that by hiding costs, health insurers and providers are able to hike prices and overmedicate patients. Similarly, **they want a Congressional**

**candidate who will crack down on conflicts of interest between government health agencies and pharmaceutical companies.**

- The other main point of interest when it comes to health policy is what goes into our foods. **Both MAHA voter groups were persuaded by a Congressional candidate that fights to aid HHS to reduce ultra-processed food consumption, get more real food to our children, and get rid of petroleum-based dyes in food.**

See the below table for more information:

<i>Mean Score, 0-10, 0=Much Less Likely to Vote For; 10 = Much More Likely to Vote For</i>	Comb-ined	MAHA Rentals	MAHA Winnable Middle
A Republican candidate for Congress who supports mandating hospital and health insurer price transparency.	8.4	8.7	8.1
A Republican candidate who is on a mission to reduce ultra processed food consumption and ensure healthy food is more affordable. This includes ensuring that whole, local food is procured for school meals and military food; ensuring that food stamp (SNAP) dollars are spent on real food instead of soda and candy; and ensuring that children have access to real food without harmful chemicals.	8.3	8.6	8.0
A Republican candidate for Congress who supports public disclosure of research grants, consulting payments, and financial ties from the HHS, FDA, and other government health agencies to crack down on conflicts of interest between government workers and large pharmaceutical companies.	8.3	8.7	7.9
A Republican candidate for Congress who supports requiring companies to remove petroleum-based food dyes from America’s food and medications by approving naturally sourced colors.	8.3	8.7	8.0

Another important point: **Republican candidates who can articulate why MAHA policies matter can even further persuade voters to vote for them.**

These groups were pre-disposed to favorably view Republicans that championed these issues, as you can see below.

<i>Ranked by Overall – Shown by Mean Score</i>	Overall		MAHA Rentals		Winnable MAHA Middle	
	Mean	Ranked 1 <sup>st</sup>	Mean	Ranked 1 <sup>st</sup>	Mean	Ranked 1 <sup>st</sup>
N. Mandating Hospital and Insurer Price Transparency	8.4	7	8.7	2	8.1	5
S. Ensure Healthy Food is More Affordable	8.3	29	8.6	19	8.0	10
R. Public Disclosure of Research Grants	8.3	15	8.7	6	7.9	9
G. Remove Petroleum-based Food Dyes	8.3	2	8.7	1	8.0	1
Q. Restrict Misleading Marketing Targeting Children	8.2	1	8.6	0	7.8	1
K. Testing for Heavy Metals in Baby Formula	8.1	5	8.9	5	7.4	0
P. Enforcement on Misleading Marketing	8.0	2	8.3	1	7.7	1
J. Closing Loophole Allowing Untested Ingredients	7.8	11	8.0	3	7.6	8
H. Eliminating Junk Food From Snap	7.3	3	7.9	0	6.7	3
M. Giving Parents Greater Freedom on Vaccines	6.7	2	7.9	1	5.6	1
L. Breaking Up Children’s Vaccine Schedule	6.7	0	7.7	0	5.6	0

Then they were exposed to positive messages on these topics.

Abbreviation	Follow-Up Statement
Mandating Hospital and Insurer Price Transparency	N: If you knew that it's been estimated that price transparency can reduce national healthcare spending by more than \$1 trillion annually, would that make you more likely to vote for this Republican candidate?
Ensure Healthy Food is More Affordable	S: If you knew that in America, over 90% of healthcare costs are tied to chronic lifestyle conditions related to too much ultra processed food consumption. We spend over 23% of our national income on healthcare and only 7% on food. In Europe, countries spend three times less on healthcare but 2 times more on food per capita.
Public Disclosure of Research Grants	R: If you knew that 32% of political appointees to the Department of Health and Human Services in past administrations exited to the private sector, would that make you more likely to vote for this Republican candidate?
Remove Petroleum-based Food Dyes	G: If you knew that some food dyes have been linked to thyroid tumors in lab rats and others have been found to be contaminated with known carcinogens like benzidine, would that make you more likely to vote for this Republican candidate?
Restrict Misleading Marketing Targeting Children	Q: If you knew that a study found that when children were exposed to television content with food advertising they consume 45% more food, would that make you more likely to vote for this Republican candidate?
Testing for Heavy Metals in Baby Formula	K: If you knew that heavy metals or contaminants – including arsenic – were found in 20 out of 41 powdered infant formula samples, would that make you more likely to vote for this Republican candidate?
Enforcement on Misleading Marketing	P: If you knew that direct-to-consumer advertising has been found to increase drug costs by \$400 per patient annually, and the odds of experiencing a serious adverse reaction to a drug increase 7-10% with each additional drug, would that make you more likely to vote for this Republican candidate?
Closing Loophole Allowing Untested Ingredients	J: If you knew that 99% of new chemicals added to the food supply go untested, would that make you more likely to vote for this Republican candidate?
Eliminating Junk Food From Snap	H: If you knew that 20% of all SNAP spending, totaling \$19.6 billion goes toward purchasing junk food, would that make you more likely to vote for this Republican candidate?
Breaking Up Children's Vaccine Schedule	L: If you knew that in 1993, Japan withdrew its combined Measles, Mumps and Rubella vaccine after they concluded it was causing an increased incidence of fever with vomiting as well as aseptic meningitis compared to when the vaccines were given separately, would that make you more likely to vote for this Republican candidate?

After being exposed to positive messages, at least a few participants—and sometimes over a dozen—said they were more likely to vote for the Republican candidate. Of note—removing toxins from food and baby formula were the two most persuadable topics. See the table below.

Ranked by Overall – Shown by Mean Score	Overall		MAHA Rentals		Winnable MAHA Middle	
	Mean	More Likely	Mean	More Likely*	Mean	More Likely
N. Mandating Hospital and Insurer Price Transparency	8.4	21	8.7	12	8.1	9
S. Ensure Healthy Food is More Affordable	8.3	9	8.6	4	8.0	5
R. Public Disclosure of Research Grants	8.3	17	8.7	10	7.9	7
G. Remove Petroleum-based Food Dyes	8.3	18	8.7	14	8.0	4
Q. Restrict Misleading Marketing Targeting Children	8.2	18	8.6	11	7.8	7
K. Testing for Heavy Metals in Baby Formula	8.1	26	8.9	15	7.4	11
P. Enforcement on Misleading Marketing	8.0	13	8.3	7	7.7	6
J. Closing Loophole Allowing Untested Ingredients	7.8	30	8.0	13	7.6	17
H. Eliminating Junk Food From Snap	7.3	15	7.9	12	6.7	3
L. Breaking Up Children's Vaccine Schedule	6.7	17	7.7	9	5.6	8

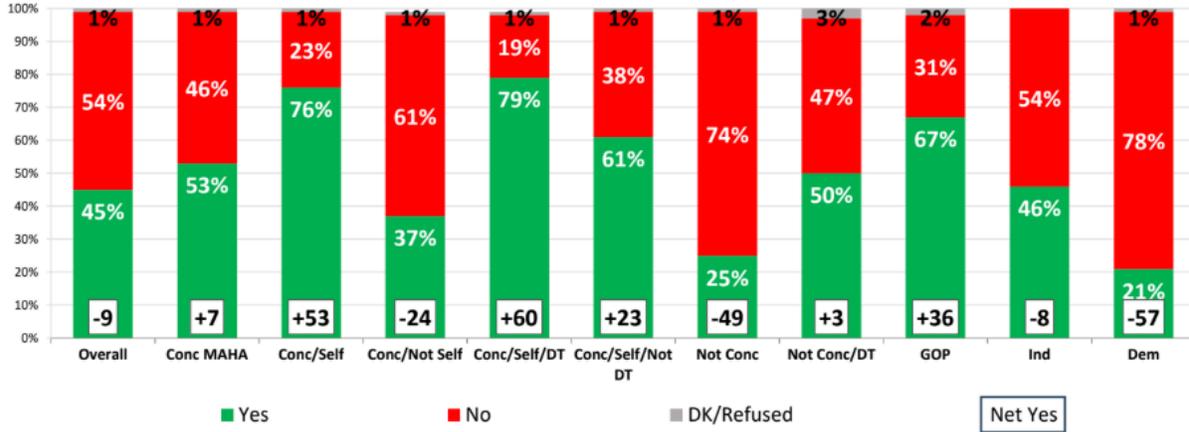
This is an important encouragement to Republican candidates to learn about these issues and internalize arguments on why they matter. These policy arguments are tools to persuade voters.

### What about vaccines?

Policies related to vaccines and vaccine safety need to be **addressed carefully and with nuance**. That's because, overall, a slim majority of voters *are not convinced there are negative health impacts from vaccines*.

# Vaccine Impact Concern

- Overall, a slim majority of voters say they are not concerned about negative health impacts from vaccines.
- Concerned/Not Self-ID voters (-24) and Not Concerned voters (-49) say they are not concerned about vaccines by wide margins.
- The voters that are most concerned about vaccines are Concerned/Self-ID voters, especially those who voted for POTUS.



Totals may not add to 100% due to rounding  
MAHA National RV Survey October 2025

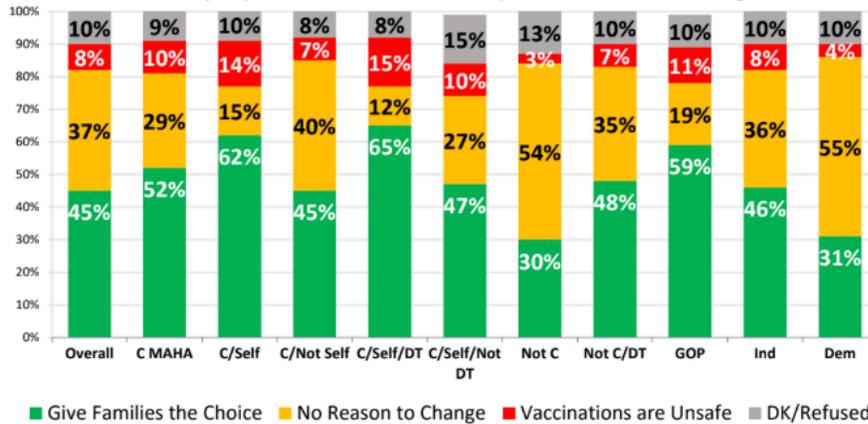


Q42. Are you concerned about any negative health impacts from any required or optional vaccines?

Yet, when framed as a question about whether or not families should have a choice to vaccinate their children, a plurality believe families should be given a choice.

# Vaccination Statements

- 45% say families should be given the choice to spread out the vaccination timeline, 37% believe there's no reason to change how vaccines are given to children, and 8% say vaccinations are unsafe.
- Around 6-in-10 Concerned/Self-ID voters (including those who voted for POTUS) and Republicans say families should be given the choice; A clear majority of Not Concerned voters say there's no reason to change.



**Give Families the Choice** - "Taking several vaccines in a single day, including not immediately medically necessary vaccines, increases the risk for health complications. It would be safer to give families the choice to follow European guidance and spread out the vaccination timeline."

**No Reason to Change** - "For years, doctors have been giving several vaccines at a time to young children and there is no reason to change that now."

**Vaccinations are Unsafe** - "Vaccinations are unsafe and increase the risk of health complications regardless of when they are administered."

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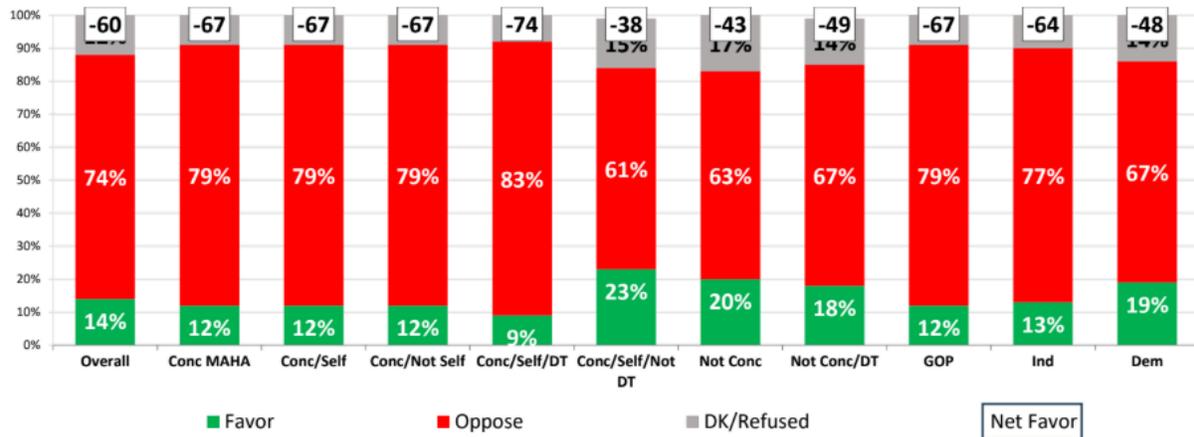
Q45. Which of the following statements regarding vaccinations comes closest to your opinion?

These two graphs show us that while there is a sizable part of the population of voters who are very concerned about vaccine safety, **Congress should focus on promoting choice and individual liberty around vaccine policies.**

There is one politically popular vaccine policy Congress should champion, though, to connect with voters who are concerned by vaccine safety. **Removing the vaccine liability shield is overwhelmingly popular among Republicans, Democrats, and Independents.** By embracing this policy reform, Congress can demonstrate commitment to improving vaccine safety without alienating any large voting bloc.

## Vaccine Manufacturer Blanket Immunity

- The government providing blanket immunity to vaccine manufacturers is opposed by very large margins across all groups.
- The groups that are less opposed (but still strongly opposed as a whole) are Concerned/Self-ID/Not Trump, Not Concerned, Not Concerned/Trump, and Democrats.



Totals may not add to 100% due to rounding



Q49. Do you favor or oppose the government providing blanket immunity to vaccine manufacturers from any injury their products cause?

50

### Bottom line:

The parallels between the MAGA movement and MAHA movement are striking:

- The **MAGA** movement helped the GOP add working class voters to their coalition.
  - The **MAHA** movement helps the GOP restore health-focused voters to their coalition.
- The **MAGA** movement disrupted the GOP's historic stance on trade, national security and immigration.
  - The **MAHA** movement disrupts the GOP's historically lenient stance toward drug makers and food producers.

- The **MAGA** movement met GOP resistance from Paul Ryan, Liz Cheney, and Mitch McConnell.
  - The **MAHA** movement has met GOP resistance from Members with strong allegiances to drug makers and food producers.
- Democrats sensed the threat **MAGA** posed to their electoral chances, and they sought to undermine its implementation within the GOP by pursuing two strategies: 1) They took credit for Trump's MAGA wins, like the UCMA trade deal and 2) They used a deep state whistleblower (Alex Vindman) in Congressional hearings to drive a wedge between the traditional GOP Members and the MAGA members on Ukraine, culminating with impeachment trials.
  - Democrats now sense the threat **MAHA** poses to their electoral chances, and they are undermining its success within the GOP by pursuing the same two strategies: 1) 2028 Democrat presidential frontrunner Gavin Newsom is [cracking down](#) on ultra-processed foods and artificial food dyes and 2) Another deep state whistleblower (Susan Monarez) has appeared in Congressional hearings to embarrass Secretary Kennedy and drive a wedge between the traditional GOP Members and MAHA members on vaccines, with one Congressional Democrat now [drafting articles of impeachment against Secretary Kennedy](#).

Over the last decade, **Republicans who have failed to embrace the gift of the MAGA movement have had their political careers meet an untimely demise** because they failed to connect with the new Republican coalition built by President Trump. Republicans serving now shouldn't make the same mistake and fail to embrace the new gift of the MAHA movement.

Fortunately, there are signs that Republicans are embracing this historic opportunity.

- The Trump administration formalized its support for MAHA by commissioning the MAHA Report and Strategy—encouraging HHS, EPA, USDA and HUD to work together to solve America's childhood chronic disease epidemic.
- 23 Members of Congress have joined the Senate or House MAHA Caucuses.
- [34 states](#) passed MAHA policies.

The MAHA movement is here to strategically support President Trump. We're eager to help cement this new coalition. We're looking for Republicans who share the same vision.

We intend to convince Republicans of the importance of understanding, embracing, and articulating the MAHA agenda as a way to increase the likelihood of their winning in the midterms.

The choice before you and the Members of Congress you lead is simple: **Unwrap the gift of MAHA that President Trump has handed you and win big in the midterms.**

