

ADVANCING AN AGENDA FOR ALL WOMEN & FOR AMERICA

The America First Women's Agenda envisions a **S.A.F.E.**¹ America. We set forth the following principles as the core of a new movement for women: Security, Affordability, Fairness, and Education. The **S.A.F.E. Agenda**—researched and branded by Kellyanne Conway—is rooted in the promise of America that belongs to all; it aligns with and will be delivered through the 10 policy pillars of the America First Agenda.

SECURITY: Provide financial security, protect national security and border security, and promote safety in our homes and communities.

America First Agenda Pillars:

- ✓ Provide safe and secure communities so all Americans can live their lives in peace
- ✓ Finish the wall, end human trafficking, and defeat the drug cartels
- ✓ Deliver peace through strength and American leadership abroad
- ✓ Make the greatest economy in the world work for all Americans

AFFORDABILITY: Create economic stability, opportunity and prosperity where it matters most for women and families: at the gas station and grocery store, in healthcare and insurance costs, and in monthly expenses like tuition, transportation, rent, utilities, and mortgage payments.

America First Agenda Pillars:

- ✓ Make the greatest economy in the world work for all Americans
- ✓ Put patients and doctors back in charge of healthcare
- ✓ Make America energy independent

FAIRNESS: Promote equality of opportunity—not equality of outcomes—for all women and all Americans—at every age and stage of life.

America First Agenda Pillars:

- ✓ Restore America's historic commitment to freedom, equality, and self-governance
 - Defend our constitutional rights of religious liberty and freedom of conscience
 - Defend our constitutional right to keep and bear arms
 - Stop big tech from encroaching on our free speech and censoring conservatives
 - Honor the sanctity of every innocent human life
 - Defend female athletes and preserve fairness in women's sports
- ✓ Make it easy to vote and hard to cheat
- ✓ Fight government corruption by draining the swamp

EDUCATION: Ensure American women and their children have access to a quality, affordable education and the best opportunities to learn, grow and support themselves.

America First Agenda Pillar:

- ✓ Give parents more control over where their children go to school and what is taught there
 - Encourage schools to teach basic skills that prepare students for life as an adult
 - Expand educational freedom, charter schools and school choice to ensure kids are not trapped in failing schools
 - Teach students to love—not hate—America and each other
 - Advocate for teaching the truth about America's history

Women want a S.A.F.E. AGENDA: Multiple surveys show that women are most concerned about rising costs and rising crime. Education remains central, too, as lost learning, curricula changes, and declining test scores persist. A Scott Rasmussen National Survey conducted from October 11-12, 2022, asked women to rank their most important issue among all listed. Nearly half of the women surveyed (47%) said **their most important issue was inflation**. Abortion trailed far behind at 12%.

¹ The S.A.F.E. Agenda was presented in the book "Here's the Deal: A Memoir" (p.485) by Kellyanne Conway.