

Campaign Announced for California's Single Payer Health Care Reform Legislation

Massive Netroots, Grassroots Campaign Features New 30-second TV Ad Each Day for Year

The California OneCare coalition launches their ambitious campaign to pass a new health care plan this year for all residents. Celebrities, political leaders, health care activists and victims are featured in a 365-day TV Ad campaign for single-payer legislation, Senate Bill 810, authored by Senator Mark Leno.

The bill passed the Senate on January 28 by a vote of 22 to 14 and will proceed to the Assembly, where passage is expected in late August 2010.

When passed, California OneCare legislation is expected to cut current insurance administrative costs from 30% to 5%, because for-profit private insurance plans would be replaced by one plan administered by a public agency. Hospitals and doctors would continue to operate privately, while insurance would be financed publicly, like Medicare.

All California residents will have their own choice of doctor and will be covered for all necessary health care including doctors, hospital, medications, mental health, medical equipment, dental, eye-care, and more.

A single payer plan will control costs and bring full care, for all, for *less* for most residents because of the creation of one risk pool with everyone contributing based on earnings. Similar single payer models used by many developed countries provide full universal health care for all residents for less than half of what Americans pay per person each year.

A new 30-second TV Ad each day for a year.

From Monday, March 1, 2010, to February 28, 2011, a new 30-second ad is being released each day and distributed statewide via email and placed in key media markets by California OneCare Campaign coalition partners. Every ad will focus on the horrors of the current health care delivery system, the impact of private insurance and reveal the benefits of the "Medicare for all" solution of the California OneCare plan, SB 810.

Some 70 ads have already been produced, featuring Lily Tomlin, Paula Poundstone, Elliot Gould, Ed Begley, Valerie Harper, Connie Stevens, Ken Howard, Ed Asner, Adam Arkin, and more. Supporters in the general public will be invited to submit their own ads for the campaign.

A strategy for passage of SB 810.

The 365-day TV ad campaign will augment statewide grassroots and netroots organizing. This effort will gain momentum during the most tumultuous political period in decades, from the state primaries to the November elections for the Assembly, the Senate and a new Governor.

The goal of the campaign is to achieve passage and approval of SB 810 by a super majority of legislators to then override the expected veto of the bill by Governor Schwarzenegger. Just three additional yes votes in each house would achieve a super majority. The Governor previously twice vetoed similar single payer bills which were passed by a 62% majority of the legislature.

Over two million coalition members and supporters will get active online or join neighborhood events to educate others about the benefits of this major reform of our health care system favored by a distinct majority of voters.* Activists expect that success here with a single payer system will convince other states to adopt it as well.

CaliforniaOneCare.org and the 365 Ad Campaign is a project of Health Care for All-California and a statewide coalition of organizations for SB 810.

*2/15/09 CBS/Washington Post Poll: 59% of Americans favor non-profit Medicare model for health insurance financing.

Contacts:

Andrew McGuire, Executive Director, 415 215 8980 andrew@californiaonecare.org

Don Schroeder, Campaign Committee Co-Chair, 818 761 1470

don@californiaonecare.org

George Savage, Campaign Committee Co-Chair, 310 459 2323

gsavage@onecarenow.org