

# HEALTH CARE FOR AMERICA **NOW!**

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## **\$40 Million Health Care Campaign to Launch in Florida and Nationwide**

*Community Leaders in Tampa Join Together to Push for Quality, Affordable Health  
Care for Every American*

**Tampa, Florida - July 8, 2008** – Today, here in Tampa and in 52 other cities across the country, including 6 cities in Florida alone, and 37 state capitals, a new national campaign is bringing together millions of Americans to demand quality, affordable health care for all. Health Care for America Now (HCAN) is being launched by 95 national and local groups that represent labor, community organizations, doctors, nurses, women, small businesses, faith-based organizations, people of color, netroots activists, and think tanks. Health Care for America Now is organizing to assure that the first order of business of the next President and Congress is to pass legislation in 2009 that guarantees quality, affordable health care for all.

Health Care for America Now is an unprecedented coalition led by ACORN, AFSCME, Americans United for Change, Campaign for America's Future, Center for American Progress Action Fund, Center for Community Change, MoveOn, National Education Association, National Women's Law Center, Planned Parenthood Federation of America, SEIU, United Food and Commercial Workers, and USAction, of which Florida Consumer Action Network is an affiliate.

“In 2009, we will either have a guarantee of quality, affordable health care we all can count on or we will continue to be at the mercy of the private health insurance industry that is charging us more, giving us less and putting company profits before our health,” said Bill Newton, Executive Director of Florida Consumer Action Network (FCAN). “Here in Tampa and in communities all across the country, we’re asking one question, ‘Which side are you on?’ Are you on the side of quality, affordable health care? Or are you on the side of being left alone to fend for yourself in a complicated, bureaucratic insurance market?”

Starting today, the campaign is spending an initial \$1.5 million on national television, print, and online advertising and is sending out an email blast to more than 5 million people. Over the next five months,

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Health Care for America Now plans to spend \$25 million in paid media and have 100 organizers in 45 states.

“For nearly a century, Planned Parenthood has advocated a prevention first agenda, investing in prevention and family planning programs that keep women healthy, help save lives, and prevent unintended pregnancy” said Planned Parenthood of Southwest and Central Florida Vice President/COO, Jan Chester. “Ninety-seven percent of Planned Parenthood services are preventive, including contraception, breast and cervical cancer screenings, and sexually transmitted infection testing and treatment. Prevention works, yet 47 million Americans lack insurance and access to basic preventive care. More than 17 million women need subsidized family planning services, and there is not enough funding to meet that need.” Chester continues, “With more than four million activists, supporters, and volunteers, Planned Parenthood has a strong grassroots network that stretches nationwide. By partnering with our colleagues and demanding Health Care for America Now, Planned Parenthood is calling for quality, affordable care we can all count on and a renewed focus on preventive care. We are proud to join Health Care for America Now, and to work with the broad coalition of partners for quality affordable health care.”

Health Care for America Now offers a bold new vision for health care reform: Americans can keep the private insurance they have, join a new private insurance plan, or choose a public health insurance plan. The campaign also calls for a government role in setting and enforcing rules on the insurance industry which consistently charges whatever it wants, sets high deductibles, denies coverage based on pre-existing conditions, and drops coverage when people get sick.

“As a small business owner, I know the many demands of running a small business and worrying about the bottom line. But affording adequate health insurance should not be one of them because people are more important than profits,” said Pat Sanchez, owner of several small businesses for the past 16 years.

Health Care for America Now started with a financial commitment of at least \$500,000 from each of the 13 steering committee members and a \$10 million grant from NY-based Atlantic Philanthropies.

**Health Care for America Now** (“HCAN”), a section 501(c)(4) issue advocacy organization, is a broad coalition of nonprofit and political organizations that are working to promote quality, affordable health care for all Americans. HCAN and each of its members conduct and fund only activities appropriate to its tax and election law status.

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