



Timeline of Success

“With respect to the cost of care, Richard Kirsch with Health Care for America Now said that we can’t have a false dichotomy between coverage and costs, that by covering more people we can also lower costs at the same time, presumably because those who are not insured at the moment are ending up using extraordinarily expensive emergency room care.”

PRESIDENT BARACK OBAMA
MARCH 5, 2009

In 2007, several national and progressive organizations began a plan to launch the largest single-issue coalition in modern U.S. history. Our purpose is to win 2009 passage of a health care reform bill that guarantees quality, affordable health care for all in accordance with the Obama/HCAN principles.

In June 2008, Health Care for America Now and the Health Care for America Education Fund were born of those discussions. In only a few months, the organizations have grown exponentially and seen great successes. Today, we boast the following:

- **President Obama, Vice President Biden and over 190 Senators and Members of Congress have signed onto our HCAN Statement of Principles for quality, affordable health care for all**
- **HCAN’s online membership includes over 52,000 individuals and we partner with MoveOn.org**
- **HCAN is co-chaired by AFSCME, SEIU and USAction and our Steering Committee includes 18 national organizations representing community organizing, labor, education, think tanks, civil rights groups and advocacy groups for women, children, and the poor**
- **HCAN’s organizational members includes over 800 regional, state, and local organizations representing over 30 million people**
- **HCAN aired effective health care television ads nationally and in 7 U.S. Congressional districts**
- **Received over \$17 million in funding and our 501c3 partner HCAEF has received over \$4million**

HEALTH CARE
FOR AMERICA **NOW!**

JOIN US ONLINE AT www.healthcareforamericanow.org



Timeline of Success

“I’ll end the outrage of one in five African Americans going without the health care they deserve. We’ll guarantee health care for anyone who needs it, make it affordable for anyone who wants it, and ensure that the quality of your health care does not depend on the color of your skin.

PRESIDENT BARACK OBAMA
JULY 12, 2008

Health Care for America Now has successfully formed the largest single-issue coalition in history and we are leading an unprecedented movement to win guaranteed, affordable health care for all in 2009. Here is our success to date:

June 2008

- Kickoff Steering Committee with progressive organizations including AFSCME, Campaign for America’s Future, Center for American Progress, Planned Parenthood, SEIU, and USAction
- Hire experienced, top-tier national staff from Capitol Hill, CNN and national campaigns
- Awarded \$10 million grant from The Atlantic Philanthropies – one of the largest grants for advocacy ever made

July 2008

- Launch the national campaign on July 8
- Send 5.2 million email announcements
- Conduct press events in 53 cities in 38 states
- Achieve over 96 million media impressions
- Launch website and blog with personal statements from 18 leaders, representing the voices of 30 million people

August 2008

- Build coalition partner capacity in 43 states
- Senator Barbara Mikulski of Maryland and Congressman Henry Waxman of California are first Members of Congress to sign onto the HCAN principles of health care reform

September 2008

- Conduct 340 house parties in 180 cities with over 5,000 people attending
- Flagship national online “house party” with special host Representative Pete Stark
- Release report “Insuring Health or Ensuring Profits?”
- Produce and nationally distribute documentary “Diagnosis Now!”

October 2008

- Then-Senators Obama and Biden sign on to HCAN’s principles, and they devote 86% of their October campaign budget to health care issue ads, building a mandate for change in 2009
- Reach milestone of 100 Members of Congress signed on to the side of health care reform
- Organize two National Call-in Days generating over 4,000 calls to lawmakers
- Host National “Which Side Are You On?” Day
- Flagship event in Philadelphia, Pennsylvania and 33 other events across the country
- HCAEF is awarded \$2 million by The California Endowment
- Organize National HCAN Canvass Day which 4,500 people educate others about health for all
- Children’s Defense Fund

joins Steering Committee

November 2008

- Pro-health care reform candidates win majority of races where HCAN runs ads, including Presidential, one U.S. Senate, and six Congressional
- HCAN studies show that health care reform is a major issue on the public’s mind
- President-elect Obama renews his commitment to health care reform in 2009, despite the financial crisis
- HCAN National strategy retreat is attended by more than 50 Steering Committee member representatives held at historic Airlie Convention Center in Warrenton, Virginia and we set a joint strategy for reform in 2009
- HCAN forms the Main Street Alliance, building a voice for small businesses on health care reform
- Run new ad in support and appreciation of President-elect Obama’s promise to reform health care in 2009
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- HCAN forms the Main



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“I think health care should be a right for every American. In a country as wealthy as ours, for us to have people who are going bankrupt because they can't pay their medical bills—for my mother to die of cancer at the age of 53 and have to spend the last months of her life in the hospital room arguing with insurance companies because they're saying that this may be a pre-existing condition and they don't have to pay her treatment, there's something fundamentally wrong about that.”

PRESIDENT BARACK OBAMA
OCTOBER 7, 2008

Street Alliance, building a voice for small businesses on health care reform

- Run new ad in support and appreciation of President-elect Obama's promise to reform health care in 2009

December 2008

- With coalition members, create HCAN/HCAEF plan for 2009 to win quality, affordable health care for all
- AFL-CIO and Working America become newest Steering Committee members
- Reach milestone of 150 Members of Congress supporting HCAN principles and on the side of health care reform
- Reach milestone of 500 organizations across the country supporting HCAN principles and on the side of health care reform

January 2009

- NAACP and Communications Workers of America become newest Steering Committee members

February 2009

- Reach milestone of 800 organizations across the country supporting HCAN principles and on the side of health care reform
- Field strategy retreat is attended by all HCAN national organizations

March 2009

- White House holds Presidential Health Care Reform Summit, at which 23 of the 82 attendees are HCAN coalition members!
- President Obama quotes HCAN National Campaign Manager, Richard Kirsch in his closing remarks at the Summit, “With respect

to the cost of care, Richard Kirsch with the Health Care for America Now said that we can't have a false dichotomy

between coverage and costs, that by covering more people we can also lower costs at the same time, presumably because those who are not insured at the moment are ending up3u0ing extraordinarily expensive emergency room care.” President Barack Obama 3/5/09

Help Keep Health Care Reform Moving Forward

Support HCAN/HCAEF Today!

For more information, contact
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www.healthcareforamericanow.org | www.healthcareforamericaeducationfund.org