

**For Immediate Release:**

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## **Single-payer coalition set to launch comprehensive California OneCare Campaign for SB 810**

While applauding all efforts to achieve change, the **California OneCare** coalition for single-payer reform is wasting no time to launch their own ambitious plan to pass a California plan in 2010. Celebrities, political leaders, health care activists and victims are already featured in an historic TV Ad campaign for single-payer legislation, Senate Bill 810, authored by Senator Mark Leno.

When passed, California OneCare legislation is expected to cut insurance administrative costs by 30% when for-profit private insurance plans are replaced by one publicly-funded insurance plan for all, administered by a public agency. All California residents will be covered with comprehensive, universal coverage for all necessary health care including doctors, hospital, medications, mental health, medical equipment, dental, eye care and more. Such a plan is expected to cost *less* for most residents because of the creation of one risk pool with everyone contributing based on earnings. Similar single payer models used by most all other 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 Spot each day for a year.**

Starting Monday, March 1, 2010, a new 30 second ad will be released each and every day for a year and distributed statewide via email, and/or 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. Some 60 spots have already been produced, featuring Lily Tomlin, Paula Poundstone, Elliot Gould, Ed Begley, Valerie Harper, Connie Stevens, Tracy Newman, Ken Howard, Ed Asner, Sheila Kuehl and more. Supporters will be invited to submit their own versions.

### **A state strategy for passage of SB 810.**

The 365-day ad and grass roots organizing campaign will gain momentum during the most tumultuous political period in decades, including a key state primary and the November election of the Governor, Senate and Assembly. The goal of the campaign is to achieve passage and approval of the legislation by a super majority of legislators to then override the expected veto of the bill by Governor Schwarzenegger. The Governor previously twice vetoed similar single payer bills which were passed by a 62% majority of the legislature, calling the measures “socialized medicine”. Under the SB 810 legislation, hospitals and doctors would continue to operate privately, while insurance would be financed publicly.

### **Turning netroots and grassroots activism into a movement.**

Californian’s will be invited to get active on line or join neighborhood events to educate others about the benefits of this major reform of our health care system. Leaders expect that California’s success with a single payer system will quickly convince other states to adopt it as well.

California OneCare and the 365 Ad Campaign is a project of Health Care for All—California

*\*2/15/09 CBS/Washington Post Poll: 59% of Americans favor non-profit Medicare model for health insurance financing.*  
CaliforniaOneCare.org and the 365 Ad Campaign is a project of Health Care for All—California and the coalition for SB 810.  
[www.CaliforniaOneCare.org](http://www.CaliforniaOneCare.org)