Health Care for America Now (HCAN) and Health Care for America Now Education Fund (HCANEF) were built in 2008 to help pass, protect and implement the Affordable Care Act.

- Partnered with multi-issue grassroots organizations that represent impacted people and can conduct year-round C3 and C4 activity.
- Over $50 million in funding.
- Over 1,000 coalition partner organizations.
- 45 state paid field program with over 200 funded groups.
- Built permanent progressive power to engage state groups in federal advocacy and to build a permanent constituency for health care.
HCAN and HCANEF have historically engaged across a range of issues and policies that are inextricably linked to the ACA based on the priorities of our coalition partners.

- Specific Focus on Medicaid (Federal and State)
- CHIP, Medicare and Social Security (Key Allies on Social Security Works)
- Budget and Revenue (In 2011-2013, HCAN led the field program for the Americans for Tax Fairness campaign and jointly convened state partners to work on taxes and healthcare).

Coordination with Protect Our Care, the Hub Project, Community Catalyst and Social Safety Net Fund on funding, targets & activity.
➢ Traditional HCAN partners AFSCME, AFL-CIO, AFT, CCC, CPD, Main Street Alliance, MoveOn, National Physicians Alliance, NEA, NWLC, SEIU, UAW, Working America, etc. joined by Community Catalyst, Doctors for America, Faith in Public Life, Indivisible, Organizing for America, PICO National Network and others in 2017.

➢ Raised about $3 million in 2017 from partners, foundations, major donors. (About $1 million in C4, About $1.5 million in C3)

➢ About $600K funds central operation (3 staff, website, admin fees, communications support) and the remainder goes to our state groups through MOUs to execute the work of the campaign.
HCAN & HCANEF Strategy

- Shape the political context by driving a powerful narrative across as many legislative districts as possible: Don’t Take Away Our Healthcare.

- Widespread public education about how the policy proposals in Congress (and beyond) impact real people, providers and state economies.

- Specific advocacy tactics in the highest priority targeted districts and states to influence the legislative process:
  - Senate: Arizona, Maine, Tennessee, West Virginia, etc.
  - House: New York, New Jersey, Florida, Pennsylvania, etc.
  - Governors
Don’t Take My Health Care
HCAN and HCANEF funded over 32 groups in about 30 states to work on our campaign. Most of these groups started on December 22nd even though the funding did not start until April.

HCAN and HCANEF also works with non-funded groups to support organizing, communications and advocacy including non-funded affiliates of the national groups and others.

High accountability program that includes deliverables, common metrics, a review process, a centralized strategy and message to ensure coherence and uniform standard across organizations.
What did we do in 2017?

- HCANEF partners reached over 1.8 million people through on the ground public education efforts and well over 3 million people through social media.
- Over 250,000 constituents took action to contact their legislators, attend town halls, schedule lobby visits, etc.
- Partners collected 1040 stories of impacted people.
- HCAN and HCANEF groups organized over 700 earned media events including 225 between October and the end of December focused on the tax plan and its impact on healthcare. Many were organized for over 13 days of action.
- HCAN groups generated over 800 earned media clips including 48 letters to the editor and opinion pieces in 37 states.
For Example

**Woman with Stage 4 Cancer Thrown Out of Town Hall After Asking GOP Senator About Health Care**

**State and Local Advocates Say Tax Overhaul Hurts Health Care**

**My Patients Won’t Survive the GOP Senate Tax Plan**

**Congress’ Inaction Puts Children’s Health at Risk**
More Examples

**The Columbus Dispatch**

**More Examples**

**ECOT asks Ohio Supreme Court to block $60M payment to state**
Updated at 9:26 AM

**Millennial Tower proposal now includes 3 more floors, hotel**
Updated at 5:30 AM

**Lawmakers’ Medicaid freeze sets up Ohio budget showdown**
Updated at 6:01 AM

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**Senate delays health-care vote; Portman opposes bill for now**

WASHINGTON — Just hours after Senate Majority Leader Mitch

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**HAPPENING NOW**

*Big Bang Theory* star home destroyed by fire
Lessons for 2018

- Sustained organizing, advocacy and media narrative in states play a critical role in stopping harmful policy. A national campaign helps that work add up to a coherent narrative and leverages capacity at key legislative moments.

- To have effective rapid response capacity and leverage our power from one specific issue or policy to another, we need a integrated campaign that makes sense for states and doesn’t silo issues artificially.

- We can’t depend on headlines alone to mobilize: the current environment is too crowded and unpredictable to sustain focused activity.

- Medicaid has emerged as a central issue for organizing, mobilize, politics and power. It gave us the leverage to move Republicans, engage many more progressives and enlist Governors.
What’s the Plan for 2018?

- Legislative advocacy and rapid response on health care attacks—particularly Medicaid—as well as cuts to critical safety net programs.
  - Including administrative or executive changes that result in loss of coverage or benefits or increased discrimination.
- An C3 integrated civic engagement program that connects our public education to participation of low propensity voters in the coming elections particularly women, African Americans, Latinos who are most impacted by federal proposals.
- Sustained earned media and narrative work that connects benefit cuts to the massive tax giveaway that passed last year.
- Build assets and capacity for our partners to leverage for future work on these issues.