

HAPPY ANNIVERSARY ACA!

JOINT PRESS CONFERENCE

THEME

Anniversary/Birthday (?)

March 23, 2017 marks the 7th anniversary of the signing of the Patient Protection & Affordable Care Act into law (3/23/09). We join health care advocates across the state and nation in marking this historic achievement, right now in the noon hour – at rallies and marches, parties and pressers – all with one goal in common: highlighting the good that came with the ACA.



Although much debate swirls around its repeal, we stand here today to highlight 7 key accomplishments of the ACA that we urge Congress to maintain as they find ways to improve access to affordable care for San Diegans and all Americans.

OPTICS – SETTING UP THEME

Who:	Health Center Partners, San Diegans for Health Care Coverage, Legal Aid, Family Health Centers
What:	ACA Celebration Press Conference
When:	Thursday, March 23, 2017 Noon – 1 pm
Where:	San Diego Family Care parking lot – 7011 Linda Vista Road 92111
Props:	Podium/ Sound (Tent?) Balloons (4 sets) Table with “Happy Anniversary ACA” cake, lighter, 8 long-burning candles Paper plates, napkins, silverware, water
Audience:	8-12 chairs in semi-circle facing SDFC/podium
Media:	Set up behind semi-circle
Press Kit:	Speaker Bios, Press Release – CL and DC tease, ACHA Position statement (packet/USB) Extra Capital Link & other materials on accomplishments table
Mon-Wed	Media Advisory Out Social media promoting Facebook Live Coverage Site walk-through (rain/shine)

7 Accomplishments: Because of the ACA... (add more place on opposite table)

1. ...20 million more Americans have health insurance – lowest ever uninsured rate - Jan
2. ...**Insurance now covers services like mental health and substance abuse treatment** - Fran
3. ...No one can be denied coverage because of a pre-existing condition - Greg
4. ...Women can no longer be charged more for health care than men - Patient
5. ...Working poor and low-income families get care through Medicaid - Patient
6. ...Insurers can no longer cut you off if your care gets too expensive - Henry
7. ...We all have free preventive care (screenings, check-ups, immunizations) – Patient/Vernita

EVENT – STARTS @ NOON

11:00 Program Run Through. Group is positioned by **11:50**. Speakers are given candle

Noon Begin

1 pm END

Each principal puts a candle on cake representing one of the 7 great things about ACA - that we use Congress to maintain in new coverage debate. "Because of the ACA"

1. **Noon:** **VET** opens to introduce press conference – lights and places 1st candle.
2. **12:05:** **Patient** walks up to cake, lights and places candle, introduction - speaks <5 minutes – personal ACA
3. **12:10:** **Fran** – walks up, lights and places candle, introduction – speaks <5 minutes – Medicaid & safety net
4. **12:15:** **Greg** - walks up, lights and places candle, introduction – speaks <5 minutes – Consumer Protections
5. **12:20:** Jan - walks up, lights and places candle, introduction – speaks <5 minutes – Covered CA/subsidy
6. **12:25:** **Patient** - walks up, lights and places candle, introduction – speaks <5 minutes – personal ACA impact
7. **12:30** **Henry** - walks up, lights and places last candle, introduction – speaks <5 minutes - summary & big pic
8. **12:40** **VET closes with asking the group to join at the podium to take any questions.**
9. **12:55** **Thanks for coming. Blow out the Candles photo-op!**

POST

- Make principals available for interviews. Collect name & station for all interviews. Check for air date/time.
- Have business cards and Press Kits available
- iPhone testimonials (before/after) (AmyB)

PHOTOS – (Patricia H)

- Each Principal speaking
- Group blowing out candles
- Full group
- Principals together
- Patients
- HCP staff with guests
- SDFC staff
- HCP staff
- Candids

Thank Yous

Breakdown/Clean up

Share via social media – tag relevant parties, elected officials, VIP eBlast, website

Monitor for Coverage

CBO Highlights of AHCA:

(prior to Management Amendments currently being considered- Rules Cmte)

HEALTH INSURANCE COVERAGE/TAX PROVISIONS	
SAVINGS(-) COST(+)	PROVISION
-\$880B	Reduction in federal outlays for Medicaid
-\$673B	Elimination of ACA's subsidies/tax credits in individual market
+\$361B	New tax credit
-\$70B	Shifts in mix of taxable and nontaxable compensation from net decreases in # of employment-based health insurance enrollees
-\$6B	Repeal of tax credit for small employers
-\$210B	Repeal of penalties for individual & employer mandate
+\$80B	New Patient and State Stability Fund
+\$43B	Medicare spending increase stemming from DSH payment changes
-\$574.5	Repeal of ACA taxes
EFFECT ON INSURANCE COVERAGE RELATIVE TO CURRENT LAW	
YEAR	NUMBER OF UNINSURED
2018	+14M
2020	+ 21M nonelderly
2026	+ 24M nonelderly
EFFECTS ON HEALTH INSURANCE PREMIUMS IN INDIVIDUAL MARKET RELATIVE TO CURRENT LAW	
YEAR	PREMIUMS
2018-2019	15-20% higher
By 2026	On average 10% lower <ul style="list-style-type: none"> • 20-25% lower for 21-year old • 8-10% lower for 40-year-old • 20-25% higher for 64-year-old