



CapitolAlert[®]

The latest on California politics and government

February 16, 2011

[TV spot bashes Brown's proposed cuts to seniors' program](#)

Opposition to some of the deep cuts in Gov. **Jerry Brown's** proposed budget is hitting the airwaves.

A coalition called the **California Senior Partnership** today unveiled a 30-second television spot targeting Brown's cuts to the **Adult Day Health Care Program**. Brown has proposed eliminating the service, which provides care for low-income seniors with dementia and other disabilities or illnesses.

The spot, posted below, shows an elderly woman in a wheelchair parting ways with her young granddaughter as a narrator warns "families will be fractured" if seniors enrolled in the program are transferred to hospitals and [nursing homes](#).

The Department of Finance says cutting the services will save more than \$178 million over the current and next fiscal years. Advocates for seniors and the disabled say the move would route at least at least 40 percent of the 27,000 people using the service's more than 300 centers to hospitals and nursing homes, costing the state an estimated \$50 million.

Michael Bustamante, a consultant for the coalition, said the issue ad will air statewide in both broadcast and cable markets. He characterized the buy as "significant." The spot is being paid for by the coalition's member groups, which include the California Association for Adult Day Services, Southern California-based AltaMed Health Services, AARP, Congress of California Seniors, [Los Angeles](#) Aging Advocacy Coalition and the Adult Day Healthcare Association.

<http://vimeo.com/20005498>

Read more: <http://blogs.sacbee.com/capitolalertlatest/2011/02/new-tv-spot-bashes-browns-prop.html#ixzz1E9MW6zt8>