



Board on Aging and Long Term Care

ADVOCACY PLATFORM: FRAMEWORK

This framework informs the Board on Aging and Long Term Care's advocacy efforts, ensuring they are grounded in mission and values and reflective of who we serve.

BOALTC MISSION:

- **Advocate** for the interests of Wisconsin's long-term care consumers and Medicare beneficiaries.
- **Inform** consumers of their rights and the resources available to them.
- **Educate** the public regarding health care systems, Medicare, & long-term care.

BOALTC VALUES:

- Quality of life
- Fairness and transparency
- Respect and dignity for the individual
- Protection of the right to be free from threats to health and safety
- Open, clear and consistent communication in all systems

WHO WE SERVE:

- Wisconsin long-term care consumers (age 60+), and
- Medicare beneficiaries in Wisconsin

SCOPE AND ROLE OF THE BOARD

The Board provides guidance and accountability within the agency mission and statutory authority. The Board is committed to ensuring the voices of older adults are elevated, their choices are protected, and they have access to trusted information, resources, and advocacy.

In carrying out this role, the Board will:

- **Elevate** the voice and lived experience of consumers, including older adults, long-term care consumers, and Medicare beneficiaries.
- **Advise** decision-makers on issues affecting consumers.
- **Advocate** for changes to state law, administrative policy, or program rules that improve long-term care and Medicare-related systems and protect consumer rights.
- **Ensure** agency capacity (resources, training, partnerships, and infrastructure) to respond to the complexity of consumer needs and aging demographics.