



FOR IMMEDIATE RELEASE

Board on Aging and Long Term Care Approves New Advocacy Platform

Madison, Wis. - July 9, 2026 - The Wisconsin Board on Aging and Long Term Care (BOALTC) has approved a new Advocacy Platform to guide its independent advocacy on behalf of the state's older adults, long-term care consumers, and Medicare beneficiaries. The Board adopted the Advocacy Platform at its meeting on May 13, 2026.

The Platform establishes an Advocacy Framework to ensure the agency's work remains grounded in its mission, values and the lived experience of consumers. The framework is paired with Policy Pillars which establish guiding principles to shape BOALTC's official positions and annual priorities.

Policy Pillars include:

- Promoting consumer independence, choice, and access;
- Strengthening consumer support systems;
- Supporting transparency and accountability;
- Helping consumers navigate benefits with confidence; and
- Defending elder justice and rights.

"Every older adult in Wisconsin deserves to live with dignity, make their own choices, and trust that someone is advocating for their interests. This Platform puts those principles in writing and commits the Board to advancing them in a meaningful way," said Dr. Valerie Palarski, Chair of the Board on Aging and Long Term Care.

"This Platform gives our agency and Board a shared roadmap," said Jessica Trudell, Executive Director of the Board on Aging and Long Term Care. "The framework keeps us grounded in our mission, and the pillars give us a clear way to focus our advocacy on



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the issues that matter most to Wisconsin's consumers, including access to home and community-based services, transparency in long-term care, and affordable benefits."

The full Advocacy Platform, including the framework and pillars, is available at <https://boaltc.wi.gov/Pages/About/Advocacy-Platform.aspx>.

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About BOALTC:

The Wisconsin Board on Aging and Long Term Care is an independent state agency that advocates for the interests of older adults, long-term care consumers, and Medicare beneficiaries. BOALTC informs consumers of their rights and educates the public about health care systems, Medicare, and long-term care. Its core programs include the Long-Term Care Ombudsman Program, the Ombudsman Volunteer Program, and the Medigap and Part D Helplines.

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