

# Protect Our Care: New digital ad poses simple question to Sen. Luther Olson ahead of JFC vote on BadgerCare - will he side with his constituents or Madison party bosses?

Posted on Thursday, May 9, 2019

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## ***Better Badgercare Wisconsin Ad highlights direct impact of BadgerCare Expansion in Sen. Olson's district***

MADISON, WI - Today, Better Badgercare Wisconsin (BBWI) began running digital ads focusing on Senator Luther Olson ahead of a key vote in the Wisconsin Joint Finance Committee on Thursday.

The committee will vote on a portion of Gov. Evers' proposed budget, which includes more funding for Medicaid in Wisconsin. Republicans have threatened to pull the proposed funding from the budget, and Sen. Olson--who will be Co-Chairing the committee--has the power to stop Republican attempts to gut it.

Who will Sen. Olson side with? Madison party bosses, or his constituents in Senate District 14?

The proposal invests more than **\$1.6 Billion** in health care in Wisconsin, and the plan would have a significant impact individual districts across the state, including:

- **\$146 Million** to the counties which make up the 14th Senate District alone, including;

- \$16M for the district's hospitals

- \$5.5M for long term care

- \$3M for dental care

Olson **said** previously of the proposal to expand BadgerCare, "I honestly think we have to take it." Now, he seems like he might go back on his promise, "to look with an open mind at what it does for the state of Wisconsin."

The targeted buy begins running Wednesday and will continue throughout the week across digital platforms. BBWI expects to expand the campaign into additional legislative districts as the budget process plays out.

[You can view the full ad here](#)

Better Badgercare Wisconsin is an issue advocacy organization dedicated to improving health care outcomes statewide.