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Call a Nurse: Sara Rodriguez Launches \$1 Million Television Campaign

Ad Highlights Rodriguez Record as an ER Nurse and Plan to Lower Health Care Premiums by Holding Drug and Insurance Companies Accountable

MADISON, Wis. – Lt. Gov. Sara Rodriguez announces launch of "Call a Nurse," a statewide paid media campaign backed by more than \$1 million. The campaign's first ad begins airing this week.

The effort builds on months of crisscrossing Wisconsin, listening to voters and earning trust one conversation at a time. Now Rodriguez is taking that message directly to voters, introducing herself as the nurse, working mom and proven leader who believes government should lower costs, protect the most vulnerable and put people ahead of politics.

The campaign's first television ad tells Rodriguez's story through her nearly 30 years on the front lines of health care and outlines her plan to hold drug and insurance companies accountable, oppose Congressman Tom Tiffany's cuts to BadgerCare and create **BadgerChoice**, a Wisconsin public health insurance option that lowers premiums and makes affordable health care universally available in the Badger State.

"I've spent my career helping people through some of the hardest moments of their lives. When you're a nurse, you don't look the other way—you listen, you fight for your patients and you do everything you can to help them get better," said Lt. Governor Sara Rodriguez. "That's what I've done my entire career, and I believe it's what government should do: stand up for working families, protect the most vulnerable and help people get ahead. Whether it's a child who needs health care, a senior trying to afford medication or a family struggling to make ends meet, government should be on the side of the people it serves. That's how I'll lead as governor."

Before entering public service, Rodriguez built a nearly 30-year career as a health care professional, serving as an emergency room nurse, an Epidemic Intelligence Service officer with the Centers for Disease Control and Prevention and a leader in Wisconsin's health care community. She says those experiences shaped her belief that leadership means showing up, making tough decisions and standing up for people when they need it most.

In 2020, Rodriguez defeated a four-term Republican incumbent to flip an Assembly seat in Waukesha County. Two years later, she won statewide as lieutenant governor alongside Gov.

Tony Evers. Since becoming Lt. Governor, she has visited all 72 Wisconsin counties four times, listening to families, workers, educators, farmers and small business owners talk about what's making life harder and what they want government to fix.

Those conversations have shaped her campaign. Rodriguez says she has heard the same message in every corner of Wisconsin: people are working hard, but they're still getting squeezed by the rising cost of health care, housing, childcare and everyday essentials. She says that's why her campaign is focused on lowering costs, strengthening public schools and reducing property taxes, protecting health care and building an economy that works for working families—not just powerful interests.

Watch "Call a Nurse" here: <https://youtu.be/f-TNVIWoYUA>

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