

2018 WI Cancer Summit

Nov. 15, 2018 | The Edgewater Hotel | Madison, WI



EQUITY IN ACTION: DISMANTLING CANCER HEALTH DISPARITIES IN WISCONSIN

AGENDA AT-A-GLANCE

7:30-8:30	Registration & Networking Breakfast
8:30-8:45	Welcome & Purpose of the Day
8:45-9:15	Setting the Stage: Cancer Inequities in WI
9:15-10:15	Opening Address , Brian Gittens, EdD, UW School of Medicine & Public Health
10:15-10:45	Networking Break & Exhibit Hall
10:45-11:45	Breakout Sessions A-C <i>A. Learning from Survivors: Incorporating the Cancer Survivor Experience into Your Practice</i> <i>B. Lessons from the Field: Addressing Rural Cancer Health Disparities</i> <i>C. Better Health Literacy: Strategies to Remove Barriers and Reduce Disparities in Access and Outcomes</i>
11:45-12:30	Networking Lunch & Awards
12:30-1:30	Keynote Address , Sandra Millon Underwood, PhD, University of Wisconsin-Milwaukee
1:30-1:45	Networking Break & Exhibit Hall
1:45-2:45	Breakout Sessions D-F <i>D. Funding System Change in Your Organization to Achieve Equitable Cancer Outcomes</i> <i>E. Wisconsin's Collaborative Approach to Increase Colorectal Cancer Screening: How to Apply a Quality Improvement Framework to Increase Colorectal Cancer Screening</i> <i>F. Addressing Disparities in Tobacco Use in Special Populations</i>
2:45-3:00	Networking Break & Exhibit Hall
3:00-4:00	Closing Session: Addressing Health Equity in all Corners of Wisconsin—Local Examples
4:00	Adjourn

HIGHLIGHTS

OPENING REMARKS by Brian Gittens, EdD, Associate Dean for Equity, Inclusion, and Engagement, UW School of Medicine and Public Health

KEYNOTE ADDRESS by Sandra Millon Underwood, PhD, RN, FAAN, Professor of Nursing, University of Wisconsin-Milwaukee

AWARDS presented to our 2018 "Champion," "Collaboration," and "Impact" award winners

PLUS breakout sessions, exhibit hall, and plenty of networking opportunities!

Scholarships are available to help WI Cancer Council members with travel costs. Learn more at:

www.wicancer.org/2018summit

OPENING & KEYNOTE SPEAKERS

Brian Gittens, EdD

Dr. Gittens began his role at the UW School of Medicine and Public Health in January 2016 after human resources roles at Wake Forest, Virginia Tech, and the University of Virginia School of Medicine. He is an experienced human resources and organizational development leader, consultant, and educator with more than 24 years of strategic and operational experience, and is a 13-year veteran of the US Marine Corps.

Dr. Gittens now serves as Associate Dean for Equity, Inclusion, and Engagement for the UW School of Medicine and Public Health—a role created in 2018 “based on the premise that a comprehensive approach to equity and inclusion must involve every effort, aspect, and level of the organization.”



Sandra Millon Underwood, PhD, RN, FAAN

Dr. Underwood, professor at the University of Wisconsin-Milwaukee, has engaged in a number of research projects addressing disparities in cancer education; cancer prevention and control; and hereditary cancer risk, genetics, and genomics that have targeted at-risk populations within and beyond the contiguous United States. Her research has been funded by the National Cancer Institute, Susan G. Komen Foundation for the Cure, American Cancer Society, Sigma Theta Tau International, UWM Center on Race and Ethnicity, the UWM Urban Research Center, The Wisconsin Genomics Institute, and others.

Dr. Underwood’s work has expanded our understanding of the experiences, concerns, and needs of diverse groups of medically underserved populations; enhanced our understanding of the factors associated with use of traditional cancer screening protocols by men and women of faith; and contributed to our understanding of the impact of culturally tailored and community-based programs that aim to enhance cancer awareness, understanding, screening, and empowerment of inner-city, urban/rural, minority, and economically challenged populations.





BREAKOUT SESSIONS | 10:45-11:45 am

A. Learning from Survivors: Incorporating the Cancer Survivor Experience into Your Practice

WI Survivors & Caregivers

Positioning cancer survivors and caregivers as experts, this panel will challenge practitioners, researchers, and advocates to consider what we can learn from the experiences of our patients.

B. Lessons from the Field: Addressing Rural Cancer Health Disparities

Cody Fredrick — Cancer Health Disparities Initiative, UW Carbone Cancer Center

Lieah Wilder — UWEX Waushara County

Mary Ann Schilling — UWEX Waushara County

This session will define rural cancer disparities in Wisconsin, their persistence over time, and why they exist. We will also highlight *Cancer Clear & Simple*, a cancer education curriculum originally developed with and for a rural audience. Additionally, we will discuss the migrant worker population in Wisconsin and how Family Health La Clinica reaches this underserved community. Collectively, these presenters address rural cancer disparities in different ways, and it is through this collaborative approach that we aim to improve health throughout the state.

C. Better Health Literacy: Strategies to Remove Barriers and Reduce Disparities in Access and Outcomes

Kari LaScala — WI Health Literacy

Stephanie Severs — Covering Wisconsin

Low health literacy is a significant barrier to health care access and is associated with a lack of participation in cancer screening programs and poorer overall health and health outcomes, contributing to significant health disparities. In this session, participants will gain a better understanding of health literacy as it relates to health equity, and how lower health literacy affects cancer outcomes and disparities in our state. Participants will learn how to use accessible materials and plain language to motivate patients and address barriers to care. This session will highlight new consumer-friendly cancer screening guides created through a partnership between the WI Cancer Council and Covering Wisconsin.



BREAKOUT SESSIONS | 1:45-2:45 pm

D. Funding System Change in Your Organization to Achieve Equitable Cancer Outcomes

Erin Fabian — Advancing a Healthier Wisconsin Endowment

Christina Ellis — Advancing a Healthier Wisconsin Endowment

Courtney Saxler — WI Partnership Program

Andrea Dearlove — WI Partnership Program

You want to work through your organization or community to tackle health equity issues – but where is the money to make that happen? Here we'll share funding resources available in Wisconsin to promote health equity outcomes for patients and communities. This panel is ideal for anyone who has ever thought, "How can we fund what we want to do?" Presenters will share their approaches to funding sustainable change to achieve health equity and why organizations focused on cancer have an important role in addressing the social determinants of health. Presentations will be followed by a moderated discussion and an opportunity for participants to ask questions.

E. Wisconsin's Collaborative Approach to Increase Colorectal Cancer Screening: How to Apply a Quality Improvement Framework to Increase Colorectal Cancer Screening

Chelsea Hundt — Scenic Bluffs Community Health Centers

Nicole Hunt — Kenosha Community Health Center Inc

Samara Hull — Kenosha Community Health Center Inc

Wisconsin's Collaborative Approach to Increase Colorectal Cancer Screening, locally known as Screen for Life WI, is our state's five-year CDC-funded colorectal cancer control program. Screen for Life WI has partnered with nine community health centers from across Wisconsin to implement a quality improvement framework focused on systems-level changes to increase colorectal cancer screening rates. This presentation will share more about the Screen for Life WI colorectal cancer screening project and will highlight two health systems, Scenic Bluffs Community Health Center of Cashton and Kenosha Community Health Centers, that are engaged in the on-the-ground work of increasing colorectal cancer screening rates within their Federally Qualified Health Centers.

F. Addressing Disparities in Tobacco Use in Special Populations

Bruce Christiansen — UW-Center for Tobacco Research and Intervention

Anneke Mohr — City of Milwaukee Tobacco-Free Alliance

Judy (Vera) Heubel — Stockbridge Munsee Health and Wellness Center

Allison Gorrilla — UW-Center for Tobacco Research and Intervention (moderator)

Join our panel of experts for this thought-provoking look at the unique issues facing tobacco users in three special populations – the LGBTQ+ community, American Indians, and people experiencing mental illness and/or other addiction. What disparities do members of these populations face? How can we modify interventions to better meet their needs? What can we do to ensure our efforts are culturally respectful? Learn why people with mental illness are more likely to use tobacco; how Milwaukee's PrideFest said "no" to Big Tobacco; what efforts are underway to affect change within Wisconsin's Indian gaming casinos; and more.

ADDITIONAL INFORMATION

Lodging

A room block has been reserved at The Edgewater Hotel with a special rate of \$115/night. To reserve a room, call 800-922-5512 and request the "Wisconsin Comprehensive Cancer Control Program" Room Block or [reserve online](#). **Room block reservations must be made by Oct. 17.**

The Edgewater Hotel
1001 Wisconsin Ave.
Madison, WI 53703
(608) 535-8200

Registration

Register online at www.wicancer.org/2018summit. **The registration deadline is Nov. 5.**

Scholarships

Need help with travel costs? Scholarships are available for WI Cancer Council members to help cover the cost of travel, lodging, and/or meals while attending the 2018 WI Cancer Summit. You can download an application by visiting www.wicancer.org/2018summit or by calling Tina Pap at 608.265.9322. **Please apply by Oct. 1.**

QUESTIONS?

Please contact Tina Pap by email at tvpap@wisc.edu or by phone at 608.265.9322.

WI Cancer Council

Reducing the burden of cancer for everyone in Wisconsin

www.wicancer.org

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