



Frequently Asked Questions

Why did we change our name?

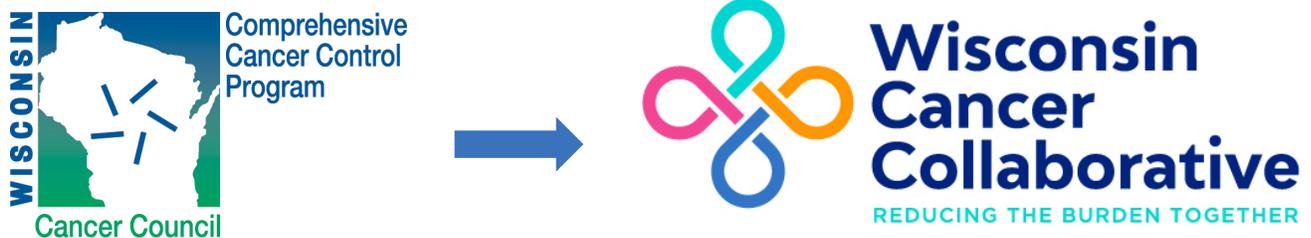
Since 2002, the staff of the Wisconsin Comprehensive Cancer Control Program has convened members of the Wisconsin Cancer Council—a statewide coalition working together to improve health outcomes for patients, families, and communities.

Our work is crucial. But our name was confusing. As both the WI CCC Program and the WI Cancer Council, we were two separate entities working toward the same important goals.

In early 2019, our staff and Steering Committee began the process of identifying a single name that could capture the work of the Program and the Council. In interviews and surveys throughout this effort, key themes quickly emerged—in words like *collaborate*, *engage*, *convene*, and *work together*.

Our new name, the Wisconsin Cancer Collaborative, captures these essential qualities. Our members have long relied on our ability to bring a wide range of people and perspectives to the table, where new ideas and new partnerships can take shape. The name Wisconsin Cancer Collaborative clearly communicates the value we bring and the impact we make.

Beginning March 1, 2020, our staff and membership will proudly work together under a unified name—the **Wisconsin Cancer Collaborative**.



NEXT PAGE | *What is changing, and what is staying the same >>*



What is changing?

- **Our name.** Beginning March 1, our name will be the “Wisconsin Cancer Collaborative” with the tagline “Reducing the Burden Together.”
- **Our logo.** Our beautiful new logo represents the diverse and interconnected ways our members work together to reduce Wisconsin’s cancer burden.
- **Resource design.** We are updating our online resources, print materials, e-newsletters, and other tools and publications to reflect our new name and logo.
- **Website design.** Our website has undergone a major facelift—with more updates throughout the spring and summer, as we prepare to release the Wisconsin Cancer Plan 2020-2030!
- **The *Policy Review*.** Our quarterly cancer policy newsletter, formerly called *Policy Roundup*, is getting a new name: *Policy Review*.
- **Member affiliation.** Our members now belong to the Wisconsin Cancer Collaborative—Wisconsin’s statewide cancer coalition formerly known as the WI Cancer Council.

What is staying the same?

- **Our mission, vision, and values.** Our staff and members continue to work together to create a healthier Wisconsin by reducing the burden of cancer for everyone.
- **The Wisconsin Cancer Plan.** The Plan continues to guide our work, offering an effective blueprint for reducing the burden of cancer in communities across our state.
- **Our website address.** You can still find us at www.wicancer.org.
- **Our contact information,** including staff email addresses and phone numbers.
- **Our leadership and staff structure.** Our Steering Committee and staff are here, as always, to connect our membership with data, resources, networking, and outreach support.
- **Our State and CDC support.** Our strong relationships with the Wisconsin Department of Health Services and the Centers for Disease Control and Prevention continue to make our work possible.
- **Most importantly, our committed and engaged members—YOU!**

What does this mean for members?

- **You do not have to rejoin.** All members of the WI Cancer Council will automatically become members of the newly named Wisconsin Cancer Collaborative.
- **Our work stays the same.** You still have access to our in-house team of Outreach Specialists and content experts, and you can rely on us for the tools and resources you’ve always used.
- **Some web content has moved.** Can’t find what you’re looking for? Ask our staff for help.
- **New content will be coming.** As we add content to our newly redesigned website, we will keep you posted in our monthly newsletter, *ENGAGE*.