



**Wisconsin  
Cancer  
Collaborative**  
REDUCING THE BURDEN TOGETHER

# **Wisconsin Cancer Plan 2020-2030**

*Monthly Networking Webinar  
August 13, 2020*



# Welcome!

- Networking webinars
  - 2<sup>nd</sup> Thursday of each month from 10 – 11 AM
  - Complete list of upcoming webinars and previous webinar recordings:  
[www.wicancer.org/webinars](http://www.wicancer.org/webinars)

# ***Wisconsin Cancer Collaborative***

The Wisconsin Cancer Collaborative is a statewide coalition of 140 organizations working together to reduce the burden of cancer for everyone in Wisconsin.



[www.wicancer.org](http://www.wicancer.org)

# Agenda

- ***Wisconsin COVID-19 Update***
- ***Wisconsin Cancer Plan 2020-2030***
  - *Print review*
  - *Online review*
- ***Taking Action***
  - *Dr. Melinda Stolley, Chair, Wisconsin Cancer Collaborative*
  - *Gale Johnson, WI Well Woman Program*
- ***Discussion***



# Wisconsin COVID-19 Update

*Dr. Mark Wegner, Chronic Disease Medical Advisor, Division of Public Health*

## As of August 12<sup>th</sup>, Wisconsin has:

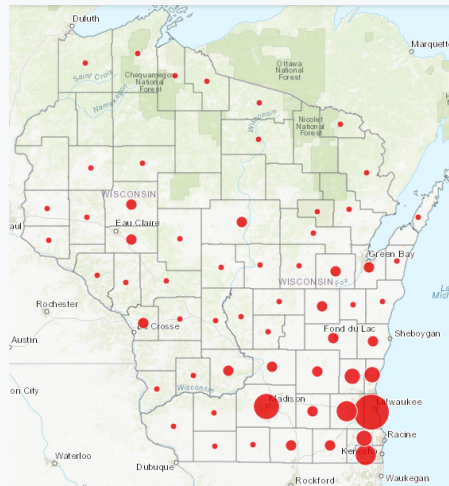
- 62,263 confirmed cases (8,884 active cases)
- 1,011 deaths
- 5,125 hospitalizations

# Wisconsin COVID-19 Update

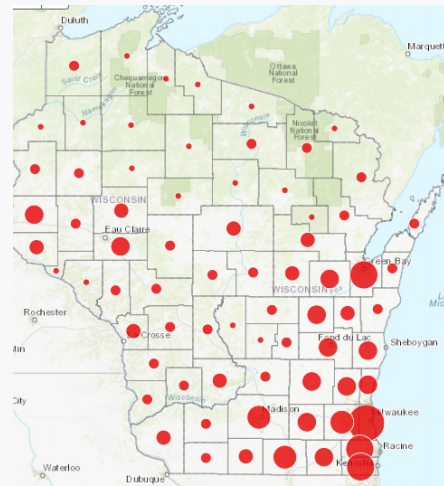
Dr. Mark Wegner, Chronic Disease Medical Advisor, Division of Public Health

## COVID-19 Wisconsin Number of Cases

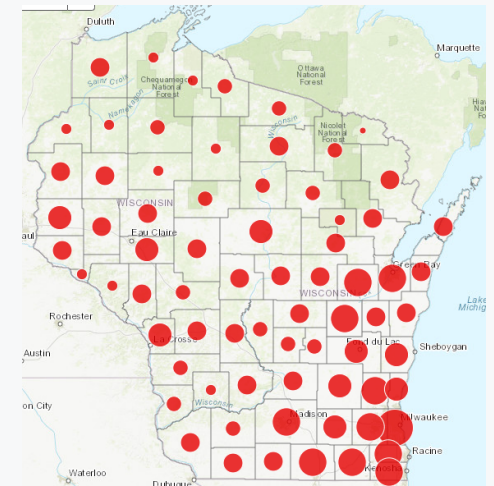
April



June



August



*Rural areas now experiencing increased activity*

# Wisconsin COVID-19 Update

*Dr. Mark Wegner, Chronic Disease Medical Advisor, Division of Public Health*

## Disproportionate Impact

- 6.7% of Wisconsin population is Black:
  - 14.2% of COVID-19 cases
  - 21.1% of COVID-19 deaths
- 7.1% of Wisconsin population is Hispanic or Latino:
  - 23.1% of COVID-19 cases
  - 11.7% of COVID-19 deaths

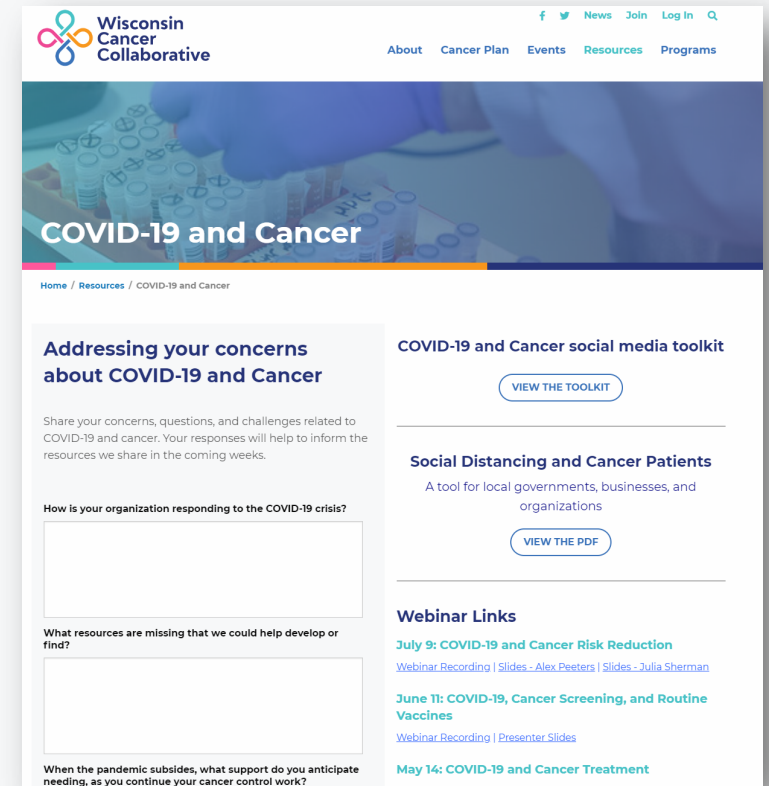


# Wisconsin COVID-19 Update

*Dr. Mark Wegner, Chronic Disease Medical Advisor, Division of Public Health*

## Cancer & COVID-19

- Reducing the spread of COVID-19 will:
  - Protect cancer patients and their caregivers
  - Allow for cancer prevention vaccines and screenings to be safely conducted
  - Provide safe spaces for risk reduction activities
- Statewide mask mandate
  - August 1<sup>st</sup> through September 28<sup>th</sup>



Resources available at [www.wicancer.org/resources/covid19](http://www.wicancer.org/resources/covid19)

# ***Comprehensive Cancer Control: A National Approach***

- Funded by the Centers for Disease Control & Prevention (CDC)
- Grantees charged with convening partners to:
  - Determine cancer burden in geographic area
  - Create blueprint to reduce cancer burden
  - Implement blueprint

# *Wisconsin's Application of National Approach*



# *Wisconsin's Application of National Approach*



- Wisconsin Cancer Reporting System
- Wisconsin Immunization Registry
- Behavioral Risk Factor Surveillance System

# *Wisconsin's Application of National Approach*



- State's cancer coalition dedicated to creating and implementing the blueprint to reduce the burden of cancer
- 140 organizations and over 300 individuals that include multitude of disciplines and sectors



# *Wisconsin's Application of National Approach*



- The state's blueprint to reduce the burden of cancer
- Incorporates evidence-based activities
- Spans the entire cancer control continuum

# ***Wisconsin Cancer Plan 2020-2030***

## **How the Wisconsin Cancer Plan 2020-2030 was developed**

- September 2018-July 2020
- Led by 20 person Steering Committee
- Input from 140 organizations
  - June 2019
  - October 2019

# ***Wisconsin Cancer Plan 2020-2030***

## **How the Wisconsin Cancer Plan 2020-2030 was developed**

- September 2018-July 2020
- Led by 20 person Steering Committee
- Input from 140 organizations
  - June 2019
  - October 2019
- Requests for changes can be made at any time at [www.wicancer.org](http://www.wicancer.org)

# Wisconsin Cancer Plan 2020-2030

## Member Organizations

AbbVie  
 ABCD: After Breast Cancer Diagnosis  
 Access Community Health Centers  
 Advancing a Healthier Wisconsin Endowment  
 Affinity Health System - St. Elizabeth Hospital  
 Ahal Empowered Wellness Center  
 Altcare Health Services  
 American Cancer Society  
 American Cancer Society Cancer Action Network  
 American Heart Association  
 American Lung Association in Wisconsin  
 Appleton Health Department  
 Ascension Wisconsin - Columbia St. Mary's  
 Ascension Wisconsin - Wheaton Cancer Care  
 Ashland County Health and Human Services  
 Aspinus Wausau Hospital  
 AstraZeneca  
 Advocate Aurora Health  
 Barron County Health and Human Services  
 Bayfield County Health Department  
 Beaver Dam Community Hospital  
 Bellin Health  
 Breast Cancer Family Foundation  
 Breast Cancer Recovery  
 Bristol-Myers Squibb  
 Cancer Center of Western Wisconsin  
 Cancer Health Disparities Initiative  
 Center for Patient Partnerships  
 Center for Urban Population Health  
 Central Wisconsin Health Partnership  
 Cervivor  
 Children's Health Alliance of Wisconsin  
 Chix 4 a Cause LTD  
 City of Franklin Health Department  
 City of Wauwatosa Health Department  
 Columbia St. Mary's  
 Community Action for Healthy Living, Inc.  
 Community Advocates  
 Cutting Edge Health Team  
 Cynthia's Breast Cancer Giving Circle  
 Decipher Biosciences  
 Eau Claire City County Health Department  
 Eisai, Inc.  
 Essential Health Clinic  
 Fond du Lac County Health Department  
 Forest County Potawatomi Community  
 Fox Valley Advance Care Planning Partnership  
 Fox Valley Hematology and Oncology  
 Froedtert and the Medical College of Wisconsin  
 GeneLaw Consulting LLC  
 Genentech  
 Gerald L. Ignace Indian Health Center  
 Glida's Club Madison  
 Green Bay Oncology  
 Green Lake County Department of Health & Human Services  
 Gundersen Health System  
 Health Monitor  
 Holy Family Memorial Cancer Center  
 HSHS Division - Eastern Wisconsin  
 HSHS Sacred Heart Hospital  
 HSHS St. Vincent Hospital  
 Iron County Health Department  
 Jackson County Department of Health and Human Services  
 Janssen Oncology/Johnson and Johnson Health Care Services, Inc.  
 Juneau County Health Department  
 La Crosse Area Family YMCA  
 La Crosse County Health Department  
 Lakeshore Community Health Care  
 Langlade County Health Department  
 Leukemia and Lymphoma Society  
 Lung Cancer Research Foundation  
 Manitowish County Health Department  
 Marathon County Health Department  
 Marquette County Health Department  
 Marquette University College of Nursing Institute for Palliative and End of Life Care  
 Marshfield Clinic  
 Mayo Clinic Health System - Franciscan Healthcare

List continued on page 4...

## Member Organizations (continued)

McDowell Capitol Consulting  
 Medical College of Wisconsin  
 Merck  
 Mercyhealth  
 Milwaukee Consortium for Hmong Health  
 Ministry Saint Joseph's Hospital  
 Monroe County Senior Services  
 Morgridge Institute for Research  
 No Stomach for Cancer  
 Northeast Wisconsin Area Health Education Center  
 Northwest Wisconsin Cancer Center  
 Oconto County Health and Human Services  
 Oneida County Health Department  
 Outagamie County Public Health Division  
 Pfizer  
 Pierce County Public Health Department  
 Planned Parenthood of Wisconsin, Inc.  
 Portage County Health and Human Services  
 Progressive Community Health Centers  
 Public Health Madison and Dane County  
 Red Cliff Community Health Center  
 Richland County Health and Human Services  
 Rural Wisconsin Health Cooperative  
 Saint Croix County HHS/Public Health  
 Scenic Bluffs Community Health Centers  
 Scenic Rivers Area Health Education Center (AHEC)  
 Scott Consulting Partners  
 Sheboygan County Cancer Care Fund  
 Sixteenth Street Community Health Centers  
 SSM Health  
 St. Mary's Hospital Janesville  
 Stockbridge Munsie Community  
 Susan G. Komen Wisconsin  
 ThedaCare Cancer Care  
 Triago Cancer  
 Tricia's Troops Cancer Connection  
 Turville Bay MRI and Radiation Oncology Center  
 University of Wisconsin Carbone Cancer Center  
 University of Wisconsin Center for Tobacco Research and Intervention  
 University of Wisconsin Medical Foundation  
 University of Wisconsin Milwaukee College of Nursing  
 University of Wisconsin Population Health Institute  
 University of Wisconsin Department of Dermatology  
 University of Wisconsin Department of Obstetrics and Gynecology  
 University of Wisconsin Department of Population Health Sciences  
 University of Wisconsin Extension - Green Lake County  
 University of Wisconsin School of Medicine and Public Health  
 University of Wisconsin Green Bay  
 UW Health Breast Center  
 UW Health Cancer Center at ProHealth Care  
 Vitas Health Care, Inc.  
 Waushara County University of Wisconsin-Extension  
 Wisconsin State Laboratory of Hygiene/University of Wisconsin-Madison  
 Winnebago County Health Department  
 Wisconsin Alcohol Policy Project  
 Wisconsin Alliance for Women's Health  
 Wisconsin Association of Hematology and Oncology (WAHO)  
 Wisconsin Breast Cancer Coalition  
 Wisconsin Bureau of Community Health Promotion  
 Wisconsin Cancer Reporting System  
 Wisconsin Cancer Risk Program Network  
 Wisconsin Environmental Public Health Tracking Program  
 Wisconsin Health Literacy  
 Wisconsin Immunization Program  
 Wisconsin Indianhead Technical College  
 Wisconsin Medical Society  
 Wisconsin Nurses Association  
 Wisconsin Primary Health Care Association  
 Wisconsin Public Health Association  
 Wisconsin Radon Program  
 Wisconsin Tobacco Prevention and Control Program  
 Wisconsin Well Woman Program  
 Wisconsin Women's Health Foundation  
 Wood County Health Department

# *Virtual Drum Roll...*





# Wisconsin Cancer Plan

2020 - 2030

*A Blueprint for Action*

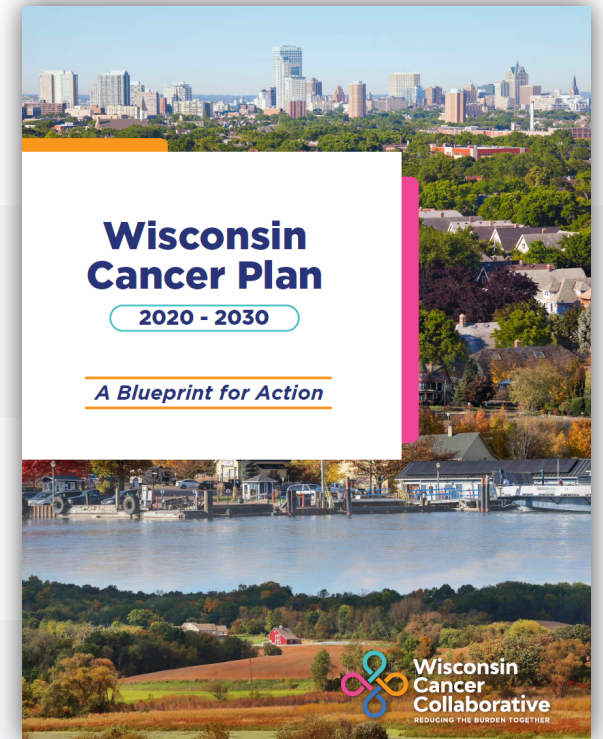




# Wisconsin Cancer Plan 2020-2030

## Vision

A healthier Wisconsin by reducing the burden of cancer for everyone.



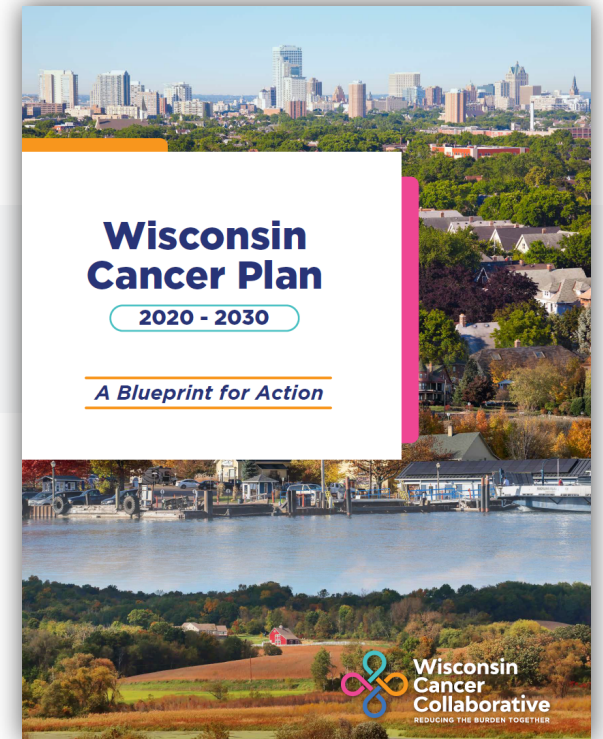
# Wisconsin Cancer Plan 2020-2030

## Vision

A healthier Wisconsin by reducing the burden of cancer for everyone.

## Mission

To engage diverse partners to develop, promote, and implement a statewide comprehensive approach to cancer control.

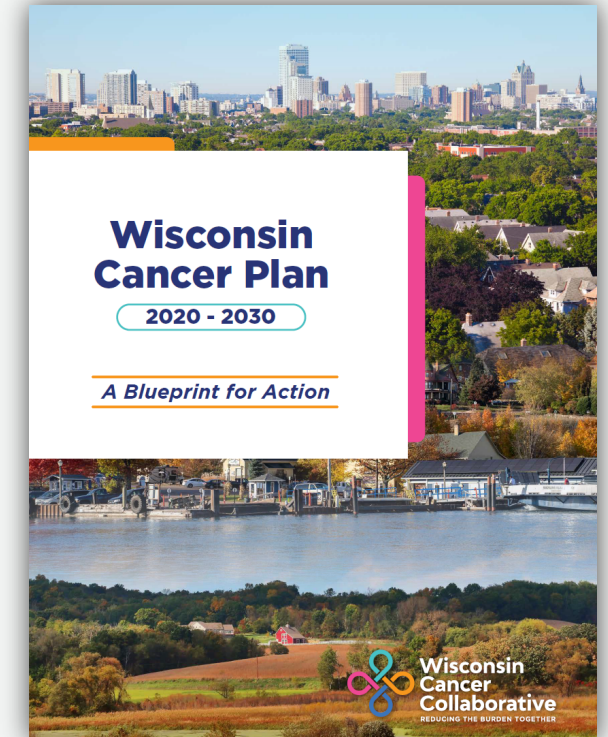




# Wisconsin Cancer Plan 2020-2030

## Overarching Goals

- 1 Advance health equity as it relates to cancer.
- 2 Reduce the risk of developing cancer.
- 3 Detect cancer at the earliest stage possible.
- 4 Reduce death and suffering from cancer.
- 5 Improve the quality of life for cancer survivors.
- 6 Improve the quality and use of cancer-related data.



# ***Wisconsin Cancer Plan 2020-2030***

## **Understanding Policy, Systems, and Environmental Change**

**Healthy behaviors never happen in a vacuum.**

The choices we make that affect our health are shaped by the policies that govern our communities, organizations (or “systems”) such as schools and clinics, and the physical and social environment in which we live.

# Wisconsin Cancer Plan 2020-2030

## Understanding Policy, Systems, and Environmental Change



*When we improve policies,  
systems, and environments,  
we can create lasting health  
improvements for everyone.*

# *Wisconsin Cancer Plan 2020-2030*

## Printed Plan

- Seven Chapters
  - Priorities
    - Strategies
  - Background
  - Takeaway
  - Key Terms

## Online Plan

- Seven Chapters
  - Priorities
    - Strategies
  - Background
  - Takeaway
  - Key Terms

# Wisconsin Cancer Plan 2020-2030

## Printed Plan

- Seven Chapters
  - Priorities
    - Strategies
  - Background
  - Takeaway
  - Key Terms

## Online Plan

- Seven Chapters
  - Priorities
    - Strategies
      - **Action Steps**
  - **Measures**
  - Background
  - Takeaway
  - Key Terms
  - **Related Resources**

# ***Wisconsin Cancer Plan 2020-2030***

Chapter 1: Health Equity

Chapter 2: Risk Reduction

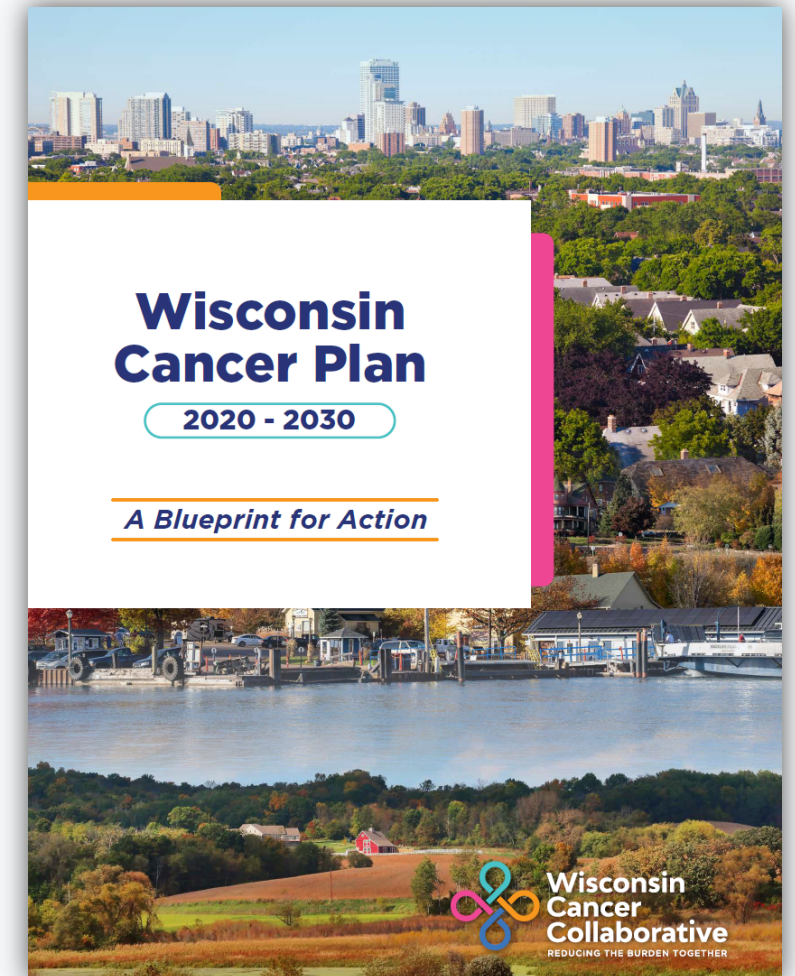
Chapter 3: Early Detection & Screening

Chapter 4: Treatment

Chapter 5: Survivorship

Chapter 6: End of Life

Chapter 7: Data





# ***Wisconsin Cancer Plan 2020-2030***

Chapter 1: Health Equity

**Chapter 2: Risk Reduction**

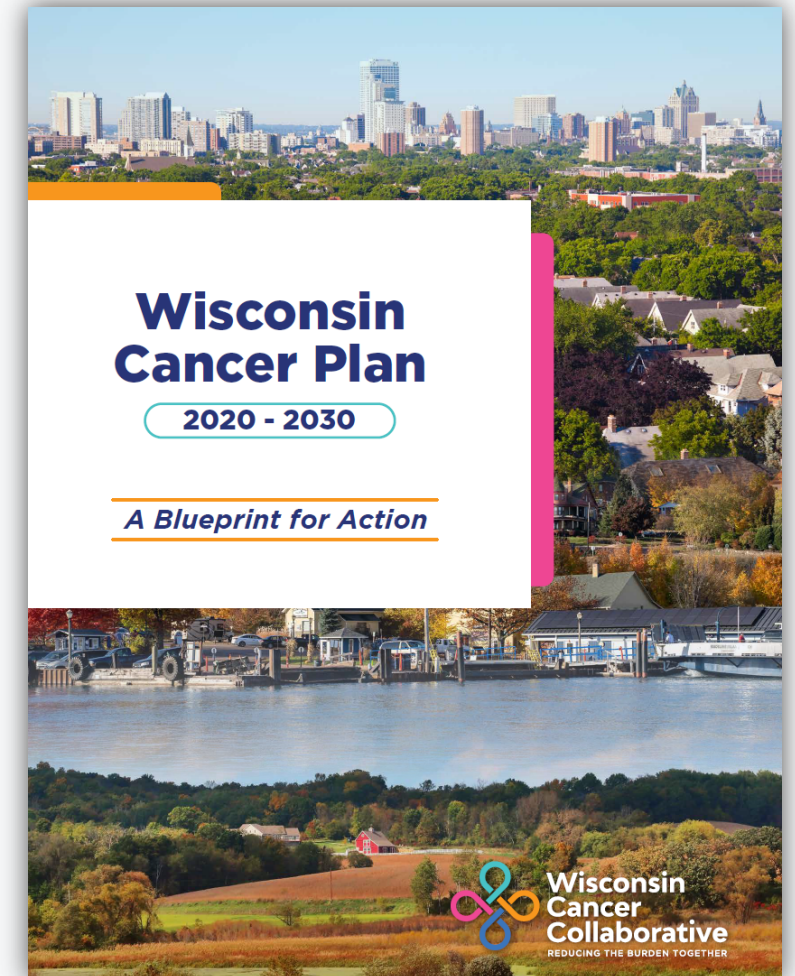
**Chapter 3: Early Detection & Screening**

**Chapter 4: Treatment**

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Chapter 7: Data



# ***Wisconsin Cancer Plan 2020-2030***

**Chapter 1: Health Equity**

**Chapter 2: Risk Reduction**

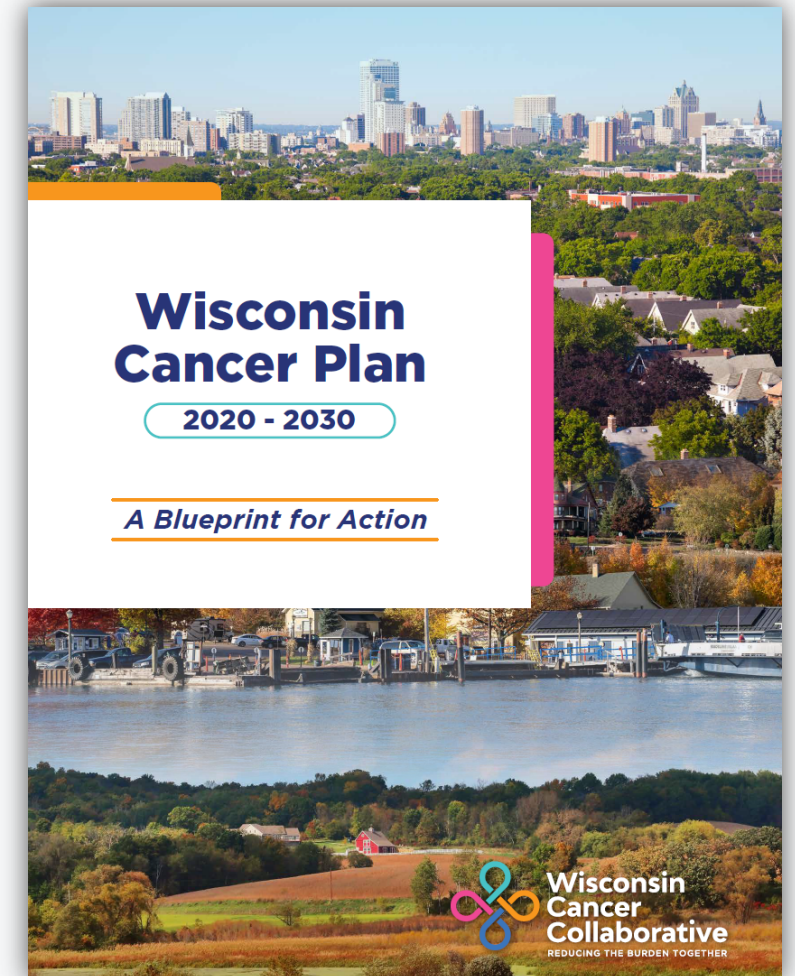
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**Chapter 7: Data**



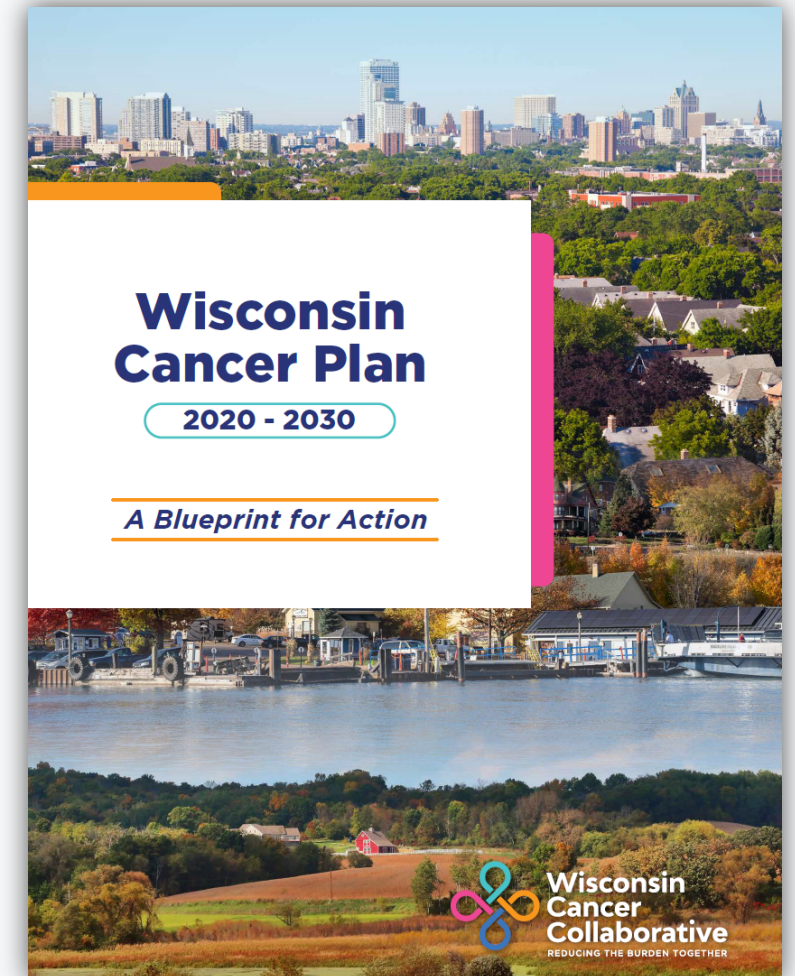


# Wisconsin Cancer Plan 2020-2030

*Want a print WI Cancer Plan 2020-2030 and to learn how various groups are taking action?*

**Register for and attend the...**

**2020 Virtual Wisconsin Cancer Summit  
October 28 & 29, 2020**



# *Wisconsin Cancer Plan 2020-2030*

## Chapter 1

### Health Equity



## Chapter 1

### Health Equity

# Wisconsin Cancer Plan 2020-2030

## Chapter 1

### Health Equity

#### Photos



## Chapter 1

### Health Equity

# Wisconsin Cancer Plan 2020-2030

## Chapter 1

### Health Equity

Photos

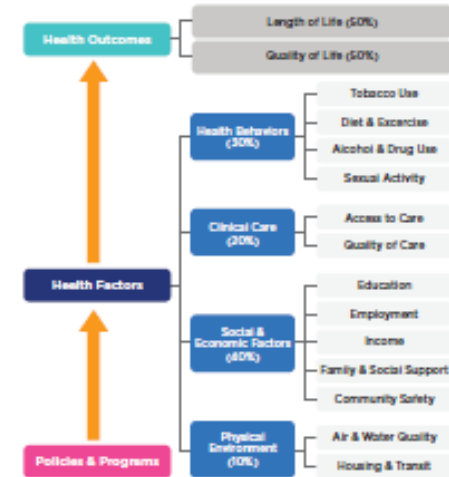
Background, Takeaway

### Everyone in Wisconsin deserves the chance to live life to the fullest.

This means having the resources needed to make healthy choices and receiving the highest quality care. Unfortunately, too many Wisconsinites are denied this opportunity because of historical and contemporary injustices, geographic location, and critical gaps in culturally responsive health care services.

In Wisconsin today, some populations are more likely to develop cancer and die from cancer. These inequities may be based on one's race or ethnicity, socioeconomic status, gender, age, religion, mental health, ability status, body size, sexual orientation, gender identity, geographic location, or other characteristics linked to racism, discrimination, and exclusion.

Social and economic factors, as well as our physical environment, contribute to health and health inequities. Where people are born, live, work, worship, learn, play, and age—otherwise known as the social determinants of health—can make it more or less challenging to access quality health care and engage in healthier behaviors, which largely determine the quality and length of one's life.



### We can ensure health equity for all when we:

- Increase our state's capacity to reduce the burden of cancer for everyone.
- Increase the number of Wisconsinites who have access to quality health care that is both culturally and linguistically appropriate.
- Prioritize activities that engage, center, and benefit populations at higher risk of health-related inequities.
- Commit organizational energy to addressing social determinants of health.

### The Takeaway

We will improve health outcomes for everyone in Wisconsin when we improve the conditions in which people are born, live, work, worship, learn, play, and age. By incorporating health equity into cancer control efforts, we can reduce the unequal burden of cancer in Wisconsin.



# Wisconsin Cancer Plan 2020-2030

## Chapter 1

### Health Equity

Photos

Background, Takeaway

Key Terms



#### Everyone to the full

This means having to make healthy choices the highest quality care. Wisconsinites are because of historical injustices, geographic location, or other factors in culturally responsive ways.

In Wisconsin today, people are likely to develop chronic health conditions. These inequities include race, ethnicity, socioeconomic status, religion, mental health, sexual orientation, gender identity, location, or other factors. Racism, discrimination, and other factors can make it more difficult to get quality health care, which can lead to worse health outcomes and length of life.

Social and economic factors can create physical environments that lead to health inequities. For example, work, worship, learning, and play can make it more difficult to get quality health care, which can lead to worse health outcomes and length of life.

#### We can ensure health equity

- Increase our state's capacity to address health inequities
- Increase the number and linguistic diversity of health care providers
- Prioritize activities that address health-related inequities
- Commit organizations to address health inequities

#### The Takeaway

We will improve health equity by ensuring that all people are born, live, learn, work, play, worship, and age in environments that support health, functioning, and quality-of-life outcomes and risks.



#### Key Terms

**Health equity:** A condition achieved when every person has the opportunity to "attain their full health potential" and no one is "disadvantaged from achieving this potential because of social position or other socially determined circumstances."<sup>2</sup>

**Health inequity:** Preventable and unjust differences in the burden of disease, injury, violence, or opportunities to achieve optimal health that are experienced by socially disadvantaged populations.<sup>3</sup>

**Social determinants of health:** Conditions in the environment in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.<sup>4</sup>

**Trauma-informed care<sup>5</sup>:** An approach to engaging people with histories of trauma that recognizes the presence of trauma symptoms and acknowledges the role that trauma has played in their lives.<sup>5</sup>

- Other approaches such as healing-centered engagement are beginning to positively reframe trauma by focusing on resilience and collective strength.

<sup>2</sup>Denotes a key term that only appears in an action step. To view action steps, see the online Wisconsin Cancer Plan 2020-2030 at [www.wiscancer.org](http://www.wiscancer.org).

### Priority 1

**Increase capacity to reduce the burden of cancer for everyone.**

**Strategies:**

- A** Increase the diversity and engagement of the Wisconsin Cancer Collaborative membership and partners.
- B** Increase trust between communities and those working to reduce the burden of cancer.
- C** Establish and maintain a diverse workforce of health professionals and researchers that better represents all Wisconsin communities.

### Priority 2

**Increase the number of Wisconsinites with access to quality health care.**

**Strategies:**

- A** Increase availability of and access to health services for the under- and uninsured.
- B** Increase availability of and access to comprehensive health insurance coverage.

### Priority 3

**Increase and prioritize health improvement approaches that engage, center, and benefit populations and communities at highest risk of health-related inequities.**

#### Strategies:

- A** Collect, examine, and disseminate data on traditionally underrepresented populations.
- B** Increase funding opportunities that address health-related inequities.
- C** Increase the co-development of health improvement activities *with* and *for* populations at highest risk of health-related inequities.
- D** Increase policy and systems-level changes that address the social determinants of health.





# Wisconsin Cancer Plan 2020-2030

## Chapter 1

### Health Equity

Priority 1

Priority 2

Priority 3

Increase and prioritize health improvement approaches that engage, center, and benefit populations and communities at highest risk of health-related inequities.

Strategies:

- A** Collect, examine, and disseminate data on traditionally underrepresented populations.
- B** Increase funding opportunities that address health-related inequities.
- C** Increase the co-development of health improvement activities *with and for* populations at highest risk of health-related inequities.
- D** Increase policy and systems-level changes that address the social determinants of health.

*Reader's note: To see detailed action steps and data measures for this chapter, please view the interactive Wisconsin Cancer Plan 2020-2030 available online at [www.wicancer.org](http://www.wicancer.org).*

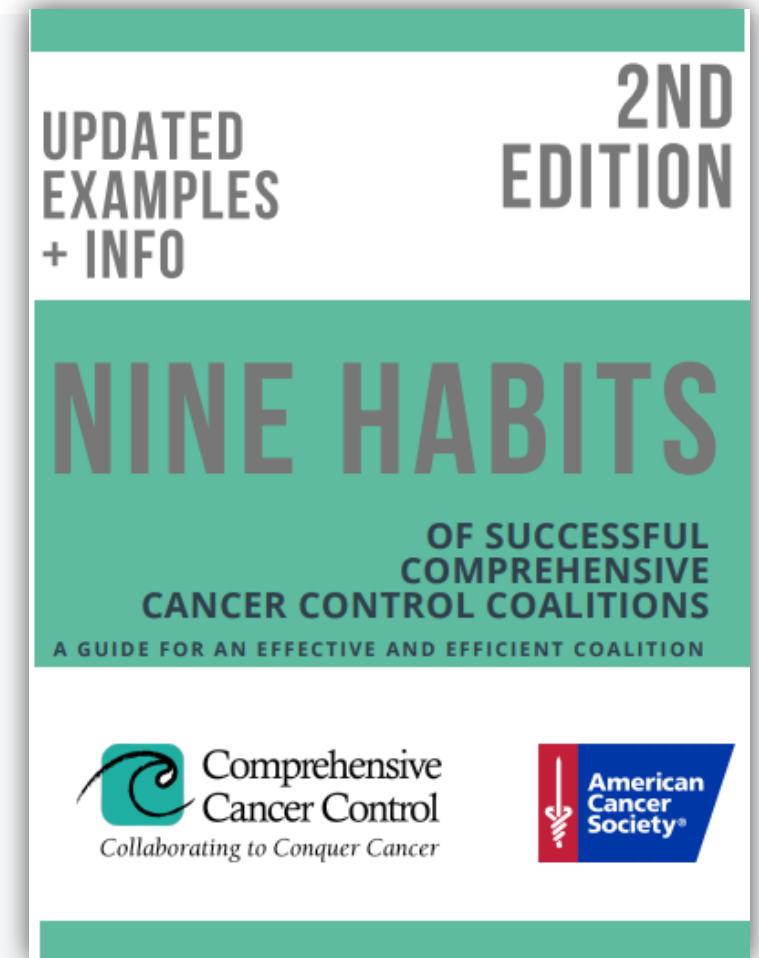
# ***Online & Interactive WI Cancer Plan 2020-2030***

- All the information from the print version
- Action Steps
- Measures
- *Resources to take action in the Resource Center*

[www.wicancer.org](http://www.wicancer.org)

# ***Taking Action: WI Cancer Plan 2020-2030***

- **Action Areas**
  - WI Cancer Collaborative cannot do everything at once because of limited resources.
  - Focused efforts on a few things will accelerate progress.
  - Members determine priorities of the cancer plan that represent WI Cancer Collaborative value-added efforts.



# ***Taking Action: WI Cancer Plan 2020-2030***

- **Policy Agenda**
  - Includes goals and objectives that support our Action Areas and advance the Wisconsin Cancer Plan.
  - Policy Committee develops this biennial agenda and provides education and recommendations to Wisconsin Cancer Collaborative members to advance the agenda's goals.

# ***Taking Action: WI Cancer Plan 2020-2030***

- Action Area & Policy Agenda development begins this fall
  - Steering Committee & Policy Committee meetings in September
  - Join Monthly networking webinar
    - October 8<sup>th</sup> from 10-11 AM
    - [www.wicancer.org/webinars](http://www.wicancer.org/webinars)



## **Putting the Plan into Action**

**Thursday, October 8 | 10-11 am**

How can we put the new Wisconsin Cancer Plan 2020-2030 into action? Share your input in our October webinar, and help the Wisconsin Cancer Collaborative decide how to prioritize action areas within the new Wisconsin Cancer Plan 2020-2030.

# ***Taking Action: WI Cancer Plan 2020-2030***

***Melinda Stolley, PhD***

Associate Director

Prevention & Control

Medical College of WI Cancer Center

Chair

Wisconsin Cancer Collaborative

**Working together,  
we will reduce the  
burden of cancer  
for everyone  
in Wisconsin.**



# *Member Spotlight*

Gale Johnson, Wisconsin Well Woman Program



# Wisconsin Well Woman Program



The primary goal of the WWWP is to reduce morbidity and mortality from breast and cervical cancers by increasing the number of low-income, uninsured and underinsured women who routinely receive screening services. Since 1994, the program has provided breast and cervical cancer screening and diagnostic services to more than 80,787 women in counties and Tribal Nations throughout Wisconsin.



# WWWP Coordinating Agencies

## Coordinating Agency Responsibilities

- Eligibility determination and enrollment
- Case management
- Provider support
- Outreach and education

# ***Important WWWP Collaborations***

- American Cancer Society
- Faith-Based Organizations
- Foundation for Black Women's Wellness
- Milwaukee Consortium for Hmong Health
- UW Carbone Cancer Center-Cancer Health Disparities Initiative
- UW-Milwaukee College of Nursing
- Wisconsin Association of Free & Charitable Clinics, Inc.
- Wisconsin Breast Cancer Task Force
- Wisconsin Inter-Tribal Pink Shawl Initiative
- Wisconsin Women's Health Foundation

## ***WWWP Patient Navigation Sites***

- Aurora Family Service, Inc. (focusing on Southeastern Wisconsin)
- Marshfield Clinic Health System (focusing on central, western and northern Wisconsin)
- UW Carbone Cancer Center – Cancer Health Disparities Initiative with UW Breast Center (focusing on southern Wisconsin)

# Wisconsin Well Woman Program

Thank you and Stay Well!  
August 13, 2020



# ***Discussion***

- How do you intend to incorporate the Wisconsin Cancer Plan 2020-2030 in your work?
- What tools or resources would you find helpful to advance the WI Cancer Plan?
- Are you registered to attend the virtual 2020 Wisconsin Cancer Summit?

# Next Steps

- Monthly Networking Webinars:
  - September 10<sup>th</sup> from 10 - 11 AM
    - Palliative Care Network of Wisconsin
  - October 8<sup>th</sup> from 10 - 11 AM
    - Putting the Plan to Action

# Next Steps

## 2020 Wisconsin Cancer Summit A virtual, two-day event

**Oct. 28, 2020** | 12 - 3 pm

**Oct. 29, 2020** | 9 am - 12 pm

All sessions will be held via web conference. Registration is free and will open in August.

### Featuring:

- Keynote address by Dr. Lisa Richardson, Director of the CDC's [Division of Cancer Prevention and Control](#)
- Strategies to put the new Wisconsin Cancer Plan 2020-2030 into action
- Success stories from around Wisconsin
- Opportunities to network





**Wisconsin  
Cancer  
Collaborative**

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**THANK YOU**

**[www.wicancer.org](http://www.wicancer.org)**

**[www.wicancer.org/cancer-plan/](http://www.wicancer.org/cancer-plan/)**