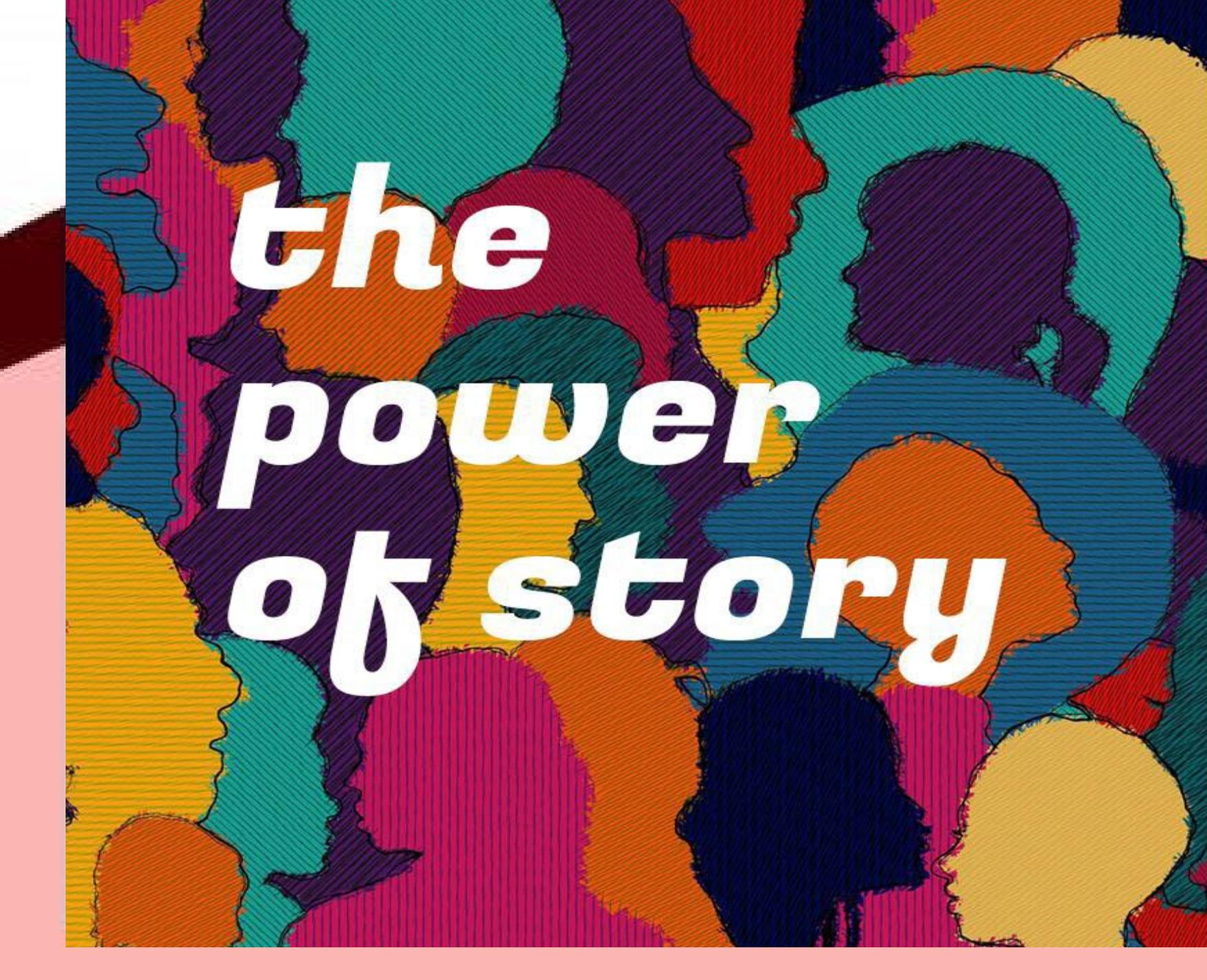


# PURPOSE OF THE DAY, “WHY STORIES MATTER”



**Sandra Millon-Underwood, RN,  
PhD, FAAN**

Professor Emerita  
UW-Milwaukee College of Nursing



# *the power of story*

Explore how  
storytelling can  
**improve** cancer  
health outcomes,  
**empower** patients  
and providers,  
and help all of us  
**connect,**  
**transform,**  
**learn, and heal.**



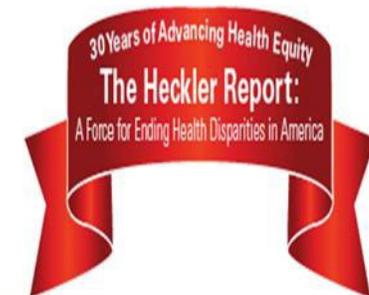
Wisconsin  
Cancer  
Collaborative

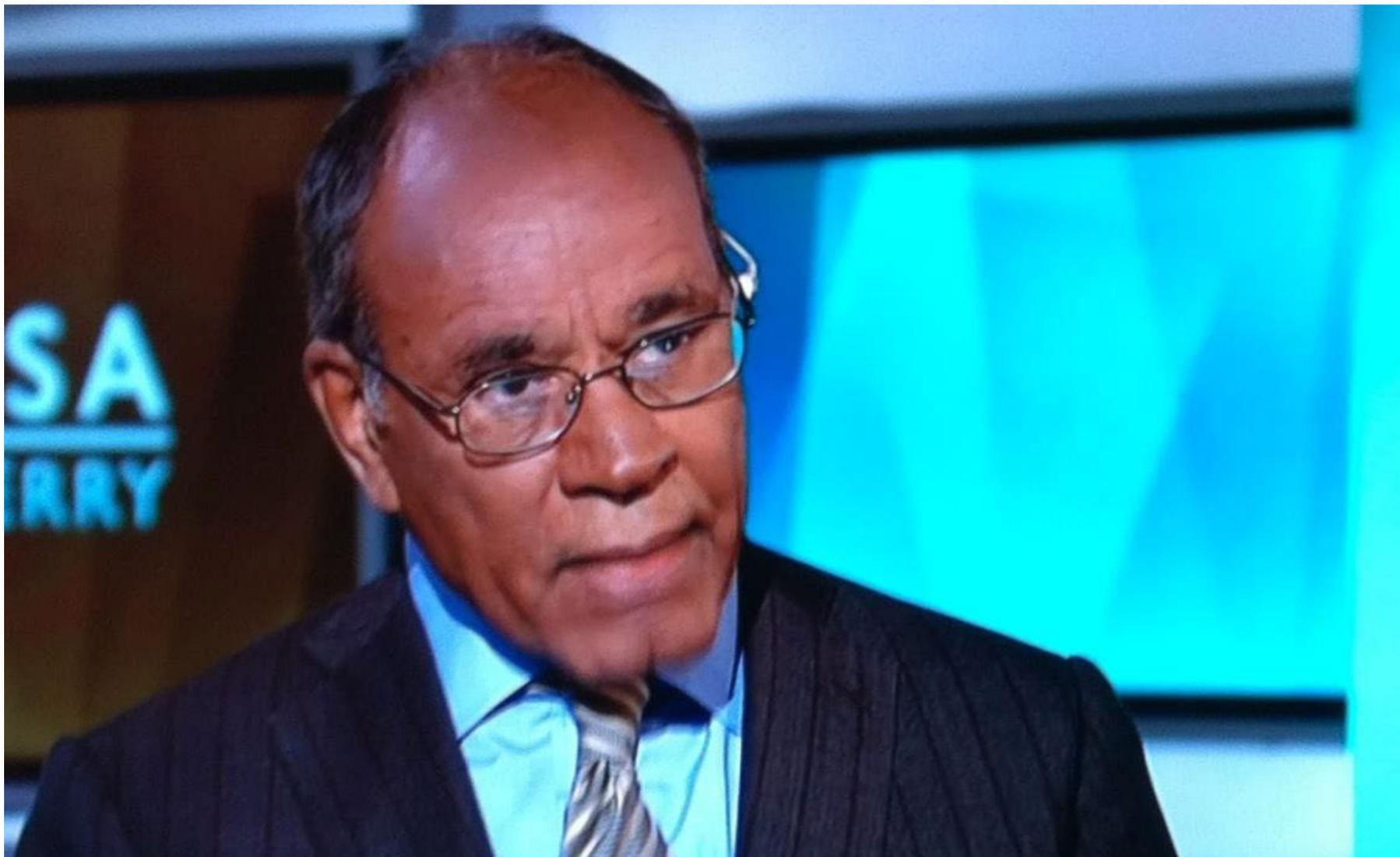


# Wisconsin Cancer Collaborative

The Collaborative remain committed to original the mission of **convening doctors, researchers, public advocates, and other partners** to find new and **better ways of coordinating cancer control efforts across Wisconsin.**

- The Secretary's report presented quantitative data that showed that African Americans, Hispanics, Native Americans, and other minorities had poorer outcomes compared to Whites relative to:
  - Life expectancy
  - Infant mortality and low birth weight
  - Cancer
  - Cardiovascular disease
  - Cerebrovascular disease
  - Diabetes
  - Homicide and unintentional injuries
  -
- The hope was that by highlighting the disparities, we would be successful in our efforts to eliminate them.





**Harold P. Freeman Patient Navigation Institute**  
Founder and President/CEO

- Poor people lack access to quality health care and are more likely than others to die of cancer.
- Poor people endure greater pain and suffering from cancer than most Americans.
- Poor people face substantial obstacles to obtaining and using health insurance and often do not seek needed care if they cannot pay for it.
- Poor people and their families must make extraordinary personal sacrifices to obtain and pay for health care.
- Cancer education and outreach efforts are insensitive and irrelevant to many poor people.
- Fatalism about cancer prevails among the poor and prevents them from gaining quality health care.

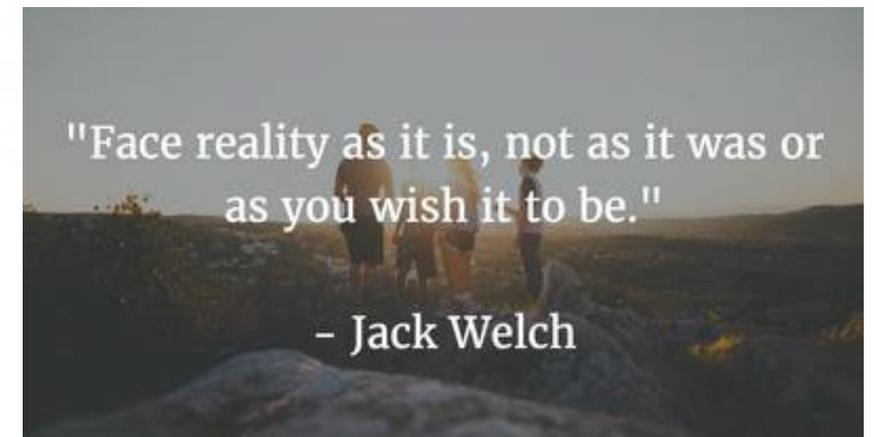


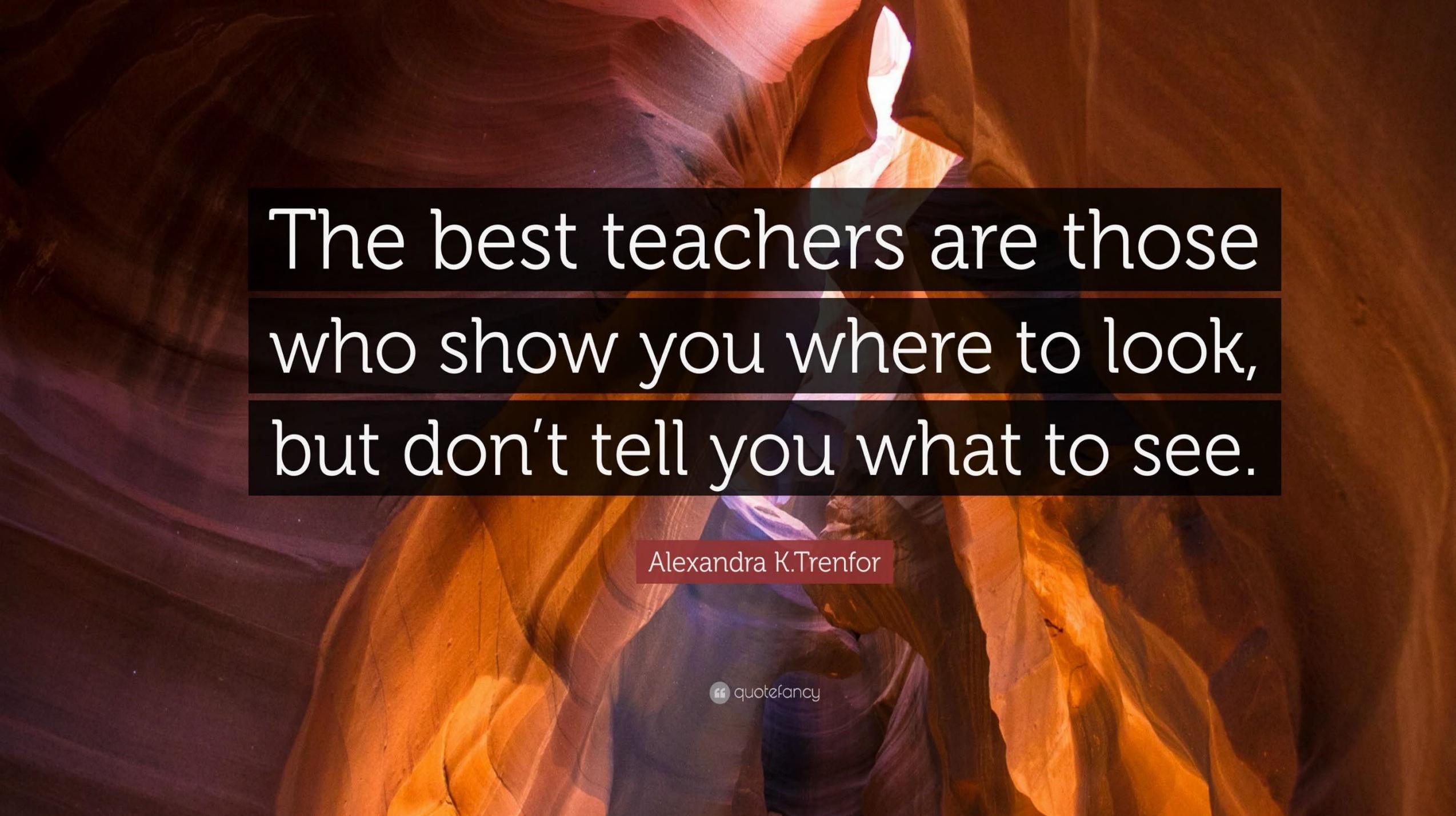




# Story ---

- provides us an opportunity to learn from another **person's experience**.
- can **shape, strengthen or challenge our opinions and values**.
- allows us to **recount and reflect on difficult (and pleasant) experiences**.
- allows us to **see and hear** others and ourselves.
- Unlike data driven reports -- provides a opportunity to better **sense the human experience**.

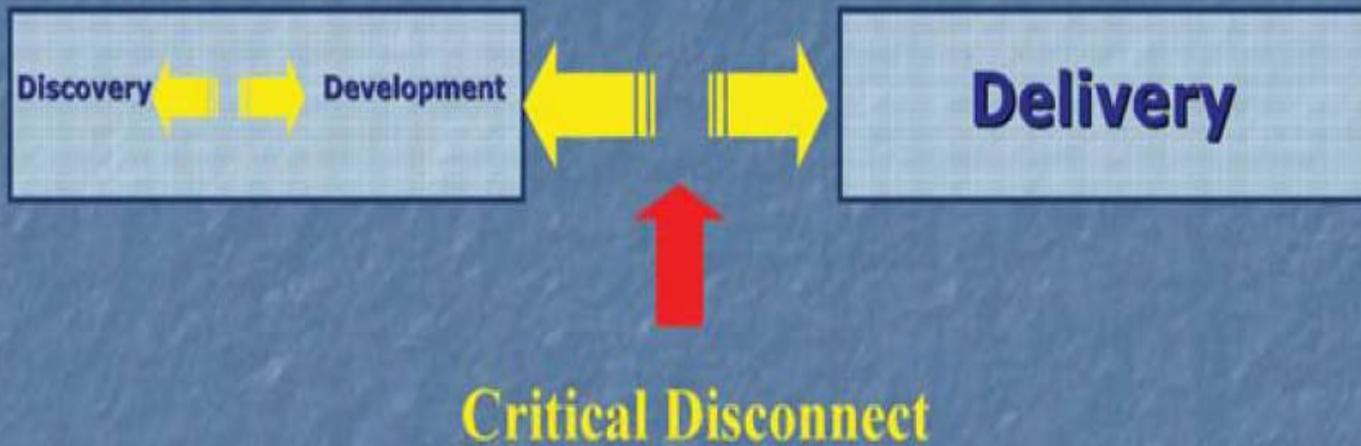




The best teachers are those  
who show you where to look,  
but don't tell you what to see.

Alexandra K.Trenfor

# The Discovery-Delivery Disconnect



This *discovery to delivery* “disconnect” is a key determinant of the unequal burden of cancer.



**SPOTLIGHT:**

**DR. HAROLD P. FREEMAN**



Wisconsin  
Cancer  
Collaborative



None so blind as those with eyes ...  
but cannot see ... because they fail to look



Wisconsin  
Well Woman  
Program



None so deaf as those with ears ...  
but cannot hear ... because they fail to listen

**TELL ME**  
AND I WILL FORGET  
**SHOW ME**  
AND I MAY REMEMBER  
**INVOLVE ME**  
AND I WILL UNDERSTAND



- Importance of understanding and leaning from real experiences
- Taking time to listen and engage
- Importance of extending our reach and engaging
- Making room at the table
- Importance of setting our agenda aside

CANCER DISPARITIES REPORT

# Breast Cancer Disparities Between Black and White Women in Wisconsin

A report from the Reducing Breast Cancer Disparities Project

October 2022

Mary Cianciara, MPH, Wisconsin Cancer Collaborative

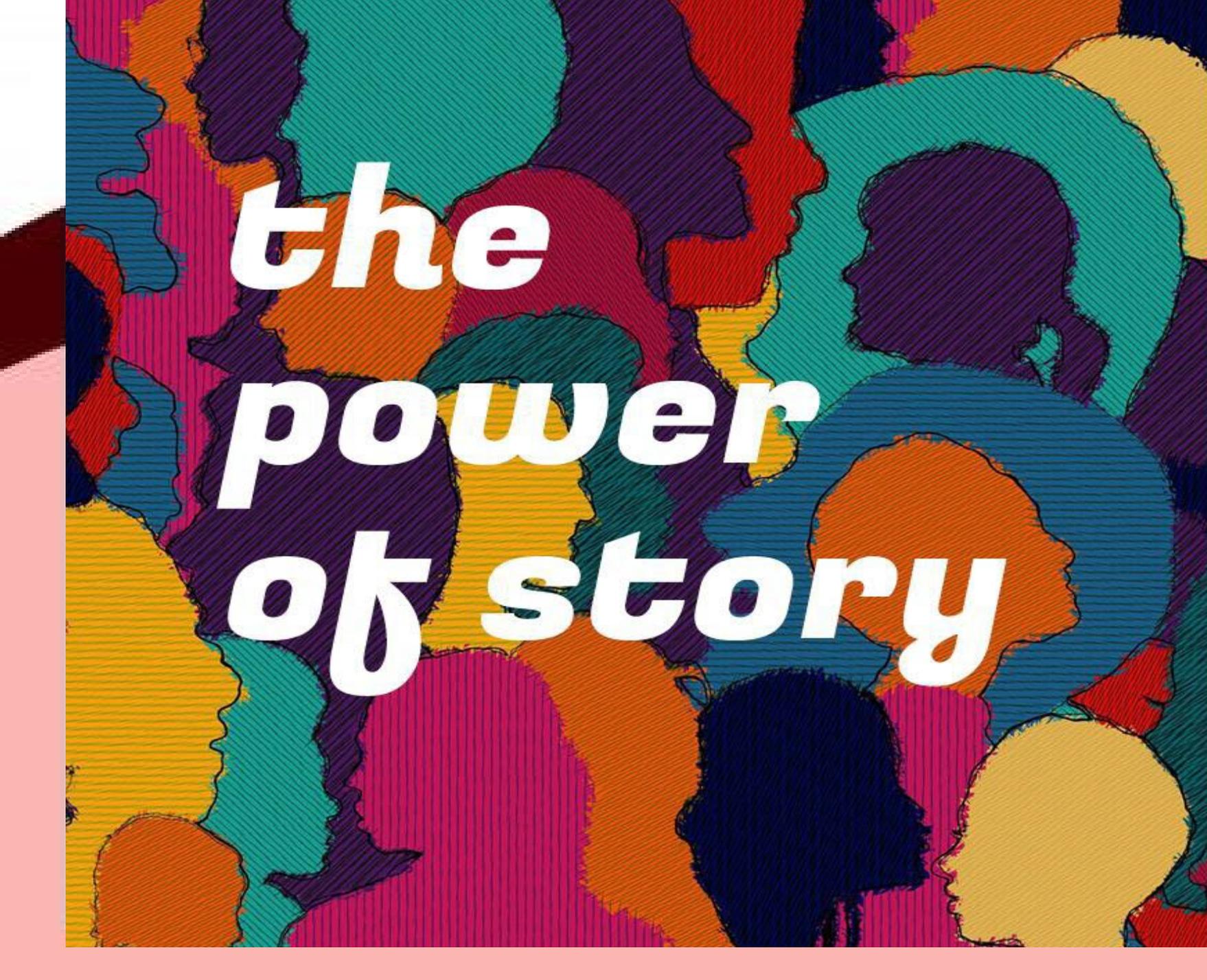
Published by the Wisconsin Cancer Collaborative, with assistance from the Wisconsin Department of Health Services





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