



# Membership Orientation

*How you can make the most of your  
Wisconsin Cancer Collaborative Membership.*

# Agenda

- Overview of the Wisconsin Cancer Collaborative structure
- Overview of the Wisconsin Cancer Plan 2020-2030
- WCC Member Benefits
- Examples of the Wisconsin Cancer Plan 2020-2030 in action
- Questions

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

**“Comprehensive Cancer Control” was established by the CDC in 1998.**

- Funds states, territories, and tribes to:
  - Create and maintain coalitions
  - Look at the cancer burden in their area
  - Prioritize proven strategies for cancer control
  - Create cancer plans and put them into action



# ***What is the Wisconsin Cancer Collaborative?***



The Wisconsin Cancer Collaborative is a coalition of diverse organizations and experts dedicated to the development and implementation of the **Wisconsin Cancer Plan 2020-2030**.

# ***Our Mission, Vision, and Goals***

## **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.

## **OUR APPROACH**

Use and establish evidence based, sustainable solutions to reduce the burden of cancer in Wisconsin through policy and systems-level change.



# Wisconsin Cancer Collaborative Staff



**Beth Brunner**  
*Program Director*



**Dr. Noelle LoConte**  
*Principal Investigator*



**Allison Antoine**  
*Outreach Manager*



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*Policy Coordinator*



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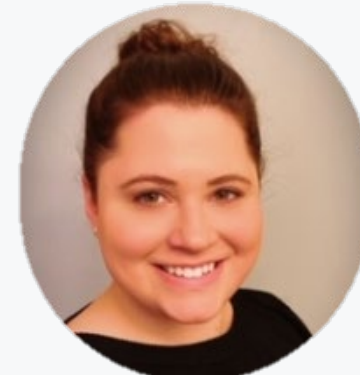
**Tina Pap**  
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*Outreach Specialist*



**Alexandria Cull-Weatherer, MPH**  
*Outreach Specialist*



**Mary Cianciara, MPH**  
*Outreach Specialist*

# ***Wisconsin Cancer Collaborative Steering Committee***

The Steering Committee provides guidance to membership in their efforts to implement the Wisconsin Cancer Plan through:

- General leadership
- Member engagement
- Wisconsin Cancer Plan implementation guidance

**[View the current Steering Committee.](#)**





# ***Wisconsin Cancer Collaborative Policy Committee***

The Policy Committee provides guidance to membership around policy goals and issues through:

- Development of policy goals and objectives
- Education and recommendations for action around policy goals
- Guidance to members on emerging policy issues

**[View the Policy Committee and Policy Agenda.](#)**

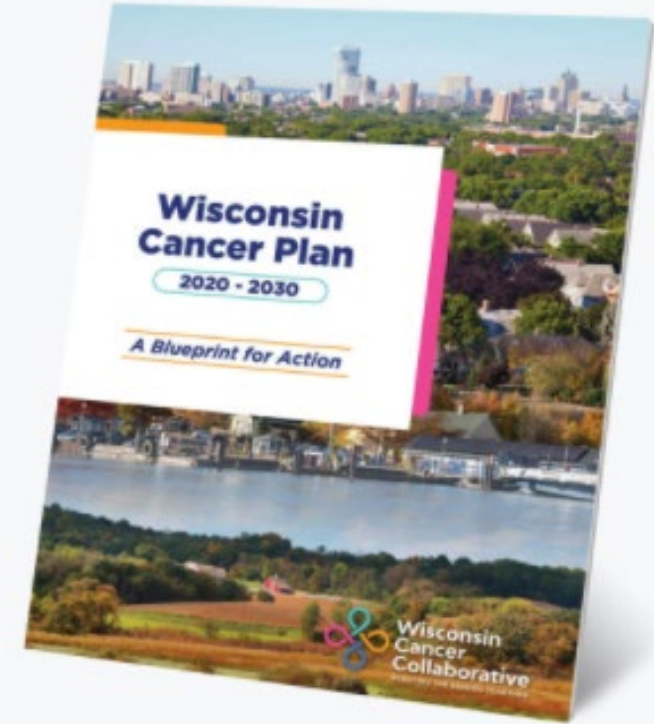




# Wisconsin Cancer Plan 2020-2030

## The Wisconsin Cancer Plan 2020-2030:

- Serves as a common framework and foundation for action for all working on cancer prevention and control in Wisconsin
- Designed to provide a vision of what needs to be done and the resources needed to reduce the burden of cancer in Wisconsin

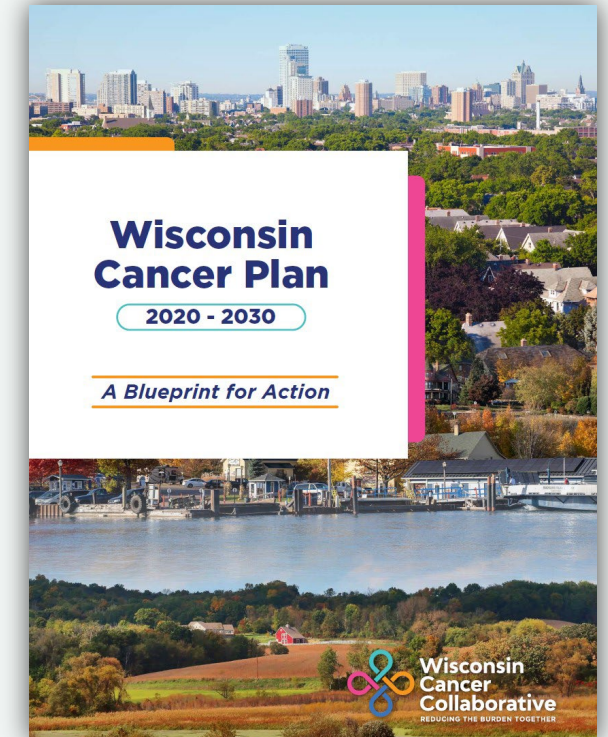


## Wisconsin Cancer Plan 2020-2030

# Wisconsin Cancer Plan 2020-2030 Goals

## 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 Chapters

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





# Member Benefits

- Networking directory
- Monthly and quarterly members-only newsletters
- Email alerts with new resources
- Free access to events
- Leadership opportunities
- Tools and resources to support your organization's efforts to implement the Wisconsin Cancer Plan 2020-2030
- Opportunities to collaborate with other Wisconsin Cancer Collaborative Members



# Member Center and Networking Directory

## Member Center

[Home](#) / [Member Center](#)

Welcome Alex!

 [VIEW MY PROFILE](#)



### Organizations

Browse our member organizations.

[VIEW ORGANIZATIONS](#)



### Members

Connect with other members with our Member Directory.

[VIEW MEMBERS](#)



### Social Media Connections

Follow other member organizations on social media to stay connected and amplify each others' work.

[SOCIAL MEDIA DIRECTORY](#)



### Member Center FAQ

How to update your member profile, change your profile settings, search the Member Directory, and more.

[GET HELP](#)

# ***Newsletters***

## ***ENGAGE and the Policy Review***

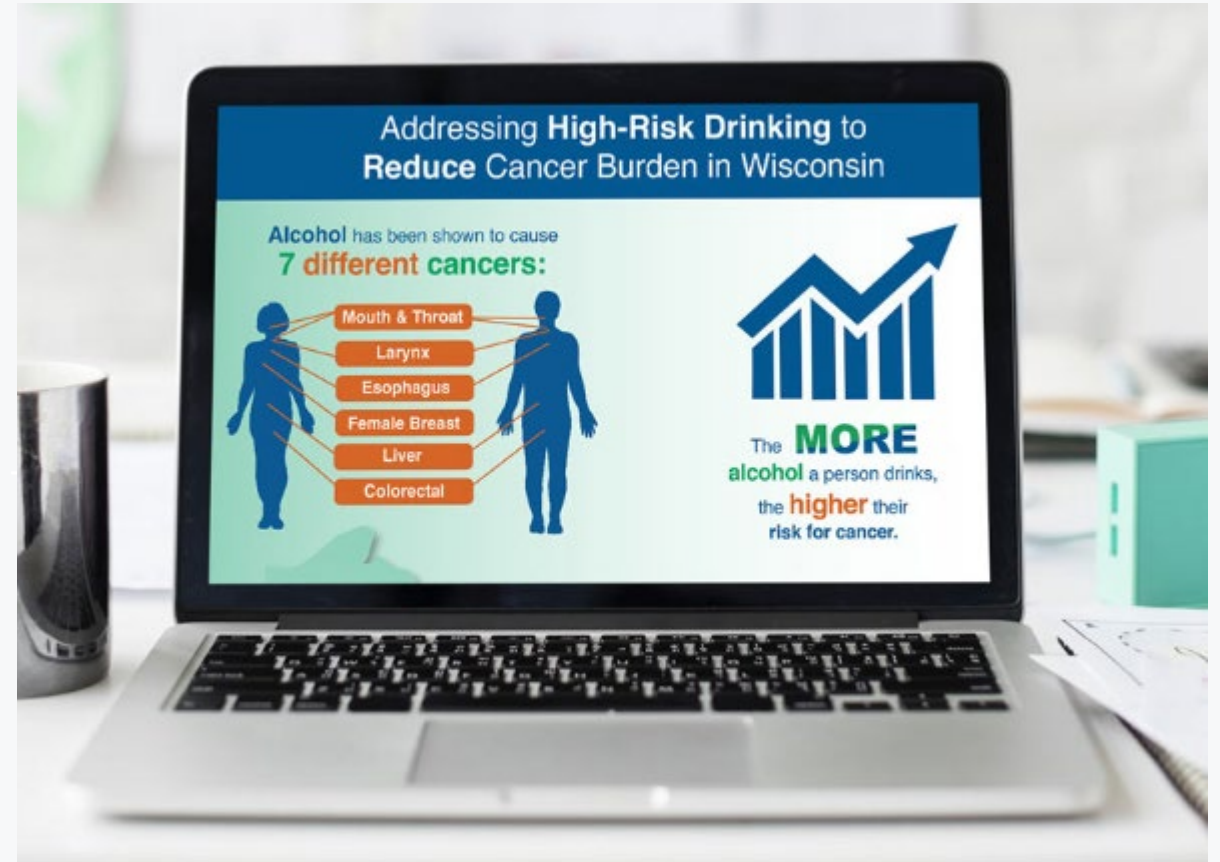


We connect you with the latest cancer control news in Wisconsin.



# Resources and Resource Center

The Wisconsin Cancer Collaborative offers a rich [library of tools](#) to help you reduce the burden of cancer within specific populations, communities, and issue areas.



# Events

**We don't just bring new people to the table—we do our best to bring the table to the people.**

From online to in-person, we offer a variety of ways for members to network, engage, connect, and collaborate.



# Wisconsin Cancer Collaborative Events

- Member Events Calendar
- Webinars
- Regional Meetings
- Wisconsin Cancer Summit



# 2023 Wisconsin Cancer Summit

Save the Date

## 2023 Wisconsin Cancer Summit

**Nov. 1 & 2, 2023 | Wilderness Resort,  
Wisconsin Dells, WI**

Save the date for our 2023 Wisconsin Cancer Summit.

The Power of Action – Be inspired by the work and stories of people in your community – learn about your role in the cancer plan and how to improve health outcomes in Wisconsin.





# ***Wisconsin Cancer Collaborative Workgroups***

## **Survivorship Community of Practice**

Contact Alexandria  
Cull-Weatherer  
[acull@wisc.edu](mailto:acull@wisc.edu)

## **Lung Cancer Workgroup**

Contact Allison Antoine  
[antoine2@wisc.edu](mailto:antoine2@wisc.edu)

## **Cancer Data Workgroup**

Contact Mary Cianiara  
[mcianiara@wisc.edu](mailto:mcianiara@wisc.edu)

# Opportunities to Get Involved

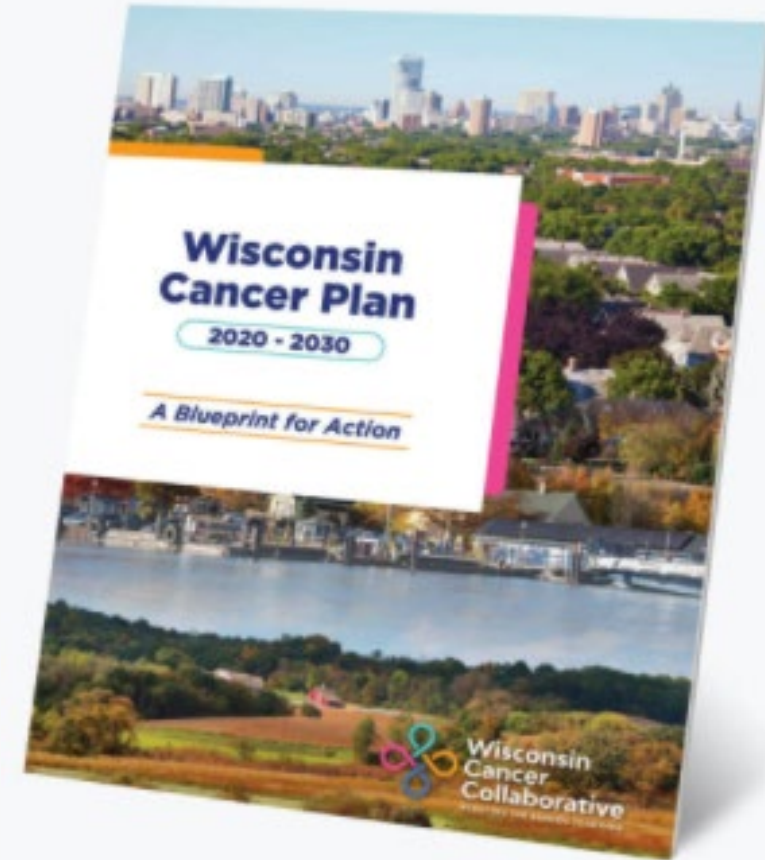
- Attending Wisconsin Cancer Collaborative [events](#)
- Reading our monthly [newsletters](#)
- Joining Wisconsin Cancer Collaborative workgroups





# ***The Wisconsin Cancer Plan 2020-2030 in Action***

Real life examples of the Wisconsin Cancer Plan 2020-2030 in action.



# The Wisconsin Cancer Plan in Action

## Ascension Cancer Survivorship Series

### CHAPTER 5

## Survivorship

OVERVIEW

PRIORITY 1

PRIORITY 2

**PRIORITY 3**

MEASURES

**Priority 3: Increase provider, patient, and caregiver awareness of the importance of cancer risk reduction behaviors and cancer screening for cancer survivors.**

**Strategy A: Tailor cancer risk reduction messages and activities to meet the unique needs of cancer survivors.**

### Action Steps

- Educate survivors and caregivers on maintaining a healthy lifestyle as a way to decrease the risk of cancer recurrence and side effects from treatment.



Ascension



### Cancer Survivorship Educational Series

An educational series designed to make the most of life after a cancer diagnosis. The series focuses on different aspects to decrease the effects of cancer and its treatment, enhancing the journey of survivorship.

A survivor is anyone who has been diagnosed with cancer, either undergoing or completed treatment.

All classes can be accessed on the Ascension website:  
<https://healthcare.ascension.org/events>  
search **Milwaukee** and **Survivorship** for all class options

Or use this QR Code



### Nutrition

The four part series will teach you how to make a healthy meal, goal setting for long-lasting lifestyle changes and meal planning. Each class is focused on a meal of the day

### Activity

The class will teach you how to begin to increase physical activity. Tips on the advantages of increasing activity and how to safely bring activity into your life.

# The Wisconsin Cancer Plan in Action

## Gilda's Club Virtual Support Groups

CHAPTER 4

### Treatment

OVERVIEW   PRIORITY 1   PRIORITY 2   **PRIORITY 3**   PRIORITY 4   PRIORITY 5   MEASURES

**Priority 3: Increase patient and caregiver access to non-clinical support services, including care coordination, patient navigation, psychosocial support, and rehabilitation services.**

**Strategy B: Increase the availability of non-clinical support services for survivors and caregivers.**



**FREE EMOTIONAL SUPPORT** is available for the entire family at Gilda's Club Madison.

Psychosocial support through Gilda's Club can help you reduce distress, improve your ability to manage your cancer, and potentially help you reduce your cost of care.



Virtual Programs Available via Zoom and Phone

**WHO ARE OUR MEMBERS?**

- Men, women, children and teens
- With any cancer diagnosis, at any stage
- And those who care for someone with cancer

**OUR FREE PROGRAMS INCLUDE**

Weekly, professionally-facilitated support groups for:

- Adults with a cancer diagnosis
- Caregivers
- Teens
- Kids

We also offer:

- Healthy living and educational programming
- Monthly support groups to meet your current needs
- Post-treatment support to help you find your "new normal"
- Patient advocacy support
- Short-term individual or family counseling
- "Open to Options" treatment decision counseling

[www.GildasClubMadison.org](http://www.GildasClubMadison.org)  
Phone: 608.828.8880

**HOW TO GET STARTED**  
*with your free membership*

Call 608-828-8880

Email [program@gildasclubmadison.org](mailto:program@gildasclubmadison.org)

Visit [GildasClubMadison.org](http://GildasClubMadison.org) to learn more

**Outside Wisconsin?**

Call the Cancer Support Community helpline at 888.793.9355



# The Wisconsin Cancer Plan in Action

## Prairie Ridge Health Community Health Needs Assessment

### CHAPTER 3

## Early Detection and Screening

### OVERVIEW

### PRIORITY 1

### PRIORITY 2

### PRIORITY 3

### PRIORITY 4

### MEASURES

### Chapter 3 Overview



#### SELECT A PRIORITY TO LEARN MORE

**Priority 1** Increase awareness and demand for recommended cancer screenings.

**Priority 2** Implement health care systems-level strategies to increase recommended cancer screenings and diagnostic services.

**Priority 3** Increase access to recommended cancer screenings.

**Priority 4** Increase utilization of cancer genetic risk assessment and counseling.

### 2022 Community Health Needs Assessment

### Priority #3 – Colorectal Screenings

Colorectal cancer refers to cancer in the rectum or colon. Colorectal cancer is the second most common cause of cancer-related deaths in the United States.<sup>8</sup>

Regular screenings look for polyps and pre-cancerous cells for removal before turning into cancer. Regular screenings can detect cancer at early stages before symptoms occur, when it can be more successfully treated.<sup>9</sup>

About nine out of every 10 people whose colorectal cancers are found early and treated appropriately are still alive five years later.<sup>10</sup>

Colorectal Cancer is in the top five most common cancers in Columbia County and is ranked fourth for cancer related deaths.<sup>11</sup>

The data for colorectal screenings is from 2012-2016 and only refers to colonoscopies when referring to colorectal screening. This does not include alternative screening tools such as Fecal Immunochemical Test (FIT) and Stool DNA (Cologuard). See appendix D for the Columbia County cancer profile.

Cancer rates, mortality and screenings was a recurring theme in our own community survey, the Department of Public Health's survey and subsequent focus groups.

Lifestyle factors that may contribute to risk for colorectal cancer include:

- Age
- Lack of regular physical activity
- A diet low in fruit and vegetables
- A low-fiber and high-fat diet, or a diet high in processed meats
- Overweight and obesity
- Alcohol consumption
- Tobacco use

The U.S. Preventive Services Task Force recommends that adults should be screened for colorectal cancer starting at age 45.

The Task Force recommends several colorectal cancer screening options, including stool tests, flexible sigmoidoscopy, colonoscopy, and CT colonography.<sup>12</sup>



***Thank you!***



***We appreciate your  
membership!***



***Thank you!***



***QUESTIONS?***