



**Wisconsin
Cancer
Collaborative**
REDUCING THE BURDEN TOGETHER

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.



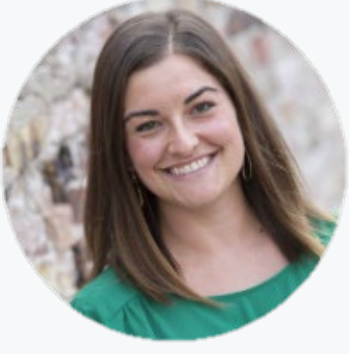
Wisconsin Cancer Collaborative Staff



Beth Brunner
Program Director



Dr. Noelle LoConte
Principal Investigator



Allison Antoine
Outreach Manager



Amy Johnson
Policy Coordinator



John Krebsbach
Research Intern



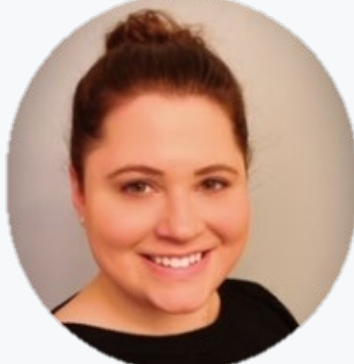
Tina Pap
Outreach Specialist



Alex Faust
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

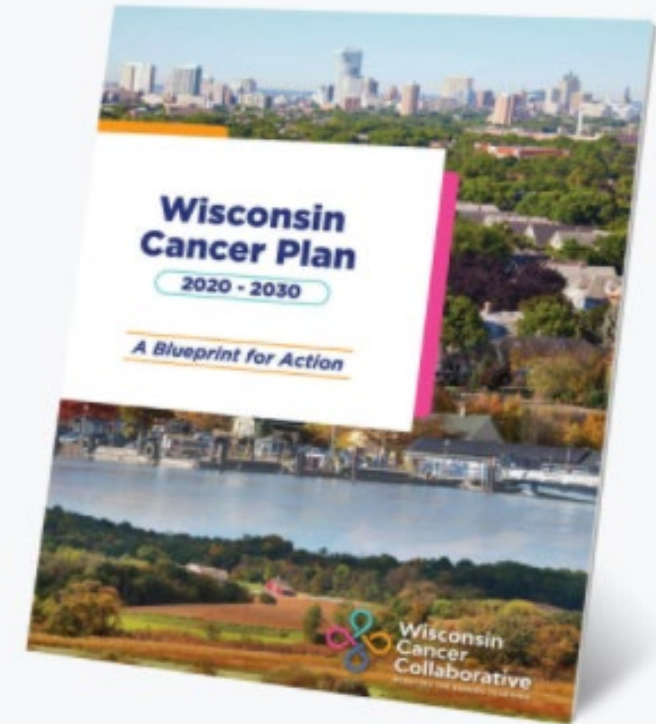
[**View the Policy Committee and Policy Agenda.**](#)



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

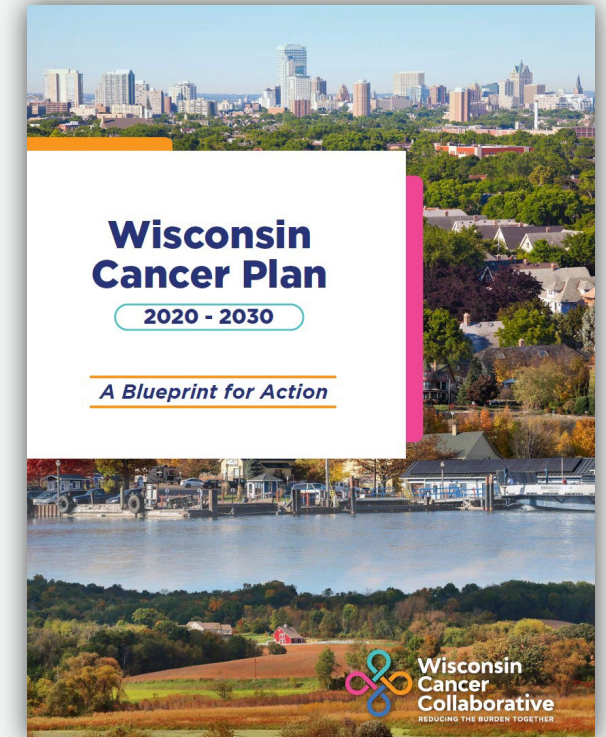


Wisconsin Cancer Plan 2020-2030

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](#)



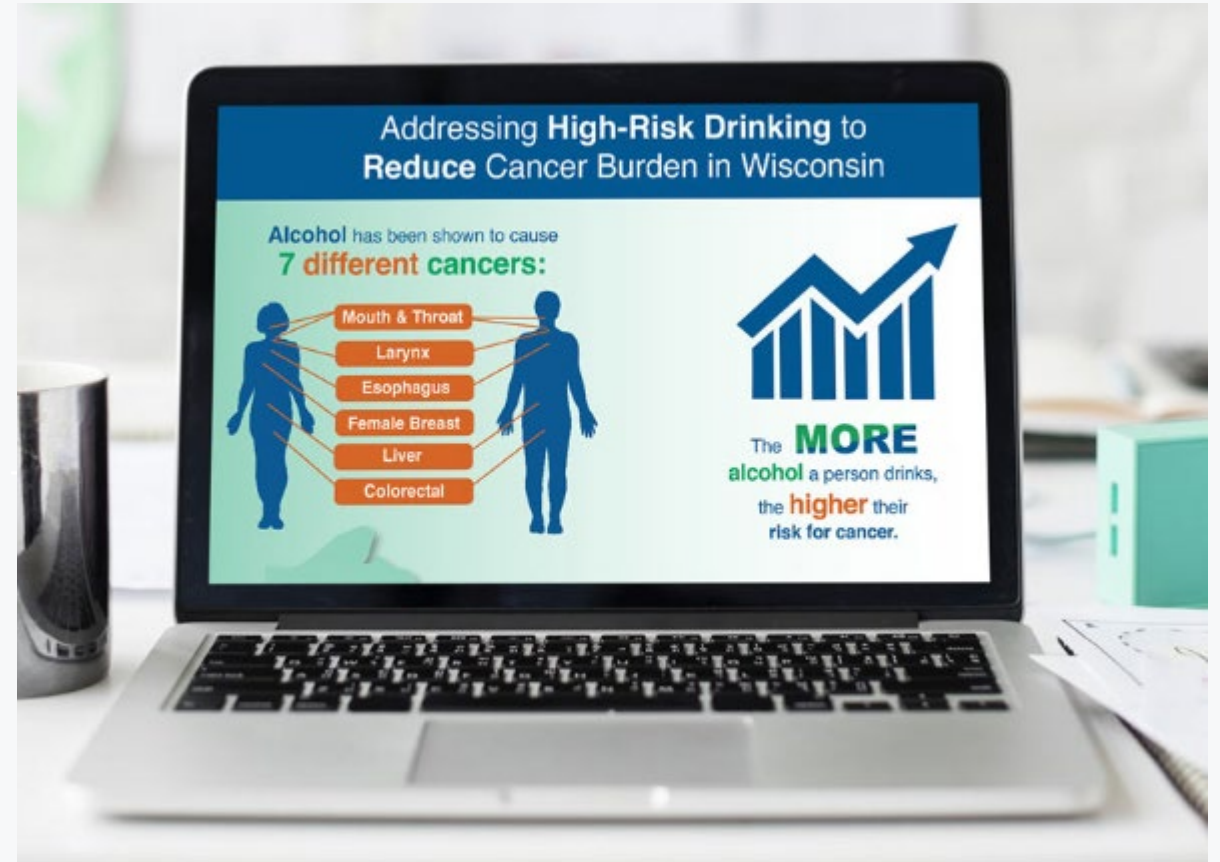
Newsletters ***ENGAGE and the Policy Review***



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

Lung Cancer Workgroup

Contact Allison Antoine
antoine2@wisc.edu

Cancer Data Workgroup

Contact Mary Cianciara
mcianciara@wisc.edu

Opportunities to Get Involved

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

Network without leaving your desk.

ANNOUNCING monthly networking webinars from the WI Cancer Council.

Second Thursdays of the month 10-11 am

Coming January 2019

2019 WI Cancer Summit
Cancer Survivorship: Lessons from the Front Lines

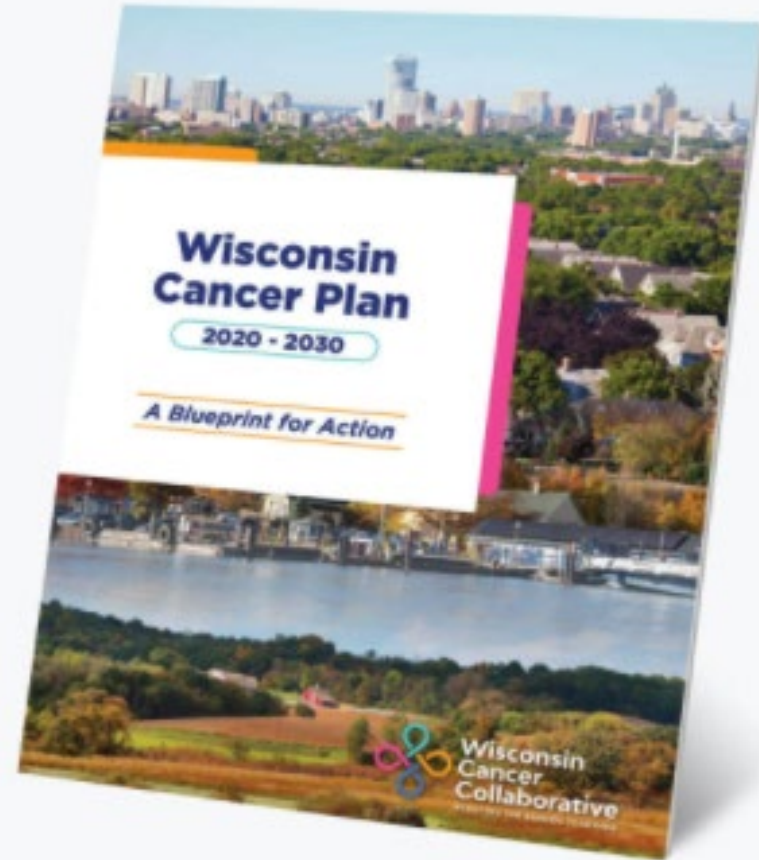
Thank you for coming!

ENGAGE
monthly news & resources for members of the WI Cancer Council

Evaluation
Speaker slides
Event photos

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.



You don't have to face cancer alone.
Gilda's Club Madison is here for you.

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

HOW TO GET STARTED
with your free membership
Call 608-828-8880
Email program@gildasclubmadison.org
Visit GildasClubMadison.org to learn more

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

Outside Wisconsin?
Call the Cancer Support Community helpline at 888.793.9355

www.GildasClubMadison.org
Phone: 608.828.8880



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.⁸

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.⁹

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

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

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.¹²



Thank you!

***We appreciate your
membership!***



Thank you!

QUESTIONS?