

The Wisconsin Cancer Collaborative

Wisconsin's Public Health Approach to Comprehensive Cancer Control

Noelle K. LoConte, MD, Beth Brunner, Allison Antoine, MPH, CHES

Background

The **Wisconsin Cancer Collaborative (WCC)** is the state's comprehensive cancer control program and coalition of organizations working together to reduce the burden of cancer for everyone in Wisconsin.

The WCC addresses the whole continuum of cancer control in Wisconsin and prioritizes cross-cutting issues, including health disparities and policy, systems, and environmental (PSE) changes.

OUR APPROACH

In 1998, CDC established the **National Comprehensive Cancer Control Program (NCCCP)** to support this wide-ranging and inclusive effort. The program provides funding for the development and implementation of state cancer control plans. These plans guide the work of many and focus on current and emerging cancer issues, including cancer prevention, early detection, treatment, rehabilitation, and survivorship.

Mission, Vision, 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.

Who We Are



The Wisconsin Cancer Collaborative is a statewide coalition of over **180 organizations** and **500 members** working together to reduce the burden of cancer for everyone in Wisconsin. We:

- Provide credibility and importance to cancer issues.
- Convene expertise and resources at the same table.
- Garner widespread support across many sectors
- Leverage partner strengths, relationships, and networks.

WCC receives guidance from a Steering Committee and a Policy Committee.

POLICY COMMITTEE

The **Policy Committee** provides education to members on policy areas and emerging policy issues that could impact the burden of cancer in Wisconsin..

Policy Committee members monitor emerging issues at the local, state, and federal level; advise the development of policy-related resources; and provide guidance to our members and staff.

STEERING COMMITTEE

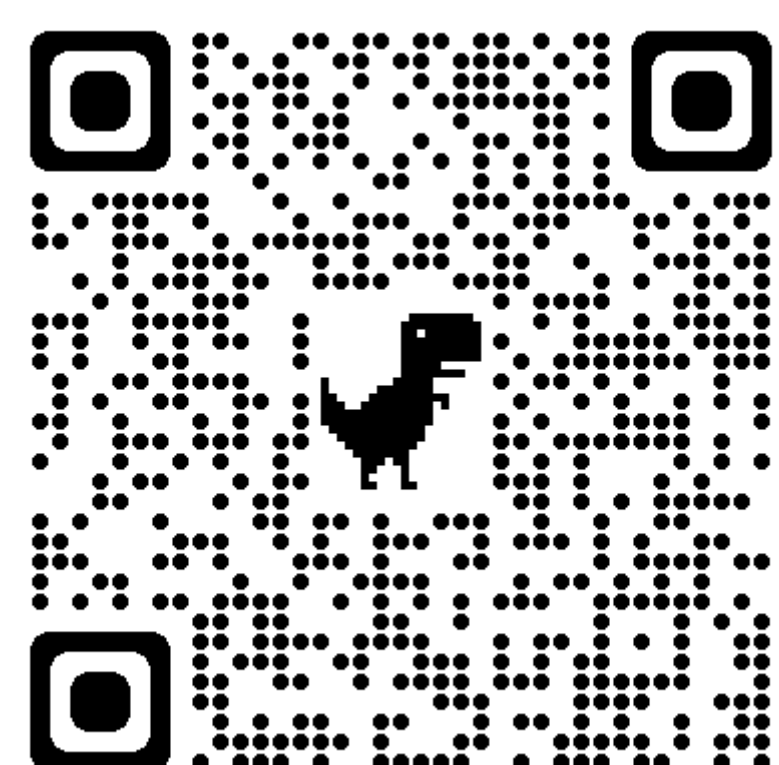
The **Steering Committee** provides leadership, guides membership recruitment and engagement activities, as well as the resources provided to members to support their work.

Join Us!

Become part of our growing coalition of leaders, experts, and advocates working together to create a healthier Wisconsin.

Membership is free. Scan the QR code or follow the link below to join for free.

<https://wicancer.org/join/>



What We Do

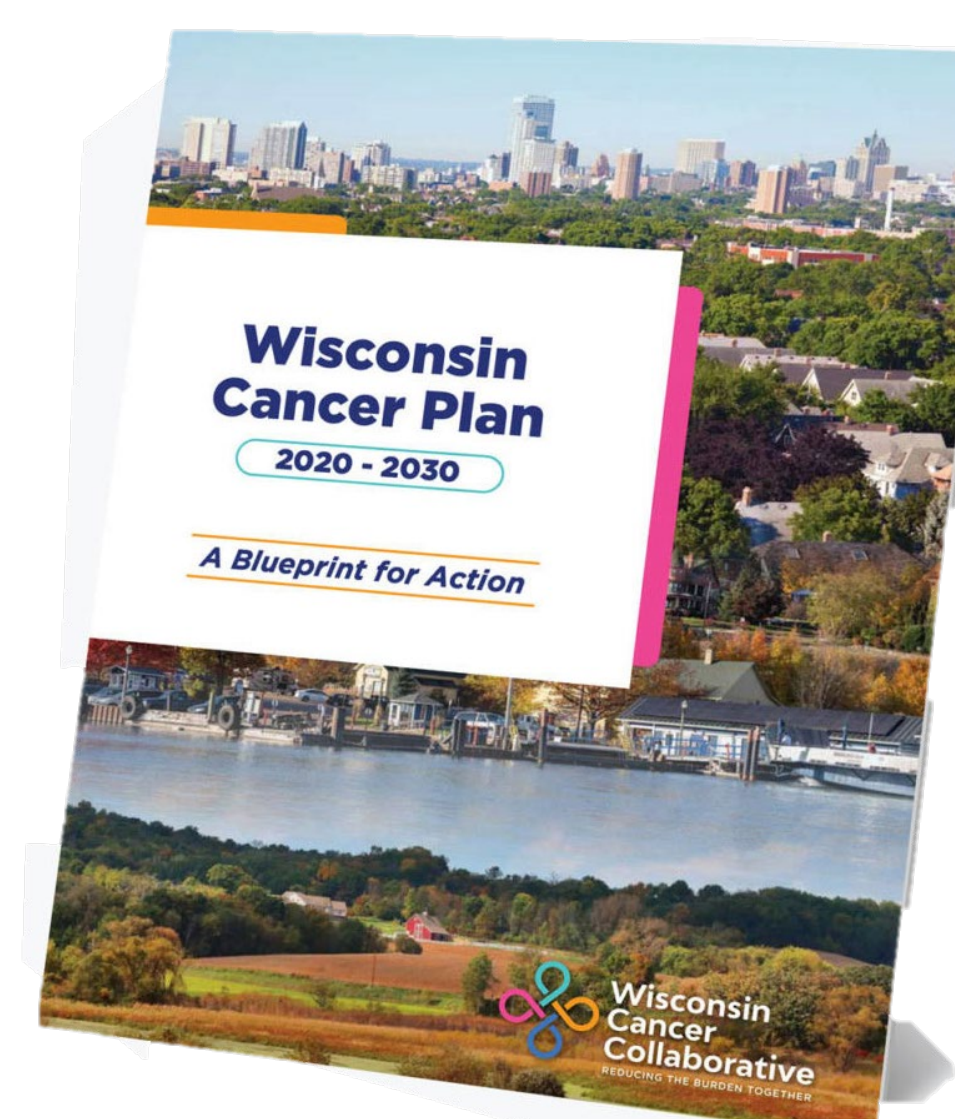
We connect our members with the tools, support, and knowledge they need to create healthier communities. Our work is guided by the **Wisconsin Cancer Plan 2020-2030**, which acts as a blueprint for action.

WISCONSIN CANCER PLAN 2020-2030

The Wisconsin Cancer Plan 2020-2030 combines best practices, reliable data, and concrete action steps for health system leaders, public health advocates, policy makers, researchers, and all other people living in Wisconsin engaged in cancer work. Across its 7 chapters, it offers proven tools to expand your impact on reducing the cancer burden.

WISCONSIN CANCER PLAN 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



WISCONSIN CANCER SUMMIT

The Wisconsin Cancer Collaborative hosts the annual **Wisconsin Cancer Summit** that brings together cancer professionals across the cancer care continuum. This event is free and open to the public.

Membership Benefits

The WCC provides its members the tools, support, and expertise to increase the impact of their work. A WCC membership can benefit your work in number of different ways, from access to our resources to free training and technical assistance. Learn more about membership benefits below.

MEMBERS RECEIVE:

- High-quality tools & resources to advance your work**
- Education & support from the WCC Outreach Team**
- Access to our members-only Networking Directory**
- Opportunities to network & learn, in person & online**
- Cancer news, announcements, & policy updates**
- Email Alerts when we release new resources**



OUTREACH PROGRAM

Our **Outreach Program** can help your organization improve the impact of your work. We offer technical assistance, networking opportunities, peer learning collaboratives, access to content experts, support with health equity promotion, and more.

Our team works closely with member organizations of all shapes and sizes, across the entire cancer care continuum.

OUR OUTREACH SPECIALISTS CAN:

- Offer presentations and trainings in your community**
- Develop, share, and adapt educational resources**
- Connect you with the latest data and research**
- Share evidence-based practices and interventions**

Examples of WCC Work

SMALL TALKS

The Wisconsin Cancer Collaborative partnered with WI DHS's underage drinking prevention campaign, **Small Talks**, to add an element of cancer awareness education to the campaign.

The result was a **Partner Toolkit** comprised of different resources designed for educating and for raising awareness of the connection between drinking alcohol and higher risk for certain cancers.

The toolkit included a fact sheet, media materials, and social media graphics.



[View the Toolkit](#)

CANCER DISPARITIES REPORT: BREAST CANCER DISPARITIES BETWEEN BLACK AND WHITE WOMEN IN WISCONSIN

In 2022 the Wisconsin Cancer Collaborative released a **report** examining the significant breast cancer disparities between Black and White women in Wisconsin, particularly in the southeastern region of the state.

This report highlights the importance of increasing access to resources like the Wisconsin Well Woman Program and the need for continuous access to timely, high-quality data to better understand the degree of these disparities.

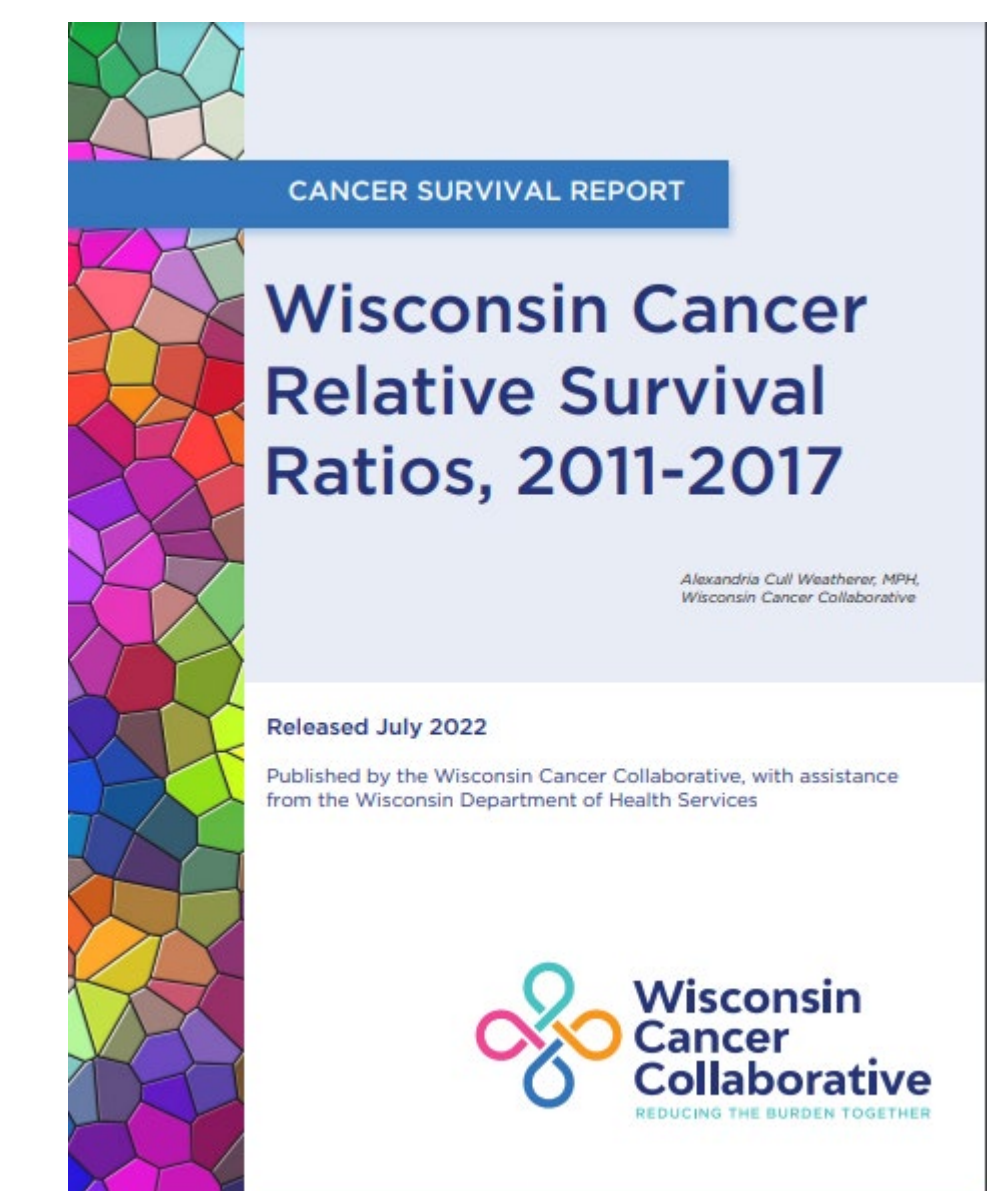


[Read the Report](#)

CANCER SURVIVAL REPORT: WISCONSIN CANCER RELATIVE SURVIVAL RATIOS, 2011-2017

In 2022 the Wisconsin Cancer Collaborative released an **updated report on cancer survival ratios in Wisconsin**.

The report provides a detailed breakdown of cancer survival in our state, examining over nine cancer types. The trends highlighted in this report can help identify areas for improvement in prevention, screening, and early detection of different types of cancers.



[Read the Report](#)

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