

*Welcome to the La Crosse Area Regional Meeting!*

**Please enjoy this time for  
coffee, breakfast, and  
conversation! We'll get  
started at 9:45.**





**Wisconsin  
Cancer  
Collaborative**  
REDUCING THE BURDEN TOGETHER

# La Crosse Area Regional Meeting

# *Purpose of the Day*



MAKE CONNECTIONS



COLLABORATE



TAKE ACTION

# Agenda

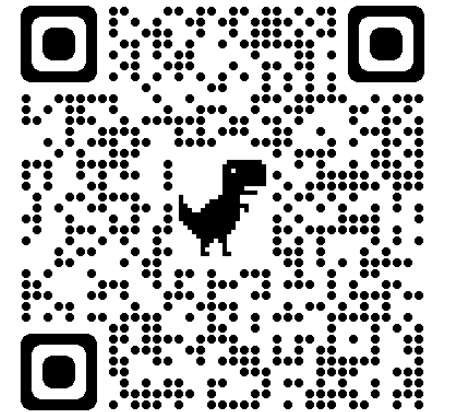
- 9:00** Networking Breakfast
- 9:45** Welcome
- 10:00** Community Spotlight
- 10:20** Roundtable Discussion
- 10:45** Community Spotlight
- 11:05** Cancer Plan Chapter Discussion
- 11:45** Wrap-Up Discussion
- 11:55** Policy Update
- 12:00** Adjourn

# Become a Wisconsin Cancer Collaborative Member!

- Online 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

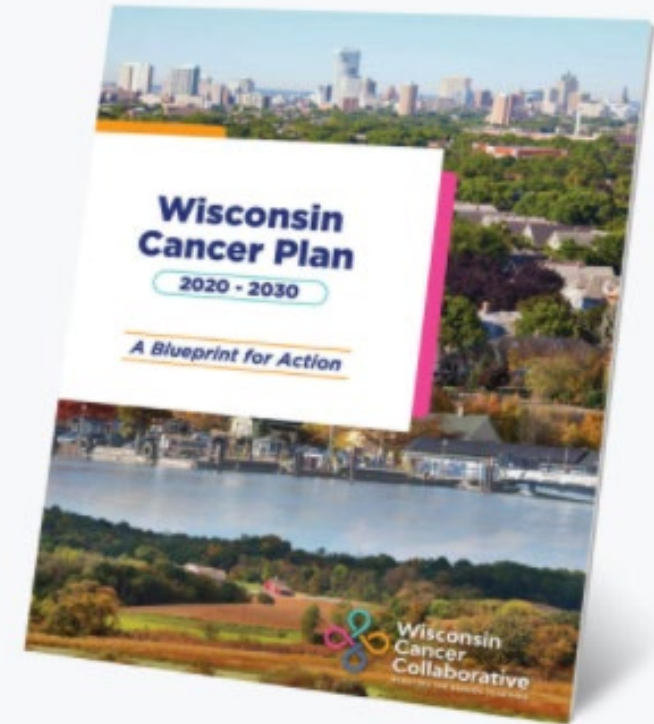
## Join Us!

**Membership  
is free! Scan  
the QR code  
to join us  
today.**



# 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 Chapters

Chapter 1: Health Equity

Chapter 2: Risk Reduction

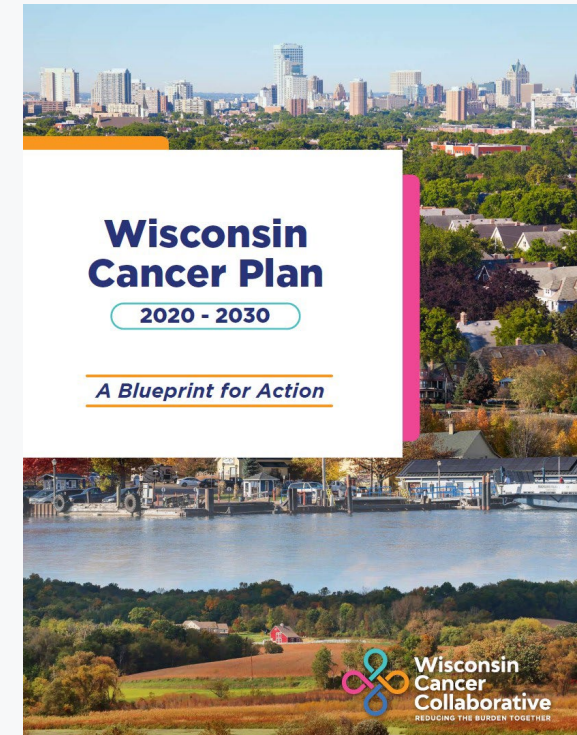
Chapter 3: Early Detection & Screening

Chapter 4: Treatment

Chapter 5: Survivorship

Chapter 6: End of Life

Chapter 7: Data



# County Cancer Profiles Update

County Cancer Profiles are coming again soon.

Stay tuned for their release.

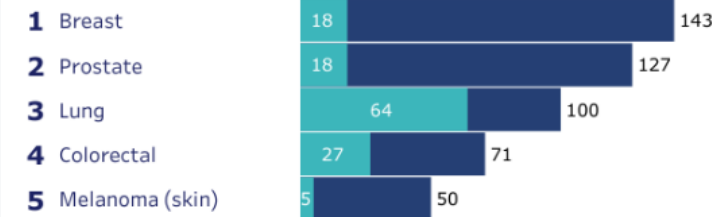


## Cancer in Outagamie County

County population (2016):	185,700	State:	5.82 million
Percent rural:	25%		30%
Poverty rate:	9%		10%
Percent Hispanic:	4.2%		7.1%
Percent Black:	1.4%		6.7%
Percent Asian:	3.5%		3.0%
Percent American Indian:	1.6%		1.2%
Percent non-Hispanic white:	89.8%		87%

### 5 most common cancer diagnoses in Outagamie County

Deaths / Cases per year

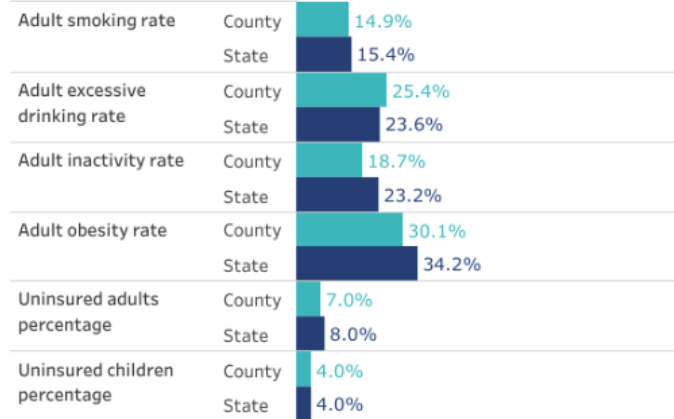


Deaths / Cases per 100,000 residents per year (age-adjusted)



## What affects cancer outcomes in Outagamie County?

### Cancer risk factors



### Screening and prevention

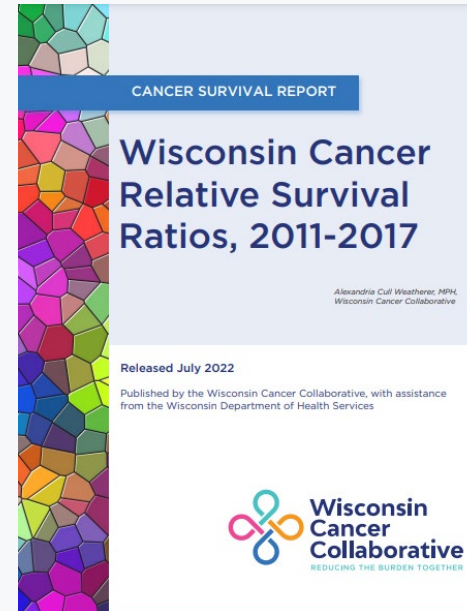




# Look what we've been up to



*Breast Cancer Disparities Between Black and White Women in Wisconsin Report*



*Wisconsin Cancer Relative Survival Ratios, 2011-2017*



# Community Spotlight

## Alliance to Heal & 7 C's Health Initiative

Judi Zabel, Kaycee Irwin, Katie Boone,  
and Nikki Kvam



## La Crosse County Health Department

Judi Zabel, Alliance to Heal

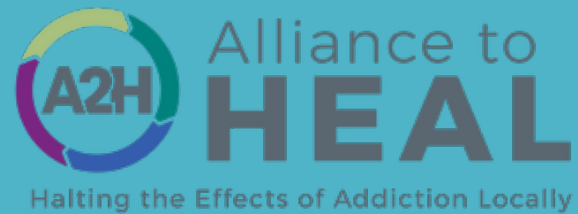
Kaycee Irwin, Alliance to Heal

Katie Boone, 7 C's Health Initiative

Nikki Kvam, 7 C's Health Initiative

# Assessing Local Conditions

The Retail  
Environment



# What is WRAP?



The Wisconsin Retail Assessment Project (WRAP) is working across WI to assess the availability and advertising of tobacco, alcohol, and nutritious food within Wisconsin communities. The retail environment assessments collect information on products, prices, placement, and promotion.

# What are the 4 P's?



# Why do WRAP?



# Training Process





# Conducting the Environmental Scans

10e. Are NEWPORT MENTHOL cigarette single packs (regular hard pack) sold here?

- Yes
- No

10f. Enter NEWPORT MENTHOL cigarette single pack advertised price (regular hard pack):XX.XX (do not ever \$ sign)

Your answer \_\_\_\_\_

10g. Are there any menthol PRICE promotions?

- Yes
- No

23. Is alcohol placed on the endcaps of shelves or in free-standing displays/racks?

- Yes
- No

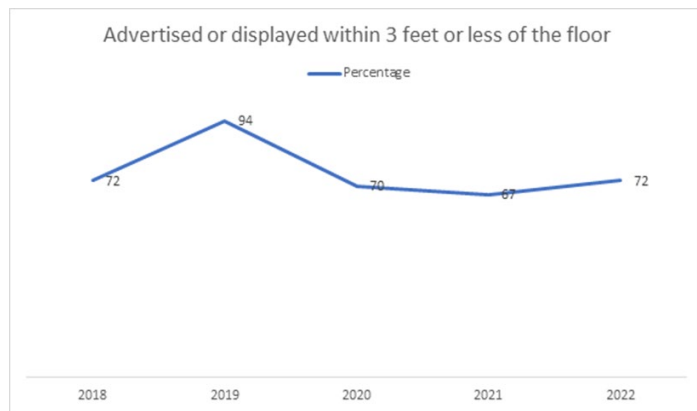
24. Is alcohol displayed within 12 inches of toys, candy, mints, or gum ?

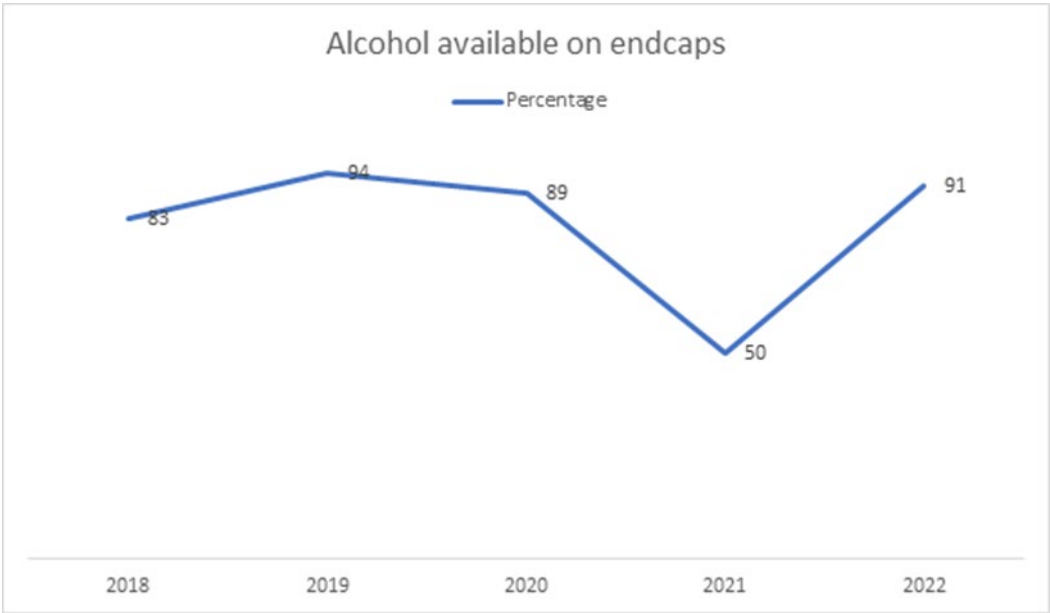
- Yes
- No

25. Is alcohol displayed or advertised within 3 feet or less of the floor?

- Yes
- No

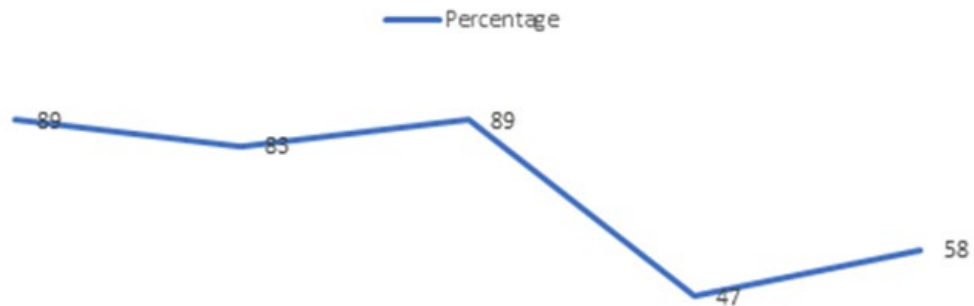
# La Crosse County Data



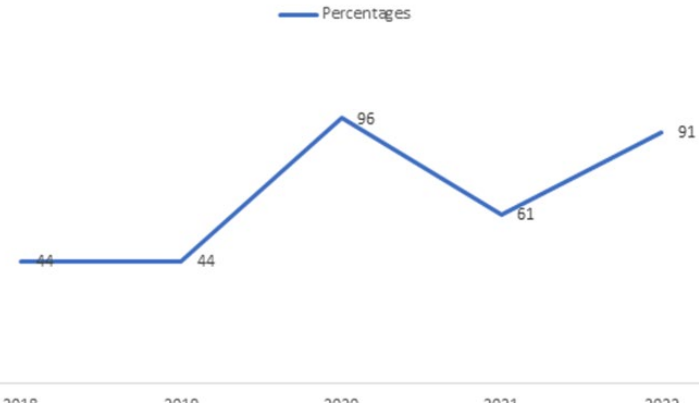




Non-alcoholic beverages (soda, water, or fruit juices) placed in the same or adjacent cooler as alcoholic beverages



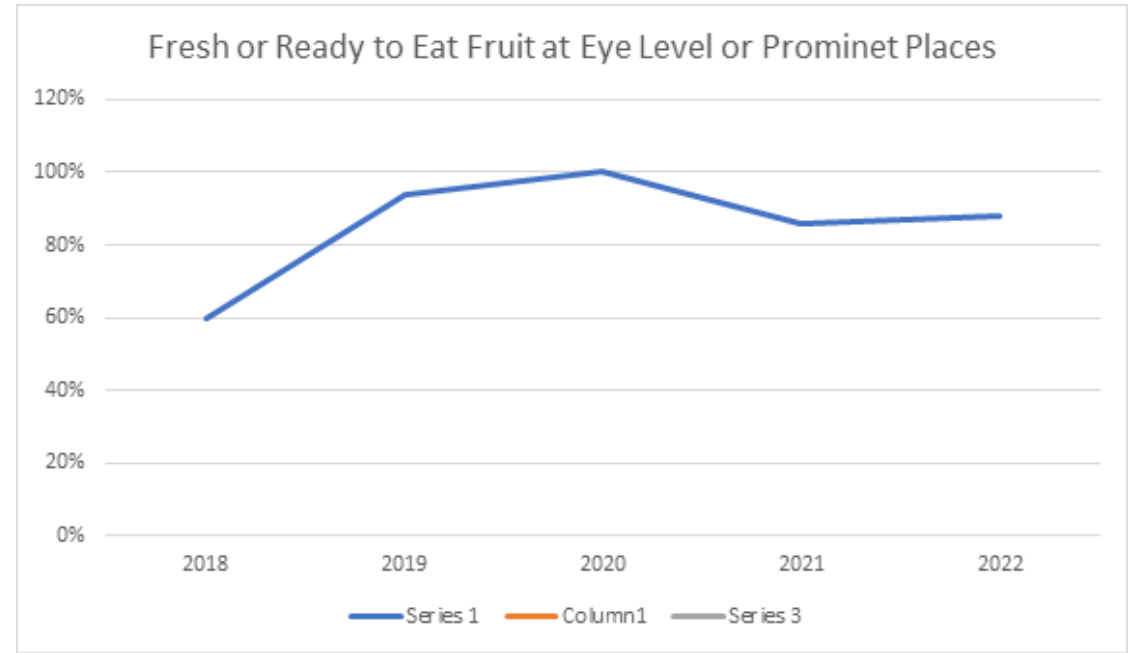
Single serving cans of alcohol beverages available in coolers



**NEARLY  
1 IN 2**

**La Crosse  
retailers have  
alcohol placed  
within 12 inches of  
toys, candy, mints  
or gum**







**\$1.29 ea**

**KITCHEN CRAVINGS®**  
**Hard Cooked Eggs**  
Twin Pack



**2/\$4.00**

**KITCHEN CRAVINGS®**  
**Fruit Parfaits**  
Reg \$2.39 ea  
8.25 oz  
Strawberry or Mixed Berry



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**2/\$6.00**  
or \$3.49 ea

**Kevita Kombucha Drinks**  
15.2 fl oz • Assorted Varieties



**2/\$2.50**  
or \$1.49 ea

**Hershey's & Reese's Candy**  
Standard Size • 1.35-2.34 oz Assorted Varieties



**2/\$4.25**  
or \$2.79 ea

**Reign Energy Drinks**  
16 fl oz • Assorted Varieties



**2/\$3.00**  
or \$1.69 ea

**Wenzel Beef Sticks**  
2 oz • 2 Sticks • Assorted Varieties



**2/\$3.50**  
or regular price

**7-Up Soft Drinks**  
1L • Assorted Varieties



PRICES GOOD MAY 26 THROUGH JUNE 8, 2020

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**2/\$3.00**

**Karuba GOLD® Cappuccino**  
or \$1.99 ea - 16 fl oz Assorted Varieties



**39¢/lb** **EVERYDAY LOW PRICE!**

**Bananas**



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**BUY ONE** Gardetto's for \$2.69 ea & get the 2nd for **FREE**  
4.75-5.5 oz • Assorted Varieties



**2/\$3.50**  
or \$1.99 ea

**Pepsi & Mtn Dew Drinks**  
20 fl oz • Assorted Varieties



**2/\$3.33**  
or \$1.99 ea

**Kind Bars**  
14-17.6 oz • Assorted Varieties



**3/\$4.00**  
or \$2.09 ea

**Powerade, Powerade Ultra & Powerwater**  
20-28 fl oz • Assorted Varieties

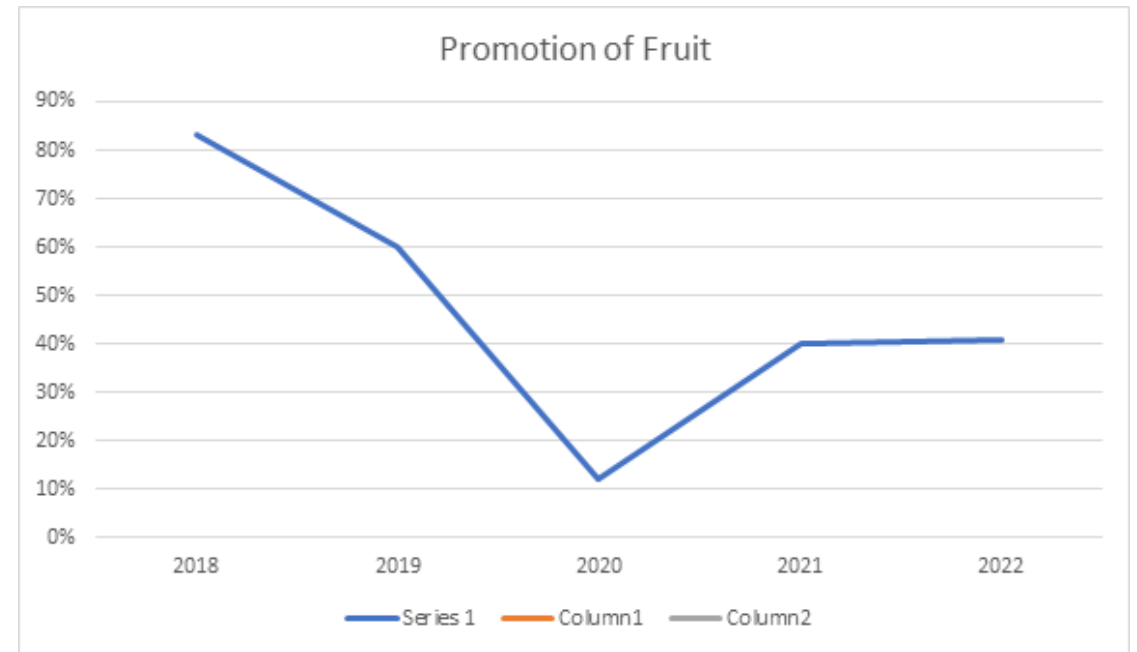


**2/\$3.33**  
or \$1.89 ea

**Nabisco Cookies**  
King Size • 15.2-4.85 oz Assorted Varieties



PRICES GOOD MAY 26 THROUGH JUNE 8, 2020



**On average...**

there was ***less than 1***  
variety of frozen fruit  
in La Crosse retailers



**ONLY  
13%**

Of La Crosse retailers  
had some form of  
promotion/advertising  
for **frozen** fruit or  
vegetables



**HEALTHY  
FOODS**

**UNHEALTHY  
FOODS**



**0%**

**Of La Crosse retailers had  
signage outside of the store  
for **healthy food** options**



**29%** of La Crosse retailers had tobacco advertisements within 3 ft. of the floor

# 77%

of La Crosse  
retailers have  
price  
promotions on  
their cigarettes



# 65%



**Of La Crosse retailers advertise their cigars for less than...**



# What's next?



Form partnerships with other coalitions



Involve youth in conducting environmental scans



Inform local boards on data



Meet with local retailers to discuss data



Improve process





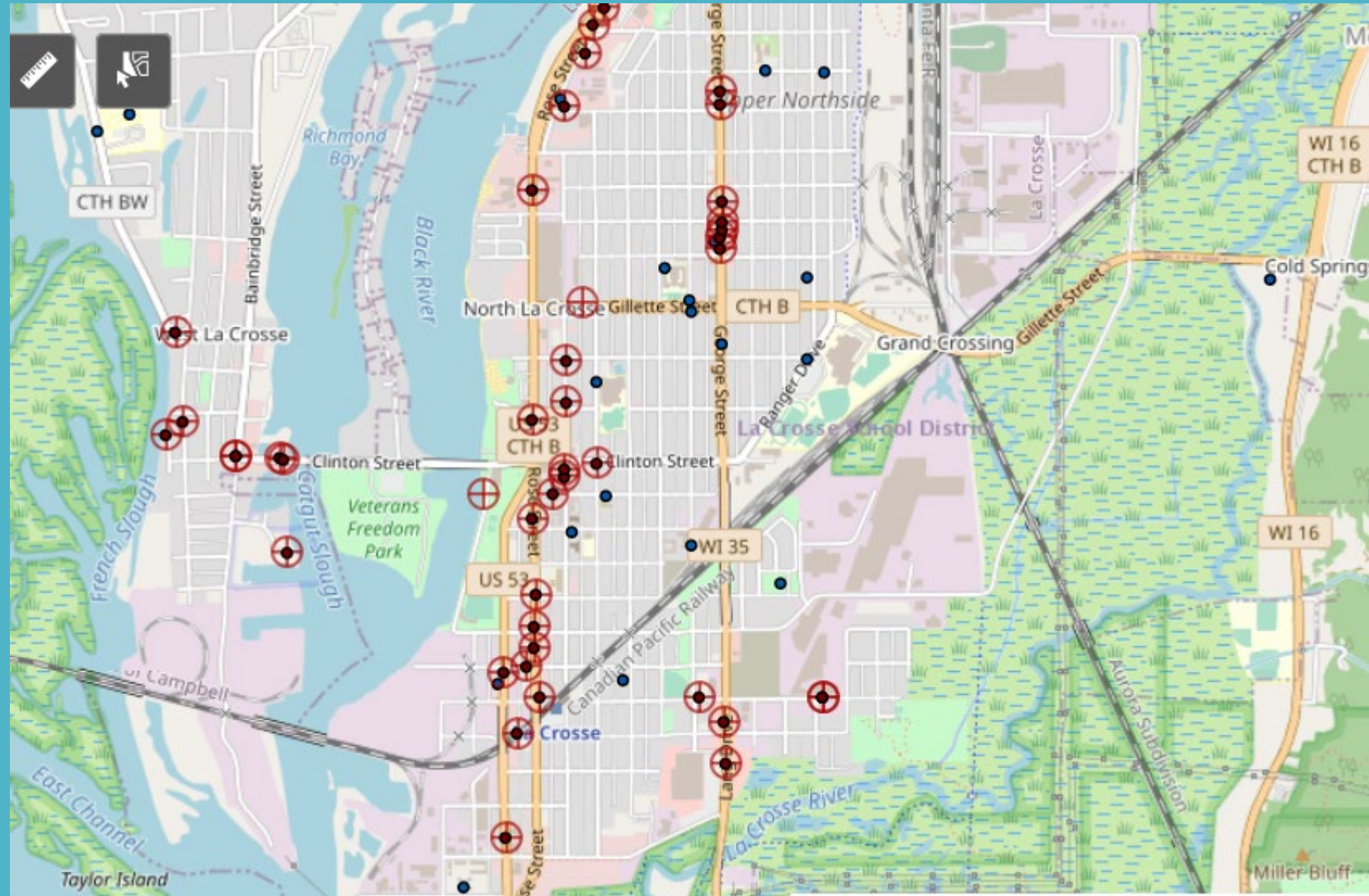
**Tobacco Sellers**

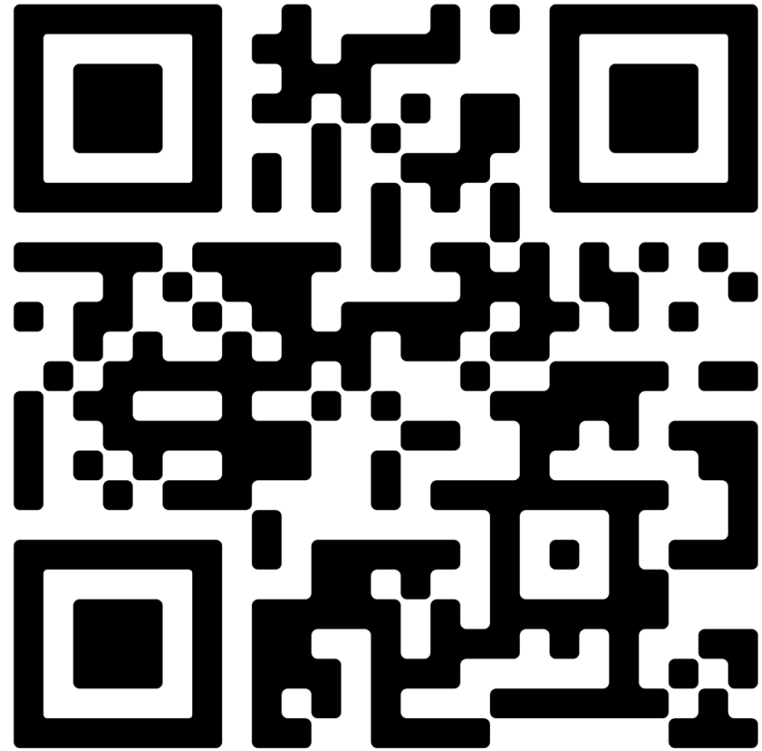
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**Alcohol Establishments**

⊕

Blue dots= Schools and childcare centers





Environmental Scan Surveys

# Roundtable Discussion

*\*Stay at tables*

*\*Use the worksheet as a guide*

# Community Spotlight

**Dr. Matt Wiggins**

Department of Kinesiology

UW – Eau Claire

# Cancer Recovery & Fitness Community Outreach Program

Professor Matt Wiggins, Ed.D.  
Department of Kinesiology  
University of Wisconsin—Eau Claire

# Community Outreach and KINS

- Reaching the community through exercise, health, and physical activity programs
  - Cancer Recovery & Fitness
  - Community Fitness Program
  - Parkinson's Exercise Program
  - PRIDE (Physical activity and Recreation for Individuals with Disabilities in the Eau Claire area)
- Providing students w/ applied learning opportunities

# Introduction

- Why exercise and cancer?
- Cancer is related to lifestyle
  - 50% to 75% of cancer deaths in the US are related to risk factors such as smoking, poor dietary choices, and physical inactivity (National Cancer Institute, 2007, Siegel et al., 2014).



- Cancer is related to lifestyle (Wiggins, 2014; Wiggins & Simonavice, 2010)
  - Obesity and/or a sedentary lifestyle increases the risk for developing several types of cancer such as breast, colon, kidney, and endometrial cancer.
  - Strong link between physical activity and reduced risk of breast and colon cancer
    - Moderate link w/ lung, endometrial & prostate cancer with increases in physical activity

- Why exercise and cancer?





- Background/experience

- Exercise & Cancer Recovery (ECR)

- Murray State University (2004-2008)
  - Progressive Radiation Oncology (2005)

- Cancer Recovery & Fitness (CRF)

- University of Wisconsin—Eau Claire (2009-2023)
  - Marshfield Clinic & Sacred Heart (2009)
  - Mayo Clinic Health System (2010)

# **Our Mission**

To increase the quality of life in cancer survivors by providing a community outreach program that supports individuals physically, emotionally, and socially through exercise with students trained as “cancer fitness specialists”

# Program Details

- The Cancer Recovery & Fitness Program is conducted in the McPhee Physical Education Center on the UWEC upper campus.
- Workout sessions are two times each week
  - 12 weeks (Tuesday & Thursday afternoon)
  - 2:00 to 4:40 (participant is assigned a specific time)
- Personalized fitness plan
- Exercise sessions last about 30 to 40 minutes.
- **The program is free!**

# Benefits

- Increased strength & endurance
- Improve balance
- Increase flexibility and range of motion
- Enhanced confidence & social well-being
- Decrease fatigue levels
- Improvement in peripheral neuropathy
- Lymphedema control (decreases in)
- **Improved overall Quality of Life**

# Strength & Endurance



# Flexibility/ROM

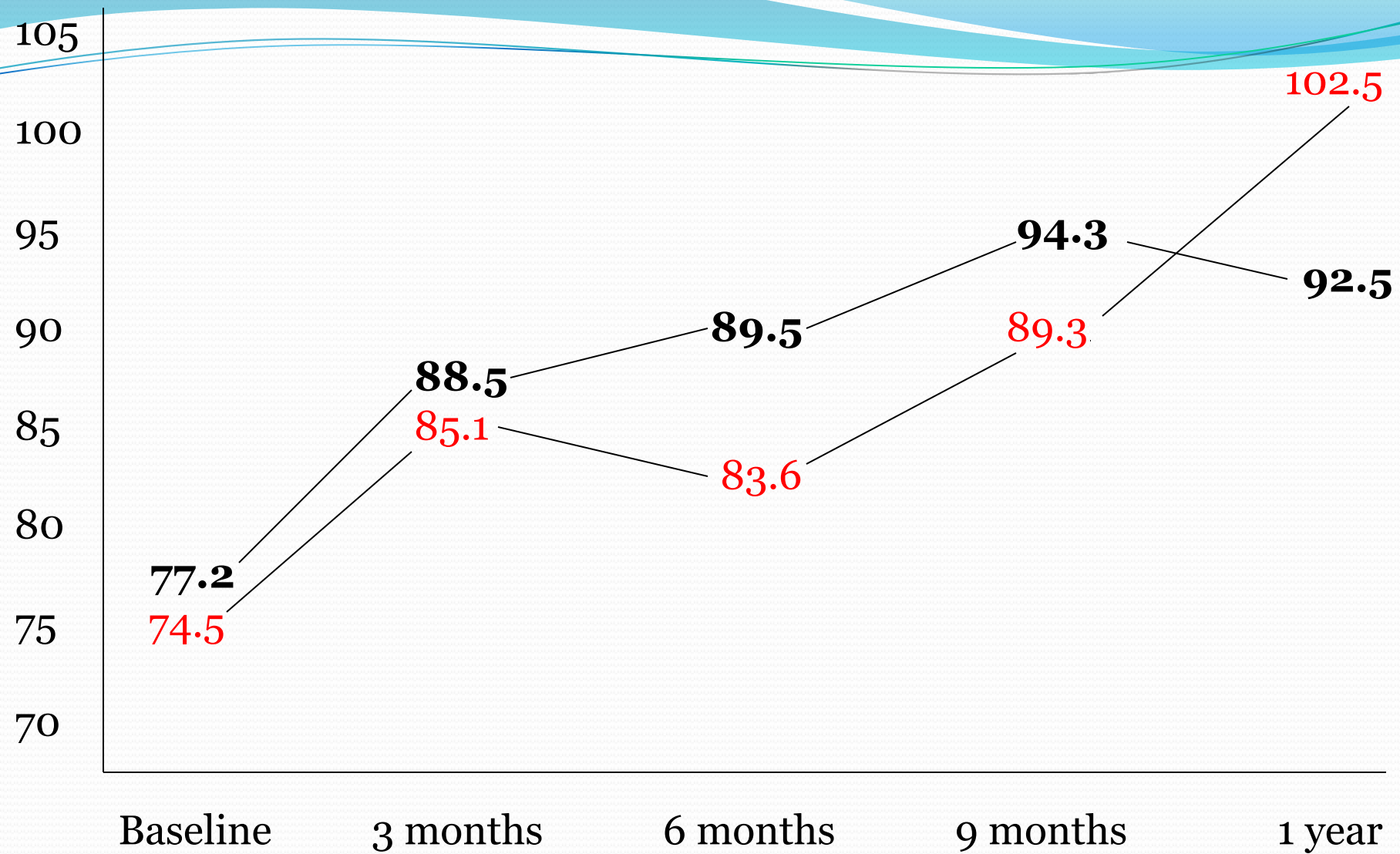




# Wiggins & Simonavice (2008)

- Physical Assessment Means (SDs) over Time

	<u>Baseline</u>	<u>3 months</u>	<u>6 months</u>	<u>9 month</u>	<u>12 months</u>
• VO <sub>2</sub> Fitness	30.5 (10.6)	35.8 (3.5)	33.6 (4.5)	35.8 (6.7)	33.0 (6.8)
• <b>Leg Press (lbs.)</b>	<b>126.7 (52.8)</b>	<b>166.7 (54.3)</b>	<b>183.3 (60.2)</b>	<b>188.3 (54.6)</b>	<b>196.7 (41.3)</b>
• <b>Bench Press (reps.)</b>	<b>5.3 (3.9)</b>	<b>18.6 (10.3)</b>	<b>21.6 (8.1)</b>	<b>20.7 (10.3)</b>	<b>24.3 (10.9)</b>
• Sit & Reach (in.)	7.6 (4.0)	10.9 (2.9)	11.6 (2.5)	11.8 (2.4)	11.8 (2.8)
• Shoulder Stick (in.)	39.1 (9.3)	35.7 (12.3)	28.8 (6.7)	26.4 (6.6)	29.9 (7.6)



**Total Quality of Life**, possible range of scores 0 to 104

**Self-Efficacy to Overcome Barriers**, possible range of scores 12 to 120

- Wiggins, M. S., & Simonavice, E. M. (2010). Cancer prevention, aerobic capacity, and physical functioning in survivors related to physical activity: A recent review. *Cancer Management and Research*, 2, 157-164.
- Research clearly shows cardiorespiratory benefits (increases in aerobic capacity), increases in physical functioning, and increases in Quality of Life for cancer survivors who engage in exercise programs

- Wiggins, M. S. (2014). Exercise and perceived quality of life during survivorship: A pilot study comparing traditional and non-traditional cancer recovery programs. *Advanced Studies in Medical Sciences*, 2, 31-36.
- Cancer survivors using the both non-traditional and tradition training programs significantly increased their perceived QOL,  $F(1, 118) = 7.71, p = .006$ .

- Braun, K., Chelberg, M., Hanke, E., Lefaive, S., Lenz, L., & Wiggins, M. S. (2018). Impact of a functional-based exercise program on fatigue, quality of life, and muscular endurance in cancer patients: A pilot study. *Integrative Cancer Science and Therapeutics*, 5(5), 1-5.
- The purpose of this 6-week study was to investigate the impact of a functional-based exercise program on fatigue, quality of life, and muscular endurance in cancer patients. Significant differences were found for ME, however, no significant differences were found for the FSI and FACT-G surveys.

# Getting into the CRF Program

- Referrals to the program are necessary
  - **Oncologist Referral**
  - **Informed Consent**



## CRF: A great experience for our students ...



...and great for our community!





# Cancer Plan Chapter Discussion

*\*Risk Reduction*

*\* Early Detection and Screening*

*\*Survivorship*

# *Wisconsin Cancer Collaborative Policy Update*

The Wisconsin Cancer Collaborative closely monitors local, state, and federal policy issues affecting Wisconsin's cancer burden.



# 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.



# Thank You

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Wisconsin  
Cancer  
Collaborative