

THE POWER OF ACTION



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CANCER SUMMIT
NOVEMBER 1 & 2

The Wilderness Resort
Wisconsin Dells, WI

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**Wisconsin
Cancer
Collaborative**
REDUCING THE BURDEN TOGETHER



2023 WISCONSIN CANCER SUMMIT THE POWER OF ACTION

November 1-2, 2023 | The Wilderness Resort | Wisconsin Dells, WI

AGENDA AT-A-GLANCE

Wednesday, November 1

5:00-6:00 PM Networking Reception
6:00-7:00 PM Fireside Chat

Thursday, November 2

8:00-8:30 AM Registration & Networking Breakfast
8:45-9:00 AM Welcome & Purpose of the Day
9:00-9:45 AM Setting the Stage
9:45-10:45 AM Panel Discussion
Wisconsin Data
10:45-11:00 AM Networking Break
11:00-12:00 PM Breakout Sessions A & B
*A: Community Health Workers in Cancer
Prevention and Control*
B: Wisconsin's Efforts to Reduce Youth Vaping
12:00-12:50 PM Networking Lunch & Awards
1:00-2:00 PM Breakout Sessions C & D
C: The Power of Advocacy
D: Survivorship
2:00-2:15 PM Networking Break
2:15-3:15 PM Panel Discussion
Wisconsin Cancer Control in Action
3:15-4:00 PM Closing

Fireside Chat

Be a part of a conversation that will cover cancer control in Wisconsin.

The Summit

This year's theme is The Power of Action. Gain inspiration from the work and stories of people in your community while also learning about your role in the Cancer Plan and how to improve health outcomes in Wisconsin.

Session Descriptions

Wisconsin Cancer Summit | November 2, 2023

Setting the Stage | *Paula Tran, MPH*

Each year more than 35,000 people in Wisconsin are diagnosed with cancer. Learn more about the critical role of public health and cancer control, and how we can build a brighter future.

- Paula Tran, MPH, State Health Officer, and Administrator for the Wisconsin Department of Health Services Division of Public Health.

Panel Discussion: Wisconsin Data | Lena Swander, MPH, Chelsea Robinson, MS, Cami Buchmann, Korina Henningsen, MPH

Learn about sources of Wisconsin cancer control data including social determinants of health, how to find them, how to access them, and how to use them. Panel members will discuss our existing data strengths and weaknesses, as we all continue to look to data to help us inform our program planning and evaluation. Listen to a case study from a WCC partner who has put data into action.

- Lena Swander, MPH, Wisconsin Cancer Reporting System, Wisconsin Department of Health Services
- Chelsea Robinson, MS, Office of Policy and Practice Alignment, Wisconsin Department of Health Services
- Cami Buchmann, Oneida County Health Department
- Korina Henningsen, MPH, Neighborhood Health Partnerships Program, UW-Madison School of Medicine and Public Health

AM Breakout Sessions

A: Community Health Workers in Cancer Prevention and Control

Michelle Dixon, Lindsey Purl, MPH, David Goines

B: Wisconsin's Efforts to Reduce Youth Vaping

Aaliyah Torres & Charmaine Swan, MS

Breakout Session A: Community Health Workers in Cancer Prevention and Control

The CHW session will take a closer look at using community health workers for health promotion outreach in our communities. They have recently been added as an evidence-based strategy by the Community Guide (CDC). Lindsey Purl will share more of the 10,000-foot view of CHWs as a sector, core competencies/roles, and examples of work they are doing in communities. Followed by Michelle Dixon sharing how CHWs provide lifesaving support in the community and David Goines will share how Progressive Community Health Centers utilizes two community health workers in their FQHC to support their cancer screening goals.

- Lindsey Purl, MPH, Great Rivers Hub Director, Great Rivers United Way
- Michelle Dixon, Hospital Responder, 414 LIFE
- David Goines, Community Relations Coordinator at Progressive Community Health Centers

Breakout Session B: Wisconsin's Efforts to Reduce Youth Vaping

Hear from two different local tobacco coalition leaders, Aliyah Torres and Charmaine Swan, as they describe the activities and efforts they engage in to help reduce youth vaping in their communities.

- Aaliyah Torres, Prevention Coordinator for the Wisconsin Hispanic/Latinx Tobacco Prevention Network
- Charmaine Swan, MS, Coordinator for the Northwest Wisconsin Lung Health Alliance

Session Descriptions

PM Breakout Sessions

C: The Power of Advocacy

Maureen Busalacchi & Carmyn Berg

D: Survivorship

Matt Wiggins, Ed.D.

Breakout Session C: The Power of Advocacy

Advocacy experts will provide education and guidance on using your experience and expertise to change health care and cancer policy. This breakout session will feature Maureen Busalacchi of the Wisconsin Alcohol Policy Project, and Carmyn Berg of The Leukemia & Lymphoma Society.

- Carmyn Berg, Regional Advocacy Director for The Leukemia & Lymphoma Society
- Maureen Busalacchi, Director for the Wisconsin Alcohol Policy Project

Breakout Session D: Supporting Survivors: Improved Quality of Life Through Exercise

The Cancer Recovery and Fitness Community Outreach Program at the University of Wisconsin-Eau Claire is a free, personalized exercise program provided to cancer survivors in the local area, and that provides students with applied learning opportunities. The program aims to improve quality of life for survivors by supporting individuals physically, emotionally, and socially through exercise with students trained as cancer fitness specialists.

- Dr. Matt Wiggins, Professor and Director, Department of Kinesiology, University of Wisconsin-Eau Claire

Panel Discussion: Wisconsin Cancer Control in Action |

Judy Heubel, BSN, RN, Ilka Hoffins, Kim Kinner, MA, Kelly Hackett, MPH

Members of our cancer control community will share specific examples of how we're making progress together. Their stories reflect the multitude of ways organizations can make progress and build stronger communities.

- Judy Heubel, BSN, RN Community Health Outreach Director for the Stockbridge-Munsee Health and Wellness Center
- Ilka Hoffins, Program Director for Team Phoenix, Aurora Health Care's cancer survivorship program
- Kim Kinner, MA, Senior Director for Cancer Center Partnerships at the American Cancer Society
- Kelly Hackett, MPH, Mammographic Quality Initiative Project Manager with the Wisconsin Women's Health Foundation

MEET OUR PRESENTERS



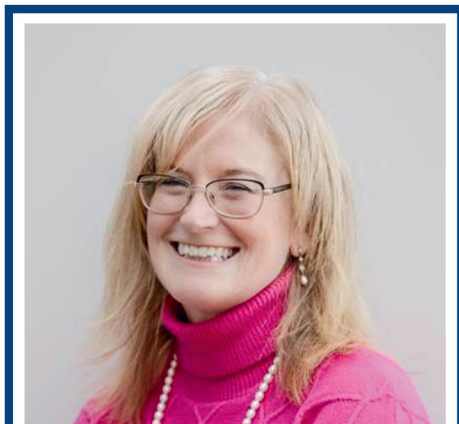
Carmyn Berg serves as the Regional Advocacy Director for The Leukemia & Lymphoma Society covering eight states. She manages advocacy strategy and activities at the state and federal level on healthcare issues impacting blood cancer families and patients ranging from cost of care to pediatrics. Prior to her time with LLS, Carmyn served in a local advocacy role for the American Cancer Society Cancer Action Network. Carmyn has worked in healthcare and immigration for three former U.S. Senators and has served in a dozen local and federal campaigns as comptroller. She lives in Sioux Falls, SD with her husband, three teenagers, and their rescue dogs.

Carmyn Berg



Cami Buchmann is Community Health Specialist with the Oneida County Health Department. Cami works primarily in the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) portion of her department creating, researching, and collaborating with community partners. When not at work, Cami enjoys reading, going to her little sister's volleyball games, and playing with her puppy Walter.

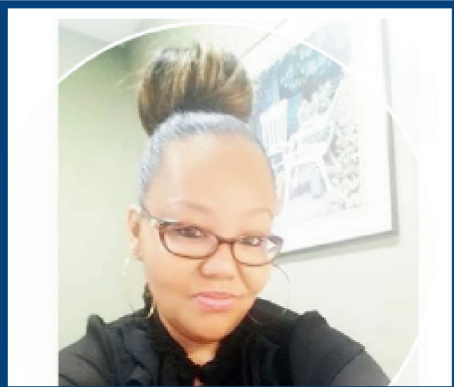
Cami Buchmann



Maureen Busalacchi, is currently the Director of the Wisconsin Alcohol Policy Project (WisAPP) at the Medical College of Wisconsin Comprehensive Injury Center. She has had decades of experience in public health policy and systems change as she ran Smoke-Free Wisconsin and led successful smoke-free air and tobacco tax campaigns. She also chaired the State Council on Alcohol and Other Drugs (SCAODA) ad-hoc committee which rolled out the report on how to reduce excessive drinking in Wisconsin in 2022. She currently is co-chair of Wisconsin Public Health Association (WPHA) Policy and Advocacy Committee.

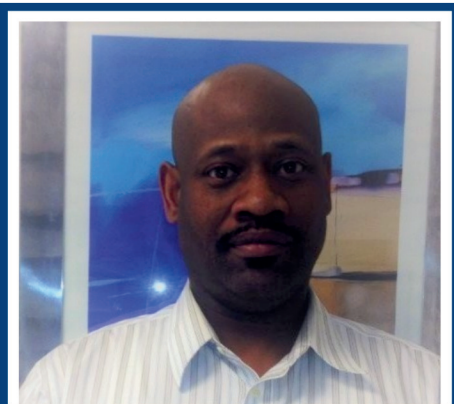
Maureen Busalacchi

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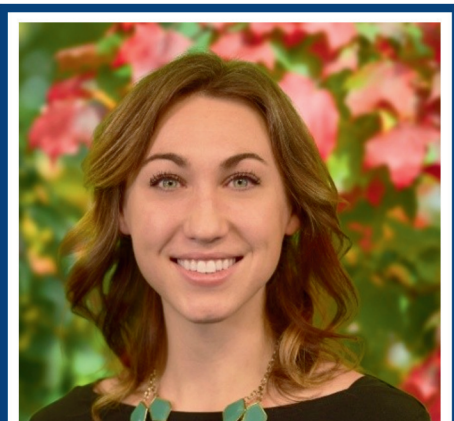
Michelle Dixon is a Hospital Responder for 414 LIFE, which is a hospital-based Violence Interruption program. As a Hospital Responder, Michelle is responsible for providing supportive services to victims of crime and their families with the overall goal is to keep the peace and prevent further deaths and shootings in the community. Her team is made up of three components Hospital Responders, Outreach Workers and Violence Interrupters.

Michelle Dixon



David Goines is a Community Relations Coordinator. His primary role at Progressive Community Health Centers is to form bonds and connections with the surrounding community as well as build collaborations with organizations in underserved Milwaukee areas. He's been doing this important type of work for a little under 11 years.

David Goines



Kelly Hackett, MPH, (she / her) is a project manager at the Wisconsin Women's Health Foundation, managing the Foundation's partnerships on two Community and Cancer Science Network initiatives addressing breast and lung cancer disparities. She has worked in coordination and management of public health research and evaluation programs for over ten years, and especially enjoys building relationships and qualitative work.

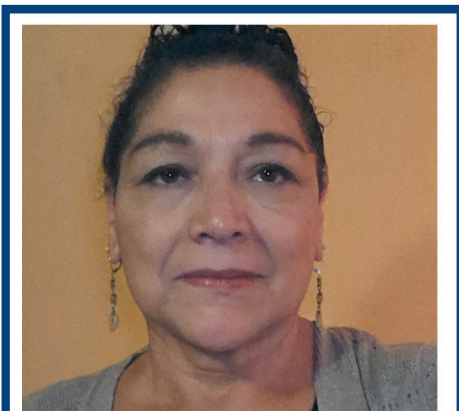
Kelly Hackett, MPH

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Korina Henningsen (nee Hendricks) is the assistant director of the Neighborhood Health Partnerships Program (NHP) at the University of Wisconsin School of Medicine and Public Health. Through a partnership with the Wisconsin Collaborative for Healthcare Quality, NHP provides neighborhood health reports at the ZIP code level using electronic health record data. These reports, along with our sociodemographic reports and action tools, support a wide range of stakeholders in better understanding the health of their communities and targeting health improvement initiatives. Korina received her BS and MPH degrees from the University of Wisconsin - Madison.

Korina Henningsen, MPH



Vera (Judy) Heubel, BSN RN is the Community Health Outreach Director for the Stockbridge Munsee Health and Wellness Center. She has been in the role for approximately 8 years, providing leadership within the department focused on outreach, education and prevention programming, in various health and wellness initiatives. Ms. Heubel has worked as a registered nurse for over 20 years and specifically in Native Communities the last 14 years. As a tribal member and community resident, she brings a unique perspective and understanding to the issues associated with tribal communities.

Judy Heubel, BSN, RN



Ilka Hoffins collaborates with clinicians and community partners to implement and advance AHC's comprehensive cancer survivorship program, Team Phoenix. An innovative triathlon training and year-round wellness program, Team Phoenix strives to empower female cancer survivors to gain back their physical and mental wellness through fitness, education, and camaraderie. Ilka is also a team member of the Wisconsin Women's Health Foundation Community Work Group identifying and addressing cancer disparities to drive initiatives for positive community impact. Ilka earned her bachelor's degrees in education and psychology from the University of Wisconsin - Madison, and a micro-masters in Instructional Design from the University of Maryland.

Ilka Hoffins

MEET OUR PRESENTERS



Kim Kinner has a bachelor's degree in Psychology from UW-Stout in Menomonie, WI and a master's degree in Counseling Psychology from the University of St. Thomas in St. Paul, MN. Kim is the Sr. Director for Cancer Center Partnerships with the American Cancer Society and started her career with ACS in cancer patient and family supportive services. Since then, Kim has spent most of her career advocating for and improving the lives of people with cancer and their families. She is a caregiver herself and at the heart of it all, she is just a person who wants to help others.

Kim Kinner, MA



Lindsey Purl is the Director of the Great Rivers HUB (HUB) which is a certified Pathways Community Hub Model. The HUB's certified region is the Coulee Region in Wisconsin (Trempealeau, Buffalo, Jackson, Monroe, La Crosse, Vernon and Crawford counties). This system change initiative aims to bridge the gaps that exist between healthcare and social services by addressing social determinants and clinical aspects of health. Community Health Workers (CHW) are central to this work. Lindsey coordinates local agencies to provide Community Care Coordination through CHWs in order to connect people to the community resources (for everything from employment, housing and healthcare) that are available but aren't always known or haven't previously been connected together.

Lindsey Purl, MPH



Chelsea Robinson, MS, is the social determinants of health epidemiologist at the Office of Policy and Practice Alignment (OPPA) in the Division of Public Health, Wisconsin Department of Health Services. Her work focuses on collecting, analyzing, and integrating social determinants of health data into public health practice. She has a Master of Science degree in epidemiology from Michigan State University, and Chelsea has previous experience as a community health worker.

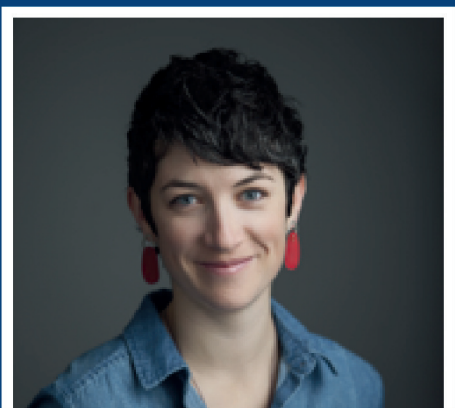
Chelsea Robinson, MS

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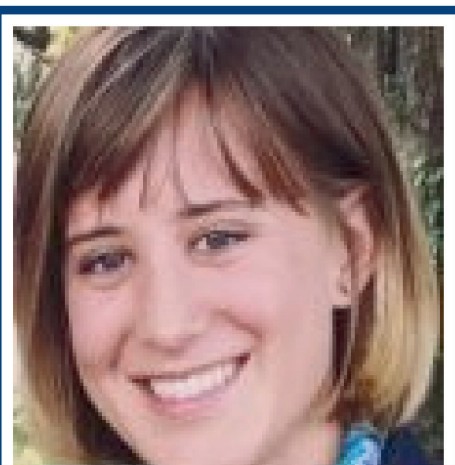
Paula Silha is a Masters Certified Health Education Specialist with the La Crosse County Health Department. She serves as Manager of the Chronic Disease and Injury Prevention Section of the Department, managing 7 staff and programming that addresses chronic disease, injury prevention, mental health and substance use. Paula is a graduate of the University of Wisconsin-La Crosse, BS, Public and Community Health and is currently completing her Master of Arts in Servant Leadership at Viterbo University. Paula and her husband, Ken live in rural La Crosse County and have two adult sons. She enjoys hiking, biking and perennial flower gardening as time allows.

Paula Silha



Charmaine Swan is the coordinator for the Northwest Wisconsin Lung Health Alliance. In that position, Charmaine has led the regional and local efforts to reduce commercial tobacco-related disparities in the area. Much of her work recently has centered around local policy and working with school districts and tribes to reduce vaping rates among youth. Charmaine has 15 years of health communications experience. Before joining the American Lung Association, she managed outreach and communications for North Lakes Community Clinics and other non-profits. Charmaine received her Master of Sciences degree from the University of Wisconsin--Madison, with focus on personalized health information.

Charmaine Swan, MS



Lena Swander has been an epidemiologist with the Division of Public Health since 2017. She currently supports cancer surveillance with the Wisconsin Cancer Reporting System and is passionate about responsible, equity-focused public health data visualization and interpretation. Lena also coordinates the Wisconsin Cancer Reporting System's data request and research portfolio of over 50 active projects. She received her Master of Public Health in epidemiology from the University of Iowa, and a Bachelor of Sciences in biology from the University of Wisconsin-Madison.

Lena Swander, MPH

MEET OUR PRESENTERS



Aaliyah Torres is the Prevention Coordinator of The Wisconsin Hispanic/Latinx Tobacco Prevention Network, which is housed by UMOS. She plans and implements education and training activities for coalition and community members to increase skills in evidence-based strategies for tobacco prevention and control policies. She graduated from Alverno College in 2020 with her bachelor's degree in social work. She is currently enrolled in Alverno's master's program for social work. She has experience in Social Work with previous internships at Pathfinders Youth Shelter and St. Ann Center for Intergenerational Care. She is passionate about her work in Tobacco Prevention and hopes to make the change to see wants to see in the Hispanic/Latinx community.

Aaliyah Torres



Paula Tran is the State Health Officer and Administrator of the Division of Public Health at the Wisconsin Department of Health Services. She leads the vision for statewide public health and health equity strategies. She oversees Aging and Disability Resources, Communicable Diseases, Community Health Promotion, Environmental and Occupational Health, Health Informatics, Policy and Practice Alignment, and Preparedness. Her career has focused on embedding health equity and empowerment concepts into public health practice, policies, and scholarship.

Paula previously served in a variety of roles with government, nonprofits, and academic organizations. She has led community-engaged research projects, statewide health equity initiatives, and provided training and technical assistance on the social, economic, and environmental determinants of health to advance health equity. Paula's Master of Public Health and Bachelor of Science degrees are from the University of Wisconsin-Madison.

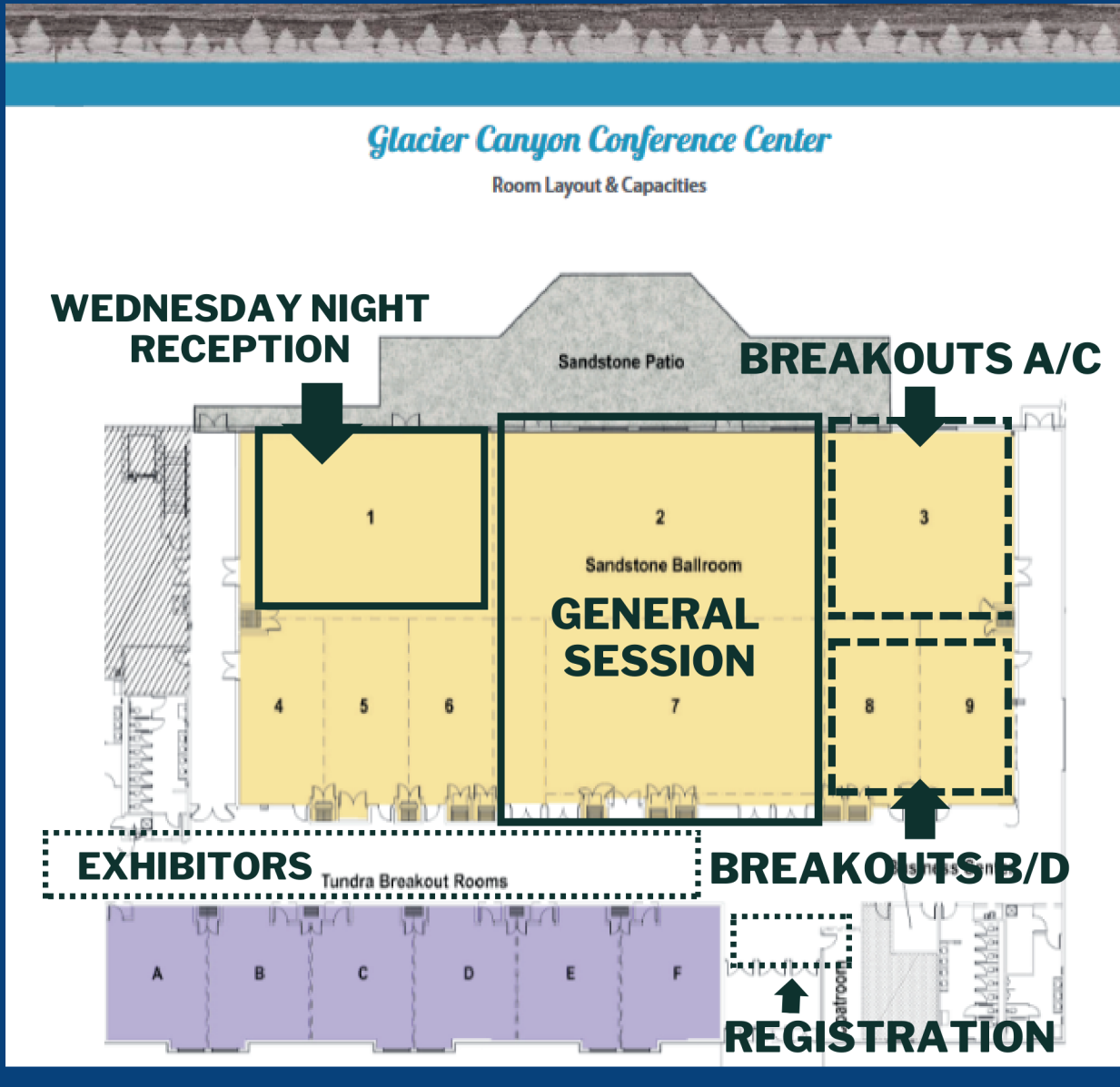
Paula Tran, MPH



Dr. Matt Wiggins has approximately 90 published articles or presentations in the area of exercise and sport psychology over the last 25 years, including research related to exercise and cancer, motivation, anxiety and performance, body image, and self-efficacy. Wiggins came to UWEC in 2008 from Murray State University in Kentucky, where he was the founder and Director of the Exercise & Cancer Recovery program. He has been actively involved in helping cancer survivors for the past 20 years and is currently the Director of the Cancer Recovery & Fitness program at UWEC.

Matt Wiggins, Ed.D.

MAP



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Questions about the Summit?

Please contact Tina Pap at tvpap@wisc.edu or Beth Brunner at eabrunner@wisc.edu with Summit-related questions.

Let's connect.

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