



The Wisconsin Cancer Plan: *Setting the Stage for Collective Action Towards Reducing Wisconsin's Cancer Burden*

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Overview

- How Wisconsin's Cancer Plan drives action
- Cancer control as a public health priority
- The importance of community and partnerships



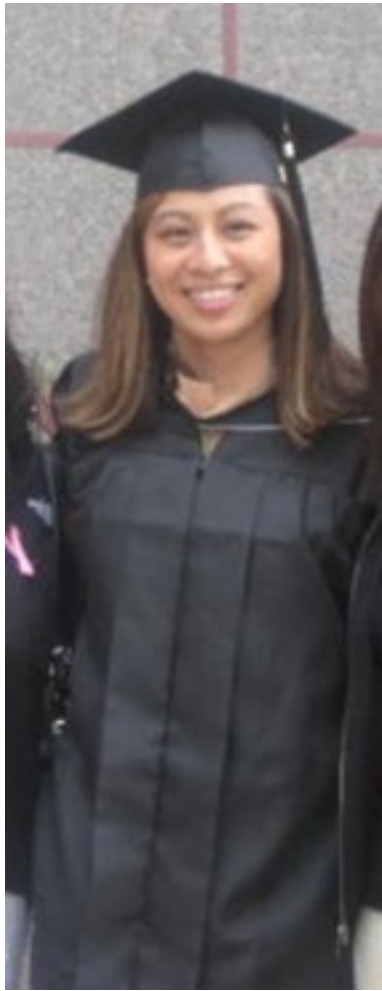




Green Bay

WI





“Equality”





“Equality” ≠ Equity

WHAT SHAPES EQUITY?

EQUALITY = SAMENESS



- Everyone gets the **same thing**
- Only works if everyone starts from the same place

EQUITY = RESPONSIVE TO CONTEXT



- Everyone gets access to the **same opportunities**
- Resources distributed based on need
- Differences and history can create barriers to participants

Creating the conditions that support **full participation** of all people in the **co-creation of opportunities** and the **fullest choices** for all individuals and families to be **healthy, thrive and live well...**



....from generation to generation (Peck, 2012)

Wisconsin Cancer Plan 2020-2030

Vision

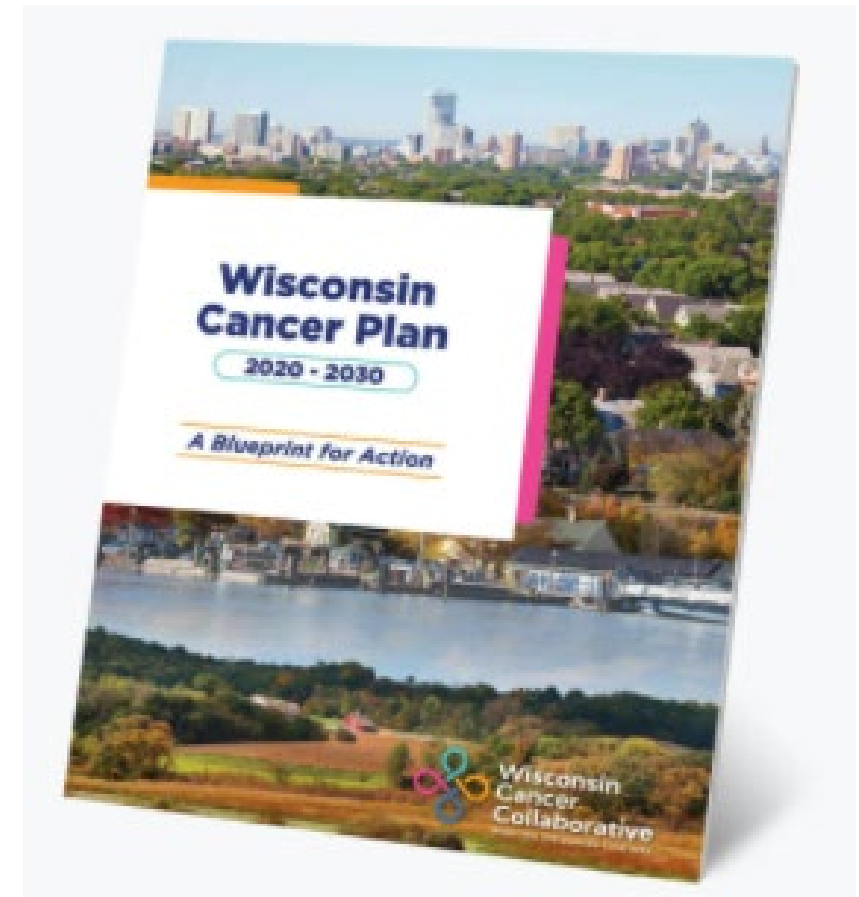
A healthier Wisconsin by reducing the burden of cancer for everyone.

Mission

To engage diverse partners to develop, promote, and implement a statewide comprehensive approach to cancer control.

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

Chapter 1: Health Equity

Chapter 2: Risk Reduction

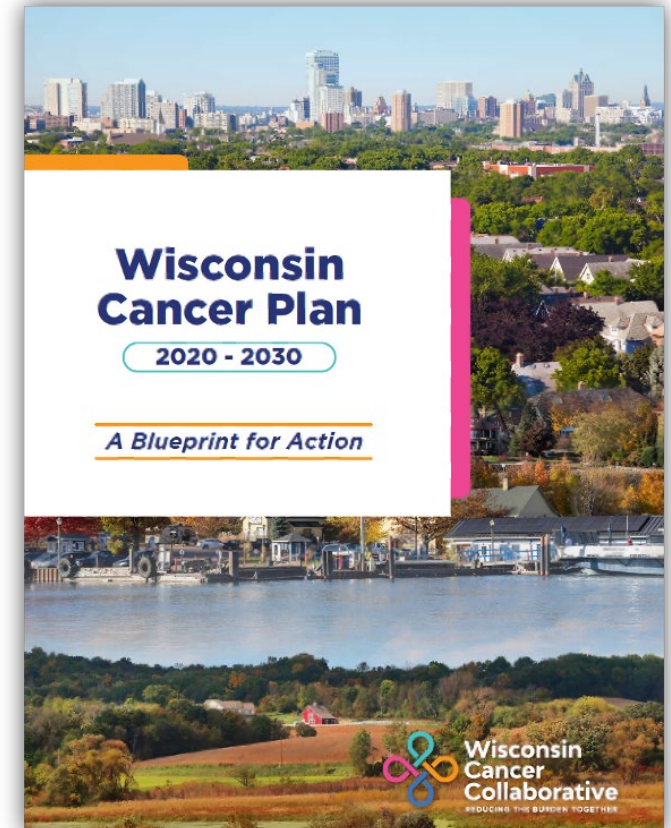
Chapter 3: Early Detection & Screening

Chapter 4: Treatment

Chapter 5: Survivorship

Chapter 6: End of Life

Chapter 7: Data

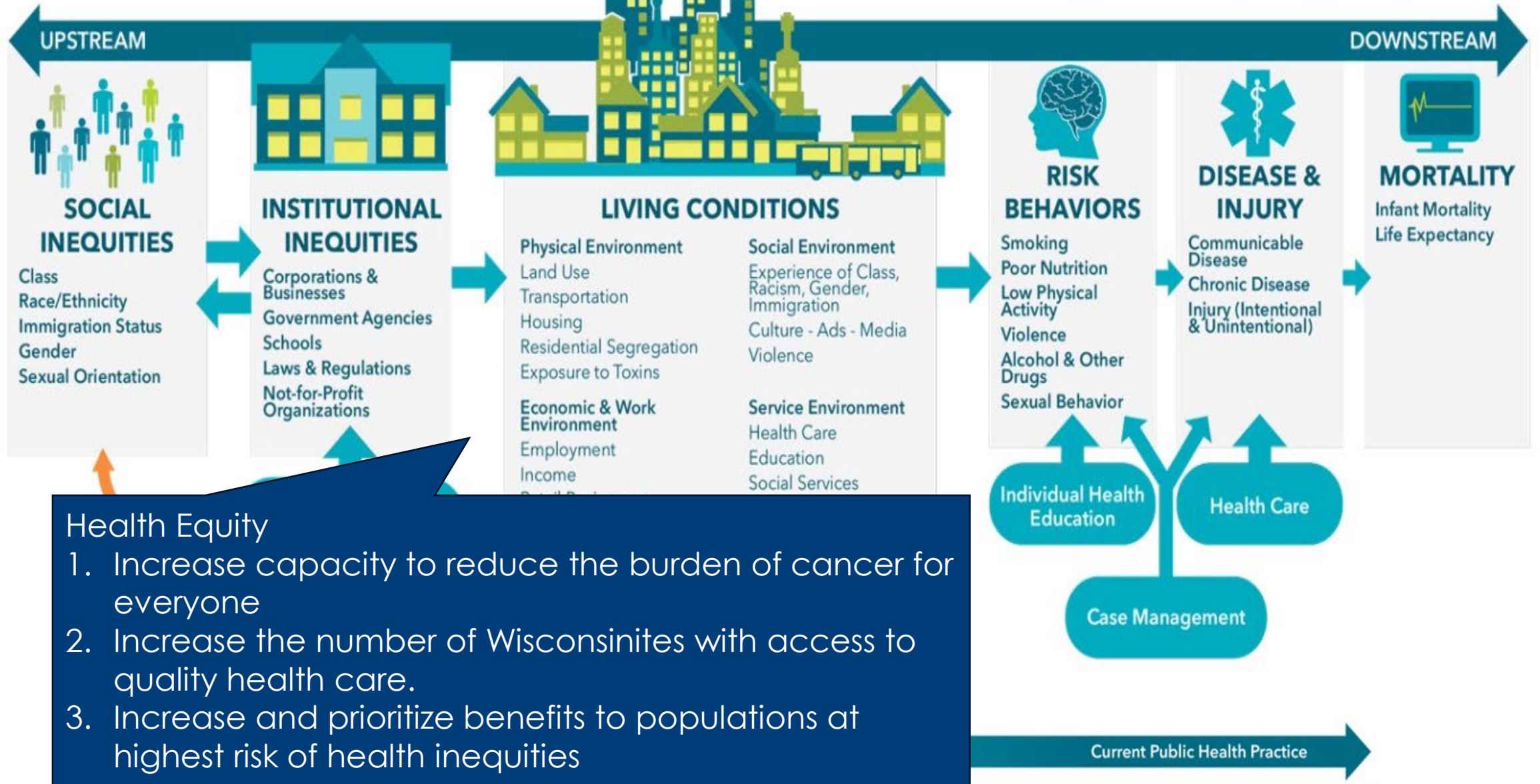


A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES

BAY AREA REGIONAL HEALTH INEQUITIES INITIATIVE



A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES
BAY AREA REGIONAL HEALTH INEQUITIES INITIATIVE



Health Equity

1. Increase capacity to reduce the burden of cancer for everyone
2. Increase the number of Wisconsinites with access to quality health care.
3. Increase and prioritize benefits to populations at highest risk of health inequities

A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES
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Risk Reduction

1. Increase capacity to reduce the burden of cancer for everyone
2. Increase the number of Wisconsinites with access to quality health care.
3. Increase and prioritize benefits to populations at highest risk of health inequities

Emerging f

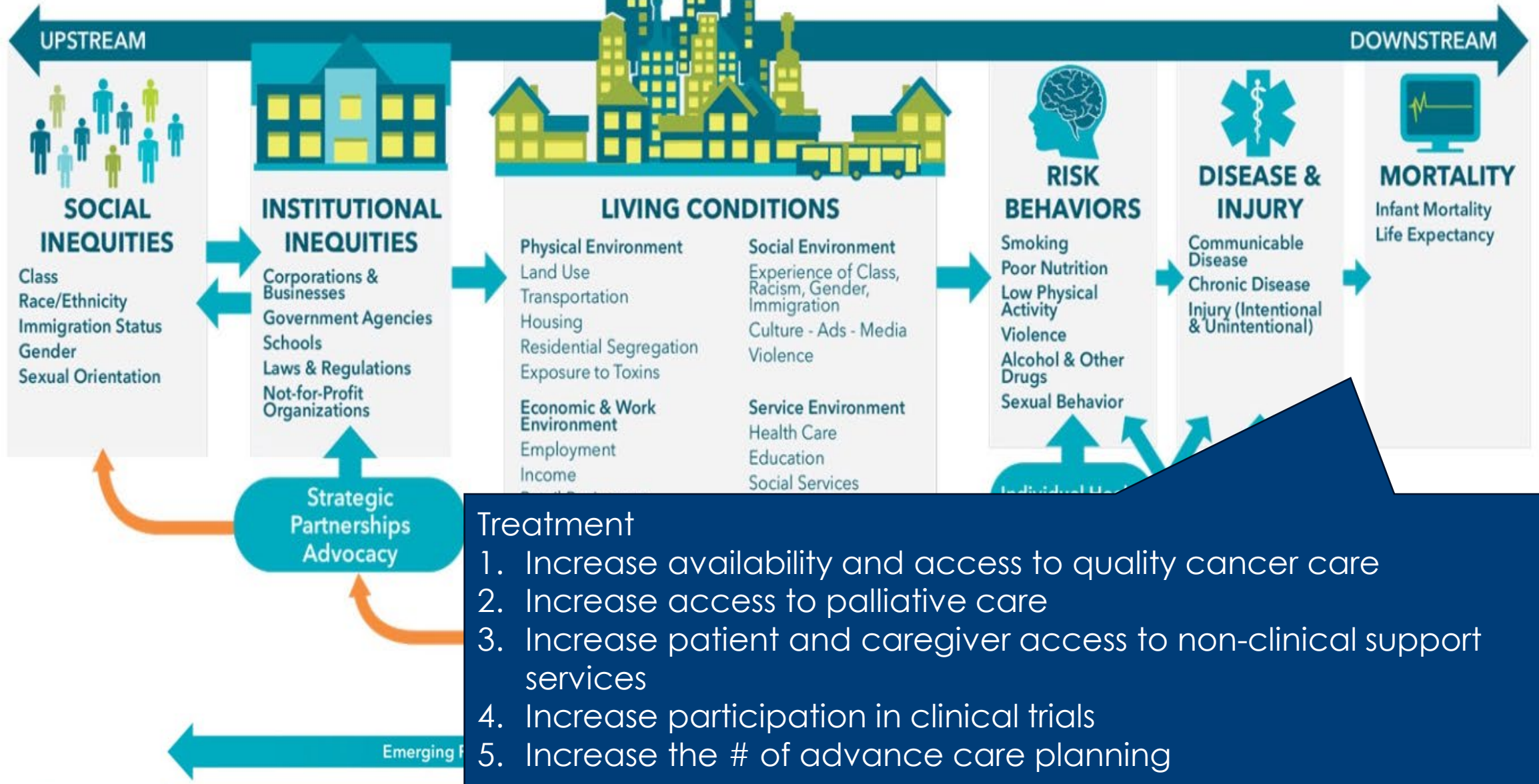
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Early Detection and Screening

1. Increase awareness/demand for cancer screenings
2. Implement health care systems level strategies to increase screening/diagnostic services
3. Increase access to screening
4. Increase use of genetic risk assessment and counseling

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Survivorship

1. Increase awareness of issues relevant to survivors and caregivers
2. Increase implementation of best practices for transition from active treatment to poste-treatment care
3. Increase provider, patient, and caregiver awareness of the importance of cancer risk reduction behaviors and screening

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Plan to Action

Chapters



Priorities



Strategies



Action Steps

Health Equity
Priority 1: Increase Capacity to reduce burden of cancer for everyone.



Action Starts With Trust

STRATEGY

Increase trust between communities and those working to reduce the burden of cancer.

ACTION STEPS

Acknowledge historical factors that have contributed to distrust and work to rebuild trust.

Provide culturally and linguistically appropriate services and education aimed at populations disproportionately impacted by cancer burdens.

Action To Address Disparities

CANCER DISPARITIES REPORT

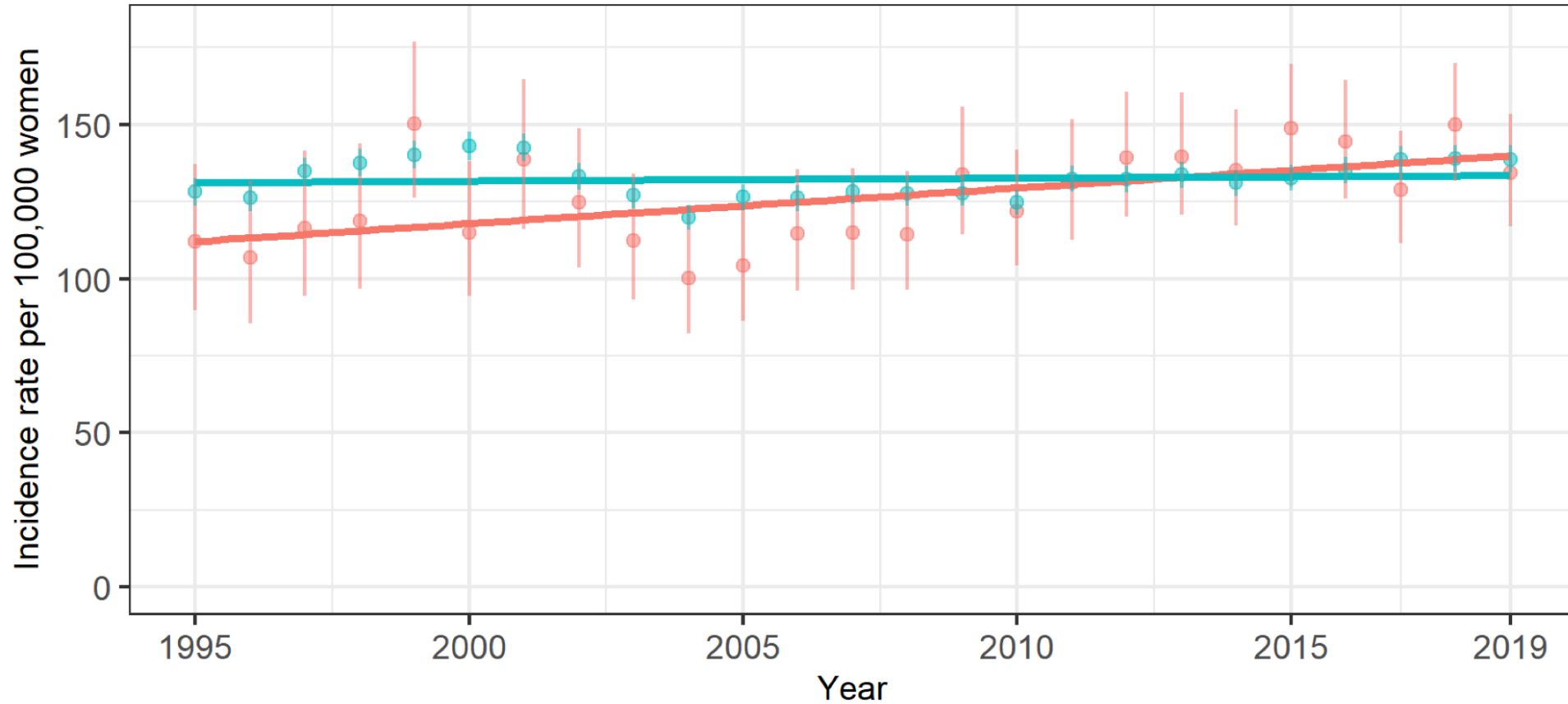
Breast Cancer Disparities Between Black and White Women in Wisconsin

A report from the Reducing
Breast Cancer Disparities Project

October 2022

Breast Cancer Incidence

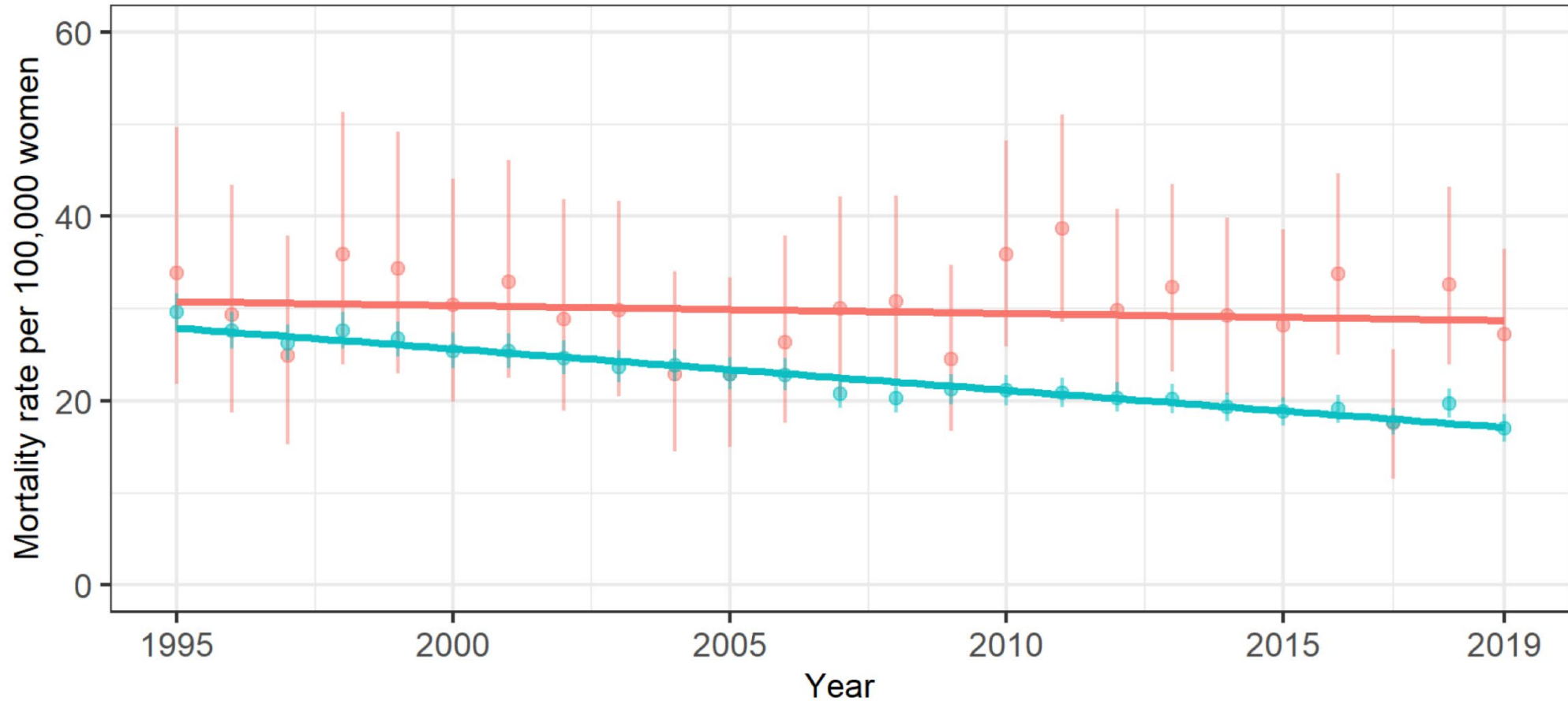
Black and White women, Wisconsin state, 1995-2019



- Black rate
- White rate
- Black trend
- White trend

Breast Cancer Mortality

Black and White women, Wisconsin state, 1995-2019



- Black rate
- White rate
- Black trend
- White trend

Action Steps

Provide education about risk factors, including family history, which may change standard cancer screening recommendations.

Assess and share best practice models on community education to increase recommended cancer screening utilization.

Identify and address gaps in access to non-clinical support services for underserved populations.

Action To Reduce Risk

Addressing High-Risk Drinking to Reduce Cancer Burden in Wisconsin

Alcohol has been shown to cause **7 different cancers:**



The **MORE** alcohol a person drinks, the **higher** their risk for cancer.

in WISCONSIN

High-risk drinking is a **PROBLEM.**

Wisconsin ranks **3rd** nationally in rates of **heavy** and **binge** drinking.

Heavy Drinking for
Women = 8+ Men = 15+
drinks per week

Sun	Mon	Tues	Wed	Thur	Fri	Sat

Binge Drinking for
Women = 4+ Men = 5+
drinks on **one occasion**

Sat

WE can decrease alcohol-related cancers in Wisconsin.

DECREASE alcohol consumption.

DISCOURAGE underage drinking.

SUPPORT policies that discourage high-risk alcohol use.

ENCOURAGE healthcare providers to discuss the health risks of alcohol use with patients.

Action Steps

Increase the number of communities addressing high-risk alcohol use that also incorporate the link between alcohol and cancer in their messaging and activities.

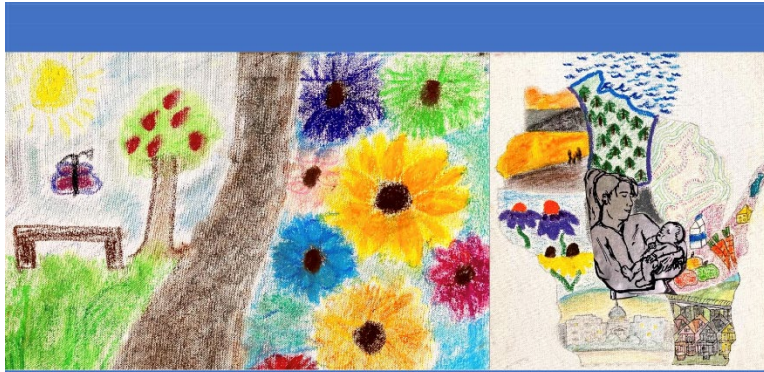
Encourage collaboration with other chronic disease programs to promote awareness of alcohol use as a risk factor for cancer.

Train health care providers on how to screen and provide brief interventions to patients for excessive alcohol consumption.



LINKING PLANS

Wisconsin State Health Improvement Plan



Wisconsin State Health
Improvement Plan
2023-2027

Summary



WISCONSIN DEPARTMENT
of HEALTH SERVICES

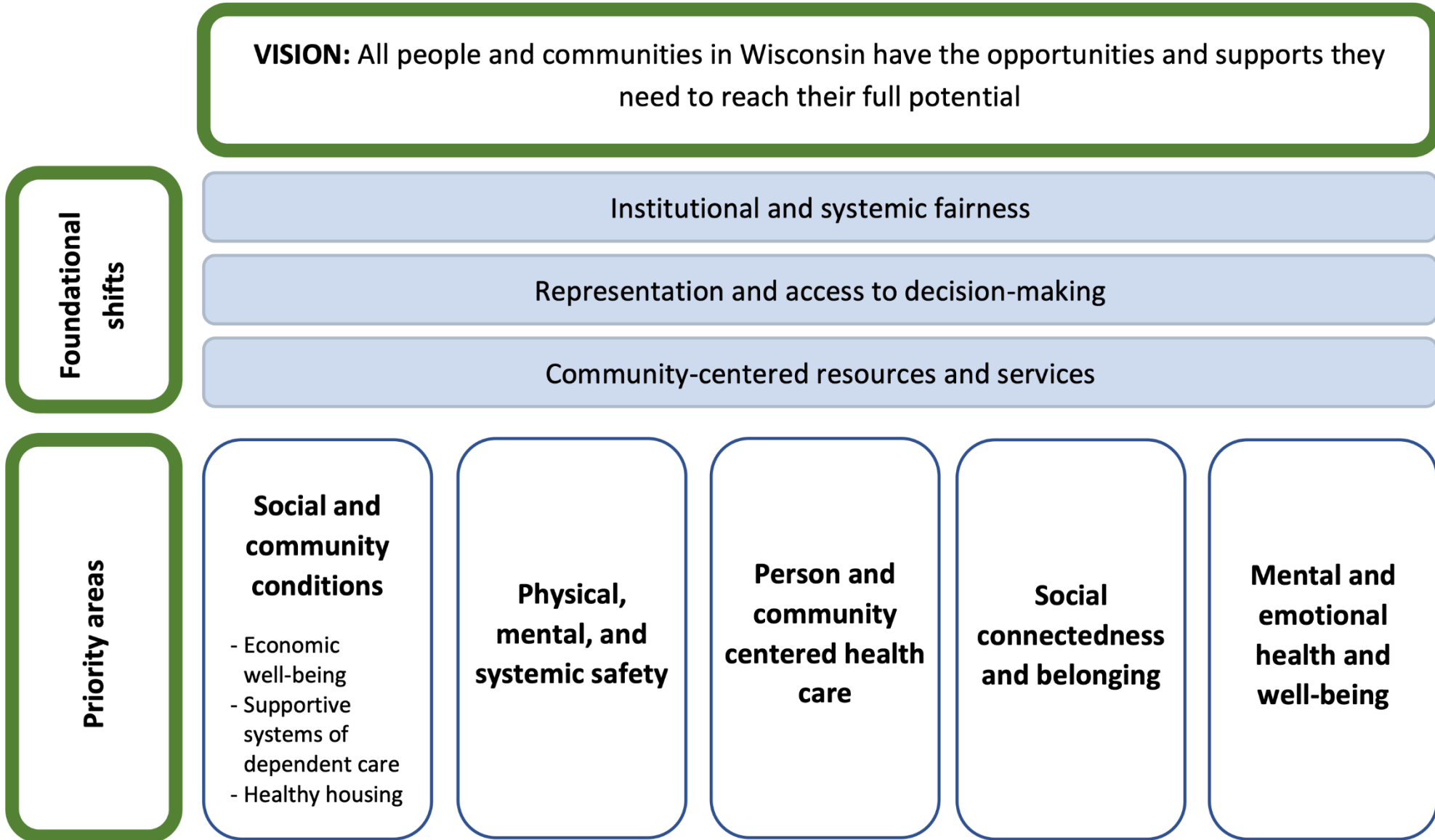
P-01791 (02/2023)

Considers and addresses the root causes of health and well-being outcomes and inequities.

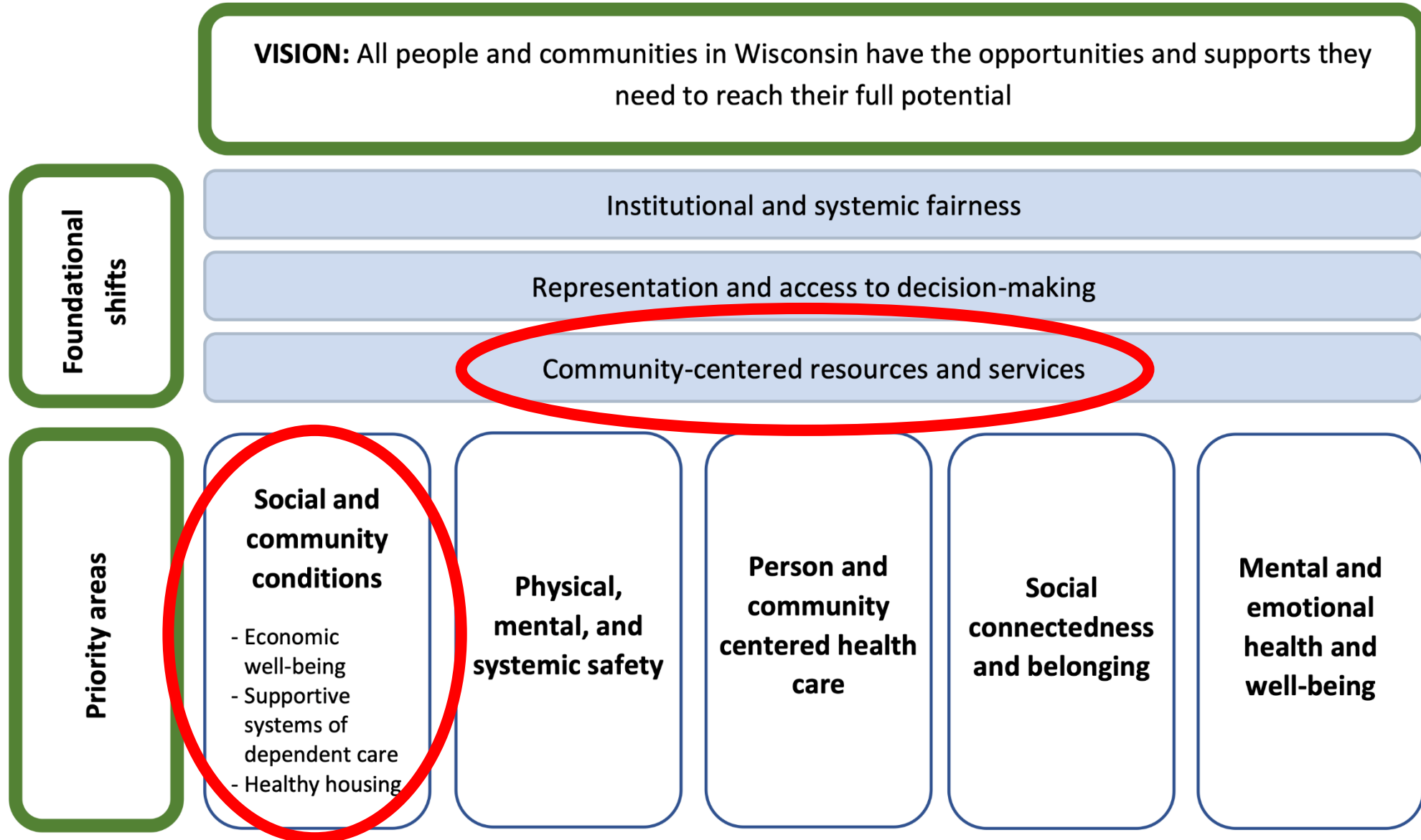
Development process centered on the lived experience and voices of community members from across the state.

Roadmap to improve the health and well-being of all Wisconsinites.

2023-2027 State Health Improvement Plan (SHIP) Framework



2023-2027 State Health Improvement Plan (SHIP) Framework



Highlighting Community In Health



Building a Better Wisconsin: Investing in the Health and Well-being of Wisconsinites

2023 Governor's Health Equity Council Report

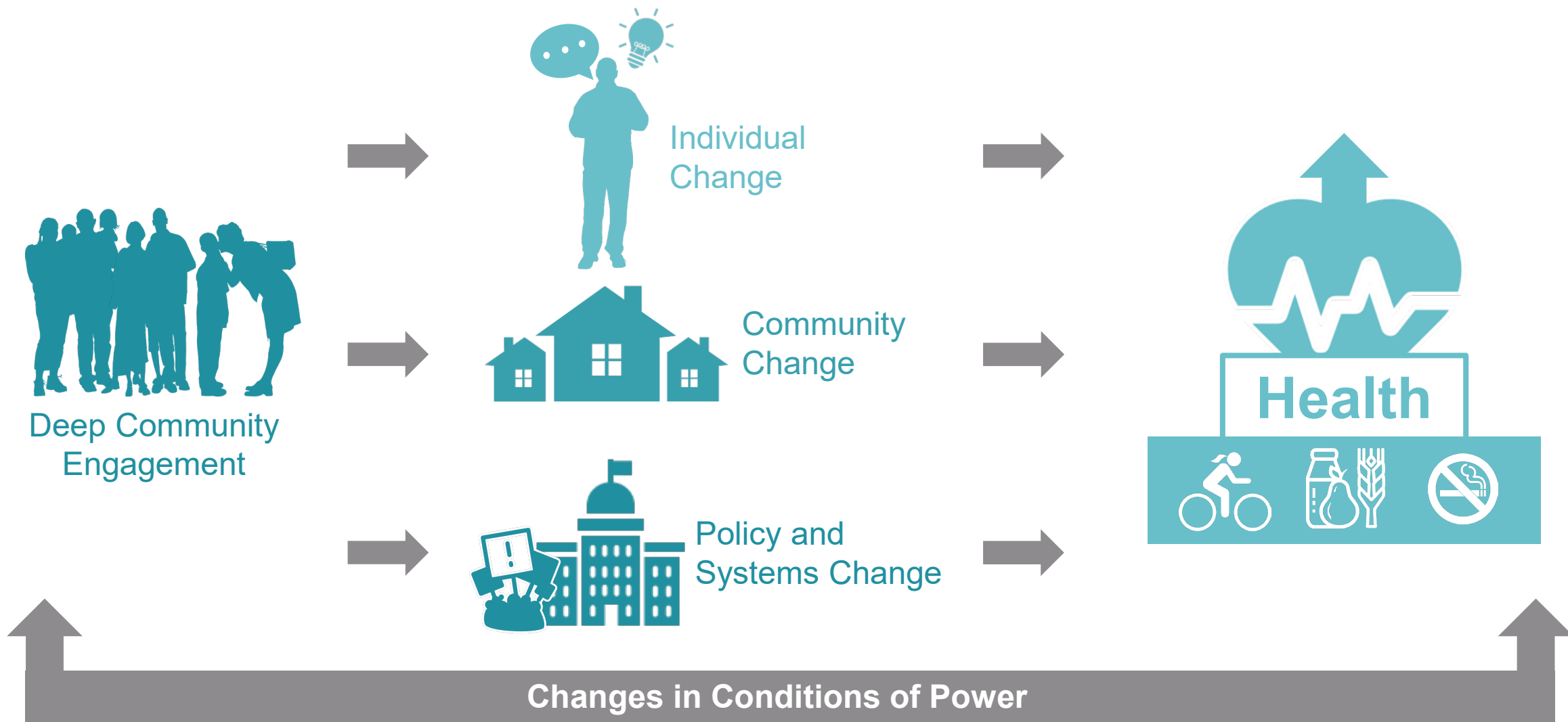
Prepared by the Wisconsin Department of Health Services Office of Health Equity

Community Health Workers

The Governor's Health Equity Report calls for:

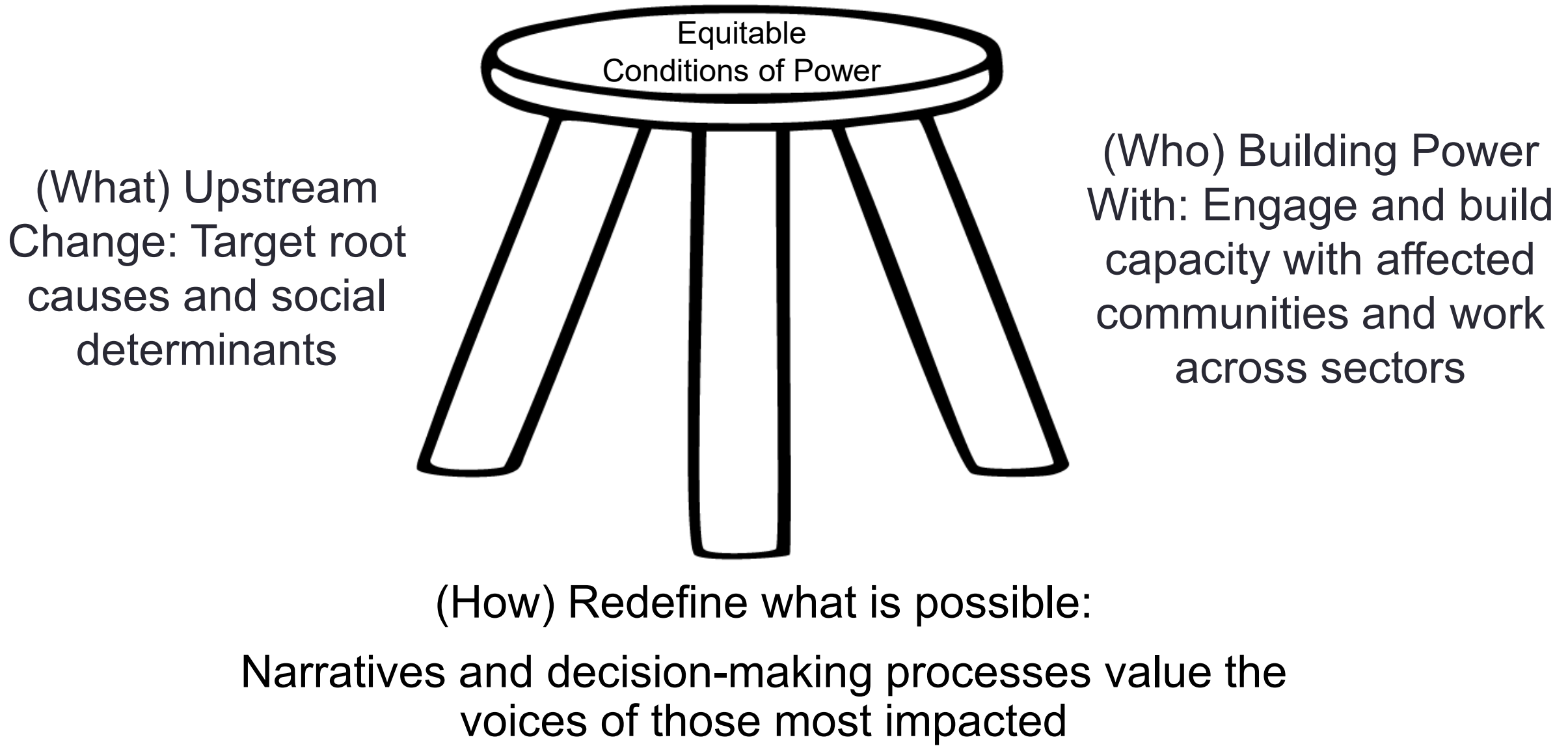
- The creation of a CHW certification process and establishment of standards for CHW certification.
- The services provided by CHWs, within their scope of practice, to become reimbursable under a newly established community health benefit in Wisconsin's Medicaid program.

Benefits of Engaging those Most Impacted



Strategizing for Collective Action

Advancing the conditions for all communities to flourish



Questions?

Thank you!

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