

**Innovating, impacting, and improving women's health**



**WISCONSIN  
WOMEN'S HEALTH  
FOUNDATION**

***Cancer Control  
Efforts***

# First Breath

Helping people make positive changes to their tobacco, alcohol, and other substance use during pregnancy & beyond

Trained professionals “Ask-Advise-Refer” model with patients/clients.  
First Breath Health Educators provide comprehensive services to:

- 1 Support participants during pregnancy, postpartum, & caregiving
- 2 Reduce intrauterine, breastmilk, and household exposures
- 3 Improving pregnancy & birth outcomes, infant health outcomes, & long-term outcomes

Nearly

**24,000**

pregnant and postpartum tobacco users  
reached since 2001



# GrapeVine

**A community-based chronic disease prevention program connecting Wisconsinites with trusted health information and resources**

Trained health care volunteers and GV program members host one-hour, no-cost sessions to attendees on:

Advance Care Planning

Bone Health

Brain Health

Breast & Gynecologic Cancers

Coping with Stress

Diabetes Prevention

Heart Disease & Stroke

Mental health

Nutrition

Opioid Misuse Prevention

Self-Care

Sleep

Over  
**1,100**  
attendees at 2022 sessions





# Well Badger Resource Center

An information & referral center connecting people to the health and social services they need and deserve.

1

1-on-1 Information & Referral (I&R) Services

"I have a lump in my breast, but don't have insurance to get it checked out."

Nearly  
**2,500**  
cases per year

Over  
**16,000**  
referrals annually

2

Online, Searchable Directory

"Breast Care"

"Insurance"

Over  
**23,000**  
directory users per year





Community & Cancer Science Network

# Collaborative Cancer Projects

The Foundation is one of a few community leaders on two projects to improve breast and lung cancer disparities in Wisconsin

Both projects approach cancer health with the belief that we can only improve outcomes through authentic relationships, grown across sectors and perspectives

Developed partnerships with

68

of 72 SE WI-based facilities

1

## Mammographic Quality Initiative

Developing a statewide system of monitoring & enhancing mammography quality

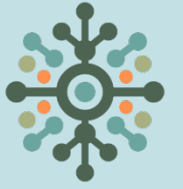
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## Collaborative Work Groups

Developing broader, deeper understandings and creating more effective solutions

*Milwaukee Lung Cancer, Walworth Breast Cancer*





Community & Cancer Science Network

*Thank you*

