The Wisconsin Cancer Collaborative

Wisconsin's Public Health Approach to Comprehensive Cancer Control

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

HISTORY AND PURPOSE

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 **200 organizations** and **600 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, and guides membership recruitment and engagement activities, including informing 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 visit the address below to join for free.

https://wicancer.org/join/

Wisconsin Cancer Collaborative
REDUCING THE BURDEN TOGETHER

What We Do

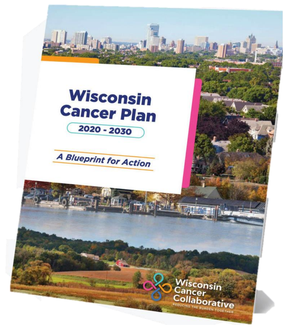
We connect our members with the tools, support, and knowledge they need to create healthier communities. Our work is guided by the **Wisconsin Cancer Plan 2020-2030**, which acts as a blueprint for action.

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 people living in Wisconsin engaged in cancer work. Across its seven chapters, the plan offers proven tools to expand your impact in 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



- **Designed for everyone who works in cancer control**
- **Expert guidance across the cancer care continuum**
- **Proven tools to expand your impact**

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.

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 purposes and sizes, across the 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 the Wisconsin Department of Health Services underage drinking prevention campaign, **Small Talks**, to add an element of cancer awareness education to the campaign.

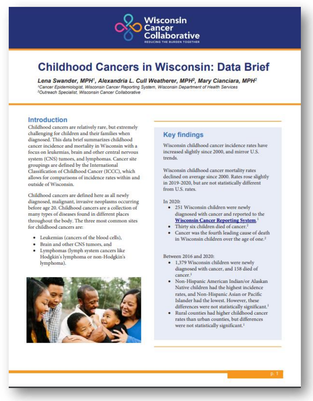
The result was a partner toolkit comprised of different resources designed to educate and raise awareness of the connection between drinking alcohol and a higher risk for certain cancers.

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

CHILDHOOD CANCERS IN WISCONSIN: DATA BRIEF

In 2023 the Wisconsin Cancer Collaborative released a data brief in collaboration with the Wisconsin Department of Health Services Wisconsin Cancer Reporting System.

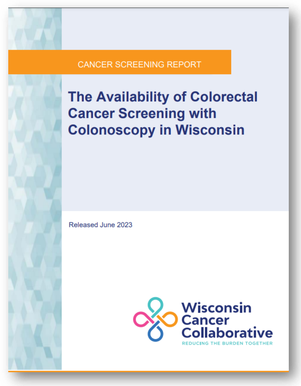
This data brief summarizes childhood cancer incidence and mortality in Wisconsin with a focus on leukemias, brain and other central nervous system (CNS) tumors, and lymphomas.



THE AVAILABILITY OF COLORECTAL CANCER SCREENING WITH COLONOSCOPY IN WISCONSIN

In 2023 the Wisconsin Cancer Collaborative released an in-depth report examining the availability of cancer screening via colonoscopy in Wisconsin.

The report provides a detailed breakdown of availability of colonoscopy services in Wisconsin, including several maps. Findings indicate there are not enough facilities to screen eligible Wisconsinites through colonoscopy alone and identify other potential gap areas.



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