



News from the Wisconsin Cancer Collaborative | **February 2024**

Mark Your Calendars!

Save the date for the 2024 Wisconsin Cancer Summit - September 25th & 26th.

**BUILDING
CONNECTIONS**
2024 Wisconsin
Cancer Summit



SAVE THE DATE



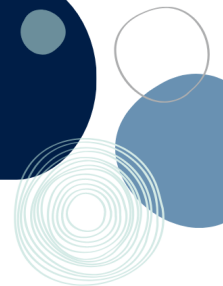
Wednesday | September 25
Thursday | September 26



Milwaukee Marriott West
W231 N1600 Corporate Ct.
Waukesha, WI 53186



FOR QUESTIONS:
www.wicancer.org
info@wicancer.org



COLON CANCER AWARENESS

Make Plans to "Go Blue" in Your Community in March

March will be Colorectal Cancer Awareness Month, and the UW Carbone Cancer Center and the Medical College of Wisconsin invite you to "Go Blue."

Please consider asking prominent structures, buildings, businesses, or municipal landmarks to Go Blue and join the cause. For success in lighting public landmarks, reach out to the city, county or state's website and submit your request as early as possible. For private buildings or businesses, reach out to the general manager or communications.

Join the Colon Cancer Coalition, Fight Colorectal Cancer, the American Cancer Society, the colorectal cancer community to “Go Blue” on Tuesday, March 7. They also appreciate the support anytime between Friday, March 3 and Sunday, March 12, or any part of March.

To access the full toolkit for Colorectal Cancer Awareness Month, visit the [Go Blue link](#).

[Visit the Go Blue Site](#)

CANCER DATA

Recruitment Continues for Cancer Experience Registry

The [Cancer Experience Registry™ \(CER\)](#) is continuing to recruit cancer patients, survivors, and caregivers to share their stories, concerns about quality of life, access to care, the impact of cancer on work, treatment decision making, and more.

Once 100 cancer patients, survivors and/or 100 caregivers have registered in Wisconsin, a data report can be created. This data will help inform our Wisconsin partners about critical needs for our patients and caregivers and help tailor programs to meet needs in our state.

Please consider sharing the Cancer Experience Registry with your network of individuals impacted by

cancer: <https://www.cancerexperienceregistry.org/join/WI> (This URL is specific to Wisconsin.)

A promotional [CER Toolkit](#) is available. Please remember to use Wisconsin’s URL in your materials. For more information, please contact Alexandria Cull Weatherer at acull@wisc.edu.



[View the Flier](#)

[Learn More](#)

LUNG CANCER AWARENESS

Lung Association Releases State of Tobacco Control Report

The American Lung Association has released their annual State of Tobacco Control report. The report evaluates actions by states and the federal government to eliminate tobacco use, the nation's leading cause of preventable death.

The report offers an easy way for users to see how our state is performing relative to neighbors and other states.

[View the Report](#)

[View the Grade for Wisconsin](#)

Partner Announcements

A short list of funding opportunities, calls for proposals and other news from our members and partners.

To submit an announcement for an upcoming newsletter please [email us](#).



SURVIVORSHIP PROGRAM

Time to Heal Survivorship Program

Ascension NE Wisconsin (St. Elizabeth Campus in Appleton) is piloting a Time to Heal Survivorship Program for their patients. This program is a free 9-week class designed to help cancer survivors of any type regain their physical, emotional and spiritual health after treatment. The weekly sessions provide evidence-based advice on topics including nutrition, exercise, building resilience, mental health, and moving forward.

[Check Out the Flier](#)

SURVIVORSHIP WORKSHOP

Free Cancer Transitions for Young Adults Survivorship Workshop

Gilda's Club Madison will be offering a free virtual cancer survivorship workshop on Wednesdays, from February 28th to March 20th, 6 - 7 pm on Zoom. Cancer Transitions for Young Adults is a free survivorship workshop series designed to help cancer survivors move into the next phase of life with the skills, strategies, and support to empower them. Session topics include goal setting, coping with emotions and building and maintaining relationships, navigating challenges, and medical management in survivorship.

Eligible participants should be within two weeks to 3 years of completing treatment and between 18-35 years old. Participants who meet these requirements, attend all 4 sessions, and complete the evaluation are eligible to receive a \$75 gift card. Those who are interested and 36- 40 years old may still participate, but are not eligible for the incentive.

[Register](#)

Resources and Reports

ARTICLE

What Happens if More People Get Screening for Cancer?

[Read the Article](#)

NCI-funded Cancer Intervention and Surveillance Modeling Network (CISNET) researchers explored computer modeling to estimate the number of deaths that could be prevented by increasing the use of

[Visit CISNET](#)

USPSTF-recommended cancer screening tests. Learn more about their work in this interview with Amy Knudsen, Ph.D of Massachusetts General Hospital.

STUDY

Impact of HPV Vaccine on Cervical Cancer in Public Health Scotland

Scotland recently release a study and news release demonstrating that there have been no cervical cancer cases detected in fully vaccinated women since the implementation of their school-based HPV immunization programs for 12–13-year-olds in 2008. Additionally, women vaccinated at 14 to 22 years of age showed a significant reduction in incidence compared with unvaccinated women. Although this program and the age indications differ from the set-up in the United States, this demonstrates the impact of the HPV vaccine in preventing cervical cancer.

[Read the Update from Public Health Scotland](#)

[Read the Study](#)

STUDY

Higher Out-of-Pocket Costs for Cancer Patients on High-Deductible Health Plans

In a cohort study of 45,708 patients with cancer, people who had an employer-mandated switch to a high-deductible health plan had substantially increased out-of-pocket medical costs compared to patients who remained in low-deductible plans. The number of oncology visits remained unchanged, but the number of visits with other physicians was lower, indicating possible less comprehensive care for cancer patients on high-deductible plans.

[Read the Study](#)

REPORT

American Cancer Society Releases 2024 Cancer Statistics

The American Cancer Society recently released *Cancer Statistics, 2024* and its companion document *Cancer Facts & Figures 2024*, which are annual reports on cancer facts and trends utilizing population-based registries.

The new data show overall cancer mortality has continued to decline since 1991, but progress is threatened by a projected increase in new cancer cases by more than two million cases in 2024. Incidence rates increased: breast, pancreas, uterine corpus cancers, prostate, liver (female), kidney, HPV-associated oral cancers, and melanoma. Incidence rates also increased for cervical (ages 30-44 years) and colorectal cancer (ages <55 years).

Disparities persist for Black and American Indian and Alaska Native people. Cancer patients are also being diagnosed younger, which may have different life impacts. Additionally, colorectal cancer deaths have risen from the fourth cause of cancer deaths in the 1990s for both males and females under 50 years of age to number one cause of cancer death in men and number two cause of cancer death in women.

[Read the Press Release](#)

[Read the Findings in CA: A Cancer Journal for Clinicians](#)

[Read the Report](#)

This year's report also includes a special section: Cancer in People Who Identify as Lesbian, Gay, Bisexual, Transgender, Queer or Gender-nonconforming (LGBTQ+).

STUDY

Melanoma Incidence Among American Indian/Alaska Native People

[Read the Study](#)

Non-Hispanic American Indian/Alaska Native people have the second highest incidence of melanoma, the most serious and deadly skin cancer type, after non-Hispanic white people. A recent study using population-based cancer registry data linked to Indian Health Service database examined trends from 1999-2019. Rates were highest among men aged 55 years and older and people living in the Southern Plains and Pacific Coast region.

RESOURCE

Cardiovascular Testing Rates Low Among Adult Survivors of Childhood Cancer

[Read the Healio Article](#)

A recent study in *JAMA Network Open*, found that many adult survivors of childhood cancer are not regularly screened by primary care providers for cardiovascular disease, despite survivors being at increased risk of cardiovascular disease. Additionally, documentation of cancer history is not always included, indicating opportunities for improvement in documentation and screening.

[Read the Study](#)

RESOURCE

Chronic Health Risk for LGB AYA Cancer Survivors

[Read the Article on CancerNetwork®](#)

According to self-reported data from the cross-sectional National Health Interview Survey (2013-2020), lesbian, gay, and bisexual (LGB) adolescent and young adult (AYA) cancer survivors reported an increased risk of at least one chronic health conditions (71%) compared with LGB individuals without a history of cancer (51%) and heterosexual cancer survivors (59%).

[Read the Study](#)

This article may be behind a paywall

TOOLKIT

Toolkit for Cancer Prevention Month/World Cancer Day

[View the Toolkit](#)

This toolkit from George Washington Cancer Center is designed to help stakeholders implement evidence-based practices when communicating about cancer prevention month (February) and World Cancer Day (February 4th).

PROGRAM

Alternative Education Program Launched for Teen Vapers

[Visit our Website](#)

The American Lung Association's INDEPTH® Online (Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health) is now available online. This is a new, convenient alternative to suspension or citation that helps schools and communities address the teen vaping problem in a more supportive way.

WEBINAR

Possession, Use and Purchase Policies Webinar

[View the Webinar](#)

Youth possession, use, and purchase (PUP) policies are often used as a strategy to address youth commercial tobacco use. This webinar explores the basics of PUP policies, how to identify PUP policies, history and impacts of PUP policies, PUP policies and health equity, and PUP policies and Wisconsin law.

TOOLKIT

HPV Awareness Toolkit

[View the Toolkit](#)

The George Washington Cancer Center has an HPV awareness toolkit, which is useful for the upcoming International HPV Awareness Day (March 4). This toolkit includes sample social media posts for diverse audiences and communication strategies surrounding HPV efforts.

Upcoming Events

WEBINAR

Freshstart Programa en Espanol

Feb. 8, 15, 22, 29
6:00 p.m. - 7:00 p.m.

Hosted by Aurora Health Care

[Register](#)

WEBINAR

ACS Updated Guidelines on Lung Cancer Screening

Feb. 13
Noon - 1:00 p.m.

Hosted by the American Cancer Society and Kohl's Healthy Families

[Register](#)

WEBINAR

Protecting Smokefree Laws from the Cigar Industry: LESSONS FROM THE FRONT LINES

Feb. 13
12:30 p.m. - 2:30 p.m.

Hosted by American Nonsmoker's Rights Foundation

[Register](#)

WEBINAR
**Second Annual Young Breast
Cancer Symposium**

*Hosted by the Michigan Program for
Breast Cancer in Young Adults*

Feb. 24
7:30 a.m. - 12:30 p.m.

[Register](#)

WEBINAR
**Managing Medical Bills & Getting
Financial Help**

Hosted by Triage Cancer

Feb. 27
12:00 p.m. - 1:30 p.m.

[Register](#)

WEBINAR
**Enhancing Capacity for Primary
Care Research in Cancer
Survivorship: A Workshop for
Action**

Hosted by the National Cancer Institute

Feb. 28
8:00 a.m. - 5:00 p.m.

[Register](#)

WEBINAR
**Enhancing Capacity for Primary
Care Research in Cancer
Survivorship: A Workshop for
Action**

Hosted by the National Cancer Institute

Feb. 28
10:45 a.m. - 4:30 p.m.

[Register](#)

WEBINAR
**Aligning Efforts, Amplifying
Impact: Boosting HPV
Vaccination Rates in the
Southeast**

*Hosted by St. Jude Children's Research
Hospital*

Feb. 28
Noon - 1:15 p.m.

[Register](#)

WEBINAR
**Cancer Transitions for Young
Adults**

Hosted by Gilda's Club Madison

Feb. 28
6:00 p.m. - 7:00 p.m.

[Register](#)

WEBINAR
**Rural Reach: Accelerating HPV
Vaccination Coverage**

*Hosted by St. Jude Children's Research
Hospital*

Feb. 29
Noon - 1:15 p.m.

[Register](#)

WEBINAR
The A-B-Cs of HPV Vaccination in School-Based Settings Easy as 1-2-3

Hosted by St. Jude Children's Research Hospital

March 1
10:45 a.m. - 4:30 p.m.

[Register](#)

WEBINAR
Promoting the Power of Elimination through HPV Vaccine

Hosted by St. Jude Children's Research Hospital

March 4
Noon - 1:15 p.m.

[Register](#)

WEBINAR
Navigating HPV Vaccination Challenges in Childhood Cancer Survivors

Hosted by St. Jude Children's Research Hospital

March 5
Noon - 1:15 p.m.

[Register](#)

Become Part of the Wisconsin Cancer Collaborative

Not a member? Joining the Wisconsin Cancer Collaborative is free. We connect you with tools, support, and expertise to help you make the greatest impact.

[Become a Member](#)



Your copy should address 3 key questions: Who am I writing for (audience)? Why should they care (benefit)? What do I want them to do (call-to-action)?

Create a great offer by adding words like "free," "personalized," "complimentary," or "customized." A sense of urgency often helps readers take action, so consider inserting phrases like "for a limited time only" or "only 7 remaining!"

Reducing the burden of cancer for everyone.

www.wicancer.org



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