

Welcome to the Stevens Point Regional Meeting!

Please enjoy this time for coffee, breakfast, and conversation! We'll get started at 9:45.

WIFI - To gain access to the guest wireless network, connect your device to the network SSID called "**UWSP_Unsecure_Guest**," open your web browser, and register by entering a valid email address.



**Wisconsin
Cancer
Collaborative**
REDUCING THE BURDEN TOGETHER

Stevens Point Regional Meeting

Purpose of the Day



MAKE CONNECTIONS



COLLABORATE



TAKE ACTION

Agenda

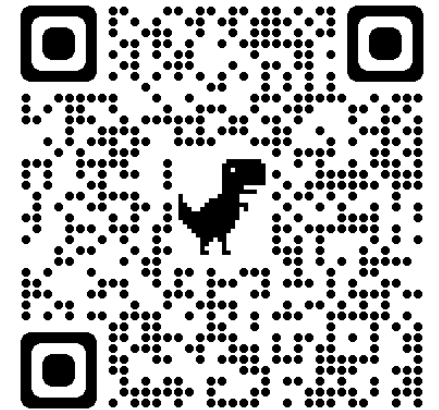
- 9:00** Networking Breakfast
- 9:45** Welcome
- 10:00** Community Spotlight
- 10:15** Roundtable Discussion
- 10:45** Community Spotlight
- 11:00** Cancer Plan Chapter Discussion
- 11:45** Wrap-Up Discussion
- 12:00** Adjourn

Become a Wisconsin Cancer Collaborative Member!

- Online networking directory
- Monthly and quarterly members-only newsletters
- Email alerts with new resources
- Free access to events
- Leadership opportunities
- Tools and resources to support your organization's efforts to implement the Wisconsin Cancer Plan 2020-2030
- Opportunities to collaborate with other Wisconsin Cancer Collaborative Members

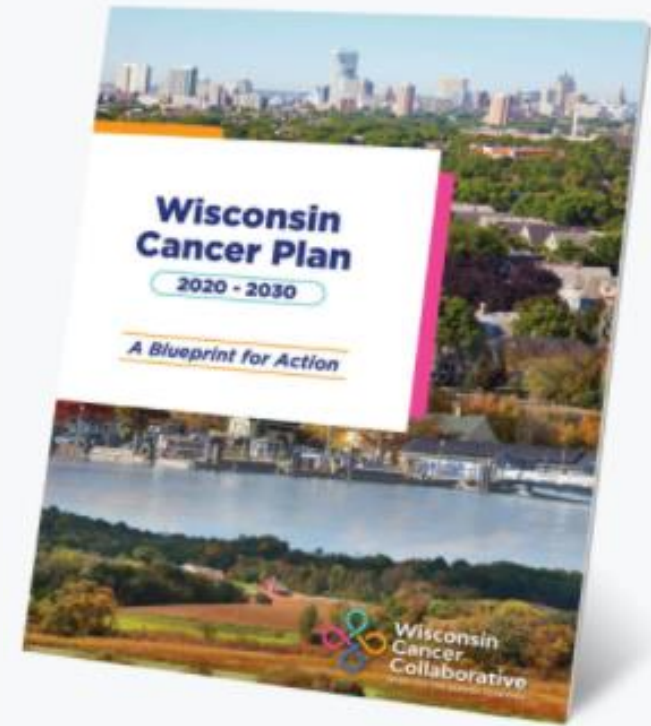
Join Us!

Membership is free! Scan the QR code to join us today.



Wisconsin Cancer Plan 2020-2030

- Serves as a common framework and foundation for action for all working on cancer prevention and control in Wisconsin
- Designed to provide a vision of what needs to be done and the resources needed to reduce the burden of cancer in Wisconsin



Wisconsin Cancer Plan 2020-2030

Wisconsin Cancer Plan 2020-2030 Chapters

Chapter 1: Health Equity

Chapter 2: Risk Reduction

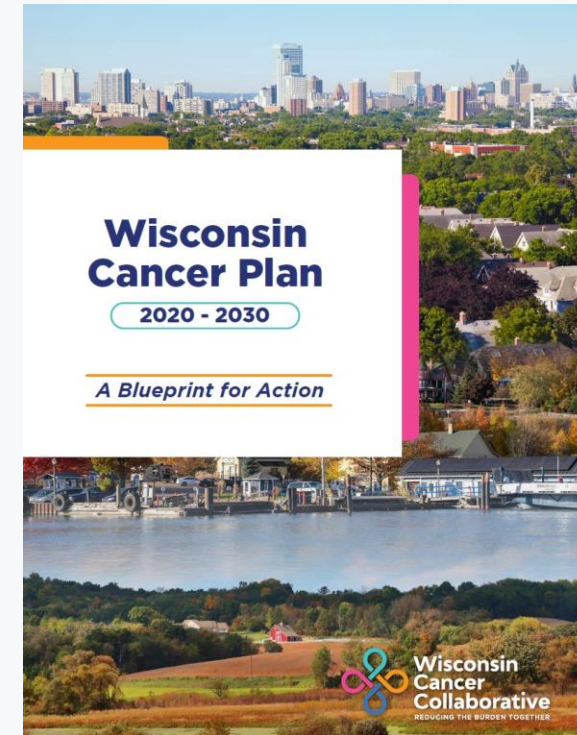
Chapter 3: Early Detection & Screening

Chapter 4: Treatment

Chapter 5: Survivorship

Chapter 6: End of Life

Chapter 7: Data



County Cancer Profiles

Printable 2023 County Cancer Profiles

View the printable PDF version of your County Cancer Profile. Select a county name from the drop-down menu below, and then click "View Profile."

Select a county ▼

[VIEW PROFILE](#)

Looking for state-level data?

Our updated State Cancer Profile, featuring statewide cancer statistics, risk factors, and national comparisons, is here.

[VIEW STATE PROFILE](#)

County Cancer Profiles Link:

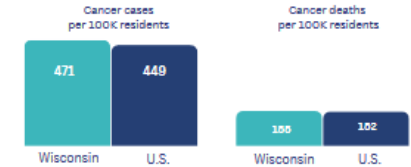


Cancer in Wisconsin | 2023 State Cancer Profile

Population, race, & ethnicity

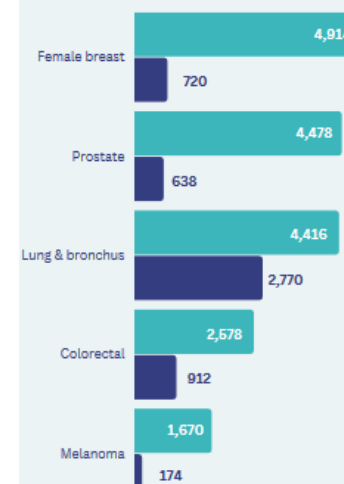
State population: 5,871,661	U.S.: 329,725,481
Percent American Indian: 0.8%	U.S.: 0.8%
Percent Asian: 2.8%	U.S.: 5.7%
Percent Black: 6.3%	U.S.: 12.6%
Percent Hispanic/Latino: 7.2%	U.S.: 18.4%
Percent Pacific Islander: 0.0%	U.S.: 0.2%
Percent White: 83.3%	U.S.: 68.2%

How does Wisconsin compare to the US?

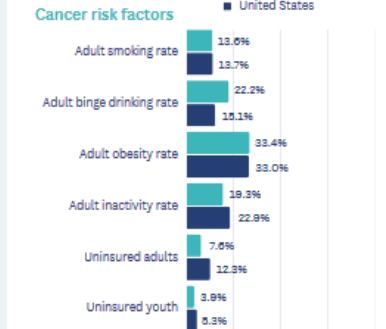


Wisconsin's 5 most common cancers

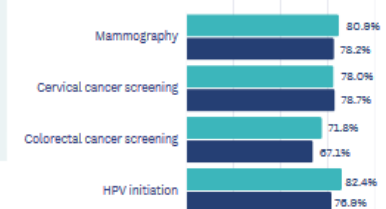
Cases/deaths per year



What affects cancer outcomes in Wisconsin?



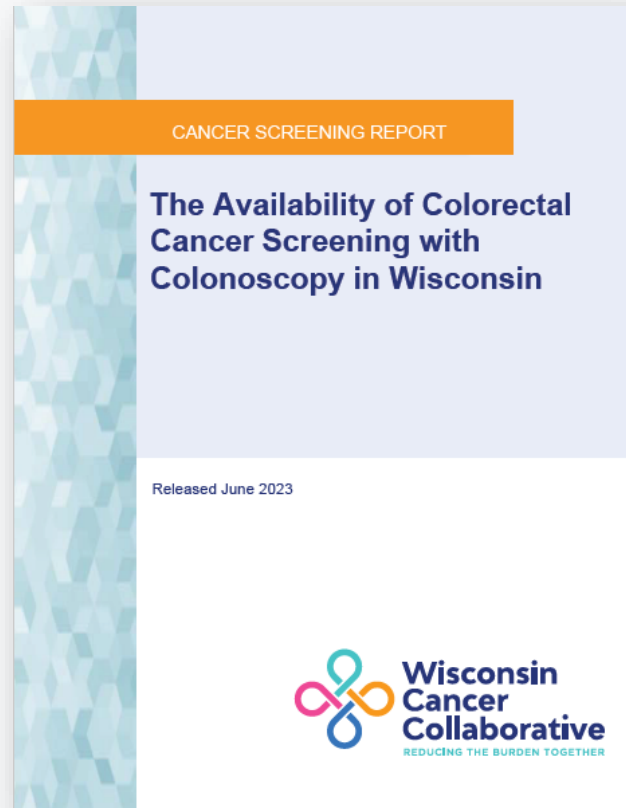
Screening & prevention



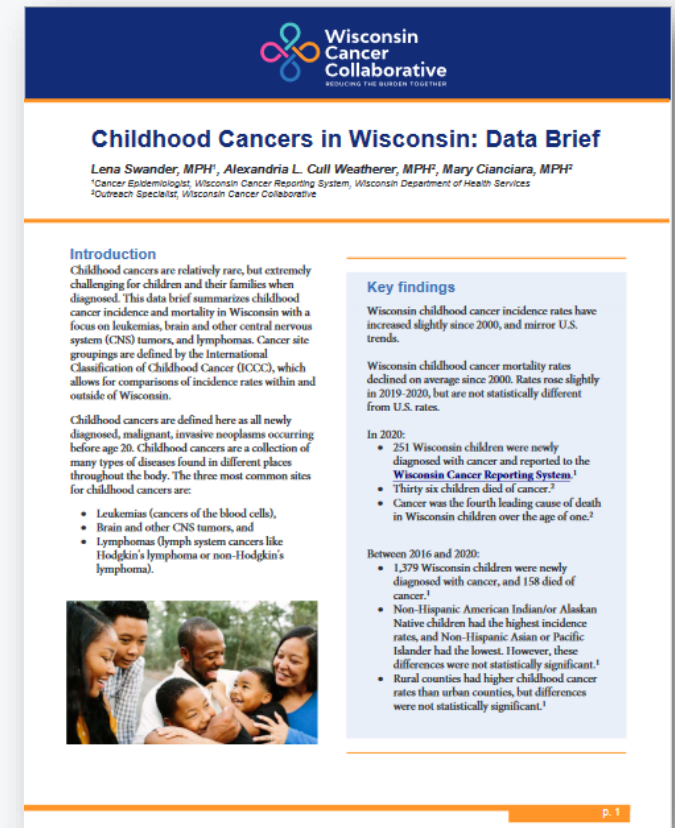
For more data and resources, please go to wicancer.org or scan the QR code.

[See reverse side for more cancer data](#)

Look what we've been up to



The Availability of Colorectal Cancer Screening with Colonoscopy in Wisconsin



Childhood Cancers in Wisconsin: Data Brief

Community Spotlight



Cheryl DeVault, MS, BSN, RN, AMB-BC

RWHC/Primary Care Program Manager

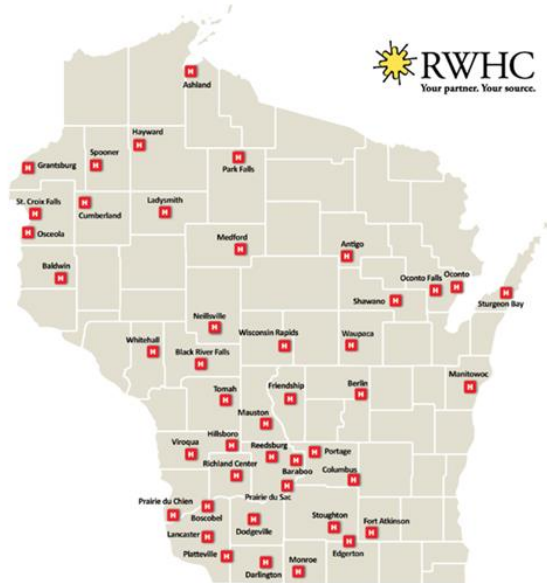
RWHC: Cancer Prevention Taskforce



Cheryl DeVault, MS, BSN, RN, AMB-BC
RWHC Primary Care Program Manager

May 13, 2024

Rural Wisconsin Health Cooperative



- RWHC is owned and operated by forty-four, rural acute, general medical-surgical hospitals.
- RWHC's Vision is that rural Wisconsin communities will be the healthiest in America
- Part of our Mission is to develop and manage programs and services for our members so they are able to provide high-quality, cost-effective healthcare



Background

- Applied for Health Resources and Service Administration (HRSA) Grant: Rural Wisconsin Preventive Services Optimization Project
- **Primary goal** was to develop and implement a rurally-relevant cancer prevention toolkit that would help rural healthcare organizations increase cancer screening rates, reduce screening disparities, improve project participant quality measure scores, and decrease target population cancer mortality rates
- **Aim** to implement and optimize preventive cancer screening services for the rural communities across Wisconsin
- **Target population** included all adult patients presenting at the primary care clinics of the twenty-four participating health care organizations. Total target population approximately **225,000**



Regroup

- Surveyed RWHC members
- Cancer Prevention Taskforce developed
- Received Funding Opportunities for CRC Screening Uptake Strategies (FOCUS) Program through Exact Sciences
- Continue to look for funding opportunities

Taskforce Participants

- Black River Memorial – Black River Falls
- Burnett Medical Center—Grantsburg
- Crossing Rivers Health – Prairie du Chien
- Door County Medical Center – Sturgeon Bay
- Fort HealthCare – Fort Atkinson
- Grant Regional Health Center – Lancaster
- Memorial Hospital of Lafayette County – Darlington
- Mile Bluff Medical Center- Mauston
- Prairie Clinic – Sauk City
- Prairie Ridge Health – Columbus
- Reedsburg Area Medical Center – Reedsburg
- Richland Hospital, Inc. – Richland Center
- Sauk Prairie Healthcare – Prairie du Sac
- Southwest Health Center – Platteville
- St. Croix Health – St. Croix Falls
- Tamarack Health – Hayward
- Upland Hills Health – Dodgeville
- Vernon Memorial Healthcare – Viroqua
- Western Wisconsin Health – Baldwin

Partners

- Exact Sciences: Focus Grant Recipient
- UW Carbone Cancer Center
- Wisconsin Cancer Collaborative (WCC)
- Wisconsin Collaborative for Healthcare Quality (WCHQ)

“Working together to make a difference.”

Impacts of Proposed Initiative

- **Short-term**
 - Increased availability of cancer prevention tools and strategies relevant to rural health organizations, and their communities will lead to increased uptake of cancer screenings
 - Increased understanding of patient population screening rates, SDOH factors, health disparities, and community needs will further optimize screening rates
- **Long-term**
 - Reduction in cancer mortality for breast, cervical, and colorectal cancer through improved access and utilization of cancer screening
 - Increased SDOH screening and follow-up will improve patient access to community support services for social factors that contribute to cancer outcomes through SDOH referrals
 - Improved engagement and collaboration between health systems and community partners to increase capacity to collectively meet the SDOH needs of the communities

Quarterly Meetings

- **Updates**
- **Presentations**
 - January: Wisconsin Cancer Collaborative, UW Carbone Cancer Center, Wisconsin Collaborative for Health care Quality
 - April: Exact Sciences
 - July: Wisconsin Tobacco Quit Line, Wisconsin Well Woman
 - Coding*
- **eCQM Measure Updates**
 - Breast, Cervical, Colorectal
- **Participant Discussion**
 - Members share current practices, tools and strategies; tests of change, etc.
- **Marketing**
 - Evidence-based resources for breast, cervical, colorectal, and low-dose lung cancer screening
 - Educational opportunities

Crossing Rivers Health
March 11 at 6:00AM

American Cancer Society reports a sharp increase in the occurrence of colorectal cancer in younger Americans. However, despite this report, one in three adults has not been screened. Colorectal cancer screening is recommended for adults beginning at age 45. If you have a family history of colorectal cancer or other risk factors, your provider may recommend earlier screening. Learn more about types of screenings and signs of colon cancer.

Ask The Expert



Janelle Helgerson, RN
Population Health Nurse
Crossing Rivers Health

Colorectal Cancer Awareness

CROSSINGRIVERS.ORG
Colorectal Cancer Awareness
American Cancer Society reports a sharp increase in the occurrence of colorectal cancer in younger A...

<https://www.kctn.com/post/colorectal-cancer-screening-awareness>

Door County Medical Center
March 7 at 4:40 PM

At Door County Medical Center, a colonoscopy isn't embarrassing or time-consuming—with the typical procedure lasting between 20 to 60 minutes. Indeed, a small amount of discomfort and a few hours of your day can save your life!

If you are 45 or older, it is time to consider scheduling a colorectal screening. Learn more about colonoscopy at Door County Medical Center here: <https://www.dmedical.org/.../45-or-older-its-time-to-...>

#Colonoscopy #ColorectalCancer #GetScreened #doorcountymedicalcenter #dcm #myDCMC #doorcounty #sturgeonbay

45 OR OLDER?

Consider scheduling a colonoscopy today

Burnett Medical Center
54m

Today BMC employees wore blue to raise awareness of colorectal cancer in our communities and the importance of screening, and to honor relatives who have faced or are currently facing a diagnosis.

Talk to your health care provider to schedule your next screening, and learn more about ways to lower your risk. Talk to your loved ones about the importance of early detection and encourage them to get screened.

#bmc #bluebeads #coloncancer #colorectalcanerawareness #colonoscopy



Is it time to schedule a colonoscopy? You can get a colonoscopy close to home at The Richland Hospital and Clinics.

In 2023, our team performed over 650 colonoscopies. We have four providers conveniently located who provide essential endoscopy care to our community and surrounding areas four days a week. While it can sometimes take months to get these procedures scheduled at other facilities, our providers can often see patients within a week or two.

Take charge of your health and schedule your care close to home. Call us at 608-647-6321 to make an appointment today.

Is it time to schedule a colonoscopy?

James Dickman, MD

David Ross, MD

Anna Gilchrist, MD

Crystal Lutz, MD

Lung Cancer:
Wisconsin's Leading Cause of Cancer Deaths

in WISCONSIN
11 PEOPLE every day will find out they have lung cancer

MORE than 100,000 people in Wisconsin die from lung cancer each year. That's more than all other causes of cancer deaths combined.

ONLY 1 out of 6 lung cancer patients are living 5 years after diagnosis.

TOBACCO SMOKE causes 90% of lung cancer deaths.

WE can decrease lung cancer in Wisconsin.

Together... Reducing the burden of CANCER in Wisconsin
wisconsin.org

Prevent Lung Cancer
Lung cancer is Wisconsin's #1 cause of cancer death for both men and women.

1. Quit smoking
Cutting smoking is the best way to lower your risk of lung cancer. Lung function improves 2-3 months after quitting.

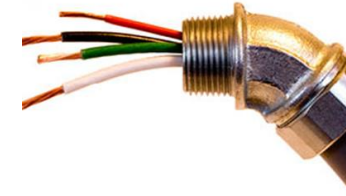
Not ready to quit now?
Take these small steps to change:
• Cut down the number of cigarettes. Smoke 1 or 2 less a day.
• Use medications to help you smoke less. Try lozenges, gum, or the patch.
• Stop smoking in certain places: home, car, outdoors, or at work.
• Delay the 1st cigarette of the day.

2. Talk to your doctor about testing for lung cancer
This test can catch lung cancer earlier in heavy smokers. The earlier lung cancer is found, the better your chances for survival.

Test for radon in your home
Radon is a radioactive gas that comes from the earth. It can cause lung cancer. 1 in 10 homes in Wisconsin have high levels of radon.

Who should consider this test?
• You have a history of heavy smoking (Example: 1 pack a day for 20 years or more. Or 2 packs a day for 10 years or more.)
• And smoke now or quit within the last 15 years
• And are between the ages of 50-80.

Moving Forward



- WCC Survivorship Community of Practice
 - Focus on Mental Health
- WCC Policy Committee
 - RWHC part of WCC Policy Committee “...inform Wisconsinites of cancer-related policy issues at all levels, and to provide a platform for discussion”
- Great Rivers HUB and SWCAP with Community Health Workers
 - Opportunities!
- Next steps from RWHC Health Equity Forum



Contact Information

- Cheryl DeVault, MS, BSN, RN, AMB-BC
 - RWHC/Primary Care Program Manager
 - 880 Independence Lane, Sauk City, WI 53583
 - (o) 608.644.3243
 - (m) 608.712.3706
 - cdevault@RWHC.com



Roundtable Discussion

**Stay at tables*

**Use the worksheet as a guide*

Community Spotlight

Kimberley Spurgeon

Director of Quality and Compliance
Family Health La Clinica

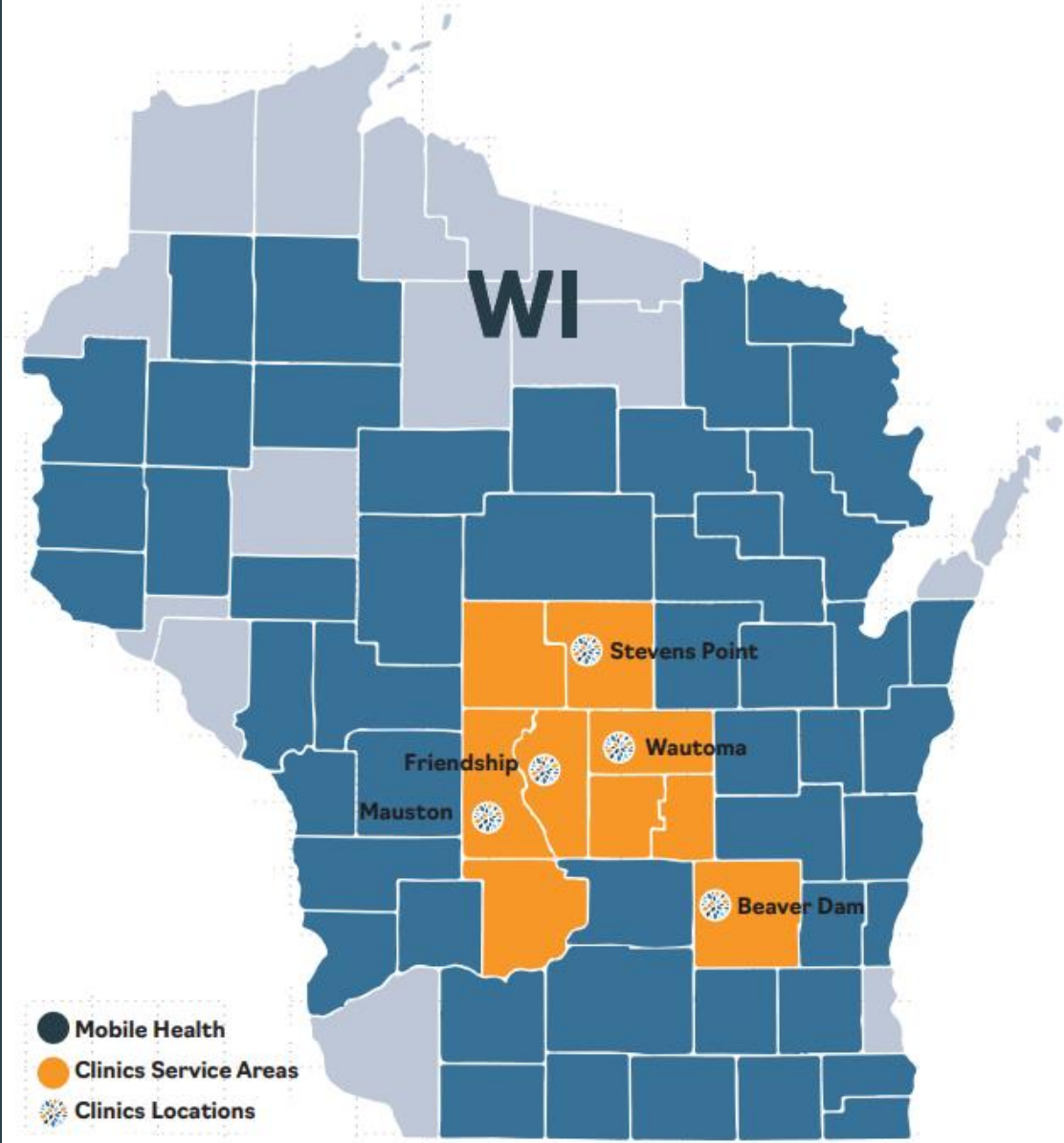
Missy Weasner

Regional Director of Operations
Family Health La Clinica



Cancer Prevention, Screening & Control

Wisconsin Cancer Collaborative
UW Stevens Point Dreyfus University Center
May 13, 2024





1960s

- Started mission through volunteerism, small donations and strong conviction

1973

- Became incorporated as La Clinica de los Campesinos and earned Migrant Health Center designation
- Purchased first mobile unit

1980s

- Designated as a CHC
- Opened Wild Rose location

1997

- Wautoma location

2010

- Mauston-Dental

2016-2020

- Added BH
- Added Substance Abuse Recovery, Medication-Assisted Treatment, and school-based dental in Adams County
- Opened Friendship location to expand BH and Substance Abuse Recovery programs
- Opened Stevens Point dental and Mobile Health Unit
- Mobile Dental program began serving Amish Community in Dalton

2021-Present

- Expanded school-based dental
- Opened SP Med/BH in 2023
- Opened Beaver Dam Med/BH in 2024
- Expanded medical to Friendship

2025

- TBD grand opening of new build in Stevens Point bringing all service lines under one roof



UDS-Core Metrics

- Cervical Cancer Screen
- Colorectal Cancer Screen
- Breast Cancer Screen

Health Resources & Services Administration (HRSA) uses Uniform Data System (UDS) data to assess the impact and performance of the Health Center Program, and to promote data-driven quality improvement.



Cervical Cancer Screening

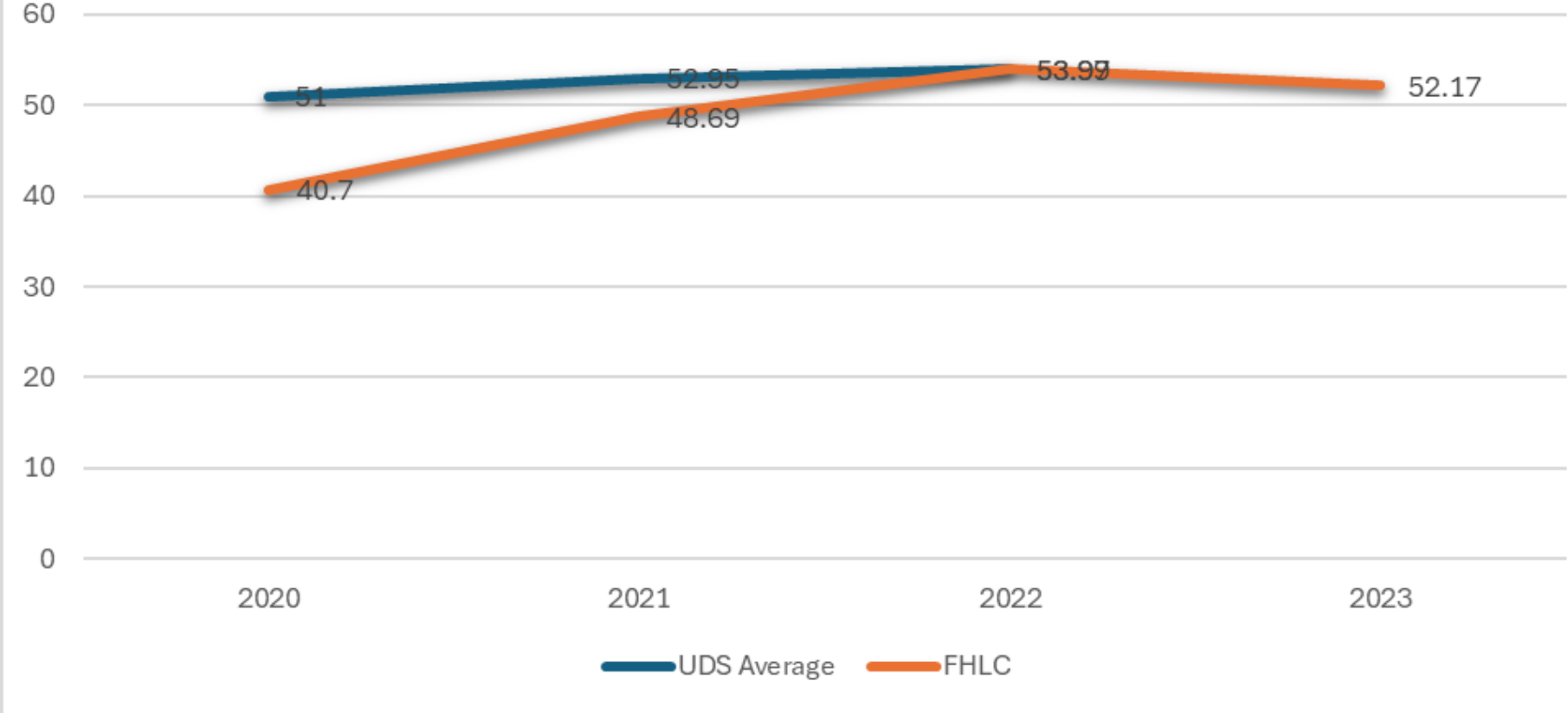
Percentage of women aged 21-64 years of age who were screened for cervical cancer using either of the following criteria:

- 21-64 who had cervical cytology performed within the last 3 years
- 30-64 who had HPV testing performed within the last 5 years

In 2023, we performed 809 PAPs



Cervical Cancer Screening



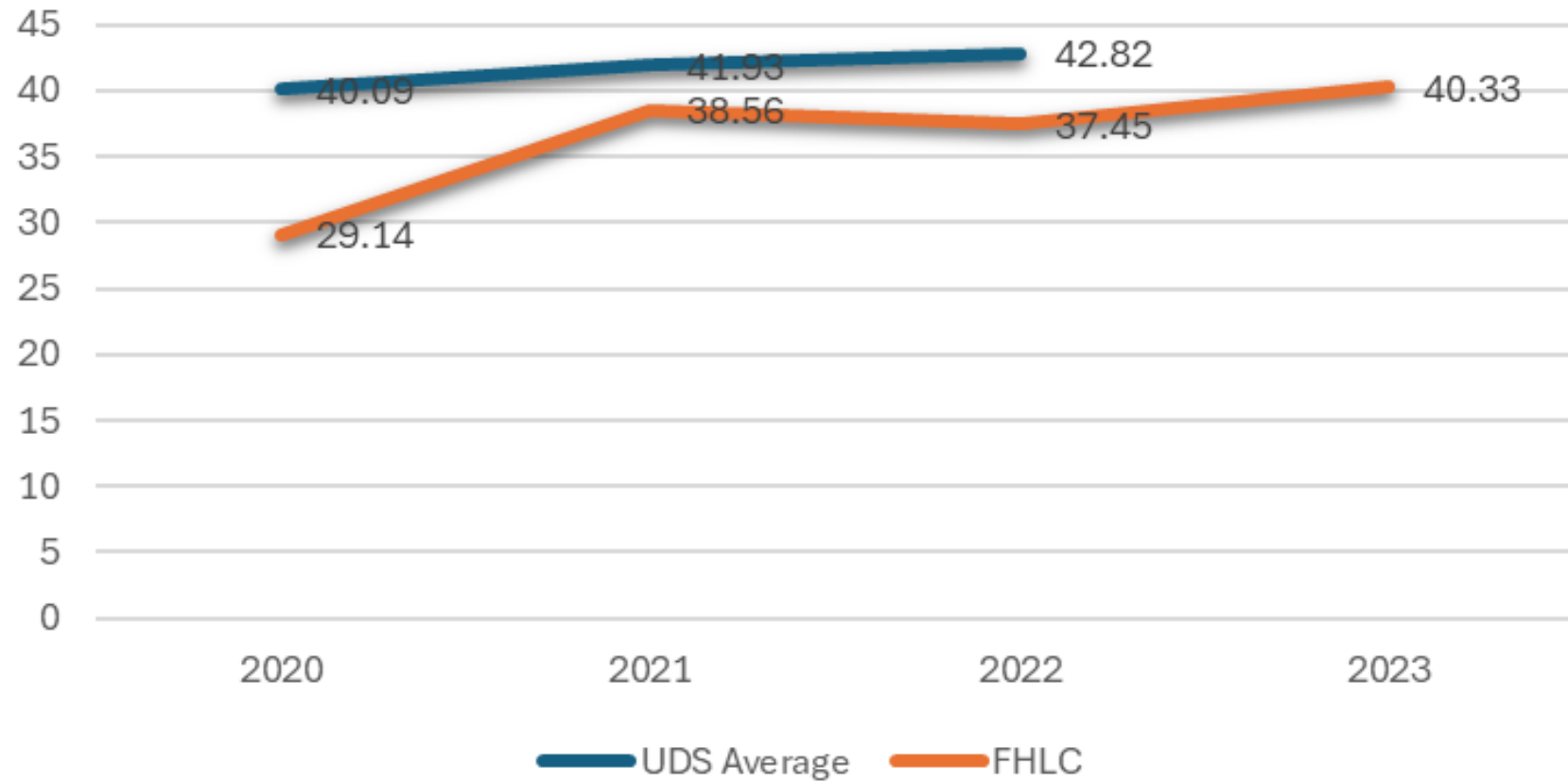
Colorectal Cancer Screening

Percentage of adults 45-75 years of age who had appropriate screening for colorectal cancer

- Fecal occult blood test/Colofit (annually)
- Stool DNA with FIT test (every 3 yrs)



Colon Cancer Screening



Breast Cancer Screening

Percentage of women 50-74 years of age who had a mammogram to screen for breast cancer in the 27 months prior to the end of the Measurement Period





On the Road for Better Women's Health

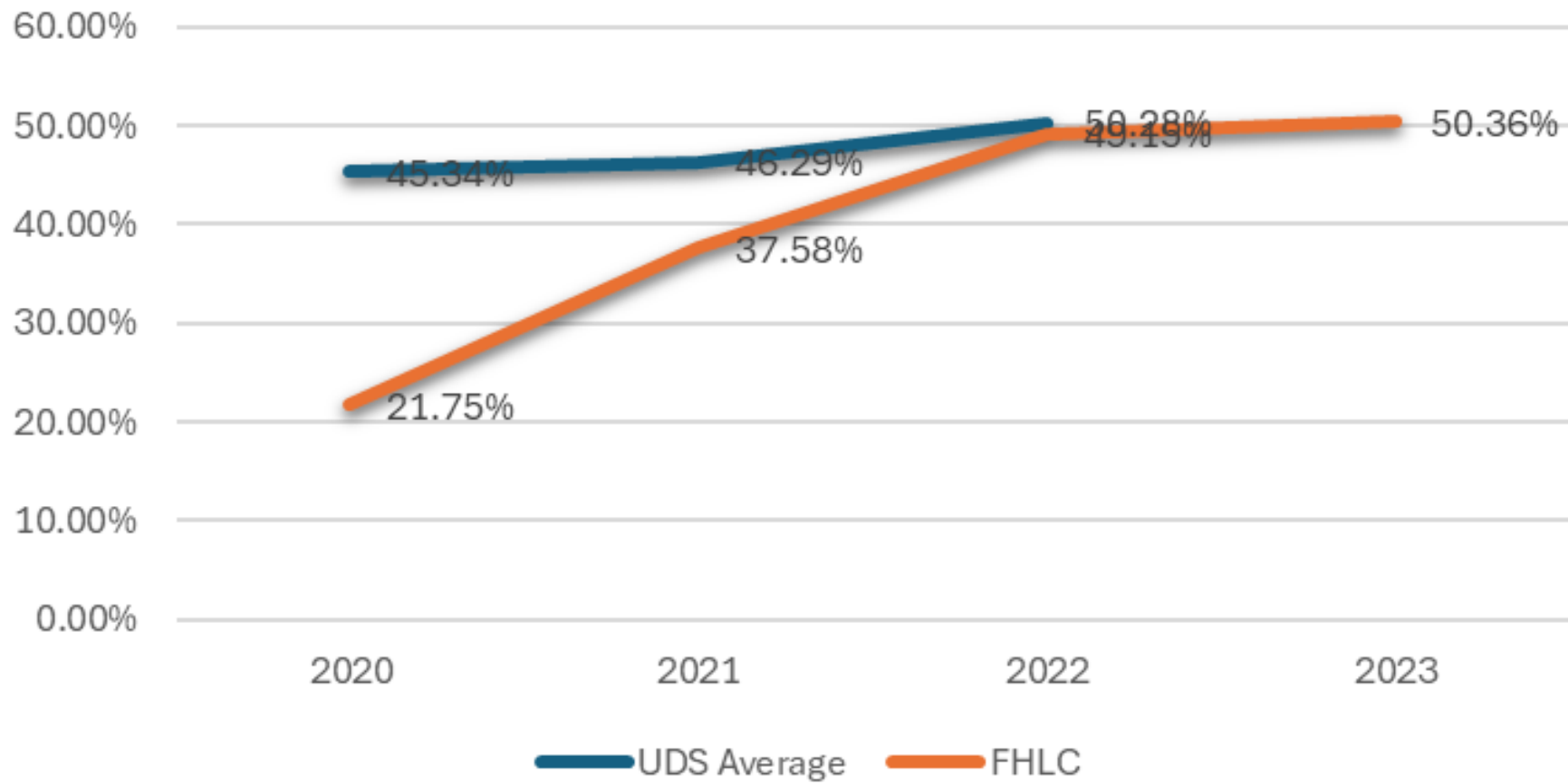
Committed to better health

As a part of its commitment to providing better health service to everyone in Wisconsin, Marshfield Clinic is proud to sponsor the Mobile Mammography Unit.

Marshfield Clinic's Mobile Health Screening Unit, a credentialed, 40-foot screening van, accommodates medical staff to perform digital mammography screening services for women in a confidential manner.

Breast
Cancer
Screening
Community
Partners

Breast Cancer Screening



Outreach & Partnerships

Outreach plays a vital role in ensuring patients are informed about health screenings, which allows for education, early detection, and intervention

- MyChart, mailings, telephone, text message

Social Determinants of Health:

- Financial (Sliding fee)
- Transportation
- Culturally competent care (literacy and language barriers)



Outreach & Partnerships

- Marshfield Mammography
- Exact Sciences-Cologuard
- LabCorp-Laboratory, colofit kit



Cancer Plan Chapter Discussion

- *Prevention*
- *Screening*
- *Survivorship*

2024 Wisconsin Cancer Summit

September 25 & 26 | Milwaukee Marriott West | Waukesha, WI

This year's theme is **Building Connections**. Let's build connections that will foster new ideas and create new partnerships. This is an opportunity to share stories, learn something new, and network with partners across the state!

The Wisconsin Cancer Summit is free and open to the public. You don't have to be a member to attend, but we would love to have you join us! Joining is free.



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

Wisconsin Cancer Collaborative
REDUCING THE BURDEN TOGETHER

The graphic is a "Save the Date" card for the 2024 Wisconsin Cancer Summit. It features a circular network diagram of colorful human icons connected by lines, representing the "Building Connections" theme. The text is arranged in a clean, modern layout with a dark blue background for the date and location information. The Wisconsin Cancer Collaborative logo is at the bottom left, and contact information is at the bottom right.

Thank You



Wisconsin
Cancer
Collaborative