

BUILDING CONNECTIONS



2024

Wisconsin Cancer Summit



Wednesday | September 25

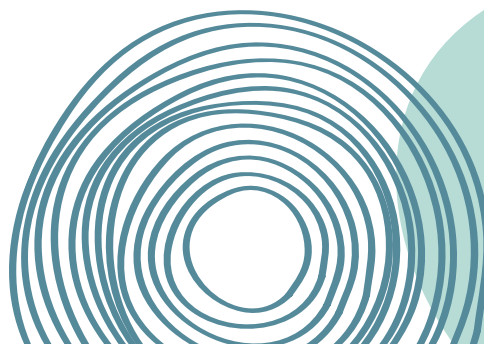
Thursday | September 26



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



**Wisconsin
Cancer
Collaborative**
REDUCING THE BURDEN TOGETHER



BUILDING CONNECTIONS

2024 Wisconsin Cancer Summit
Sept. 25 & 26 | Milwaukee Marriott West



AGENDA AT-A-GLANCE

Wednesday, Sept. 25th

- 5:00-6:00 p.m. Networking Reception
- 6:00-7:00 p.m. Building a Healthy Life with Food

Thursday, Sept. 26th

- 8:00-8:45 a.m. Registration & Networking Breakfast
- 8:45-9:00 a.m. Welcome & Purpose of the Day
- 9:00-9:20 a.m. Setting the Stage
- 9:20-10:00 a.m. Panel Discussion:
CCSN's Collaborative Work Groups
- 10:00-10:15 a.m. Networking Break
- 10:15-11:15 a.m. Breakout Sessions A & B
A: Pediatric Cancer Panel
B: Community Health Engagement
- 11:15-12:00 p.m. Poster Networking Session
- 12:00-12:45 p.m. Awards/Lunch
- 12:45-1:45 p.m. Breakout Sessions C & D
C: Survivorship
D: HPV Vaccination
- 1:45-2:00 p.m. Networking Break
- 2:00-3:00 p.m. Panel Discussion: WCC Grantees
- 3:00-3:30 p.m. Connecting Through Media
- 3:30-4:00 p.m. Closing Session

The Summit

Let's build connections that will foster new ideas and create lasting partnerships.

This is an opportunity to share stories, network, and learn from partners across the state!

Become a Member

Joining the Wisconsin Cancer Collaborative is free.

Join now at www.wicancer.org/join.



Wisconsin Cancer Summit 2024 **BUILDING**

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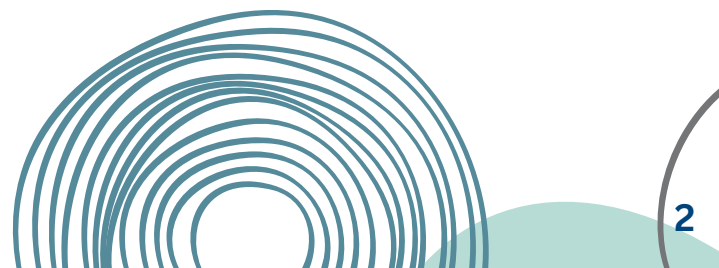
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Session Descriptions

Day One | Wednesday

Building a Healthy Life with Food | Chef Marvin Jones

With the beginning of the football season upon us, here's a chance to walk away from the salty chips and cheesy dip. Using food items that most people like, and making small adjustments, we will turn a snack into a nutritional powerhouse.

Let's get busy!

Day Two | Thursday

Setting the Stage | Coach Greg Gard

University of Wisconsin-Madison men's basketball coach Greg Gard, and his wife, Michelle, launched the Garding Against Cancer initiative to raise funds & awareness for cancer research at UW Carbone Cancer Center and cancer patient care throughout Wisconsin. They were inspired to start Garding Against Cancer to honor Greg's father, Glen Gard, who passed away in 2015 after a six-month battle with brain cancer. They decided it was fitting to focus on fighting cancer across Wisconsin because Glen was so committed to helping locally, first and foremost. Garding Against Cancer is the perfect example of building connections to raise awareness and reduce the burden of cancer in Wisconsin.

Panel Discussion: CCSN's Collaborative Work Groups

Staci Young, PhD, Phyllis Holder, MSN, RN, &
Chandler Cortina, MD, MS, FSSO, FACS

Collaborative Work Groups (CWG) is a program of the Community Cancer Science Network (CCSN) initiative of the Medical College of Wisconsin Cancer Center which is addressing breast and lung cancer disparities statewide. We will discuss how the work groups integrate multiple perspectives to identify and implement solutions, and how collaboration has been a key feature of our work to date.

Session Descriptions

Breakout Session A: Pediatric Cancer Panel

Amy Newman, PhD, RN, CPNP-PC, Autumn Gentry,
& Mariah Forster Olson, MBA

Amy Newman will provide an overview of childhood cancer, highlighting some of the key differences between adult and pediatric cancers, as well as the long-term impact of the disease and treatment on pediatric cancer survivors.

Autumn Gentry will share her personal experience with childhood cancer and how it is guiding her advocacy work in Wisconsin. She will also discuss the importance of building connections with likeminded individuals and organizations to strengthen advocacy efforts.

Mariah Forster Olson has both personal and professional connections to childhood cancer, beginning with her diagnosis of neuroblastoma at age one. As an adult, Mariah has built many connections to childhood cancer through her work with multiple nonprofit cancer organizations to contribute to pediatric cancer awareness, advocacy, research, support, and change.

Breakout Session B: Community Health Engagement

Tiffany Allen, APNP, DNP, & Maria Chay

Tiffany Allen will share how her organization is using a collaborative approach with hospitals, clinics and community-based organizations to connect individuals to the medical, behavioral health and social service programs they need to improve health equity and outcomes.

Maria Chay will share her experience as a Community Health Worker in the Southeast Asian community. She will talk about the role of Community Health Workers in educating, advocating for, and assisting patients in accessing healthcare.

Session Descriptions

Breakout Session C: Survivorship

Lee Hillstrom & Gary Davis

Lee Hillstrom and Gary Davis are both cancer survivors. They are deeply involved in their communities and have been active members in many organizations advocating for cancer survivorship. Lee and Gary will share their personal experiences and knowledge about cancer survivorship, the community connections they have made, and what they are doing now to continue to spread awareness about survivorship.

Breakout Session D: HPV Vaccination

Marcos M. De La Cruz, MD

Dr. Marcos De La Cruz will speak on the effectiveness of HPV vaccines, how they were able to implement a standard of care that includes HPV vaccines for all children starting at age nine at their clinic, and ways to communicate with families and patients about the vaccine.

Session Descriptions

Panel Discussion: Wisconsin Cancer Collaborative Grantee Panel

Griselda (Gigi) Sanchez, Dana Boler, Lisa Albright, MS,
& Bonnie Anderson

Griselda (Gigi) Sanchez will talk about the programs they offer at Fe, Vida y Esperanza, such as their cultural and linguistic monthly support groups, health care system guidance, community health outreach, referrals to cancer screenings, cancer education, prevention presentations, and navigation to various resources.

Dana Boler is sharing her collaboration with Gundersen Medical Center's Plant Partner's Committee and Oncology Registered Dietitians. Their Culinary Medicine Workshops began in 2023. Each of their LIVESTRONG Cancer Survivorship classes includes a Culinary Medicine Workshop. They teach participants the importance of eating whole foods, and to view food as medicine. They also create delicious dishes and share credible resources to aid in their wellness journey.

Lisa Albright is presenting about the American Cancer Society's Great American Smoke Out. Gerald L. Ignace Indian Health Center challenged patients and community members to honor their traditions and quit smoking for one day. They were asked to take a pledge, and offered smoking cessation support bags to encourage their participation.

Bonnie Anderson is a trained team leader on public policy for the National Breast Cancer Coalition, lobbying for breast cancer issues. Ms. Anderson will share about the new initiative she started, Nurses Affecting Change, where she built a team of nurse practitioners and nurse clinicians. Ms. Anderson is currently the RCAC program manager at Milwaukee Catholic Home.

Closing Session: Connecting Through Media | Joshua Wright

Learn about the different avenues you can use to connect, share, and build relationships. The possibilities are endless and now is the time to take advantage of the many ways we can spread knowledge and hope to those around us about cancer care, research, and opportunities.

Meet Our Presenters

Lisa Albright, MS



Lisa Albright is the Health Promotion Disease Prevention Team Leader at the Gerald L. Ignace Indian Health Center. Her team's work focuses on prevention, education and raising awareness of chronic disease while encouraging their patients to achieve the best health outcomes possible.

Tiffany Allen, APNP, DNP



Tiffany Allen is a nurse practitioner with a passion for working with underserved populations. Tiffany began her nurse practitioner career at Community Healthcare in Davenport, Iowa where she provided primary care to underserved and minority populations. In 2016, Tiffany and her family relocated to Whitewater, Wis., where she joined SSM Health as a Family Nurse Practitioner. With a desire to return to working with underserved populations, she joined SWCAP in 2022 as the Program Director and Nurse Practitioner at Neighborhood Health Partners and Care Coordination Network. Tiffany values healthcare access for all. She enjoys getting to know her patients so that she can provide them not only with healthcare services, but also connect them to the resources they need to address social determinant of health barriers that may be affecting their health.

Meet Our Presenters

Bonnie Anderson, BA, LPN



Bonnie Anderson was diagnosed with breast cancer in 1993. Understanding her good fortune with her breast cancer journey, she realized that many women had greater challenges than she had experienced. Since then, she has been a Reach to Recovery volunteer for the American Cancer Society and a mentor for ABCD: After Breast Cancer Diagnosis, where she also serves on their board of directors. She is a past president of the Wisconsin Breast Cancer Coalition. She is a trained team leader on public policy for the National Breast Cancer Coalition, lobbying for breast cancer issues. Ms. Anderson started a new initiative, Nurses Affecting Change, where she built a team of nurse practitioners and nurse clinicians. Ms. Anderson is the RCAC program manager at Milwaukee Catholic Home. She is married and has three adult children.

Dana Boler



Dana Boler is the Health Director at the La Crosse Area Family YMCA. She is passionate about helping participants with their health and wellness. The La Crosse Area Family YMCA offers an adult and youth Cancer Survivorship Program and Diabetes Prevention Program, along with other health interventions programs at the Healthy Living Center.

Maria Chay



After Maria Chay immigrated to the U.S. as a Burmese refugee, members of her Karenni community quickly learned of her English abilities and passion for helping others, and often requested her assistance when seeking medical care and enrolling in social services. She eventually quit her factory job and became a professional interpreter. The Milwaukee Consortium for Hmong Health then hired her to educate Southeast Asian refugees and help them navigate the Western medical system. Maria is a skilled linguist and has worked with persons speaking Karenni, Karen, and Burmese at the Consortium over the past eight years.

Meet Our Presenters

Chandler Cortina, MD, MS, FSSO, FACS



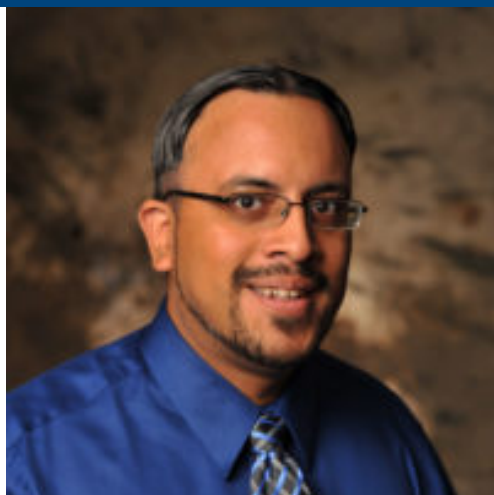
Dr. Chandler Cortina is a Breast Surgical Oncologist and Researcher at Froedtert and the Medical College of Wisconsin and MCW Cancer Center. His research focuses on understanding how gender-affirming care may alter cancer risk, screening practices, and treatment recommendations for gender-diverse populations, as well as how novel systemic therapies impact surgical decision-making and surgical outcomes for patients with breast cancer. Dr. Cortina's research is funded through grants from the National Institute of Health's National Cancer Institute (NIH/NCI), the Patient-Centered Outcomes Research Institute (PCORI), and the Advancing a Healthier Wisconsin endowment (AHW).

Gary Davis



Gary Davis is a Youth Employment Manager at Briarpatch Youth Services. He is an active member of the African American Cancer Advocacy Board at the UW Carbone Clinic. He is a Disparities Prostate Cancer Education Events Partner with Prostate Condition Education Council, and an advocate for cancer and will forever be. Gary was also a part of the prostate SPORE grant at UW Hospital, and is one of Madison's biggest music and club promoters. He is a dad of two girls (women) and a "Poppa" to four lovely grandchildren.

Marcos M. De La Cruz, MD



Dr. Marcos De La Cruz has been practicing as a Pediatrician for Sixteenth Street Community Health Centers for the past 17 years. He is currently the Director of Pediatrics (serving in the role for the last two years) and is involved in setting standards of care/policies in the care of the pediatric patients at the clinic. He is passionate about vaccinations for all children.

Meet Our Presenters

Mariah Forster Olson, MBA



Mariah Forster Olson was diagnosed with neuroblastoma in 1980 at age one, and although she celebrated 44 years of survivorship this summer, she has a number of complex medical conditions and late effects. Mariah has an MBA, and works with multiple cancer nonprofit organizations. At Coalition Against Childhood Cancer (CAC2), she serves as Board Secretary, Survivorship Interest Group Liaison, and lead of two survivorship programs that she established, the CAC2 Survivorship Toolkit and Better Together. Mariah also works with the Neuroblastoma Children's Cancer Society, the American Cancer Society and Gold Together, and the American Cancer Society Cancer Action Network. Her goal is to provide hope, understanding, support, and encouragement to those touched by childhood cancer.

Greg Gard



Wisconsin Men's Basketball Coach Greg Gard, and his wife Michelle, launched the Garding Against Cancer initiative in December 2016 to raise funds & awareness for cancer research at UW Carbone Cancer Center and cancer patient care throughout Wisconsin.

The couple was inspired to start Garding Against Cancer to honor Greg's father, Glen Gard, who passed away in 2015 after a six-month battle with brain cancer. They decided it was fitting to focus on fighting the disease across the state of Wisconsin because Glen was so committed to helping locally first and foremost.

Autumn Gentry



Autumn Gentry leads advocacy, awareness, and community outreach efforts at the MACC Fund, a Milwaukee-based nonprofit that raises critical funds for pediatric cancer research at Children's Wisconsin, Medical College of Wisconsin, UW Carbone Cancer Center, and Marshfield Clinic. She is working with the American Childhood Cancer Organization on legislation to establish a pediatric cancer research trust fund dedicated to supporting childhood cancer research in Wisconsin. She also supported the Wisconsin Cancer Collaborative in writing the 2024-2028 Childhood Cancer Action Plan.

Meet Our Presenters

Lee Hillstrom



Lee Hillstrom started an education and support group in 2015, after his second journey with prostate cancer. He organized speakers each month with some relation to prostate cancer to share their stories. What started out as a small group in 2015 is now one of the largest in-person groups in the U.S., averaging more than 45 men and women each month.

Phyllis Holder, MSN, RN



Phyllis Holder is filled with gratitude and joy to be a mother, grandmother, and 19-year breast cancer victor. She is a retired nursing educator, an Army Reserve Nurse Corp veteran, a National Breast Cancer Coalition Project Lead graduate and former Wisconsin Breast Cancer Coalition Director. She served for many years as a Sisters Network, Inc. national breast cancer organization chapter president, and is the founder and executive director of Sisters4Cure Inc. Phyllis finds purpose in providing personal and organizational cancer care consultation, reviewing clinical trial proposals, leaning in as a health and healthcare equity strategist, speaking up as a health and wellbeing instigator and playing around as a found object artist.

Marvin Jones



Chef Marvin Jones has demonstrated healthier ways to cook to audiences of thousands of people in countless settings in his work as a part of the Healthy Eating and Active Living Collaborative.

“My Dad cooked,” Jones said. “Not for a living but for the pure joy it gave him. Of course, he insisted that his sons cook. This God gift, nurtured by my dad, has taken me literally around the world. I am honored and privileged to share a few ideas with you. Thank you for the opportunity to serve.”

Meet Our Presenters

Amy Newman, PhD, RN, CPNP-PC



Amy Newman has been a pediatric oncology nurse practitioner at Children's Wisconsin for more than 20 years, caring for children, adolescents, and young adults with a variety of cancer types. She is also currently an Assistant Professor in the College of Nursing at Marquette University and has established a program of research that focuses on enhancing communication among pediatric patients with cancer, their parents, and the clinicians who care for them.

Griselda (Gigi) Sanchez



Griselda (Gigi) Sanchez is the CEO of Fe, Vida y Esperanza (Faith, Life & Hope). FVE was started in memory of Griselda's brother Noe who passed away of cancer in 2015 at age 35. Fe, Vida y Esperanza's mission is to offer support to members of the underserved community affected by cancer.

Paula Silha, MA, MCHES



Paula Silha is a Master Certified Health Education Specialist with the La Crosse County Health Department. She serves as manager of the Chronic Disease and Injury Prevention Section of the department, managing seven staff and programming that addresses chronic disease, injury prevention, mental health and substance use. Paula is a graduate of the University of Wisconsin-La Crosse, BS, Public and Community Health, and has earned her Master of Arts in Servant Leadership from Viterbo University.

Meet Our Presenters

Staci Young, PhD



Dr. Staci Young is a professor and Associate Director for Community Outreach and Engagement for the MCW Cancer Center. In her leadership role she is charged with advancing the institution's strategic mission of excellence in community engagement to promote health. Dr. Young is a medical sociologist whose research examines the structural causes of health disparities and the effects on historically marginalized populations.

Joshua Wright



Joshua Wright is a Community Project Coordinator for the Cancer Health Disparities Initiative in the UW Carbone Cancer Center. He works with organizations and community members to support health awareness through cancer prevention activities, education and programs. These efforts promote CHDI's mission to reduce disparate outcomes for populations that experience heavier cancer burdens.

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Join now at www.wicancer.org/join.

Questions about the Summit?

Please contact Tina Pap at tvpap@wisc.edu or Beth Brunner at eabrunner@wisc.edu with Summit-related questions.

Let's connect.

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