



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



AWARENESS
Childhood Cancer Awareness Month

September is [National Childhood Cancer Awareness Month](#), a time to honor survivors of pediatric cancer, provide support to families remembering a loved one, and raise awareness about [childhood cancer](#) and its impact on long-term health.

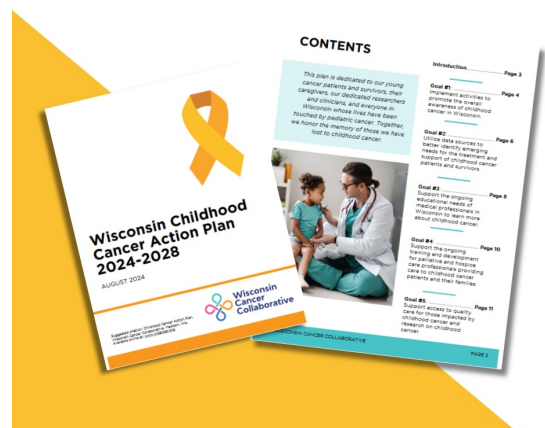
[Childhood cancer](#) is a leading cause of death by disease for children. [In Wisconsin](#) in 2020, 251 children were diagnosed with cancer and 36 children died of cancer.

According to the [American Childhood Cancer Organization](#), two out of every three childhood cancer survivors will experience significant long-term health issues as a result of their treatment, which can negatively affect their health and well-being for the rest of their lives.

The Wisconsin Cancer Collaborative is proud to share our new [Wisconsin Childhood Cancer Action Plan 2024-2028](#). We encourage you to find out where you fit into our work and share what you are working on by contacting us at info@wicancer.org.

Take a minute to identify what [Wisconsin Cancer Plan 2020-2030 pediatric cancer action steps line](#) up with your work.

Also, take some time to review WCC's [Childhood Cancers in Wisconsin Data Brief](#).



Here are more childhood cancer-related resources:

- Go Gold! This September, the Coalition Against Childhood Cancer (CAC2), invites you to participate in the [Gold Awareness Project](#). The Gold Awareness Project offers people creative ways to promote gold and September, and increase awareness of childhood cancer. Consider asking prominent structures, buildings, businesses, or municipal

landmarks to “go gold”, wear gold, and join in raising awareness. Some notable locations include the Hoan Bridge and Northwestern Mutual building in Milwaukee. To find ideas on how you or your organization can participate, visit the [Gold Awareness Project](#).

- Look into CAC2’s [Childhood Cancer Fact Library](#), a resource library of data and statistics related to pediatric cancers.
- Share [facts](#) and change your profile picture on social media.
- Utilize the ready-to-use message and graphics from the [Adolescent and Young Adult Cancer Awareness Toolkit](#) from the George Washington Cancer Center.
- Explore the [CAC2 Survivorship Toolkit](#), which provides education and resources for childhood cancer survivors and families once treatment is complete.
- Search the [Hope Portal](#). This is a curated, community-driven directory of organizations addressing childhood cancer.

Check out these organizations:

- [American Childhood Cancer Organization](#): Resources for kids and families affected by childhood cancer, including play medical kits, books for siblings and parents, journals for teens, and more.
- [Children’s Oncology Group](#): Support for providers, children and families navigating cancer diagnosis and treatment, including guidelines.
- [Midwest Athletes Against Childhood Cancer, Inc. \(MACC Fund\)](#): This organization is dedicated to funding childhood cancer and related blood disorder research and provides resources such as care for caregiver events.
- [Beat Childhood Cancer](#): This organization is a group of parents who originally had five individual non-profits join together as one, including one with Wisconsin roots.
- [The Leukemia and Lymphoma Society](#): This national organization is a global leader in the fight against blood cancer and includes various resources for children.

AWARENESS

September is Prostate Cancer Awareness Month

[View the Fact Sheet](#)

Two pieces to share this month:

- George Washington Cancer Center has a prostate cancer awareness month social media toolkit.
- CDC’s Networking 2Save has released a new fact sheet illustrating how social determinants of health may impact prostate cancer.

[View the Toolkit](#)

AWARENESS

September is Ovarian Cancer Awareness Month

[View the Toolkit](#)

September is Ovarian Cancer Awareness month. The George Washington Cancer Center has a social media toolkit for gynecological cancer awareness including ready-to-use graphics.

Wisconsin Cancer Summit

Registration is CLOSED

The summit has reached full capacity.

Wednesday, Sept. 25 | 5:00 - 7:00 p.m.

5:00 - 6:00 PM | Networking Reception

6:00 - 7:00 PM | Building a Healthy Life with Food

Thursday, Sept. 26 | 8:00 am - 4:00 pm

8:00 - 8:45 AM | Networking Breakfast & Registration

Exhibitor tables will also be open!

Location:

Milwaukee Marriott West
W231N1600 Corporate Ct,
Waukesha, Wisconsin, USA, 53186

Parking:

Parking is available at the Milwaukee Marriott West for free. The Main Lobby entrance is the closest entrance to the conference center and registration.

For more information contact Tina Pap at tvppap@wisc.edu.



BUILDING CONNECTIONS
2024 Wisconsin Cancer Summit

REGISTRATION CLOSED

Wednesday | September 25
Thursday | September 26

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

Wisconsin Cancer Collaborative
RESOLVING THE BURDEN TOGETHER

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

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](#).



AWARENESS

Lung Association Launches Youth Vaping Campaign

The American Lung Association has launched their new youth vaping campaign, “You’re the Best Person.” The campaign, developed in collaboration with the Ad Council, aims to raise awareness about the dangers of youth vaping and help parents with middle schoolers (ages 10-14) have the Vape Talk with their kids while they’re still willing to listen.

The new PSAs use two humorous situations (a health class narrator and a 90’s sitcom theme) to highlight that parents are the best people to talk to their kids about the dangers of vaping, rather than the other influences in their child’s life.

[Read the Release](#)

[View the PSAs](#)

AWARENESS

HPV Back-to-School Social Media Toolkit

The American Cancer Society has a new HPV back-to-school social media toolkit. If you are interested in seeing/using the toolkit, please contact Matt Flory at matt.flory@cancer.org. The toolkit also is co-brandable.



FDA Rule Formalizes Tobacco Sales Rules

In 2019, Congress passed a law that increased the sale of tobacco products to 21 years of age, and directed the Food and Drug Administration to issue a rule detailing the law. Last month, the FDA released the rule to amend its regulations to update the minimum age-related requirements.

The new rule formalized the increased minimum age of sale for cigarettes, smokeless tobacco, and covered tobacco products to 21 years. Vendors are required to check IDs of purchasers for those under age 30, an increase from 27 years. Vending machines are permitted at establishments that do not allow persons under 21 years to be present, and the law increased the minimum age of persons who have access to facilities that maintain self-service displays to sell products from 18 to 21 years of age.

Covered tobacco products include cigars, liquid nicotine, e-liquids and e-cigarettes containing nicotine, hookah/waterpipe tobacco, and pipe tobacco. It does not include atomizers, batteries, waterpipe hose cooling attachments, flavored waterpipe charcoals, waterpipe tongs, lanyards, matches, and lighters.

Although the federal law took effect in 2019, Wisconsin has not adopted the increase in age of sale to 21 years, which has impacted enforcement by authorities in Wisconsin.

[Learn More](#)

Resources and Reports

RESOURCE

HPV Action Guide for Health Plans

The new American Cancer Society HPV Vaccination Roundtable Health Plan Action Guide discusses the best practices for health plans on preventing HPV-related cancers through HPV vaccination.

[View the Guide](#)

REPORT

Hmong in Wisconsin

A new report produced by the The Hmong Institute (THI) and the UW Applied Population Lab provides a 2020 statistical overview of the Hmong population in Wisconsin. Members of the Hmong population play an important role in Wisconsin's communities and this report provides an important overview.

[View the Report](#)

STUDY

New Study Comparing Risk of Developing Cancer Among Generations

[Read the Press Release](#)

A recent large study by the American Cancer Society found that incidence rates for 17 of 34 cancer types (including breast, pancreatic and gastric cancers) continue to rise in younger generations (Gen X and millennials), including nine that previously had declining incidence in older populations. Additionally, mortality increased with the incidence of liver (female only), uterine corpus, gallbladder, testicular, and colorectal cancers. This adds to growing literature that younger generations may have increased cancer risk and highlights the need to better understand risk and prevention factors.

[Read the Article](#)

Study may be behind a paywall

STUDY

Updated Cancer Prevalence Statistics for the United States

A new article in the *Journal of the National Cancer Institute*, updated prevalence estimates of cancer survivors living in the U.S. This is needed as the cancer survivor population is increasing due to aging and advancements in diagnoses, treatment, and supportive care. There were an estimated 18.1 million U.S. cancer survivors as of January 1, 2022. From 2022 to 2030, the number of U.S. cancer survivors is projected to increase to 21.6 million; by 2040, the number is projected to be 26 million. In the U.S., most cancer survivors are long-term and very long-term survivors, including many older adults, representing a substantial proportion of the U.S. population. In 2022, 70% of cancer survivors had lived 5 years or more after diagnosis, and 11% of cancer survivors had lived 25 years or more after diagnosis. This is important because survivors have unique physical, mental, and psychosocial needs.

[Read the Study](#)

Study may be behind a paywall

DATA BRIEF

New Data Brief on Testicular Cancer

A new data brief from U.S. Cancer Statistics provides data about testicular cancer cases in the United States. Testicular cancer is rare and can occur among men of any age but is most often found in those age 20 to 44 years. There is no routine screening for testicular cancer. However, signs and symptoms may include a lump or swelling in a testicle; swelling in the groin area; or pain in a testicle, groin area, or back. Males who have a lump, swelling or pain for more than two weeks are encouraged to speak with their doctor.

[View the Data Brief](#)

DATA

2023 National Immunization Survey (NIS) Teen Data

The CDC released the 2023 National Immunization Survey (NIS) teen data, which provides information on immunization rates and trends for U.S. teens, including HPV vaccination. Nationally, 76.8% of adolescents aged 13-17 years started their HPV vaccine series, and 61.4% were up to date. However, for the second year in a row, HPV vaccination coverage has not increased among adolescents 13-17 years. Additionally, following the pandemic, Vaccine for Children (VFC) eligible adolescents no longer have higher HPV vaccination coverage compared to private insurance. A strong provider recommendation and routine review of vaccination records are strongly encouraged.

[View the Data](#)

Study may be behind a paywall

UW Plans Grand Rounds on Violence in

Healthcare

The University of Wisconsin–Madison Department of Medicine will host a **Grand Rounds on Workplace Violence in Healthcare: Current State, Best Practices, and Reducing Risk** – Friday, September 6 from 8:00 - 9:00 a.m. The zoom link will show up as live on the morning of the event. Those seeking continuing medical education credit should sign in using UW-Madison's ICEP's (Interprofessional Continuing Education Partnership) system. For questions, please contact: kvaughan@medicine.wisc.edu.

Department of Medicine
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH



Grand Rounds

Workplace Violence in Healthcare: Current State, Best Practices, and Reducing Risk

Friday, September 6 | 8:00 - 9:00 am

[Zoom](#)

Tony Thrasher, DO, MBA, CPE, DFAPA
Medical Director, Crisis Services
Milwaukee County Behavioral Health Division

[Visit the Site](#)

Upcoming Events

GRAND ROUNDS **Workplace Violence in Healthcare**

*Hosted by the Department of Medicine,
UW-Madison*

September 6
8:00 a.m. - 9:00 a.m.

[Visit the Site](#)

WEBINAR **Enhancing Colorectal Cancer Screening Through Effective Patient Navigation: Integrating CPSTF Recommendations for Economic Impact**

Hosted by the American Cancer Society

September 11
Noon - 1:30 p.m.

[Register](#)

WEBINAR **Benefits of Palliative Care for Patients and Caregivers**

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

September 16
Noon - 1:00 pm

[Register](#)

WEBINAR **Support, Honor, Act: Indigenous Pink Month**

Hosted by the American Indian Cancer Foundation

September 18
12:30 p.m. - 1:30 p.m.

[Register](#)

WEBINAR **ACS NRTCC Patient Series: Talking to Your Children About**

September 18
6:00 p.m. - 7:00 p.m.

the HPV Vaccine

[Register](#)

Hosted by the American Cancer Society

WEBINAR

Cancer Transitions Workshop

Four sessions

September 20 & 27, October 4 & 11
Noon - 1:30 p.m.

Hosted by Gilda's Club Madison

[Register](#)

WEBINAR

Coping with Cancer: A Five Week Virtual Series

Five sessions

September 24, October 1, 8, 15 & 22
10:30 a.m. - Noon

Hosted by Gilda's Club Madison

[Register](#)

WEBINAR

Triage Cancer: Medicare 101

September 26

11:30 - 1:30 p.m.

Hosted by Triage Cancer

[Register](#)

WELLNESS SCREENING

Wisconsin Pink Shawl Initiative Fall Wellness Screening

October 5

8:00 a.m. - 12:30 p.m.

Hosted by Wisconsin Pink Shawl Initiative

[View the Flyer](#)

CONFERENCE

Carbone Fall Cancer Conference

October 18

8:00 a.m. - 4:00 p.m.

Hosted by the UW-Madison Carbone Cancer Center

[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](#)

Reducing the burden of cancer
for everyone.

www.wicancer.org



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53726 US

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