

REDUCING LUNG CANCER DISPARITIES IN MILWAUKEE

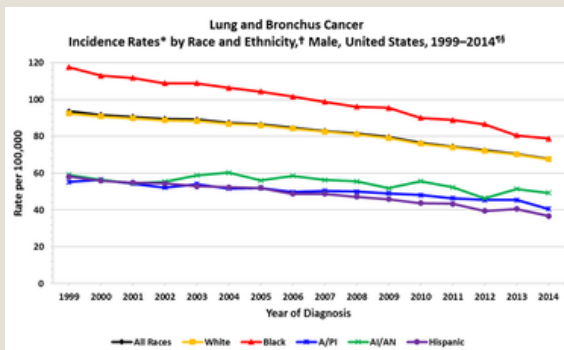
funded by Advancing a Healthier Wisconsin Endowment and designed by the Milwaukee Collaborative Work Group

Background

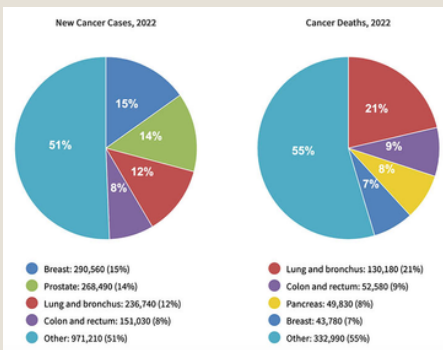
With a large disparity in lung cancer incidences in Milwaukee, particularly for African American males, the Milwaukee lung workgroup explored data and learned that:

- Smoking cessation programs exist in Milwaukee County, however, many residents may be unaware or feel that cessation support is inaccessible to them
- Many Milwaukeeans are unaware of the risks of radon exposure in their homes. Particularly, how it effects lung health, especially when coupled with tobacco use
- There is a need for more widespread use of the lung cancer assessment tools, and more clarity on which tool may be best, and how to use them

Based on the findings from the data exploration process, the Milwaukee Lung CWG determined that the focus of the group will be to **address high rates of lung cancer in Milwaukee through increased awareness of risk, resources and screening.**



Center for Disease Control and Prevention- medbox.iab.me



Center for Disease Control and Prevention, cdc.gov

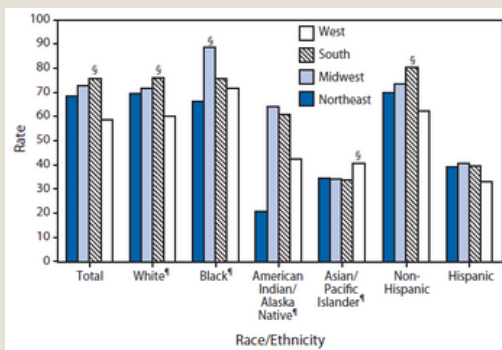


FIGURE 3. Lung cancer incidence by race/ethnicity and U.S. census region --- United States, 1998-2006- Center for Disease Control and Prevention, cdc.gov

Program Overview

Reducing Milwaukee's lung cancer disparities implementation will include:

- 1) establishing a network of key stakeholders to create the Milwaukee Lung Cancer Coalition to share best practices and develop a shared resource of risk reduction opportunities and risk assessment tools;
- 2) developing community-informed messaging campaign to increase awareness, mitigate barriers and build collective efficacy related to lung cancer risk reduction and screening,
- 3) utilizing the messaging campaign to develop a toolkit for local organizations and healthcare to facilitate lung cancer conversations from risk assessments through screening; and
- 4) evaluate the impact of the lung cancer disparities messaging and toolkit at the individual and system level

Key Activities

- Establish a network of key stakeholders focused on lung cancer and lung cancer risk reduction, to create the *Milwaukee Lung Cancer Coalition (MLCC)*
- Learn about other organizations' risk assessments, radon testing and mitigation, and smoking cessation programs
- Conduct literature reviews to identify existing, culturally tailored communication materials
- Co-develop community-informed messaging campaign to increase awareness, mitigate barriers, & build collective efficacy
- Co-develop a toolkit for local organizations

Program Aims

- AIM 1:** Establish the Milwaukee Lung Cancer Coalition (MLCC) to leverage community assets and build community capacity to collectively and synergistically address lung cancer risk in Milwaukee County.
- AIM 2:** Develop and disseminate holistic community-informed messaging to increase awareness, build collective efficacy, and prompt individual and community level action to increase lung cancer screening and reduce risks (smoking, radon exposure).
- AIM 3:** Evaluate the impact of the lung cancer messaging and tools at the individual and systems level.

Community Partners

American Lung Association
Community Advocates

Wisconsin African American Poverty Network
Ascension & Aurora

Wisconsin Department of Health
Milwaukee and Waukesha Health Departments

Collaborative Work Group Initiative Network



Great Lakes Inter-Tribal Council, Inc.
Lac du Flambeau, Wisconsin

