

Connecting Through Media

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Carbone Cancer Center
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH



**Cancer Health
Disparities Initiative**

Words travel
faster than
ever

Word of Mouth – the very beginning

Books

Newspapers

Telegraph

Radio

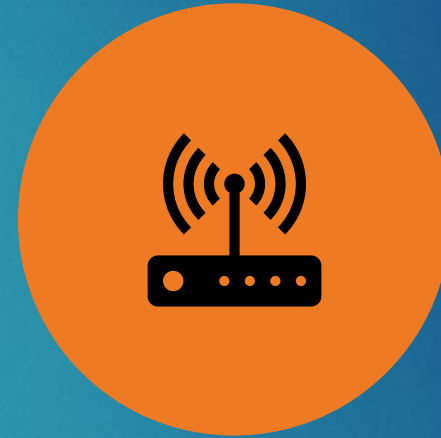
Television

And then...

To infinity and beyond



COMPUTERS



THE INTERNET...

Why choose a podcast?

The easiest answer is accessibility

The concept of a program that features a host / guest model has been popularized, and is both informative and entertaining

Similar to other media, podcasts are a way to raise visibility about topics that people want to engage with

Cancer Clear and Simple Podcast

- ▶ The UW Madison Carbone Cancer Center launched this podcast on Friday, August 16th, 2024.
- ▶ As an extension of the work being done in the Cancer Health Disparities Initiative, building an audience that reaches underserved populations is a key goal
- ▶ This platform seeks to provide experiences from the perspective of cancer survivors, doctors and researchers, medical professionals, and others that can share insights about what the lived reality is like regarding cancer

Making Advancements



The ability to get people information that is useful and relatable means potentially saving lives



Raising awareness about cancer and encouraging people to have conversations about screening and early detection, caregiving, research, treatment, etc... is part of defeating the scary parts of this disease



Creating more places to promote current developments and findings brings people closer to the possibilities of eliminating cancer

Where can I find Cancer Clear and Simple?

- ▶ Search many of the major listening platforms
 - Apple, Amazon, Spotify, YouTube, etc...



Thank You!

- ▶ UW Madison Carbone Cancer Center
- ▶ The Wisconsin Cancer Collaborative
- ▶ Dr. Earlise Ward & Allison Dahlke
- ▶ Omniverse Media Group
- ▶ Listeners and followers
- ▶ You!
- ▶ Joshua Wright - jawright@wisc.edu