



## News from the Wisconsin Cancer Collaborative | October 2024

### WISCONSIN CANCER SUMMIT

## Thank You for a Fantastic Wisconsin Cancer Summit

The [2024 Wisconsin Cancer Summit](#) was a huge success! Thank you to those of you who were able to join us. We hope you ended the day with new ideas, new colleagues, and a renewed sense of purpose and connection.



We would like to thank our speakers for sharing with us the outstanding work being done around the state. It's a reminder to us all that we can accomplish exciting things through our work. Discussing your successes and your challenges shows us the power of building connections to bring about change and inspire others. Thank you!

The Wisconsin Cancer Collaborative presented five annual awards during the Summit:

- Impact Award to **Team Phoenix**, a program for female cancer survivors;
- Champion Award to **Nona Crowe**, Wisconsin Well Woman Program Tribal Liaison for the Bad River Tribe;
- Collaboration Award to **Bellin Health and New Community Clinic**;
- Policy Change Maker Award to **Molly Collins**, Advocacy Director for Wisconsin and South Dakota at the American Lung Association; and
- Health Care Hero Award to **Dr. Howard Bailey**, Director of the UW Carbone Cancer Center.

Congratulations to our awardees, and our thanks for all their hard work!

This year we featured the work of partners during a Poster Networking Session. You can [view some of the posters, the event recordings and speaker slides](#) on our [2024 Summit Event Recap](#) page. If you attended, please take our [Summit Evaluation Survey](#).

Stay tuned to ENGAGE for updates on Regional Meetings coming in the spring of 2025 and our next Summit in the fall of 2025.

[Take the Summit Evaluation \(Attendees Only\)](#)

[View the Summit Recap](#)

## AWARENESS

### October is Breast Cancer Awareness Month

Breast cancer is the most common cancer in women in the United States, except for skin cancers. It accounts for about 30% (or 1 in 3) of all new female cancers each year. We have several items to share with you:

#### [Awareness campaign from George Washington Cancer Center](#)

George Washington Cancer Center has a newly updated awareness campaign with social media graphics and tips on how to communicate about breast cancer.

[View the Awareness Campaign](#)

#### [Tools from the American Indian Cancer Foundation](#)

The American Indian Cancer Foundation (AICAF) recently released two new pieces, "My Mammogram Tools" and "My Mammogram Results" to help people gain knowledge and confidence while navigating their mammogram experience.

[View My Mammogram Tools](#)

[View My Mammogram Results](#)

#### [New Breast Cancer Statistics from the American Cancer Society](#)

The American Cancer Society (ACS) recently released two new documents providing an update on breast cancer trends in the United States.

In good news, breast cancer mortality rates have dropped 44% since 1989, preventing approximately 517,900 breast cancer deaths. However, not all women have benefitted from this progress. Breast cancer mortality rates have remained unchanged for the past three decades for American Indian and Alaska Native (AIAN) women. Another finding of concern is the upward trend in breast cancer incidence, rising by 1% annually during 2012-2021, with the steepest increase in women younger than 50 years and Asian American/Pacific Islander (AAPI) women of any age.

Other key findings from the report include:

- AIAN women have 10% lower breast cancer incidence than White women, but 6% higher mortality, and only 51% of AIAN women 40 years or older had a mammogram in the past two years compared to 68% of White women.
- Breast cancer in women under 50 years has increased in AAPI women by 50% since 2000, surpassing the rate in young Hispanic, AIAN, and Black women to become the highest rate alongside White women (both 86 per 100,000).
- Black women continue to have a 38% higher breast cancer mortality rate than White women, despite a 5% lower incidence. Black women also have lower survival than White women for every breast cancer subtype and stage of diagnosis except localized disease, with which they are 10% less likely to be diagnosed (58% versus 68%).

## OPPORTUNITY

### Survivorship Funding Opportunity from the Wisconsin Cancer Collaborative

The Wisconsin Cancer Collaborative is accepting applications from organizations seeking mini grants up to \$1,000 for activities that offer psychosocial support to cancer survivors. Eligible organizations include health systems, community clinics, tribal health systems or community-based non-profit organizations. Proposed grant activities should align with cancer survivorship activities included in the [Wisconsin Cancer Plan 2020-2030](#).

Fundraising and advocacy activities are not eligible to receive funds. Organizations applying should be based in Wisconsin. We invite organizations from all over Wisconsin to apply, particularly rural areas.

If you have questions, please contact [info@wicancer.org](mailto:info@wicancer.org). November 1 is the deadline to apply.

[Learn More and Apply](#)

## RESOURCE

### Wisconsin Cancer Collaborative Rolls Out Updated Infographics

Use our updated infographics to illustrate cancer prevention and detection strategies in easy-to-understand ways. Download and share with partners, community members, and decision makers.

The five updated topics currently available include:

- Alcohol and Cancer
- Cancer in Wisconsin
- Healthy Eating and Active Living
- HPV Vaccination
- Lung & Bronchus Cancer



If you are interested in co-branding these resources, click the button below.

In addition, there are updated versions of our breast and cervical cancer How-to sheets. Our How-To Sheets offer straightforward answers to questions about cancer risk, screenings, and insurance coverage, so that patients can make informed choices about their health. The new breast and cervical cancer sheets are [now available on our site](#).

[View the Infographics](#)

[Learn About Co-Branding](#)

## AWARENESS

### October is Liver Cancer Awareness Month

[View the Campaign](#)

October is Liver Cancer Awareness Month. George Washington Cancer Center has a liver cancer awareness campaign with social media graphics and facts. This month provides awareness about liver cancer risk reduction through viral hepatitis prevention, screening and treatment. For example, liver cancer caused by chronic hepatitis B can be prevented through hepatitis B vaccination.

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## OPPORTUNITY

### Enhancing Palliative Care for Oncology Teams

Looking to enhance palliative care in your oncology programs? Join the American Cancer Society and the Center to Advance Palliative Care on a one-year educational journey.

This program is being offered to support oncology teams in improving care for their patients by enhancing palliative care skills and services. Program participants will be provided with the training and resources needed to embed palliative care best practices into oncology and to support palliative care program development.

Program participants will receive:

- One year of **CAPC membership**, sponsored by ACS, including online continuing education courses in core palliative care skills and learning pathways curated for oncology clinicians.
- A **webinar series** co-hosted by ACS and CAPC focused on practice-level integration of specialty palliative care, highlighting real-world implementation strategies and success stories and exploring primary palliative care models that work in oncology practices
- Additional exclusive offerings facilitated by ACS and CAPC to support palliative care skills-building.

Apply by using the link below. Deadline is November 1.

[Learn More and Register](#)

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### CDC Unveils Strategic Plan for Rural Public Health

[View the Plan](#)

CDC's Rural Public Health Strategic Plan, a five-year plan, represents the agency's inaugural blueprint outlining key priorities, objectives, and outcomes for working internally and with external and federal partners to improve the health of people living in rural America.

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## 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](#).



## HPV VACCINES

### ACIP HPV Vaccines Workgroup to Meet

The HPV Vaccines work group will be presenting their findings at the Advisory Committee on Immunization Practices (ACIP) meeting on Thursday, October 24 at 2:30 p.m. CST. A vote on the findings is not scheduled. The vaccine recommendation will not be changing at this meeting; the committee will be discussing whether the recommendation may change in the future. Meetings can be viewed virtually, and no registration is required. The Wisconsin Cancer Collaborative continues to monitor the work of the Advisory Committee.

[View the Meeting](#)

## SYMPOSIUM

### Multiple Myeloma Symposium Set for October

Multiple myeloma is a complex and aggressive form of cancer that disproportionately impacts certain racial and ethnic groups, particularly African Americans. The symposium is dedicated to understanding disparities, identifying actionable solutions, and fostering collaborations that ensure equal access to care for all patients, regardless of race, socioeconomic status, or geographic location.

The symposium will be held in Milwaukee on October 26, from 9:30 a.m. to 11:00 a.m. It is presented by the Medical College of Wisconsin Cancer Center Community Outreach and Engagement, UW Madison Carbone Cancer Center, and the Leukemia & Lymphoma Society.

[Register](#)

## AWARENESS

### Plan Now for National Lung Cancer Screening Day

National Lung Cancer Screening Day will be observed on Saturday, Nov. 9. Providers can participate by opening their facility for screening. The American Cancer Society National Lung Cancer Roundtable, ACR®, Radiology Health Equity Coalition and Go2 for Lung Cancer have partnered again for this annual event to increase screening access for people who cannot take time off during the week to get screened.

Lung cancer is one of the deadliest forms of cancer, and it is estimated it will claim the lives of more than 125,000 Americans this year. Survival rates can be improved significantly by screening, yet only a small percentage of eligible individuals get screened for lung cancer.



Sign up to have your facility participate, then share the message with your network to get more people screened, help reduce disparities and create more lung cancer survivors.

Share the hashtags, #LCSDay2024, #LCSM, #LungCancer and #LCAM, and use the link [lungcancerscreeningday.org](https://lungcancerscreeningday.org) to encourage others to learn more about National Lung Cancer Screening Day and the importance of early detection.

[Learn  
More](#)

## New Podcast Spotlights Cancer Inequities

A new podcast series will highlight topics like cancer inequities and barriers faced by marginalized communities, and how people are working to close those gaps. The **Cancer Clear and Simple podcast** is hosted by Joshua Wright, a member of UW Carbone's Community Outreach and Engagement Team. Bi-weekly episodes (seven episodes for season 1) will feature interviews with survivors about their experiences, outreach staff who are building community, and researchers who are focused on health equity. The first episode is [available now!](#)



## Resources and Reports

### RESOURCE

#### Cervical Cancer Data Dashboard

[View the  
Dashboard](#)

The American Cancer Society National Roundtable on Cervical Cancer created a new Cancer Data Dashboard that offers interactive data pertaining to cervical cancer in the United States. These maps can be used by researchers, public health professionals, policymakers, and others to understand and illustrate the burden of cervical cancer in communities across the United States and assist in planning and tailoring interventions.

### REPORT

#### Rural Mammography

[Read the  
Study](#)

A recent study in the Wisconsin Medical Journal, interviewed hospital staff and community members in Columbia County Wisconsin to identify facilitators and barriers to mammogram screening. Clinician recommendation was a primary facilitator and insurance concerns were the primary barrier. Top reasons for having their first mammogram were doctor recommendation (70%), family history (19%), and personal decision (18%). Top reasons they did not have a mammogram screening at least every year were putting it off (23%), lack of problems (17%), and pandemic-related reasons (15%).

### STUDY

[Read the](#)

## Cancer Incidence Trends in 2021

[Article](#)

During the COVID-19 pandemic in 2020, US cancer diagnoses were substantially lower than expected. This recent study found that rates of diagnosis improved in 2021 compared to 2020, but continued to be lower than expected. It is vital that cancer screenings be prioritized to catch up to expected rates.

*Study may be behind a paywall*

### STUDY

## Impact of Immunizations

[Read the Study](#)

A new CDC report quantified health benefits and economic impact of immunizations given between 1994-2023. Among ~117 million children, routine childhood vaccinations will have prevented approximately 508 million lifetime cases of illness, 32 million hospitalizations, and 1,129,000 deaths, at a net savings of \$540 billion in direct costs and \$2.7 trillion in societal costs.

*Study may be behind a paywall*

The report did not include subsequent cancers averted, which also have significant costs to societies and payers. Childhood vaccinations provide substantial health and economic benefits for payers and individuals and are an important equity tool. The Vaccines for Children (VFC) program has covered the cost of eligible children in the United States since 1994 and remains an important access point for childhood immunizations.

## Upcoming Events

### CLINIC

#### Vaccination Clinics in Madison

**October 7, 14, 18, and 21**

Times and locations vary by date

*Hosted by Public Health Madison and Dane County, MMSD, SSM Health, GHC and UW - Health*

[Register](#)

### WEBINAR

#### Breast Density and Screening for High-Risk Breast Cancer Patients

**October 9**

**Noon - 1:15 p.m.**

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

[View the Flyer](#)

### WEBINAR

#### Breast Cancer & Gastrointestinal Side Effects Coping with Cancer: A Five Week Virtual Series

**October 9**

**6:00 p.m. - 7:00 p.m.**

*Hosted by Gilda's Club Madison*

[Register](#)

### CONFERENCE

## Carbone Fall Cancer Conference

*Hosted by the UW-Madison Carbone Cancer Center*

October 18  
8:00 a.m. - 4:00 p.m.

[Register](#)

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## CONFERENCE 10th Annual Pediatric Cancer Symposium

*Hosted by Children's Wisconsin and MACC Fund Center for Cancer & Blood Disorders*

October 21  
8:30 a.m. - 4:30 p.m.

[Register](#)

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## ONLINE EVENT Triage Cancer Conference

*Hosted by Triage Cancer*

October 25 & 26  
10:00 a.m. - 4:00 p.m. both days

[Register](#)

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## WEBINAR Paying for Prescription Drugs

*Presented by Triage Health*

October 29  
Noon - 1:30 p.m.

[Visit our Website](#)

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## WEBINAR SERIES Cancer Transitions Workshop - Young Adults

*Hosted by Gilda's Club Madison*

Four sessions  
October 30, November 6, 13 & 20  
6:00 p.m. - 7:30 p.m.

[Register](#)

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## VIRTUAL CONFERENCE Survivorship for the Whole Patient: Building a Comprehensive Care Program - Adolescent & Young Adult Virtual Survivorship

*Hosted by Children's Wisconsin and MACC Fund Center for Cancer and Blood Disorders*

November 1  
8:30 a.m. - 3:00 p.m.

[Register](#)

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## WEBINAR / MEETING De-stress the Holidays for Cancer Survivors and Caregivers

November 2  
10:00 a.m. - 11:30 p.m.

[Register](#)



Hosted by MCW Cancer Center Outreach and Engagement

[Register](#)

[View the Flyer](#)

WEBINAR  
**What's Legal About Cancer?**

**November 6  
Noon - 1:00 p.m.**

Hosted by ACS and Triage Cancer

[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](#)



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**Reducing the burden of cancer  
for everyone.**

[www.wicancer.org](http://www.wicancer.org)



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