



News from the Wisconsin Cancer Collaborative | January 2025

WCC NEWS

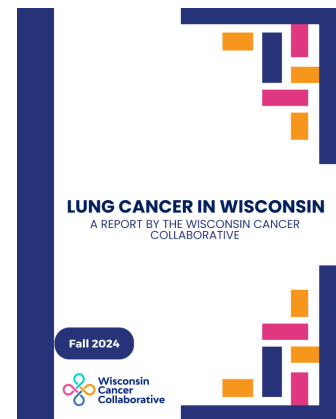
New Lung Cancer in Wisconsin Report Available, Webinar Set for January 30

The Wisconsin Cancer Collaborative has published a new report, Lung Cancer in Wisconsin.

A special webinar to learn about the contents is set for Thursday, January 30 from 9:00 - 10:30 a.m. The report is based on data provided by the Wisconsin Cancer Reporting System at the Wisconsin Department of Health Services.

Highlights include:

- Lung cancer incidence and mortality in Wisconsin declined significantly in the last decade.
- Lung cancer incidence is declining at a slower pace in Wisconsin compared to the U.S. overall in recent years.
- Men have higher rates of lung cancer than women in general, but particularly at ages 60+ when lung cancer is more often diagnosed.



Webinar: Lung Cancer in Wisconsin

Join us for a special webinar to learn about the state of lung cancer in Wisconsin.

Thursday, January 30
9:00 - 10:30 a.m.

[Register for the Webinar](#)

[View the Report](#)

We'll discuss the latest Wisconsin lung cancer screening and prevention data!

Wisconsin Radon Program

The Wisconsin Department of Health Services Radon Program leads statewide outreach efforts to educate the residents of Wisconsin on the health risks associated with indoor radon gas. Their goal is to minimize and prevent radon-related lung cancer in Wisconsin.

The Radon Program has long been a member of the Wisconsin Cancer Collaborative. They are the first organization to be featured in our new Member Spotlight, helping us know more about our fellow associates and the work they do to make progress against cancer in Wisconsin.



They encourage radon testing and mitigation among homeowners, business owners, renters, schools, and childcare centers; offer expert consultation on matters pertaining to radon and health; and provide leadership and financial support for radon outreach and education across Wisconsin.

The Radon Program has led radon outreach work in Wisconsin since 1989, and funds 17 regional Radon Information Centers (RICs) throughout the state. Each RIC has professionally trained staff in radon topics such as radon health risks and radon measurement. RICs offer radon test kits, usually at discounted prices, for residents in their region. Find your regional RIC by searching your county at <https://www.dhs.wisconsin.gov/radon/infocenters.htm>.

One of the challenges of radon work is that people don't easily recognize radon as a health risk. Because you can't see radon gas or smell it, many people don't consider it a health risk until it's too late. While radon exposure doesn't cause health problems in the short-term, it can cause lung cancer after years of inhalation exposure at high levels. The radioactive particles from radon can damage lung cells over time, to the point where the cells become cancerous.

Radon testing generally increases during the winter, when doors and windows remain closed and provide optimal conditions for testing protocols. Additionally, National Radon Action Month is every January, and many regional RICs run awareness campaigns and offer free or discounted test kits to homeowners.

Radon Awareness Week

January 27-31 is Radon Awareness Week, and January is Radon Action Month.

The Wisconsin Department of Health Services Radon Program and the Centers for Disease Control both have sites with toolkits and resources.

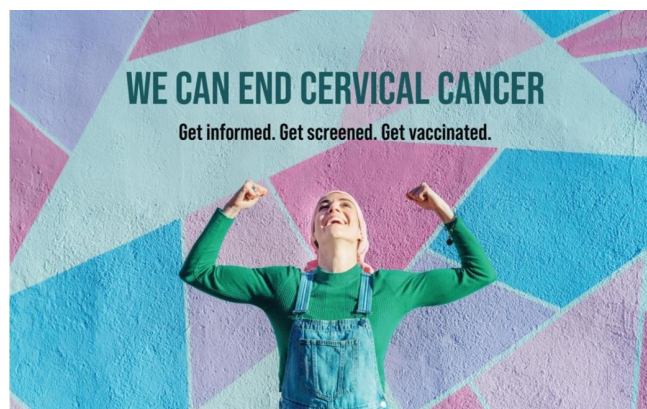
[View the DHS Toolkit](#)

[Visit the CDC Website](#)

AWARENESS

January is Cervical Cancer Awareness Month

January is Cervical Cancer Health Awareness Month. An estimated 13,820 women in the United States received a diagnosis of cervical cancer and 4,360 died from the disease last year, according to the [National Cancer Institute](#). Increasing HPV vaccination efforts and routine screening are key components in



preventing cervical cancer and identifying and treating cervical cancer early.

We've curated a list of cervical cancer resources you can use throughout this month and beyond to promote awareness of cervical cancer screening.

- **GW Cervical Cancer Awareness Toolkit**

This **updated** toolkit from George Washington Cancer Center is designed to help those in cancer control to implement evidence-based practices when communicating about cervical cancer.

[View the Toolkit](#)

- **Public Comment Period to Open for Screening for Cervical Cancer**

The U.S. Preventive Services Task Force is seeking comments on a draft recommendation statement, draft evidence review, and draft modeling report on screening for cervical cancer. The Task Force recommends that women ages 21 to 65 get screened regularly for cervical cancer. The draft recommendation statement, draft evidence review, and draft modeling report are available for review and public comment until January 13.

[View the Comment Page](#)

- **American Indian Cancer Foundation Turquoise Thursday**

The American Indian Cancer Foundation's Turquoise Thursday Cervical Cancer Awareness Campaign returns with a renewed focus on prevention and human papillomavirus (HPV) prevention.

Cervical cancer **disproportionately affects American Indian and Alaska Native women**. This toolkit offers customizable posts, resources, and a guide to support your efforts in promoting cervical cancer awareness this January. Personalize these posts with pictures and information unique to your community and tag AICAF in your social media posts. Mark your calendars for January 16th, the official awareness day, where they encourage people to post photos wearing turquoise clothing and/or jewelry on social media using #TurquoiseThursday.

[Download the Toolkit](#)

- **Wisconsin Cancer Collaborative HPV Infographic**

This HPV infographic from the Wisconsin Cancer Collaborative talks about preventing a common virus that causes cervical cancer.

[View the Infographic](#)

- **Preparing for HPV Primary Self-collection: Clinician Communication Guide**

A communication guide for clinicians offering their patients HPV primary self-collection testing is now available from the American Cancer Society National Cervical Cancer Roundtable. The one-pager is designed to empower clinicians with essential information on FDA-approved lab platforms and collection devices, eligibility criteria, and management of results.

[Download the Guide](#)

- **Rural HPV Vaccination Learning Community**

The American Cancer Society (ACS) and the ACS National HPV Vaccination Roundtable (HPVRT) are inviting rural healthcare partners to join a collaborative learning community aimed at connecting partners and improving on-time HPV vaccination rates among adolescents aged 9–13. These free sessions will occur on the second Wednesday every month from March-December from 1-2 pm CST. Registration is opening soon.

[View the Flyer](#)

Mark your calendar for the Wisconsin Cancer Collaborative annual Cancer Summit.

This year the Summit will take place Wednesday evening, September 24, and Thursday, September 25. We will be meeting at the Glacier Canyon Conference Center at the Wilderness Resort in Wisconsin Dells.

This year the event promises to be more special than usual as the Wisconsin Cancer Collaborative celebrates 20 years of working to reduce cancer in Wisconsin!



Resources and Reports

NEWS

New Ban on Medical Debt Reporting on Credit Scores

The Biden Administration released a final rule by the Consumer Financial Protection Bureau (CFPB) on the reporting of medical debt. The new rule will ban credit agencies from including debt from medical care on a consumer's credit report and prohibits lenders from considering that information in evaluating borrowers.

The new rule will remove an estimated \$49 billion in medical bills from the credit reports of roughly 15 million Americans. The CFPB estimates the rule will boost the credit scores of people with reported medical debt by an average of 20 points. It will take effect in March 2025.

ADVISORY

New Advisory from the Surgeon General on Alcohol and Cancer Risk

A new advisory from the U.S. Surgeon General highlights alcohol use as a leading preventable cause of cancer in the United States, contributing to nearly 100,000 cancer cases and about 20,000 cancer deaths each year. Alcohol use is very common, but less than half of U.S. adults are aware of the relationship between alcohol consumption and cancer risk.

This advisory describes the scientific evidence for the causal link between alcohol consumption and increased cancer risk for at least seven different types of cancer, including breast (in women), colorectum, esophagus, liver, mouth (oral cavity), throat (pharynx), and voice box (larynx). It also helps to better inform the public of this relationship and offers key recommendations to reduce alcohol-related cancers (including cancer warnings on alcohol drink labels).

[Read More Here](#)

[View the New WCC Alcohol and Cancer Infographic](#)

RESOURCE

Pediatric, Adolescent and Young Adult Cancer Survivorship ECHO

A Pediatric, Adolescent, and Young Adult Cancer Survivorship ECHO

[View the ECHO](#)

developed by the American Cancer Society is continuing into 2025 with five more sessions available. Topics include financial toxicity, fertility and hormone impacts of cancer treatment, genetic counseling and testing, and healthy living. The target audience includes: Physicians (including Primary Care and Family Medicine), Advanced Practice Providers, Nurses, Social Workers, Patient Navigators, and other health providers involved in the care of survivors of pediatric, adolescent, and young adult cancers. No cost CME is available through the University of New Mexico for all live sessions.

REPORT

Cervical Cancer Incidence by County-Level Economic Status

[Read the Report](#)

A new publication in *Cancer Epidemiology* assessed cervical cancer incidence in young women (aged 15-29 years) across county-level economic status in the United States from 2007-2020.

Highlights from this study include:

- Cervical cancer incidence rates were lower in US counties with higher economic status.
 - Rates declined across all economic strata over time, especially among counties ranked in the bottom 25% during 2015-2019.
 - Declining rates may partly reflect the effect of HPV vaccination and cancer screening efforts.
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RESOURCE

Cervical Cancer Toolkits Available

[View the Toolkits](#)

The Health Resources and Services Administration (HRSA) and the Federal Cervical Cancer Collaborative (FCCC) released a new resource, *Improving Patient Engagement in Cervical Cancer Prevention: Communication Toolkit for Health Centers and Safety-net Settings of Care*. The toolkit supports efforts to increase patient and community engagement in cervical cancer prevention, screening, and management. Materials include social media posts, posters, a cervical screening follow-up card, and more. The toolkit and materials are available in English and Spanish.

This resource is a companion to the Toolkit to Build Provider Capacity. Both toolkits and supporting materials are publicly available on HRSA's Federal Cervical Cancer Collaborative Resources [webpage](#). Share the resources with safety-net settings, providers, and partners that are involved with cervical cancer prevention, screening, and management.

STUDY

Gaps in Breast Cancer Screening for Women Aged 40 - 49 Years

[Read the Study](#)

A recent study analyzing National Health Interview Survey data found that two-fifths of women aged 40-49 did not receive their recommended biennial mammography screening.

Furthermore, lower screening rates were observed among non-Hispanic women with other race (American Indian/Alaska Native alone and with another racial/ethnic group and any other racial/ethnic group not specified), lesbian and bisexual women, rural residents, and those with a

family income at 138% or less of the federal poverty level. However, this study found similar mammography rates between black and white women. To optimize early breast cancer detection, equitable screening in this age group is needed.

Upcoming Events

WEBINAR
Cancer and Climate Change

January 14, 2025
1:00 - 2:00 p.m.

Hosted by the American Cancer Society

[Register](#)

WEBINAR
Empowering Wellness: Honoring Women and the Vital Role of HPV Vaccination in Community Health

January 16
Noon - 1:00 p.m.

Hosted by AICAF

[Register](#)

WEBINAR
Improving Cervical Cancer Screening

January 29
Noon - 1:00 p.m.

Hosted by the American Cancer Society

[Register](#)

WEBINAR
Public Awareness Strategies to Promote Colorectal Cancer Screening

February 5
2:00 - 3:00 p.m.

Hosted by the American Cancer Society and the National Colorectal Cancer Roundtable

[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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