



Wisconsin Cancer Collaborative



Lung Cancer in Wisconsin

January 30, 2025

Agenda

- Welcome
- Data Overview
- Lung Cancer Screening at Advocate Aurora Health
- Wisconsin Indoor Air and Radon Program
- Questions & Discussion

Speaker Bios



Lena Swander, MPH

Cancer Epidemiologist
Wisconsin DHS WCRS



Meghan McHugh, BSN, OCN

Lung Cancer Screening
Program Manager
Advocate Health - Midwest



Amanda Koch, MPH

Indoor Air and Radon
Program Manager
Wisconsin DHS Radon Program

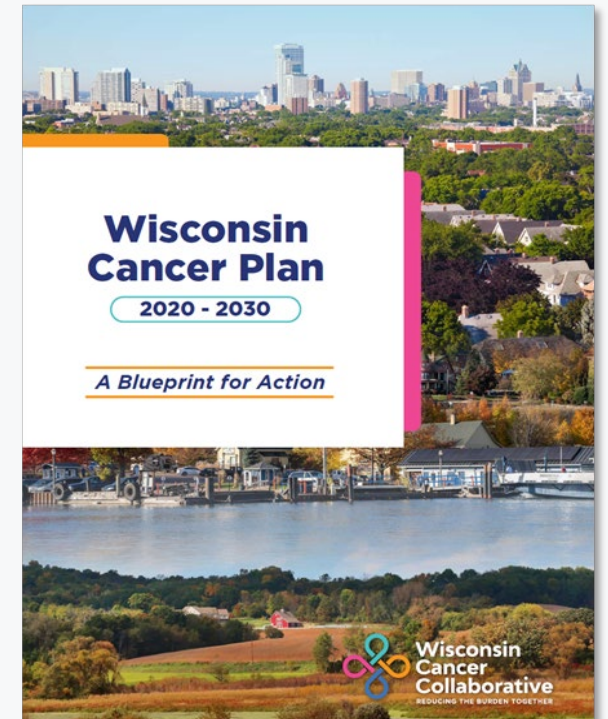


Kim Dawson, MPH

Indoor Air and Radon
Outreach Specialist
Wisconsin DHS Radon Program

Wisconsin Cancer Plan 2020-2030

- Serves as a ***common framework and foundation for action*** for all working on cancer prevention and control in Wisconsin
- Designed to ***provide a vision*** of what needs to be done and ***identify the resources needed*** to reduce the burden of cancer in Wisconsin



Wisconsin Cancer Plan
2020-2030

Connections to the Cancer Plan

- Commercial tobacco and radon
 - Chapter 2
- Lung cancer screening
 - Chapter 3
- Addressing data gaps
 - Chapter 7



Introduction

CHAPTER 1
Health Equity

CHAPTER 2
Risk Reduction

CHAPTER 3
Early Detection and Screening

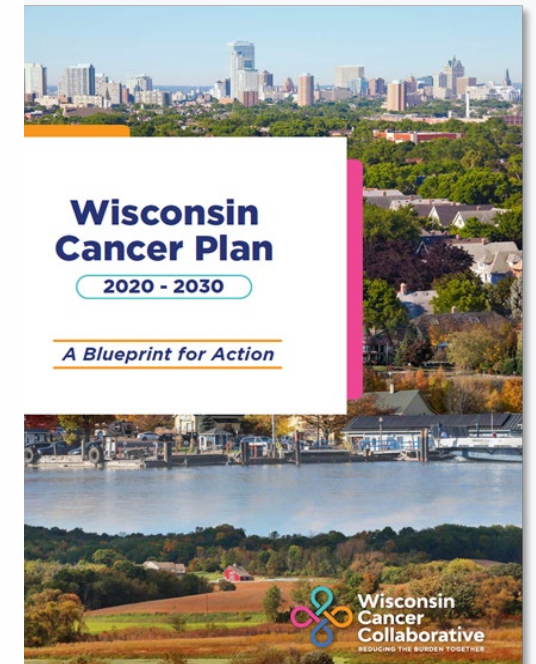
CHAPTER 4
Treatment

CHAPTER 5
Survivorship

CHAPTER 6
End of Life

CHAPTER 7
Data

Plan Measures





**Wisconsin
Cancer
Collaborative**
REDUCING THE BURDEN TOGETHER

Lung Cancer in Wisconsin



Wisconsin Cancer Reporting System



DHS acknowledges the CDC for its support under CDC Cooperative Agreement NU58/DP007146.

Contents are solely the responsibility of DHS and WCRS, and do not necessarily represent the official views of the CDC.

Lung cancer claims more lives than colon, breast, and prostate cancers combined in Wisconsin.

2nd

most common cancer for both men and women in the U.S.

4,400

new cases each year

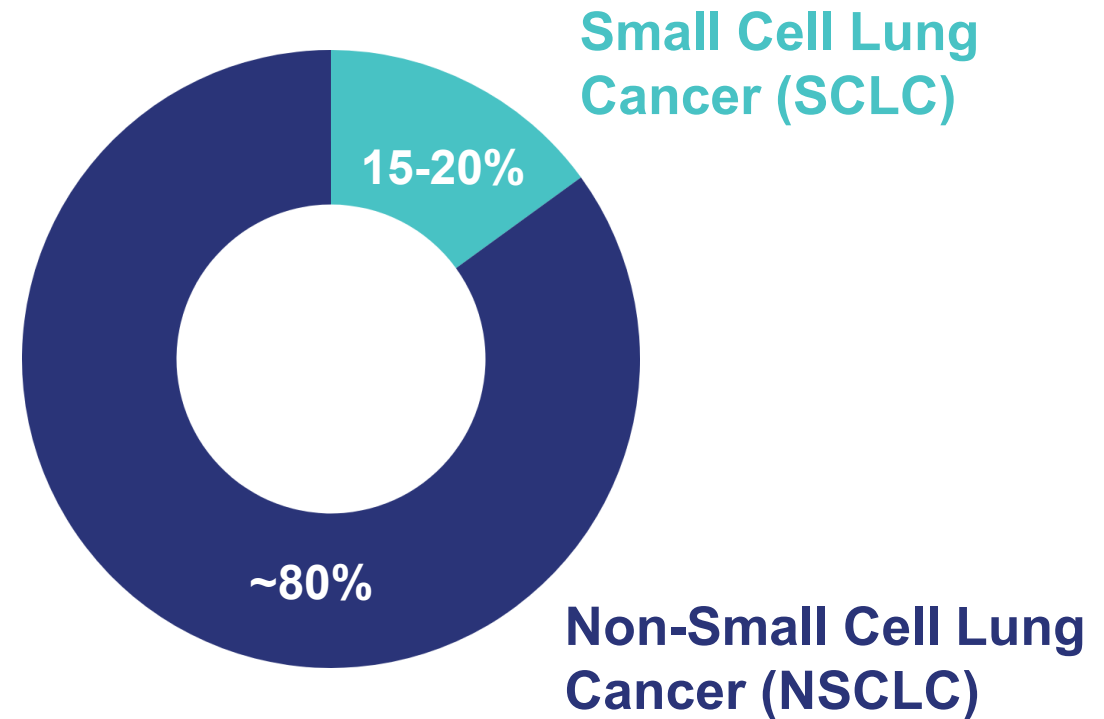
2,590

deaths annually

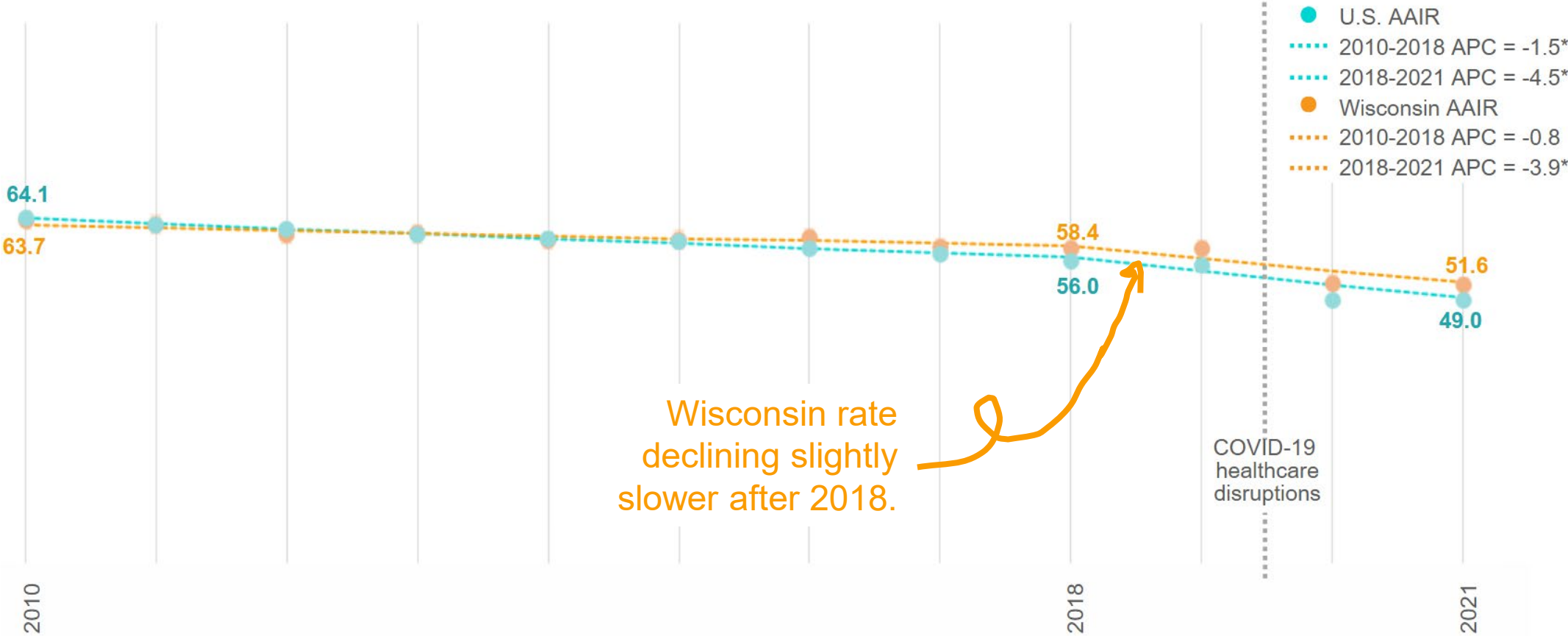
1 in 5

cancer deaths nationwide

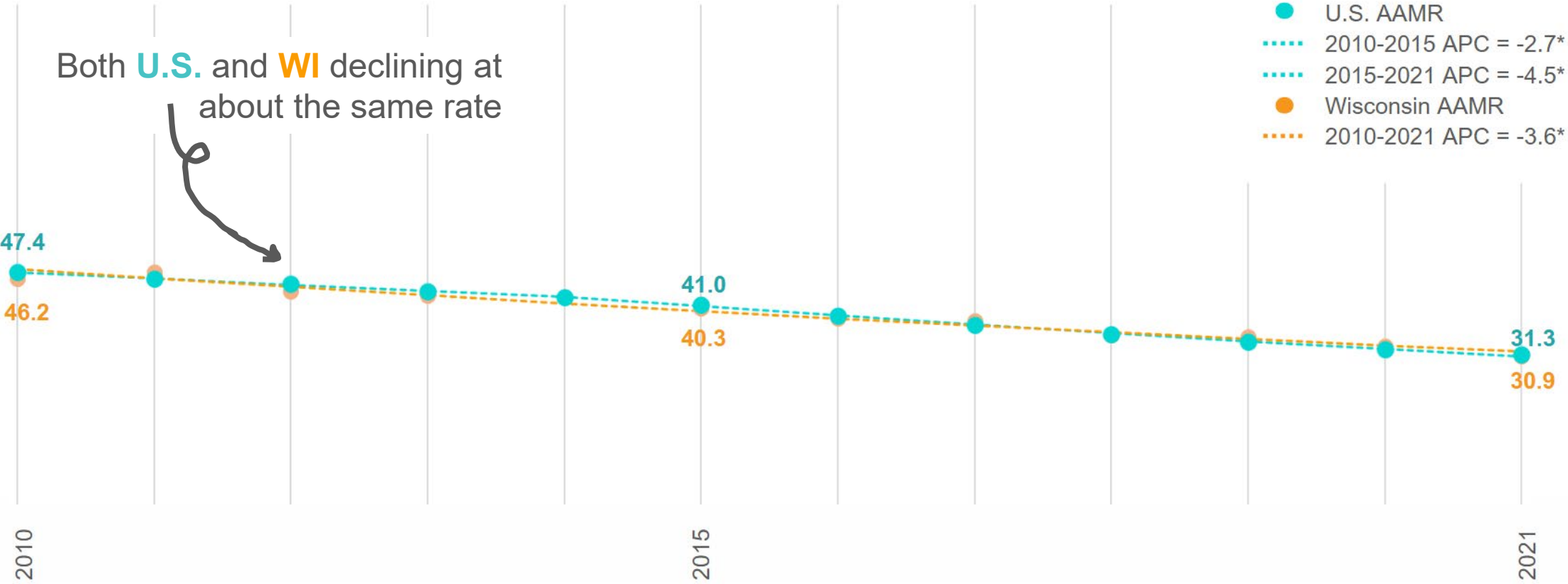
There are two main types of lung cancer named for how they appear microscopically.



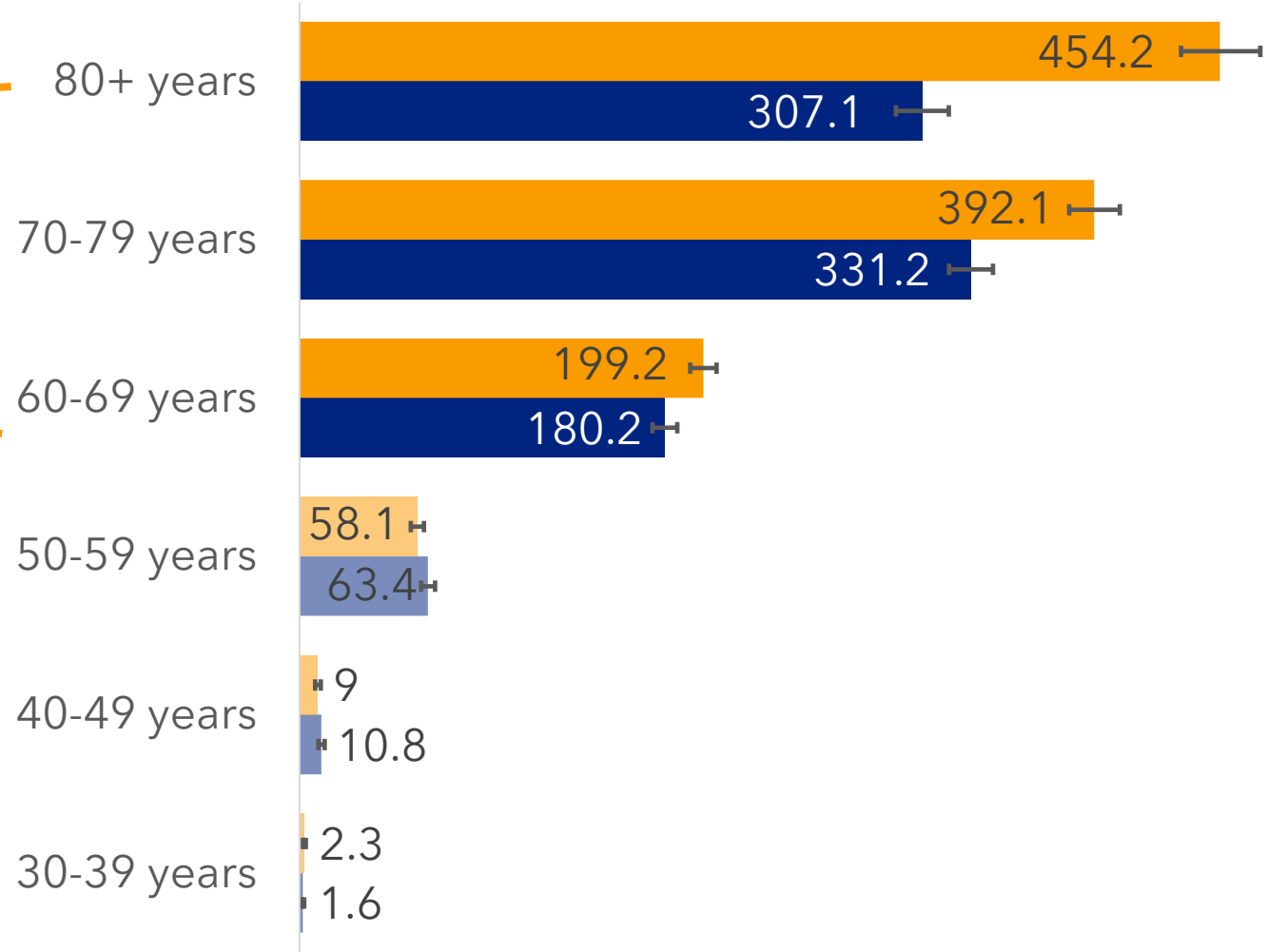
Incidence rates have significantly declined in Wisconsin over the past decade.

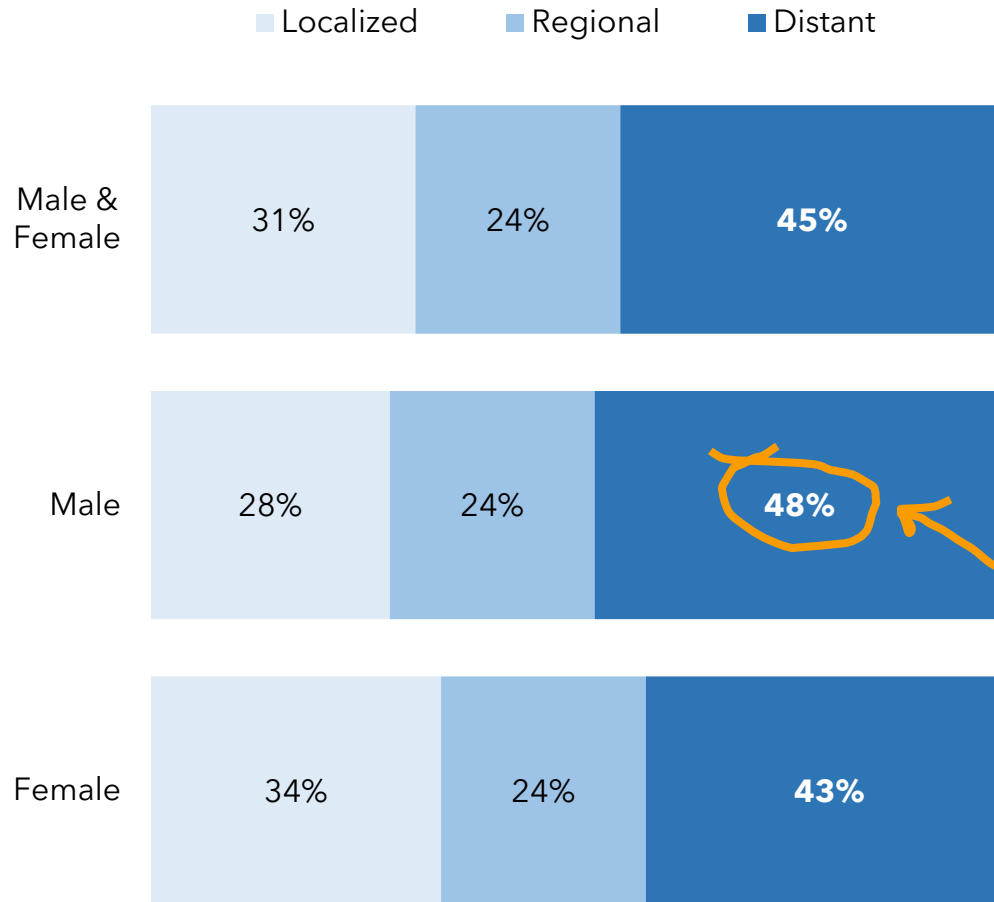


Mortality rates have significantly declined in Wisconsin over the past decade.



Men exhibit higher lung cancer rates than **women**, especially in the 60+ age groups.



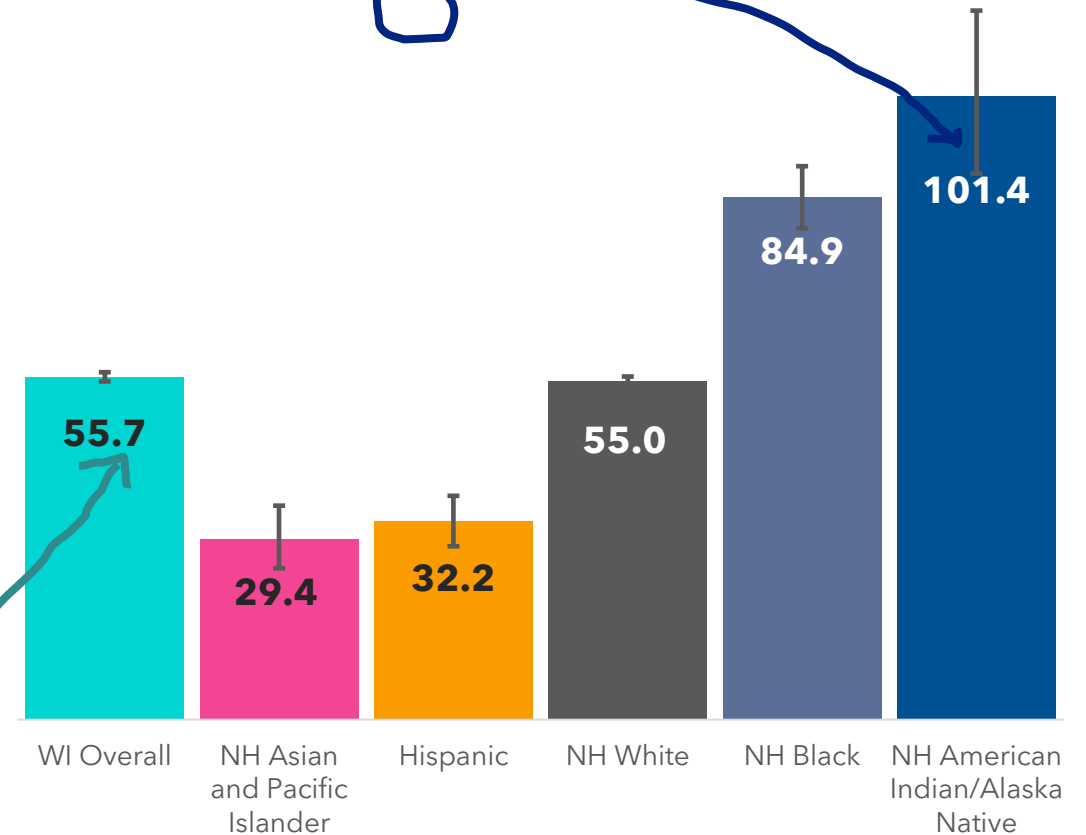


Unknown stages excluded from percentages in figure.

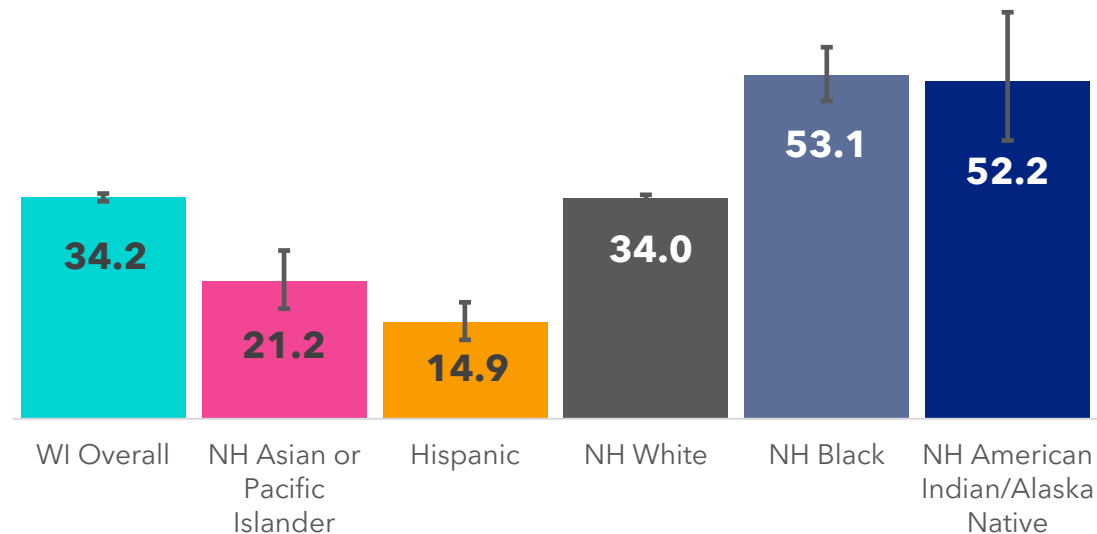
Men are also **more likely** to be diagnosed with lung cancer at **distant stages**, when it is harder to treat.

**Non-Hispanic (NH)
American Indian/Alaska
Native (AI/AN)** populations
have the highest rates of
lung and bronchus cancer
from 2017–2021.

It's nearly two times that
of the **WI Overall** rate.



NH Black and **NH AI/AN** populations had the highest rates of lung cancer mortality from 2017–2021. Both are 1.5 times that of the **Wisconsin** overall mortality rate.

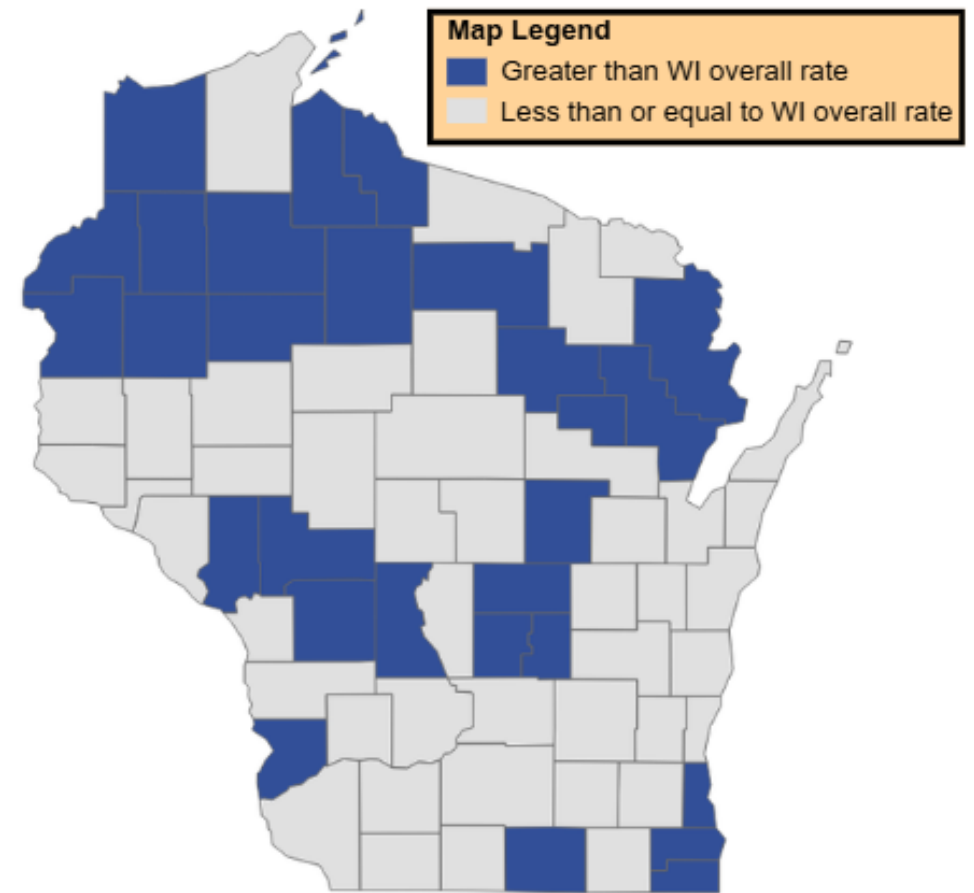


Lung cancer **incidence** and **mortality** also vary by geography.

Generally, counties with higher lung cancer incidence rates tend to have higher lung cancer mortality rates.

FIGURE 7C.

Lung cancer age-adjusted incidence and mortality rates by county (2017-2021).



County level lung cancer data available in Appendix 6 and online platforms the public can explore for free.

Appendix 6: Lung cancer cases, deaths, and age-adjusted incidence and mortality rates by Wisconsin county (2017-2021).

County	Incidence		Mortality	
	Cases	Rate (95% CI)	Deaths	Rate (95% CI)
Adams	99	45.4 (36.5, 56.9)	87	40.6 (32.2, 51.4)
Ashland	81	65.0 (51.3, 81.9)	48	39.0 (28.6, 52.7)
Barron	157	78.1 (64.4, 95.0)	92	44.4 (35.6, 55.1)
Bayfield	42	27.6 (19.7, 38.1)	415	43.2 (39.0, 47.7)
Brown	255	33.2 (29.2, 37.7)	42	27.6 (19.7, 38.1)
Buffalo	38	31.3 (21.9, 43.9)	255	33.2 (29.2, 37.7)
Burnett	81	45.6 (36.1, 57.5)	38	31.3 (21.9, 43.9)
Calumet	79	31.0 (24.5, 39.2)	81	45.6 (36.1, 57.5)
Chippewa	250	38.9 (34.1, 44.3)	79	31.0 (24.5, 39.2)
Clark	303	31.7 (28.2, 35.5)	250	38.9 (34.1, 44.3)
Columbia			303	31.7 (28.2, 35.5)

Wisconsin Cancer Reporting System Statistics and Publications

The Wisconsin Cancer Reporting System provides cancer incidence and mortality data directly to the following online platforms the public can explore for free.

- WISH Cancer Modules**
Create cancer incidence, mortality, and stage of diagnosis queries on the Wisconsin Interactive Statistics on Health (WISH) cancer modules.
[Visit WISH](#)
- Wisconsin EPHT Program**
Wisconsin Environmental Public Health Tracking (EPHT) hosts counts and age-adjusted incidence rates on more than a dozen cancer types.
[Visit EPHT](#)
- County Cancer Profiles**
Explore county cancer incidence and mortality alongside other measures of health using the Wisconsin Cancer Collaborative's Profiles.
[Visit profiles](#)
- NAACCR On-Line Cancer Data**
Explore and visualize cancer incidence and mortality data by geography, cancer type, and demographics from the North American Association of Central Cancer Registries.
[Visit On-Line Cancer Data](#)

Despite the benefits, screening rates remain low.

In 2022, only 19% of adults at high risk for lung cancer in Wisconsin were screened.

Key Data Takeaways

- 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.

Key Data Takeaways

- Non-Hispanic (NH) American Indian/Alaska Native (AI/AN) populations in Wisconsin had the highest rates of lung cancer from 2017–2021.
- NH Black populations had the second highest incidence rate. The racial and ethnic disparity between NH AI/AN and NH Black populations compared to NH White populations in Wisconsin is notably larger than the U.S. overall.

Key Data Takeaways

- Lung cancer screening can find cancer at an earlier stage, when there are more treatment options. Screening rates remain low, but those at high risk may benefit from interventions to raise awareness of screening options.

For questions about the
Lung Cancer in Wisconsin Report,
contact the Wisconsin Cancer
Collaborative at **info@wicancer.org**

Lung Cancer Screening Program: Success, Challenges, and Solutions

Wisconsin Cancer Collaborative: Lung Cancer in Wisconsin



Now part of  **ADVOCATEHEALTH**

Meghan McHugh, RN BSN OCN Manager Lung Screening Program
Advocate Health – Midwest Region

Building Our Program

- **2014-2016** – 9 Decentralized LDCT Sites opened in WI, cases submitted to the ACR Registry since 2016
- **2017** – Best Practice Alert created in the EHR
- **Fall 2018** – dedicated team in WI was created, Advocate and Aurora Merger
- **Fall 2022** – Combined IL and WI programs
 - One LCSR Registry
 - Standardized workflows and policy
 - Staff education on program and support
 - Two additional dedicated Thoracic tumor conferences created (4 total across WI and IL)
- **2025...**

Who

- RN Nurse Coordinator
 - Data Specialist
- Physician Champions
- 26K patients in 2024

What

- Hybrid model
- USPSCF and CMS Criteria
 - Smoking cessation
 - Patient education

Where

- 50 locations across WI and IL
- Hospitals and outpatient imaging centers
- Community education and awareness events
 - Primary care offices

How

- Health Maintenance Topic/Best Practice Advisory
- Unique Orders for screening
 - Baseline/Annual
 - Follow up
- Quality Metrics and Evaluation
 - Bronchoscopy Complication Rates
 - Screening Rate
 - Adherence to Annual Screening
 - Tobacco Documentation
- Staff and Community Outreach
 - Lobby tables
 - Community festivals and health fairs
 - Sporting events

▼ Lung Cancer Screening

▼ Lung Cancer Screening

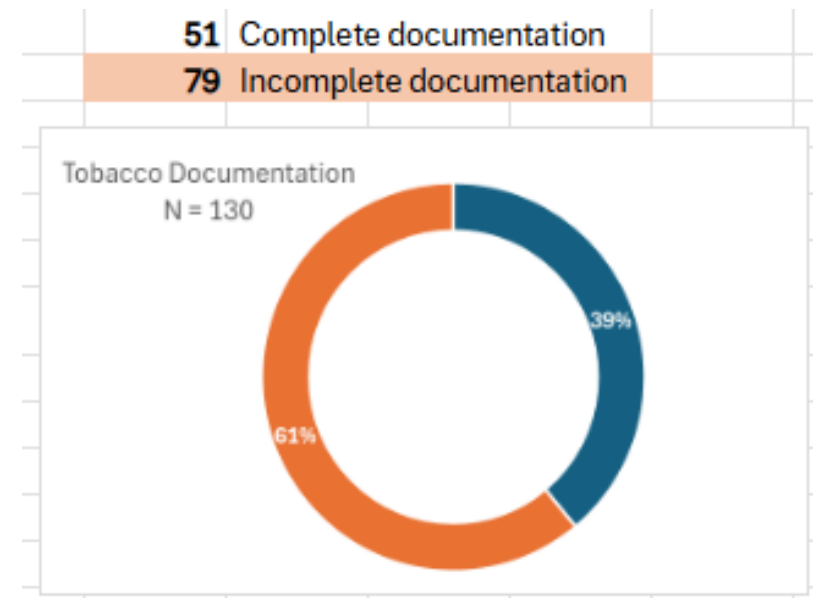
✓ Lung Cancer Screening

✓ CT Lung Cancer Screening Low Dose WO Contrast

Expected: 1/17/2025, Expires: 5/16/2026, Routine, Ancillary Performed

✓ History of tobacco use, presenting hazards to health [Z87.891]

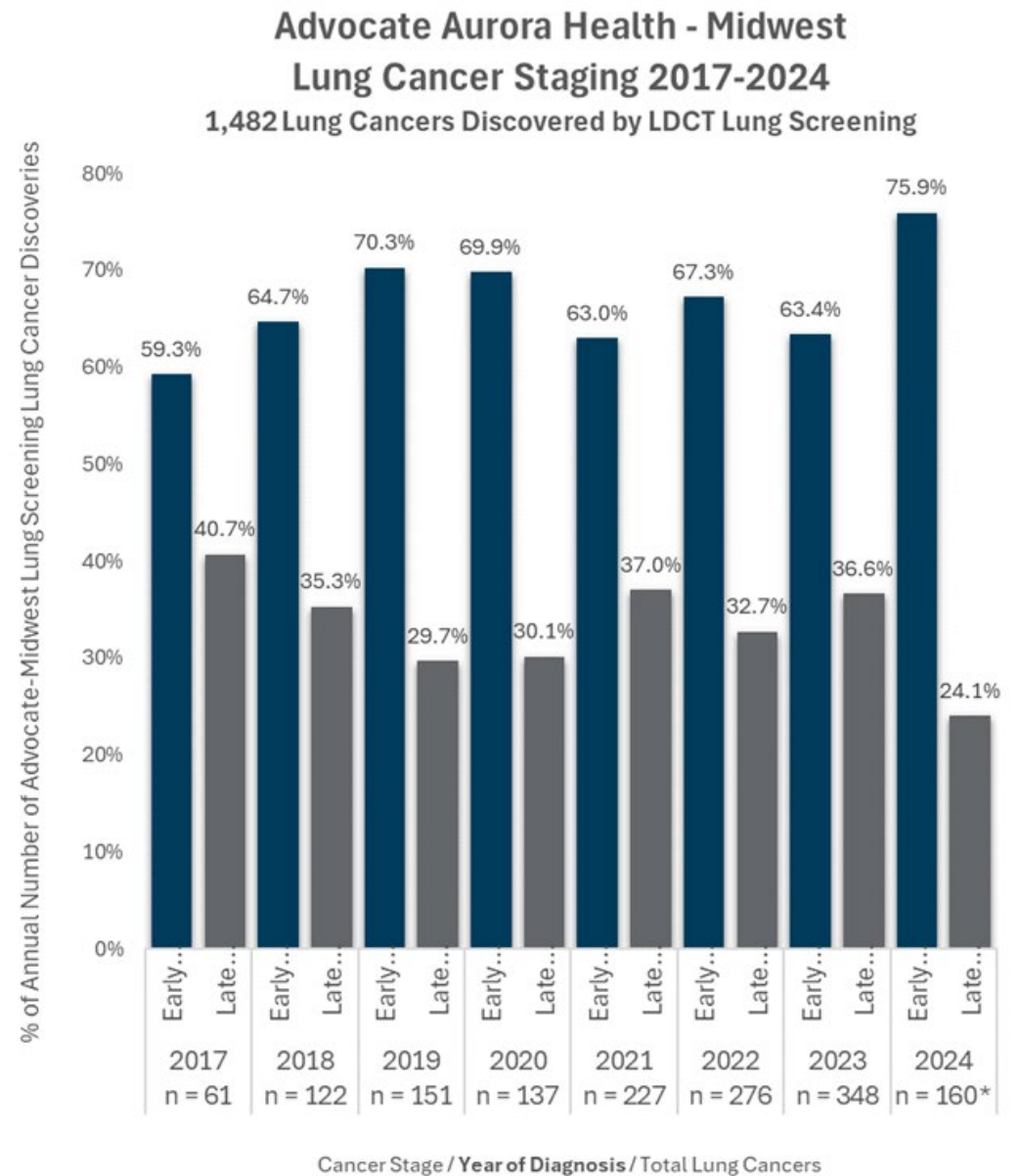
✓ Nicotine dependence, cigarettes, uncomplicated [F17.210]



Building Success

- Aligning workflows
 - Standardized approach to management and tracking
 - Improved provider and patient experience
- Community and staff education/awareness and partnership
 - Partnership with site and local leaders
 - Creative approaches
 - Kudos to top ordering providers
- Stage shift
- Volume growth
- Research

Stage Shift



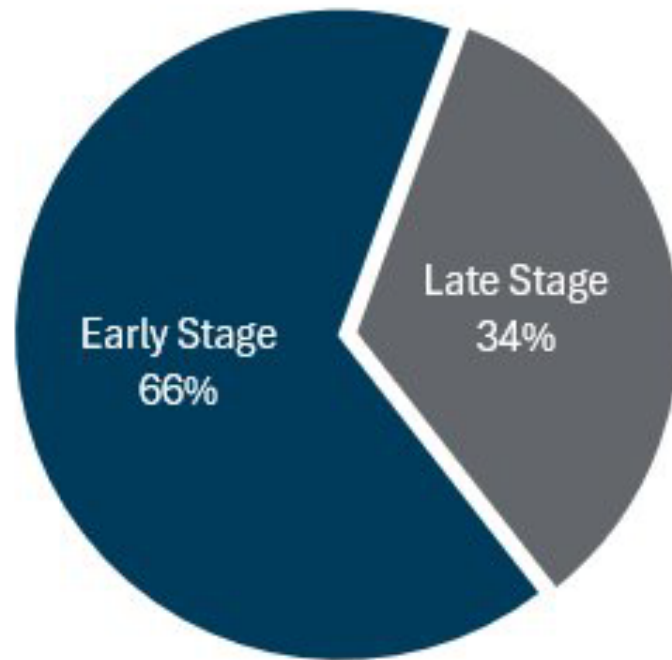
Impact of Lung Cancer Screening

Advocate Aurora Health - Midwest

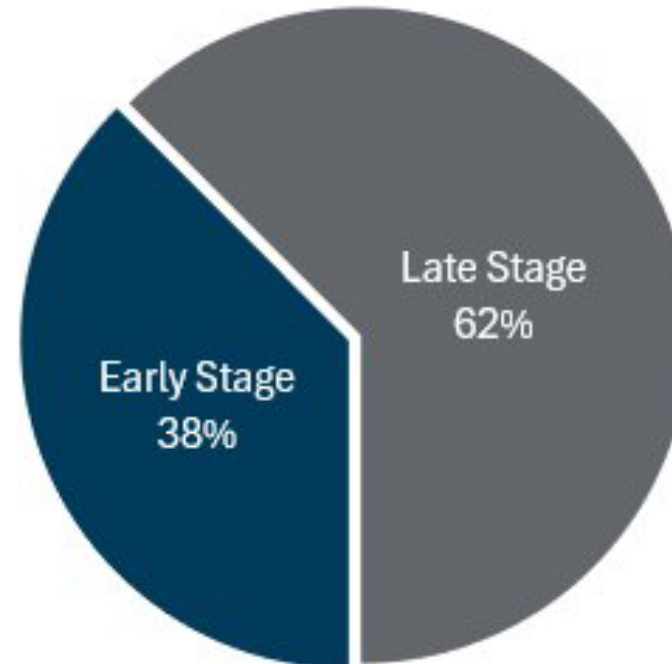
Lung Cancer Staging 2016-2023

17,950 Lung Cancers Discovered through December 2023

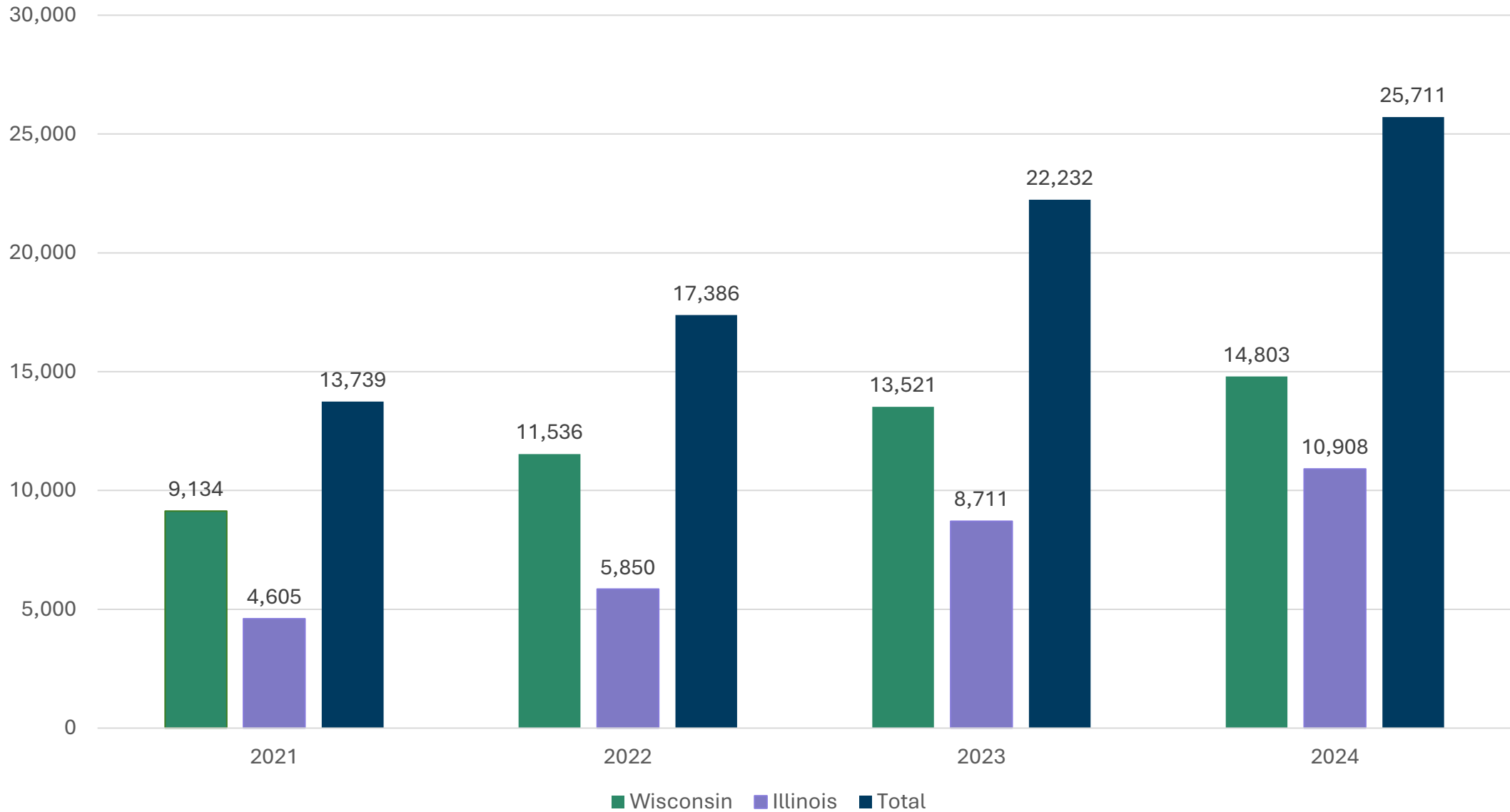
Screened for Lung Cancer



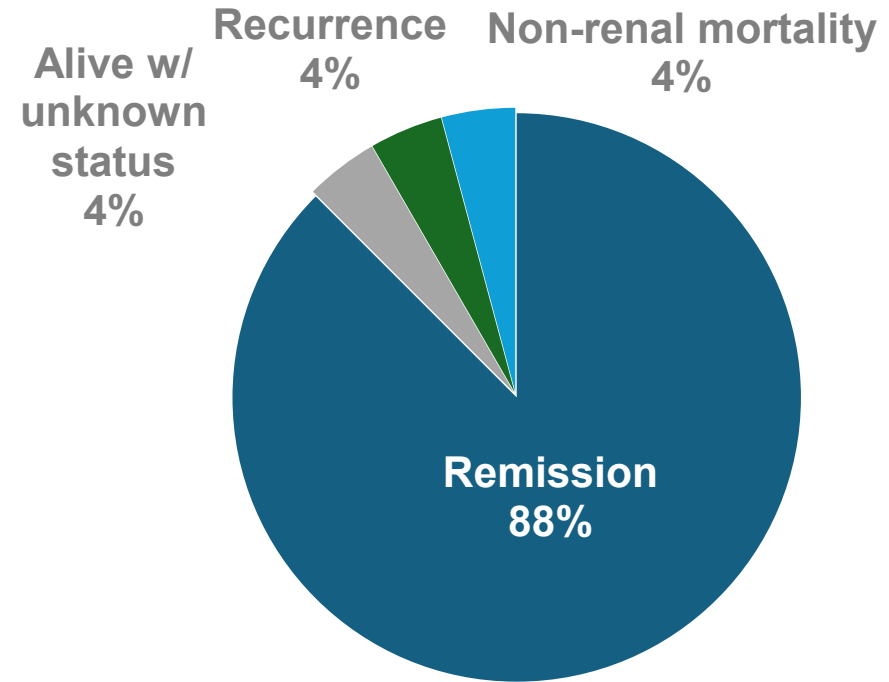
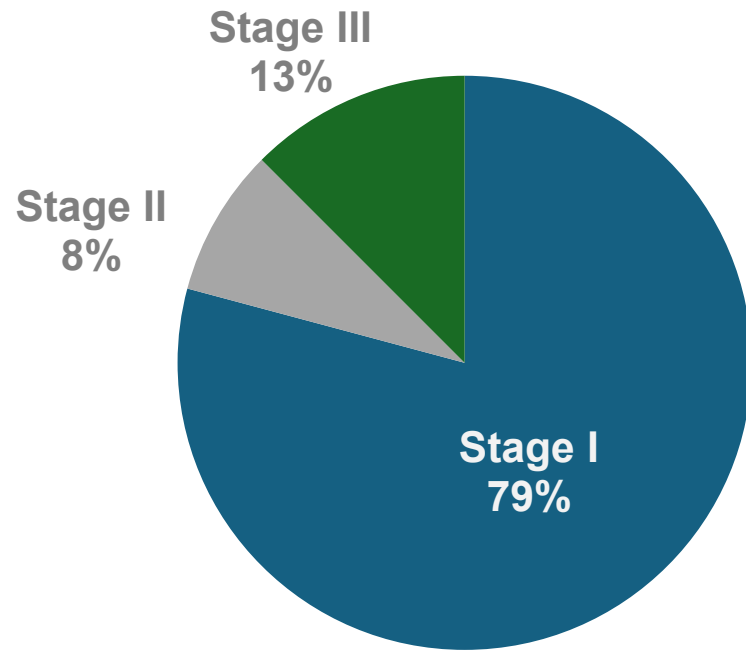
Not Screened for Lung Cancer



LDCT Volumes



Multi-center Analysis of Extrapulmonary Malignancies Identified during Low-Dose Lung Cancer Screening



Total 24 renal EMs

- 1 patient died of lung cancer

Unpublished data, manuscript in process
Tisileli S. Tuifua, MD Philip Kaminsky, MD
Abraham Weiss, MD Meghan McHugh, RN, BSN
Daniel Malone, MD¹



Now part of  **ADVOCATEHEALTH**

Breaking Down Challenges

- Community Education
 - Lobby tables
 - Community events – festivals, sporting events, etc.
 - Media
- Staff Awareness
 - Attend monthly meetings
 - Created/Updated a learning module
 - Hotline phone number
- Increase access and availability
- Smoking cessation tools and documentation
 - Registration high, completion low
 - Smart sets
 - Education and working with Epic partners

**23.8% Screening
Rate**

What's Next?

- Lung Screening Management Software
 - Utilize analytics for growth and outreach
 - Improve outreach and screening rate
- Smoking cessation E-Referral
 - Meeting patients where they are at when they are ready
- Smoking Documentation
 - Audit, Study, Act, Implement, and Audit - REPEAT!
- Community engagement

Thank you!

Meghan.McHugh@aah.org
800-252-2990

Wisconsin Radon Program

Lung Cancer in Wisconsin Webinar
January 30, 2025

Amanda Koch, MPH
Indoor Air and Radon Program Manager
Wisconsin Department of Health Services



WISCONSIN DEPARTMENT
of HEALTH SERVICES



HAPPY NATIONAL
RADON ACTION
MONTH!

What is Radon?

What is Radon?

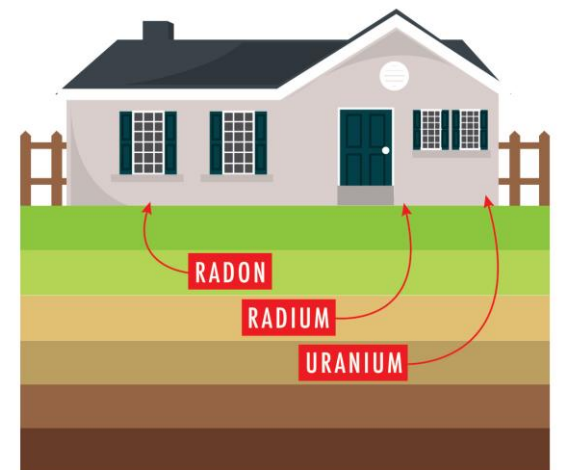
A colorless, odorless, radioactive gas.

What is Radon?

A colorless, odorless, radioactive gas.

An environmental health hazard when:

- Radon enters homes and builds up to high levels in the indoor air.
- When occupants are exposed over long periods of time.



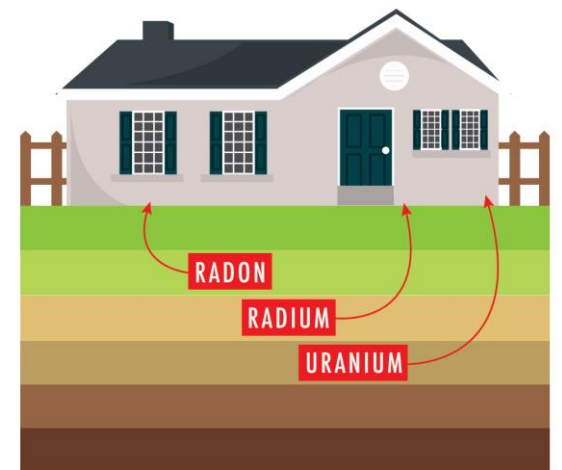
What is Radon?

A colorless, odorless, radioactive gas.

An environmental health hazard when:

- Radon enters homes and builds up to high levels in the indoor air.
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A leading cause of lung cancer.



What is Radon?

...not talked about **enough!**

Wisconsin Radon Program Structure

Wisconsin Radon Program Structure

Funded by EPA State and Tribal Indoor Radon Grant with GPR match



Wisconsin Radon Program Structure

Funded by EPA State and
Tribal Indoor Radon Grant
with GPR match

Two full-time DHS staff



Amanda Koch, MPH
Program Manager



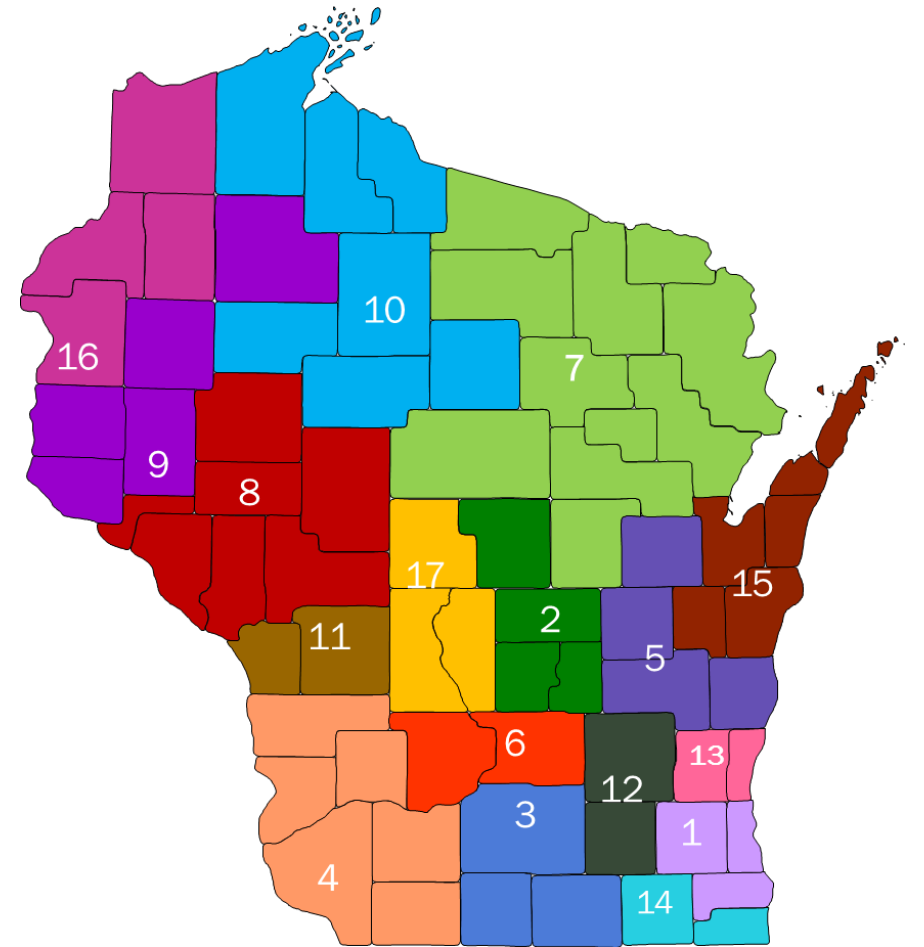
Kim Dawson, MPH
Outreach Specialist

Wisconsin Radon Program Structure

Funded by EPA State and Tribal Indoor Radon Grant with GPR match

Two full-time DHS staff

17 Regional Radon Information Centers (RICs)



RICs distributed
7,209 short-term
test kits and 5,580
were returned
—a 77.4% return
rate.

6622053  **USE BY** Jan 2016

PLEASE PRINT CLEARLY: NAME _____

PLEASE PRINT CLEARLY: TEST ADDRESS _____

PLEASE PRINT CLEARLY: CITY, STATE, ZIP _____

NEED YOUR TEST RESULTS ASAP? THEN CAREFULLY FILL IN AN E-MAIL ADDRESS ON PAGE # _____

STARTING CLOCK  ENDING CLOCK 

NOTICE! CLOCKS ARE IN 24 HR. FORMAT

CIRCLE YOUR ANSWER(S) TO EACH QUESTION BELOW:

THE AVERAGE TEMPERATURE OF THE AREA TESTED WAS: (+/- 5 degrees F)
IF BELOW 35 DON'T TEST 40 50 60 70 80 IF OVER 85 DONT TEST

FLOOR TESTED: BASEMENT 1ST 2ND OTHER ROOM TESTED

WERE CLOSED HOUSE CONDITIONS MAINTAINED DURING TEST?

IF APPLICABLE, WERE THE CRAWL SPACE VENTS CLOSED? NA YES NO

TESTING FOR: 1ST TIME FOLLOW-UP REAL ESTATE POST-MITIGATION

DID YOU CAREFULLY LOOK AT AND READ THE INSTRUCTIONS? YES NO
YOU CAN VIEW ANIMATED TEST INSTRUCTIONS AT OUR WEB SITE: WWW.RADON.COM

WARNING

ANALYSIS CANNOT BE FINALIZED IF ANY INFORMATION IS MISSING AND THERE MAY BE AN EXTRA CHARGE IF THE LABORATORY HAS TO REQUEST AND ADD THE MISSING DATA.

FOR MAXIMUM TEST ACCURACY, SHIP TO THE LAB IMMEDIATELY

DO NOT REMOVE PROTECTIVE STRIP FROM INSIDE OF THIS OPENING

AT END OF TEST - REMOVE AND DISCARD THE FOAM PLUG AND THE PLASTIC HOOK

AND READ THIS

 **ALPHA ENERGY LABORATORIES**

RADON SAMPLER

DO NOT REMOVE, TEAR, OR PUNCTURE THIS PAPER

THIS SIDE MUST FACE UPWARD DURING TESTING

CONTENTS: ACTIVATED CHARCOAL
Manufactured by Alpha Energy Laboratories

Radon Successes

New DCF Child Care Rule enacted March 1, 2023

Testing required for all licensed child care centers in the lowest level used by children at least 7 hours per week.

Mitigation required if radon tests at or above 4 pCi/L.



Radon Successes

"Since the DCF rule went into effect, **41 child care centers** across Wisconsin have mitigated high radon, protecting **over 820 children** enrolled in care from exposure to high radon levels. Preventing exposure to high radon in places where kids spend a lot of time is a significant way to reduce their overall exposure to radon."

- DHS State Health Officer Paula Tran
January 6, 2025

Radon Challenges

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There are few state laws protecting Wisconsinites from radon.

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- Renters do **not** have protections specific to radon.
- New construction does **not** have to incorporate radon-resistant features.

Radon Challenges

There are few state laws protecting Wisconsinites from radon.

- Schools are **not** required to test or mitigate.
- Renters do **not** have protections specific to radon.
- New construction does **not** have to incorporate radon-resistant features.
- **No** credentialing requirement for radon service providers.

Radon Challenges

Risks associated with uncredentialed radon service providers:



Radon Challenges

Risks associated with uncredentialed radon service providers:

- Use of less accurate or poor performing radon measurement devices



Radon Challenges

Risks associated with uncredentialed radon service providers:

- Use of less accurate or poor performing radon measurement devices
- Shoddy mitigation system installations



Radon Challenges

Risks associated with uncredentialed radon service providers:

- Use of less accurate or poor performing radon measurement devices
- Shoddy mitigation system installations
- Licensed child care centers could be affected by the above

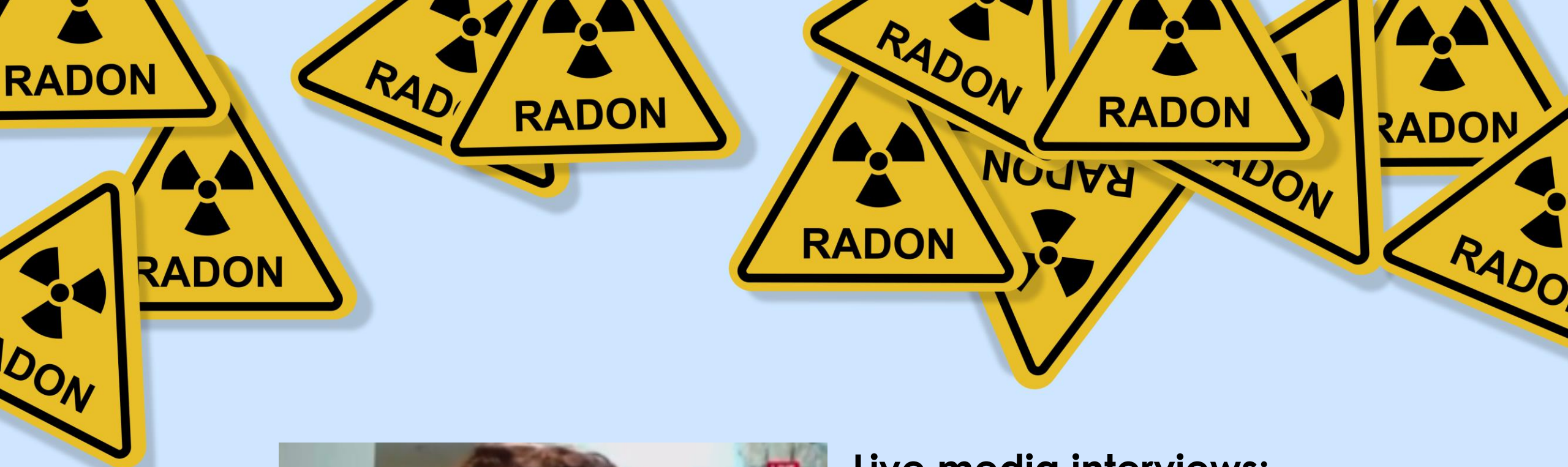




National Radon Action Month

January 2025

Partnered with Wisconsin
Broadcasters Association
Governor's proclamation
Digital ads in English & Spanish
Social media



Live media interviews:

- Wisconsin Public Radio
- Wisconsin Radio Network
- WISN-Milwaukee News
- MiWisconsin Latino News

2025 Radon Conference

Day-long education and networking experience

Attendees from both the public and private sectors

WCC members encouraged to attend

Expected November or December, 2025!



THANK YOU!

DHSradon@dhs.wi.gov
608-267-7199
lowradon.org



Questions?

Celebrating 20 Years

SAVE THE DATE

WISCONSIN CANCER SUMMIT

September 24th & 25th
2025

Glacier Canyon Conference Center
Wisconsin Dells, WI



2025 Regional Meetings

2 Meetings – Early to Mid-May

Hayward and
Green Bay



Join us – membership is free!

We help you take action on cancer issues that matter to you and your community.

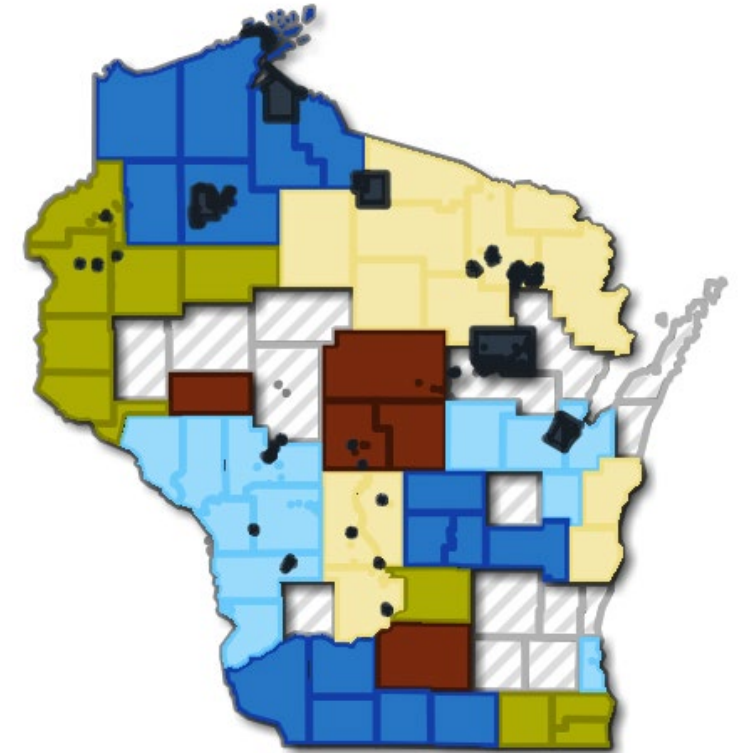
Become part of our growing coalition of leaders, experts, and advocates working together to create a healthier Wisconsin.



<https://wicancer.org/join/>

Additional Resources

- [WCC Lung & Bronchus Cancer Infographic](#)
- [Prevent Lung Cancer How-to Sheet](#)
- Additional Lung Cancer Prevention Partners
 - [Commercial Tobacco Prevention and Treatment Program](#)
 - [UW-Center for Tobacco Research and Intervention](#)
 - [Wisconsin Indoor Air and Radon Program](#)
 - [American Lung Association](#)
 - [Tobacco-Free Coalitions around the state](#) (see map!)



Thank you!