



**Wisconsin
Cancer
Collaborative**

Wisconsin Cancer Collaborative 101

Agenda

- Overview of the Wisconsin Cancer Collaborative structure
- Overview of the Wisconsin Cancer Plan 2020-2030
- WCC Member Benefits
- Questions

Comprehensive Cancer Control: A National Movement

“Comprehensive Cancer Control” was established by the CDC in 1998.

- Funds states, territories, and tribes to:
 - Create and maintain coalitions
 - Look at the cancer burden in their area
 - Prioritize proven strategies for cancer control
 - Create cancer plans and put them into action



What is the Wisconsin Cancer Collaborative?



The Wisconsin Cancer Collaborative is a coalition of diverse organizations and experts dedicated to the development and implementation of the **Wisconsin Cancer Plan 2020-2030.**

Our Mission, Vision, and Goals

VISION

A healthier Wisconsin by reducing the burden of cancer for everyone.

MISSION

To engage diverse partners to develop, promote, and implement a statewide comprehensive approach to cancer control.

OUR APPROACH

Use and establish evidence based, sustainable solutions to reduce the burden of cancer in Wisconsin through policy and systems-level change.



Wisconsin Cancer Collaborative Staff



Beth Brunner
Program Director



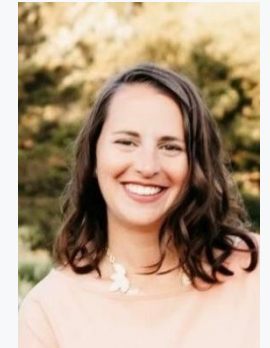
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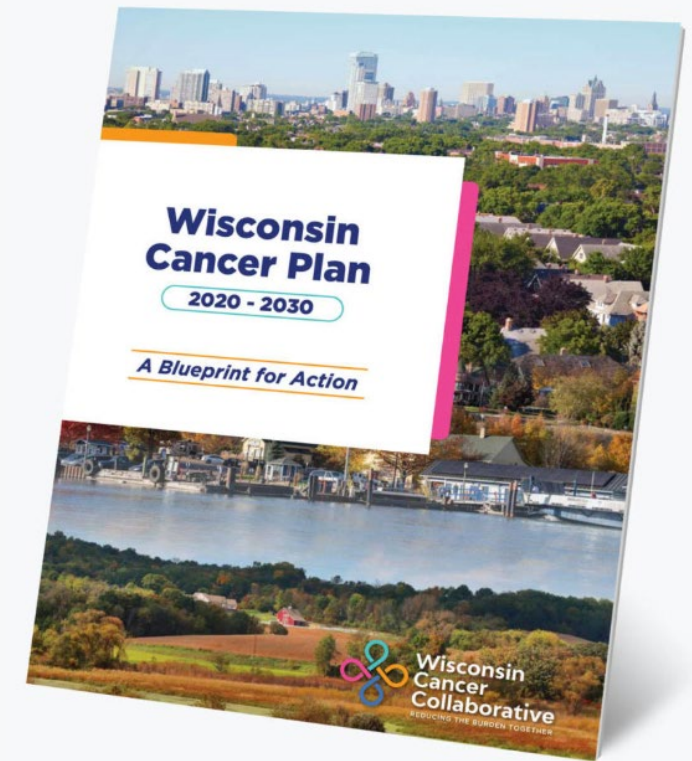
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Outreach Specialist

Wisconsin Cancer Collaborative Steering Committee

The Steering Committee provides guidance to membership in their efforts to implement the Wisconsin Cancer Plan through:

- General leadership
- Member engagement
- Wisconsin Cancer Plan implementation guidance

[View the current Steering Committee.](#)



Wisconsin Cancer Collaborative Policy Committee

The Policy Committee provides guidance to membership around policy goals and issues through:

- Development of policy goals and objectives
- Education and recommendations for action around policy goals
- Guidance to members on emerging policy issues

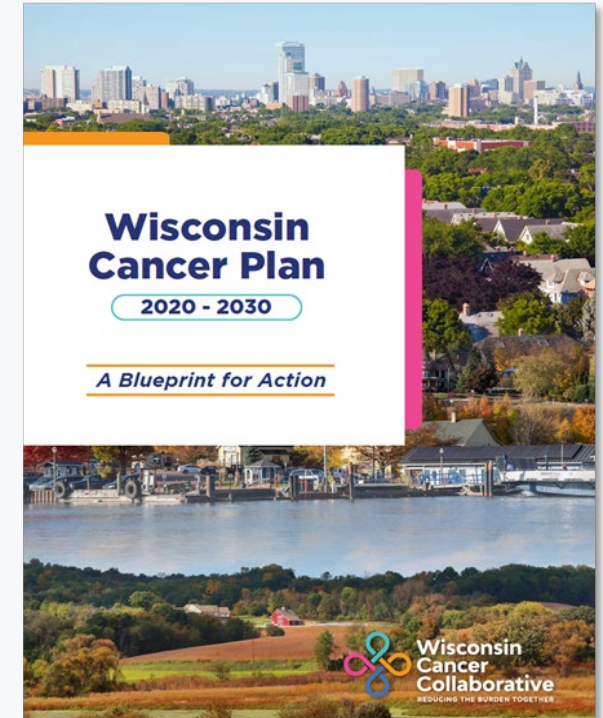
[View the Policy Agenda.](#)



Wisconsin Cancer Plan 2020-2030

The 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**

Wisconsin Cancer Plan 2020-2030 Chapters

CHAPTER 1

Health Equity

CHAPTER 2

Risk Reduction

CHAPTER 3

Early Detection and Screening

CHAPTER 4

Treatment

CHAPTER 5

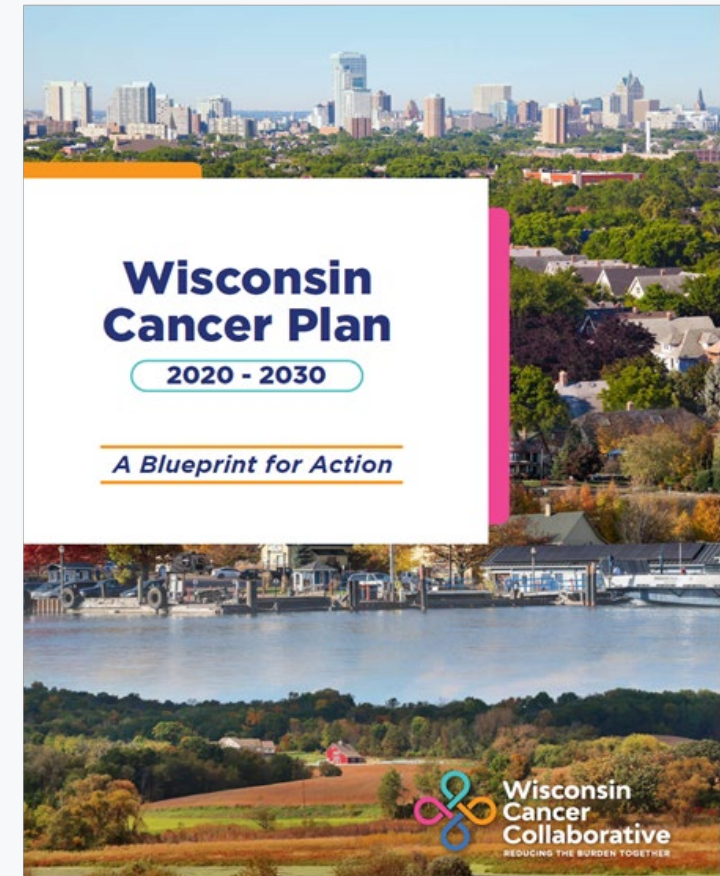
Survivorship

CHAPTER 6

End of Life

CHAPTER 7

Data



Priorities, Action Steps, and Measures

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

Suggest an edit or update

CHAPTER 2
Risk Reduction

OVERVIEW PRIORITY 1 PRIORITY 2 PRIORITY 3 PRIORITY 4 PRIORITY 5 PRIORITY 6 MEASURES

Chapter 2 Overview



SELECT A PRIORITY TO LEARN MORE

- Priority 1** Decrease tobacco use and exposure to tobacco.
- Priority 2** Increase physical activity and healthy eating.
- Priority 3** Decrease excessive alcohol consumption.
- Priority 4** Increase cancer prevention vaccine completion.
- Priority 5** Decrease exposure to ultraviolet radiation.
- Priority 6** Decrease exposure to radon.

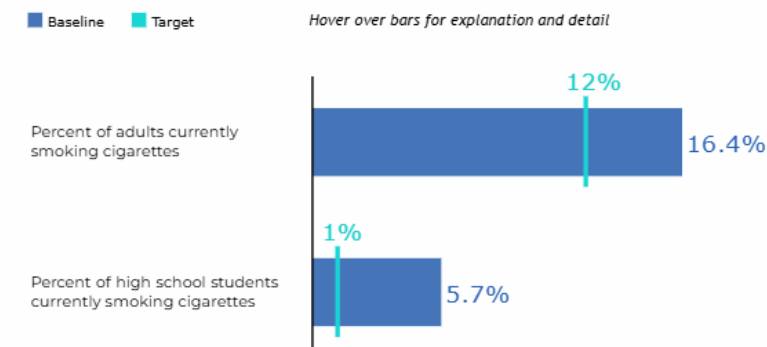
Priority 1: Decrease tobacco use and exposure to tobacco.

Strategy A: Prevent youth access and initiation of tobacco products.

Action Steps

- Increase the percentage of middle and high school youth receiving instructions about why they should not use tobacco products.
- Increase the percentage of middle and high school youth participating in any organized activities to keep people their age from using any form of tobacco product.
- Promote free trainings for retailers regarding Wisconsin tobacco sales law to increase compliance with youth tobacco access laws.

Priority 1: Decrease tobacco use and exposure to tobacco.



Member Benefits

- Monthly members-only ENGAGE newsletters
- Email alerts about new resources and upcoming events
- County and state-level cancer data
- Tools and resources to support your organization's efforts to implement the Wisconsin Cancer Plan 2020-2030
- Opportunities to collaborate and network with other Wisconsin Cancer Collaborative Members at WCC events (and beyond!)
- Networking directory



Member Center and Networking Directory

Welcome Olivia!



Organizations

Browse our member organizations.

[VIEW ORGANIZATIONS](#)



Members

Connect with other members with our Member Directory.

[VIEW MEMBERS](#)



Social Media Connections

Follow other member organizations on social media to stay connected and amplify each others' work.

[SOCIAL MEDIA DIRECTORY](#)



Member Center FAQ

How to update your member profile, change your profile settings, search the Member Directory, and more.

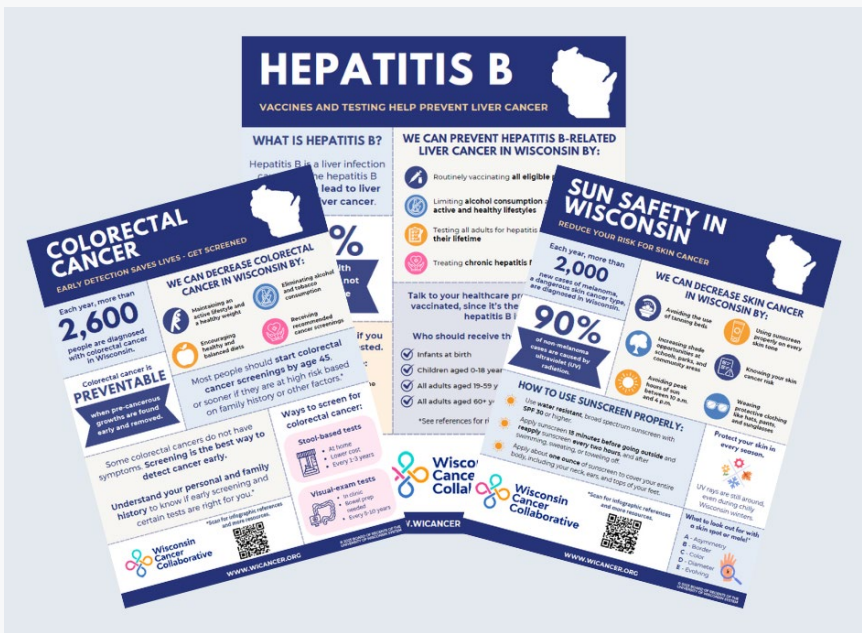
[GET HELP](#)

WCC Newsletters



We connect you with the latest cancer control news in Wisconsin.

Recent Resources



Updated Suite of
Infographics



Lung Cancer Report
and Webinar



County Cancer
Profiles

Resources and Resource Center

The Wisconsin Cancer Collaborative offers a rich **library of tools** to help you reduce the burden of cancer within specific populations, communities, and issue areas.

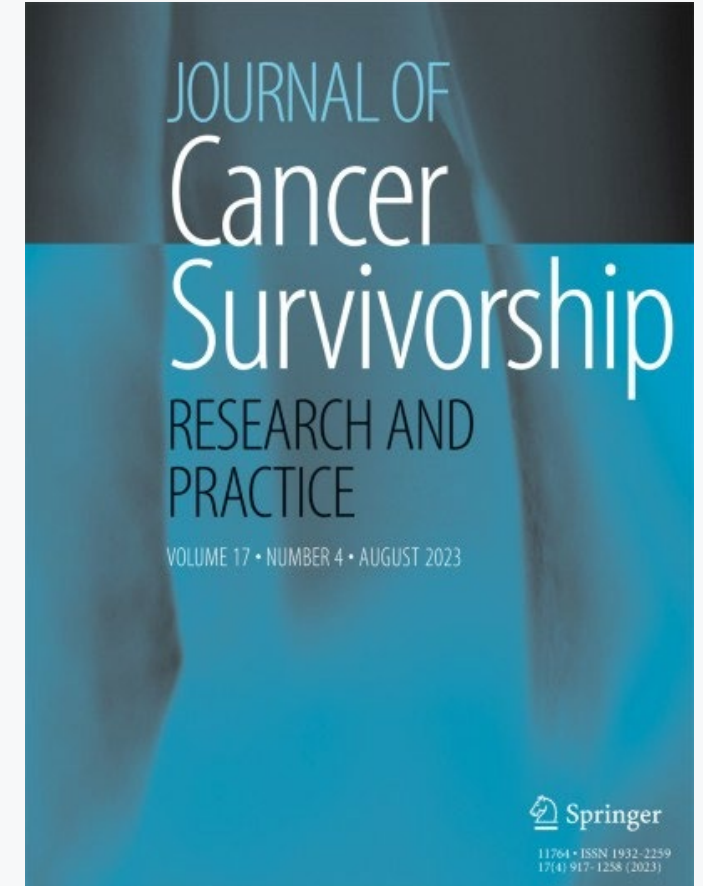


WCC Survivorship Community of Practice

- Cohort of peers across the state working to improve cancer survivorship care
- Each site is working on individual workplans addressing a gap area in survivorship care
- Look out for the call for consideration at the end of the year

Questions?

Contact Alexandria
Cull-Weatherer at
acull@wisc.edu



Wisconsin Cancer Collaborative Events

- Member Events Calendar
- Webinars
- Regional Meetings
- Wisconsin Cancer Summit



2025 Wisconsin Cancer Summit

About the 2025 Wisconsin Cancer Summit

September 24 & 25 | Glacier Canyon Conference Center | Wisconsin Dells, WI

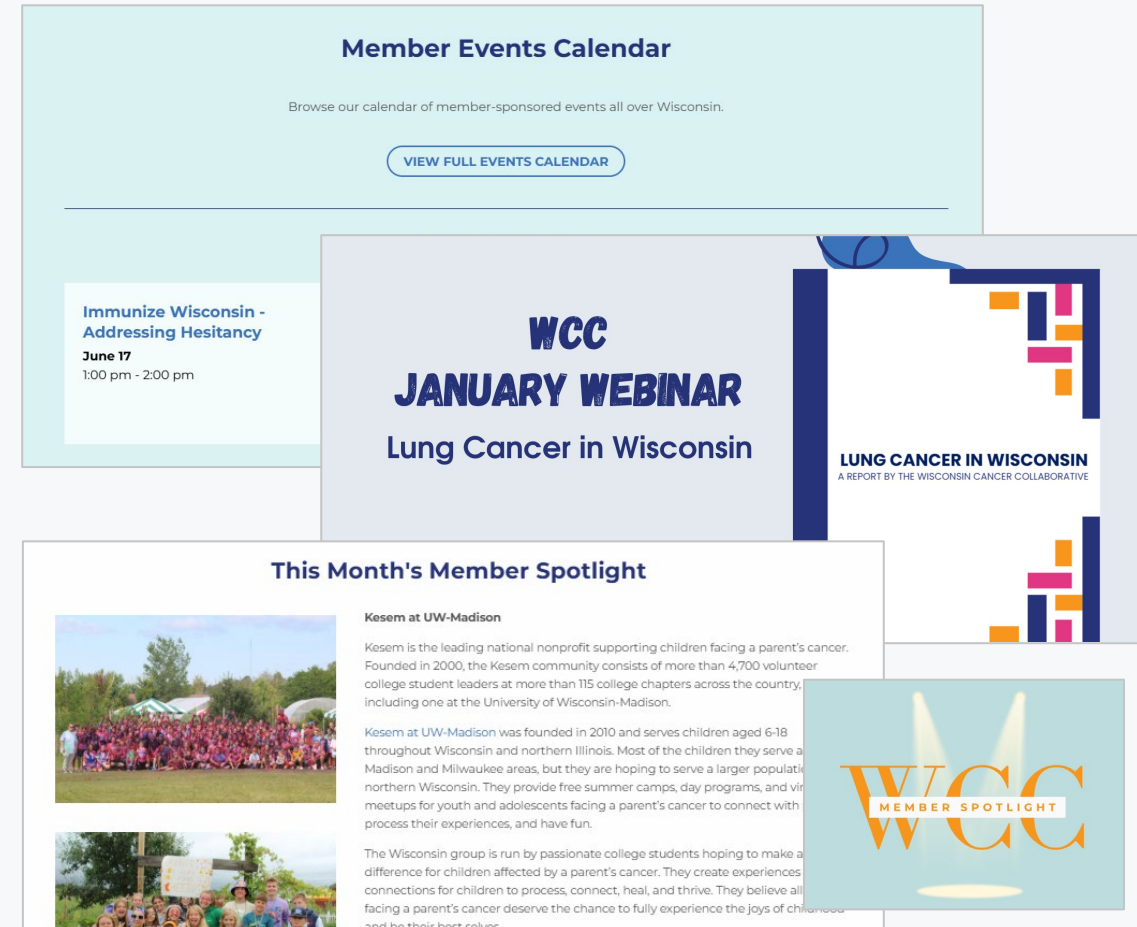
The Wisconsin Cancer Collaborative is excited to celebrate 20 years of cancer control and prevention work in Wisconsin with our member organizations. This summit will highlight milestones and successes throughout the coalition's history.

The Wisconsin Cancer Summit is free and open to the public. You don't have to be a member to attend, but we would love to have you join us! Joining is free. [Learn more about becoming a Wisconsin Cancer Collaborative member today.](#)



Ways WCC Membership Can Support Your Work

- Co-hosting webinars for our membership
- Providing cancer-related data
- Featuring your events and news on our website and in our newsletter
- Facilitate connections and introductions to partners
- And more!



Connect With Us on Social Media!

Facebook and LinkedIn

@WisconsinCancer

Wisconsin Cancer Collaborative



Membership is free -
go to www.wicancer.org/join!

Thank You!

Questions?