



## News from the Wisconsin Cancer Collaborative | July 2025

### WCC SUMMIT NEWS

#### Summit Preparations in Full Swing

The Wisconsin Cancer Summit will be held Thursday, September 25 at the Glacier Canyon Conference Center at the Wilderness Resort in Wisconsin Dells.

We will celebrate 20 years of cancer control and prevention work in Wisconsin with our member organizations. As always, the Summit is free, and we encourage our members to attend.

**Registration** is open and we are also seeking award **nominations** for people and organizations whose work inspires you. The awards ceremony will take place at the Summit.

**Award nominations** close August 25. Award categories are:

- The **Champion Award** honors an individual who has made a significant contribution to cancer control outcomes - locally, regionally and/or statewide.
- The **Collaboration Award** honors a group of two or more organizations that have demonstrated effective teamwork in advancing cancer control goals.
- The **Health Care Hero Award** honors an individual health care worker, or a system/clinic/practice, for their exceptional dedication to serving and supporting patients while advancing the progress of public health.
- The **Impact Award** honors an organization or project that has made a significant contribution to cancer control outcomes – locally, regionally, and/or statewide.
- The **Policy Change Maker Award** which recognizes an individual who has made a significant and lasting impact on cancer prevention and control policy in Wisconsin.

**Exhibiting** at the Wisconsin Cancer Summit gives you the opportunity to showcase your organization and network with its attendees.

- For-profit organizations may exhibit for a \$750 fee.
- Non-profit organizations may exhibit at no cost.

**Sponsoring the Summit** will show you how your generosity can make a difference.

- Sponsorship opportunities are available, starting at \$1,000.



- If you have questions about sponsorship, please contact Amy Johnson at [amjohnson39@wisc.edu](mailto:amjohnson39@wisc.edu).

The **Poster Networking Session** will take place from 11:15 a.m.- noon on Thursday, September 25. A representative of your organization will need to be present during that time to stand next to the poster.

- The Poster Networking Session is for non-profit organizations to share information with other WCC members and attendees about their work. It is not a sales opportunity.
- You or your organization will be responsible for designing the poster.
- You must print your own poster, please make sure the text is clear and easy to read.
- The size of your poster can be based on the space you need for your information or your printing capacity. It could range from 11" x 17" up to 36" x 48", the standard research poster size.
- You are welcome to re-use a poster from last year or from another conference.
- Registration to participate in the Poster Networking Session ends on Friday, Aug. 29.

[Register for the Summit](#)

[Nominate for an Award](#)

[View the Sponsorship Flyer](#)

[Visit the Exhibit Site](#)

[Register for the Poster Networking Session](#)

[Visit the Sponsorship Site](#)

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## WCC NEWS

### Member Orientation Webinar Recording and Slides Available Now

The Wisconsin Cancer Collaborative recently hosted a Member Orientation Webinar, and it is now available on the WCC site.

It's an opportunity to learn about high-quality tools to advance your work, education and support from our outreach team, access to our members-only Networking Directory and opportunities to network and learn, in person and online.

[View the Webinar](#)

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## MEMBER SPOTLIGHT

### Ashley Smith, Rural Outreach Specialist

Ashley Smith, RN works as the University of Wisconsin Carbone Cancer Center's Rural Outreach Specialist. She is part of the Cancer Health Disparities Initiative (CHDI) team working on reducing barriers to rural cancer care. Through community education on cancer screening and prevention, the hope is to improve cancer screening and early detection rates in northern Wisconsin.



"I live and work in northern Wisconsin but collaborate with tribes and rural communities all over the state," Ashley said. An example of her work is an initiative with the Bad River Tribe in

Northern Wisconsin, where they have been working together for a year and a half.

“The UW Carbone Cancer Center (UWCCC) gave the Bad River Tribe a cancer screening and prevention grant to focus on breast and CRC cancers,” she said. “I partnered with Nona Crowe, the Well Woman Program (WWP) Tribal Liaison and Benefits Specialist, to create culturally tailored activities that focus on cancer screening and prevention efforts. With Carol Cameron’s permission, we shared the Pink Shawls Initiative monthly meeting and create shawls to build awareness around the various cancers affecting the native community. Each month would feature a meal, storytelling, and education on various cancer-related topics.”

“Our goal is to increase breast and colorectal cancer screening,” Smith said. “We did this through a variety of methods. We also have a grant with Bad River focusing on radon mitigation and lung cancer awareness. We try to do at least one event per month focused on these topics and the work is ongoing. In the future, we hope to do another round of radon testing and mitigation in fall and winter.”

“It is a unique partnership,” she said. “It helps that I live and work in this community so I have been able to build trust and share resources that may not otherwise have been available while addressing the cancer burden that rural and tribal communities face. I have collaborated with other tribes as well, including Menominee and Stockbridge, and hope to be able to continue to grow this work. I hope to partner with other tribes and organizations moving forward!”



*Ashley Smith*



*Ashley Smith and Nona Crowe with an inflatable colon display*

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## WCC NEWS

### Pediatric End-of-life Care Panel

Wisconsin Cancer Collaborative staff recently assisted with the coordination of a pediatric end-of-life care panel discussing the unique needs of a dying child and their family and how to best support them. The panel spoke at the Wisconsin Association for Home Health Care (WiAHC) and the Wisconsin Hospice and Palliative Care Association (WiHPCA) Spring Conference on June 13 in Oshkosh.



The panel included, from left: Autumn Gentry from MACC fund, Katie Markowski, CCLS from American Family Children’s Hospital (UW Health), Catherine Stevens, NP from American Family Children’s Hospital (UW Health), Heidi Warpinski, MS, RN, CPNP from Unity Hospice, Chrissy Salley, PHD from Courageous Parent’s Network (not pictured) and Beth Brunner (not pictured) from Wisconsin Cancer Collaborative who served as a moderator.

This work supports the Chapter 6 action step of the **Wisconsin Cancer Plan 2020-2030**: “Ensure access to pediatric palliative/hospice care programs and support hospice workers specifically trained in the unique needs of pediatric patients and their families,” and Goal 4 of



the [Wisconsin Childhood Cancer Action Plan 2024-2028](#): “Support the ongoing training and development for palliative and hospice care professionals providing care to childhood cancer patients and their family”.

If you are doing any work on the Wisconsin Childhood Cancer Action Plan 2024-2028, please let us know at [info@wicancer.org](mailto:info@wicancer.org).

## 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](#).



### PROGRAM ENROLLMENT

#### Tricia's Troops Enrolling Participants in Project Connect

[Register](#)

**Project Connect** is a free lifestyle program designed by Tricia's Troops Cancer Connection to help local cancer survivors optimize their health, healing and wellbeing. Participants have the opportunity to strengthen body, mind and spirit alongside fellow survivors focused on creating a hopeful way forward.

The program is designed for individuals living in counties bordering Waukesha County, who are in active cancer treatment or survivors within 10 years of completion of treatment. It will run between June 2025 – February 2026 and is made possible thanks to a grant from the *Kohl's Healthy Families* program.

### STUDY OPPORTUNITY

#### Cancer Support Community Study on Breast Cancer Therapies

The Cancer Support Community is conducting a study to understand the experience of metastatic breast cancer patients with injectable hormone therapy compared to oral endocrine therapy. The study will specifically examine experienced challenges, benefits and preferences between the two methods of administration.

#### Were you diagnosed with metastatic breast cancer?

The Cancer Support Community is looking for **participants** for a **paid online study**. To see if you are eligible, please visit

<https://surveycsc.org/4kyZR3Q>

or scan the QR with your phone.



[Learn  
More](#)



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## RESOURCES

### Survivor Support with a Mentor Model

There are a couple of organizations that specialize in offering support to cancer survivors through a mentor-based model.

- Imerman Angels is a nonprofit organization that provides free, one-on-one support to cancer fighters, survivors, previvors, and caregivers. Through a personalized matching process, individuals are connected with trained volunteers, called Mentor Angels who have experienced a similar cancer journey. Matches are based on factors like diagnosis, age, gender, and treatment type, offering emotional support and understanding from someone who truly “gets it.” Services are completely free and available nationwide.
- ABCD: After Breast Cancer Diagnosis is the recognized “gold standard” in providing personalized, free, one-to-one support for all those affected by breast cancer—patients, families and friends. Trained and professionally supported volunteer survivors and co-survivors help those dealing with breast cancer, from the newly diagnosed to those in treatment and beyond. Through their signature service of one-to-one mentoring, ABCD Mentor Matches are created based on similar diagnoses, treatment plans and life circumstances.

[Visit  
Imerman  
Angels](#)

[Visit  
ABCD](#)

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## OPPORTUNITY

### New Community Advisory Board Recruiting Healthcare Professionals

A new Community Advisory Board (CAB) will help create a job support program for cancer survivors to help them work through and after treatment.

There will be four 90-minute virtual CAB meetings between September 2025 and April 2026. Members will share their professional experiences and insights from supporting cancer survivors in their employment during and after treatment and provide feedback on a job support program.

Eligible participants must be a healthcare professional who works primarily with cancer patients/survivors and be able to commit to attending four virtual meetings and a final joint meeting with the cancer survivor CAB in person in Madison at the end of the year.

CAB members will receive a total of \$350 for their participation in this project. If you are interested in learning more, please email Hannah at [hfry@wisc.edu](mailto:hfry@wisc.edu) or call/text (608) 513-6961.

[View  
the  
Flyer](#)

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## WEBINAR

### Preventing Liver Cancer Webinar

Our partner the American Cancer Society will be hosting a preventing liver cancer [webinar](#) on August 12 at noon, featuring Dr. Paul Hunter, MD. Participants will learn about risk factors, prevention strategies including hepatitis B vaccination, and educational resources.

[View the  
Flyer](#)

[Register](#)

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## WEBINAR

[Register](#)

### Best Practice Webinar for Colorectal Cancer Screening in Rural Communities

The American Cancer Society National Colorectal Cancer Roundtable will release a best practice guidebook designed to support key community partners in understanding and overcoming the unique challenges and common barriers to CRC screening faced in rural communities.

**Register for a webinar** on Monday, July 28 from 2:00-3:00 p.m. to learn more about this upcoming resource and receive an overview of recent data and statistics that illustrate the burden of CRC in rural areas, an outline of the five recommended steps to increase CRC screening rates in rural communities, and a deep dive into best practices and lessons learned from two of our five exemplary case study site interviewees.

Pre-registration is required.

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## RESOURCE

### WISH Cancer Modules Changing

Each year, WCRS staff update public use cancer incidence and mortality data on the **Wisconsin Interactive Statistics on Health (WISH) Cancer Modules**. The WISH Cancer Mortality Module will no longer be supported with new data beyond the February 2023 release, and the page will be retired completely in October 2025. Users seeking updated cancer mortality information through WISH can access it through the **WISH Mortality Module** using either the Broad Groups or Detailed Groups query pages. For questions related to this change, please contact [DHSWCRSDataRequests@dhs.wisconsin.gov](mailto:DHSWCRSDataRequests@dhs.wisconsin.gov).

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## EVENT

### Breast Cancer Summit Scheduled

[Register](#)

The UW Carbone Cancer Center is hosting a **breast cancer educational event** for health care professionals at Eastpark Medical Center in partnership with OncLive on Thursday, September 25. The event is in-person only, and there is no fee.

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## Resources and Reports

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## AWARENESS

### UV Safety Awareness Month

[View the Toolkit](#)

July is UV Safety Awareness Month. Early detection and prevention continue to be proven tools to reduce the burden of melanoma in the United States. The **Melanoma and Skin Cancer Toolkit** from the George Washington Cancer center includes messaging around melanoma and skin cancer prevention behaviors.

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## MESSAGING

### New HPV Screening At-Home Messages

[Read the Article](#)

In light of the recent FDA approval and availability of the at-home self-sampling HPV screening option, the GW Cancer Center developed timely messaging if your program needs to provide clarity and encouragement for this new option. You can download this entire message and graphics set as you need. Here is the [recent news article about this decision](#), the [ASCO article about this decision](#), the [JAMA article about the study](#), and the [Cervical Cancer Awareness Toolkit - Cancer Control TAP](#).

(Please note that insurance may or may not cover this at this time.)

[View the ASCO Article](#)[View the JAMA Article](#)[View the Graphics](#)

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## REPORT

### New ACS Survivorship Report Released

The number of people living with a history of cancer in the United States is estimated at 18.6 million as of January 1, 2025 and projected to exceed 22 million by 2035, according to a new report led by the American Cancer Society (ACS). This new report provides important information about treatment and survivorship statistics.

The information includes a [press release](#), a consumer-friendly [Fast Facts](#), and the [journal article](#).

[Read the Press Release](#)[Read the Fast Facts](#)[Read the Journal Article](#)

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## REPORT

### 2025 Annual USCS Release: More Cancer Data for You to Explore

The Centers for Disease Control and Prevention (CDC) has released the latest [United States Cancer Statistics](#) (USCS), with new cancer diagnoses through 2022 and cancer deaths through 2023.

The USCS provides information about cancers diagnosed from 1999 to 2022, and cancer deaths from 1999 to 2023. It combines cancer registry data from CDC's [National Program of Cancer Registries \(NPCR\)](#) and the National Cancer Institute's [Surveillance, Epidemiology, and End Results \(SEER\) Program](#).

This USCS data release covers new cancers and deaths reported in all 50 states and the District of Columbia.

[Visit the Site](#)

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## Upcoming Events

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### WEBINAR

#### Navigating Current Issues in Cancer: Food and Nutrition

This session will focus on navigating the unique challenges, advancements, and complexities around food and nutrition in cancer.

July 10  
8:00 - 10:00 a.m.

[Register](#)

WEBINAR

**Online Insurance & Finance Intensive**

This training provides an introduction to choosing and using health insurance, workplace rights to take time off to access health care, disability insurance, and strategies for managing medical bills.

*Hosted by Triage Cancer*

**July 17**

**9:00 a.m. - 5:30**

**p.m.**

[Register](#)

WEBINAR

**Accessing and Paying for Clinical Trials**

This session will provide tips on how to find, qualify, and pay for clinical trials. It will also dispel common myths, and explain insurance coverage for clinical trials.

*Hosted by Triage Cancer*

**July 22**

**Noon - 1:30 p.m.**

[Register](#)

EDUCATIONAL EVENT

**Multidisciplinary Care to Improve Melanoma Patient Outcomes**

Learn about melanoma research and working towards better outcomes for melanoma patients. Join in person or virtually.

*Hosted by UW Health, the Carbone Cancer Center, and the AIM at Melanoma Foundation*

**August 23**

**8:00 a.m. - Noon**

[Register](#)

CONFERENCE

**UW Carbone Cancer Center's Fall Cancer Conference**

The topics this year will be focused on cancer caregiving at this in-person only event.

*Hosted by the UW Carbone Cancer Center*

**October 24**

**7:45 a.m. - 4:00**

**p.m.**

[View the  
Flyer](#)

[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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