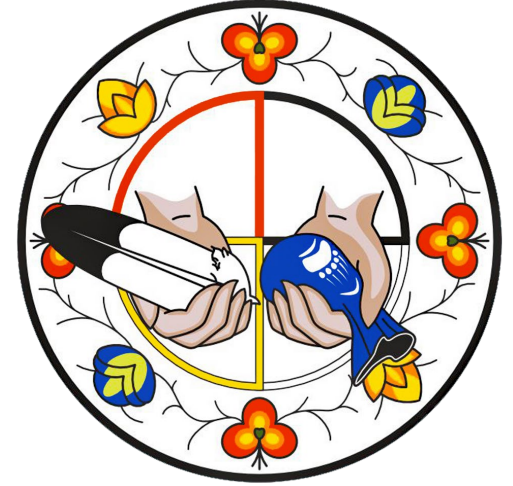
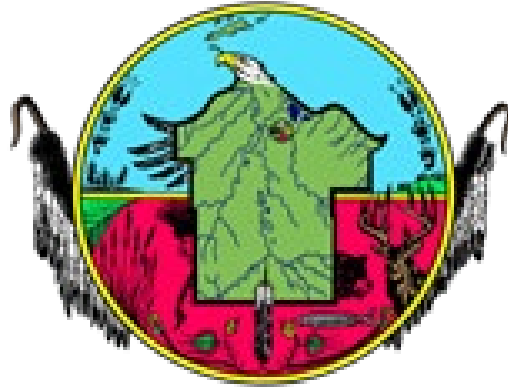




Carbone Cancer Center

UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH



Partnership between UW Carbone Cancer Center and
Bad River Health & Wellness Center

WI Cancer Collaborative County Profile



Cancer in Ashland County

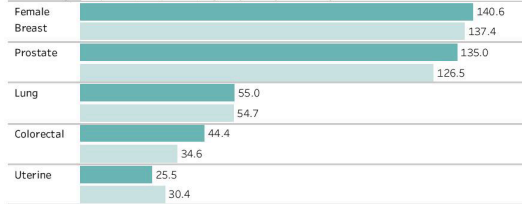
County Population 16,079
Estimated Annual Cases 108
Estimated Annual Deaths 39



Cancer Sites

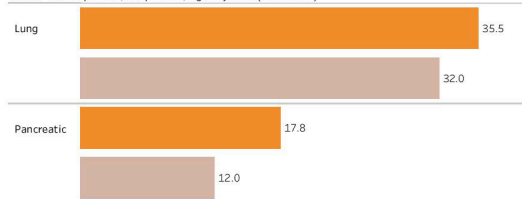
Cancer Incidence Rates

Cancer Diagnoses per 100,000 persons, Age-Adjusted (2018-2022)



Cancer Mortality Rates

Cancer Deaths per 100,000 persons, Age-Adjusted (2018-2022)



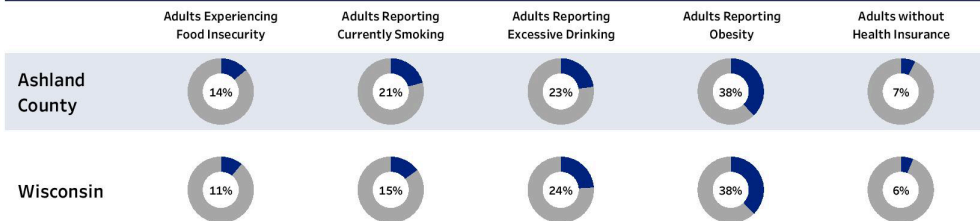
Burden of Cancer in Ashland County

Estimated annual average number of cases and deaths (2018-2022)

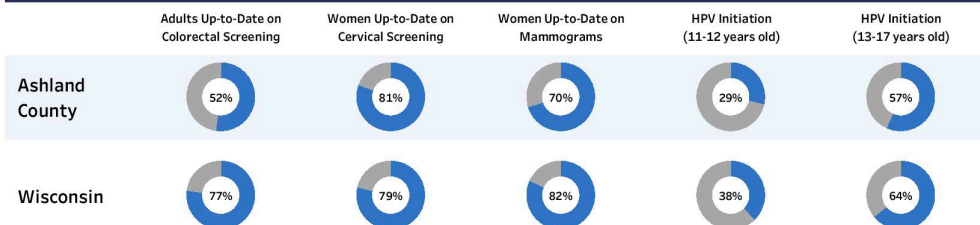
Site	Annual Cases	Annual Deaths
All Cancer Sites	108	39
Prostate	16	*
Female Breast	15	*
Lung	14	9
Colorectal	10	*
Bladder	4	*
Pancreatic	4	4
Kidney	3	*
Leukemia	3	*
Melanoma of the Skin	3	*
Non-Hodgkin Lymphoma	3	*

* values are suppressed due to low counts

Cancer Risk Factors

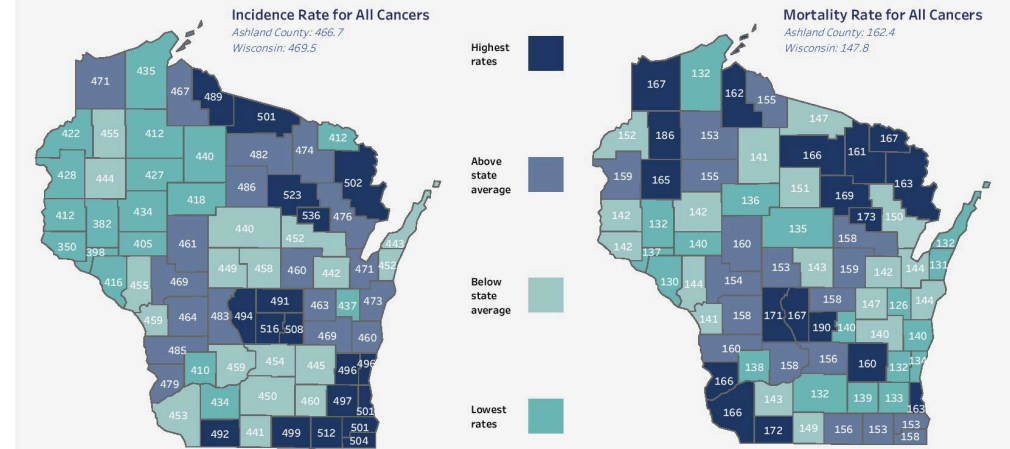


Screening and Protective Factors



Overall Cancer Incidence and Mortality Rates by County

5 year annual averages per 100,000 persons, 2018-2022



Cancer Data Profile

	Ashland County	Wisconsin	
Primary Care Access	Population per Primary Care Physician	575:1	1,251:1
	Population per Non-Physician Primary Care Providers	596:1	633:1
Built Environment	No Access to Exercise Opportunities (%)	31.4%	16.4%
	Access to Parks (%)	11.4%	55.8%
	Population per Alcohol Outlet License	147.3	345.0
	Crude Alcohol Outlet Density Rate per 500 persons	3.4	1.5
	Schools within 1,000 ft of licensed tobacco retailers (%)	50.0%	20.6%
Risk Factors	Adults Reporting Obesity (%)	38.0%	38.0%
	Adults Reporting Currently Smoking (%)	20.9%	15.0%
	Adults Reporting Excessive Drinking (%)	22.9%	24.0%
	Adults Experiencing Food Insecurity (%)	14.0%	11.0%
Screening	Adults aged 50-75 years up-to-date with colorectal cancer screening (%)	52.4%	77.2%
	Women aged 21-65 years up-to-date with cervical cancer screening (%)	80.7%	78.7%
	Women aged 50-74 years with Mammograms in previous 2 years (%)	70.2%	82.0%
Vaccinations	Hep B Initiation 19-59 years old (%)	51.3%	50.4%
	Hep B Initiation 24 months old (%)	90.8%	90.5%
	HPV Initiation 11-12 years old (%)	28.7%	37.9%
	HPV Initiation 13-17 years old (%)	56.9%	64.2%
Demographics	Population	16,079	5,910,955
	Population over 65 (%)	23%	19%
	American Indian/Alaskan Native (%)	11%	1%
	Asian (%)	0.8%	3%
	Hispanic/Latino (%)	3%	8%
	Native Hawaiian/Other Pacific Islander (%)	0.0%	0.1%
	Non-Hispanic Black (%)	0.7%	6%
	Non-Hispanic White (%)	82%	80%
	Poverty Rate (%)	14%	11%
	Adults without Health Insurance (%)	7%	6%

Barriers to Cancer Care

- What have you or your family experienced with barriers to care in our community?

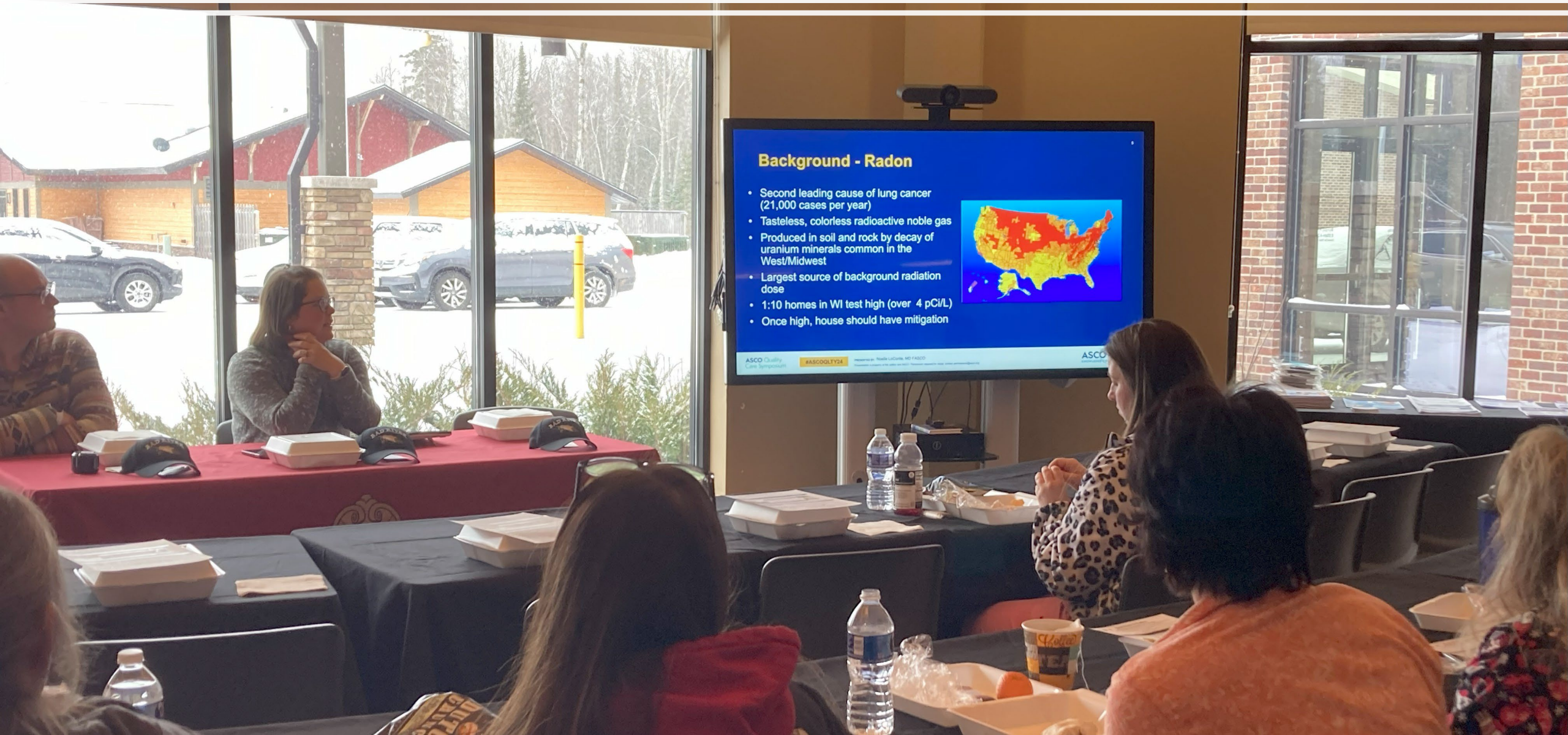


The UW
Carbone/Bad
River
Partnership

Monthly Educational Events...

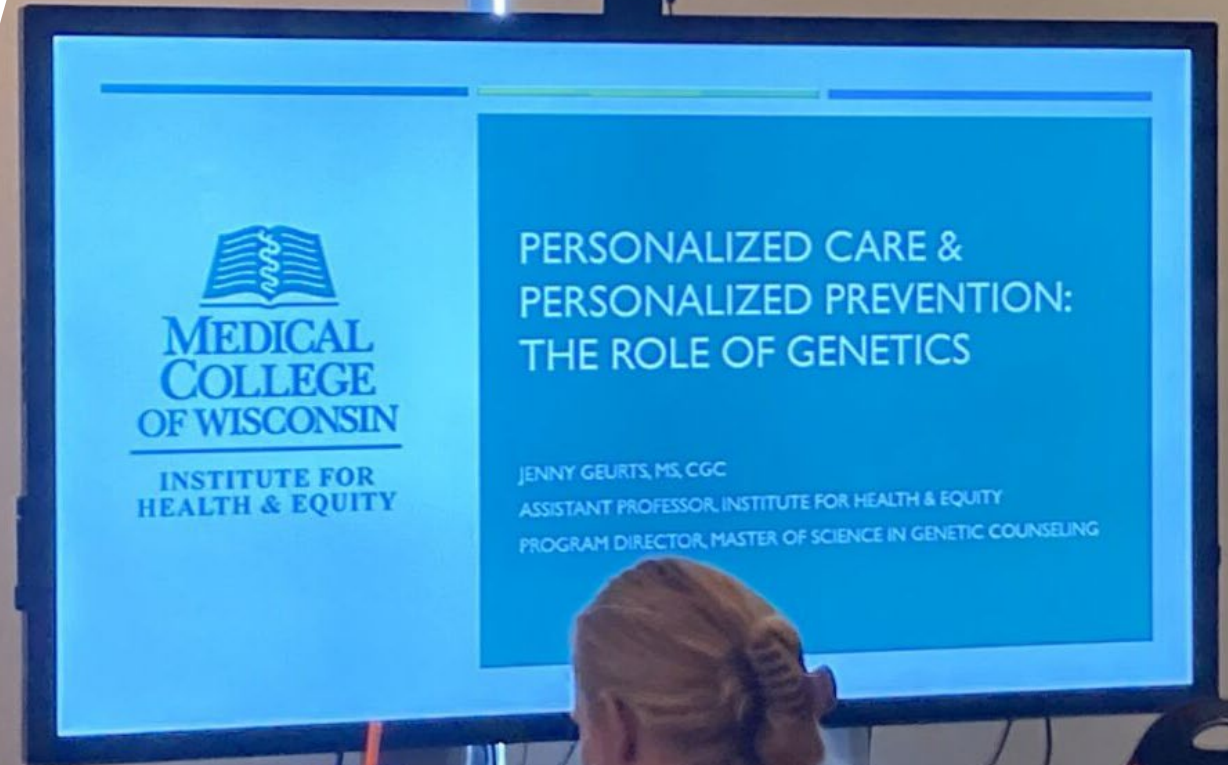


Staff Lunch & Learns



Genetic Counseling

- Jenny Guerts, MCW
- Staff Education and Community Dinner
- Summer Youth Program



Colorectal Cancer Initiative

- American Indian Cancer Foundation Blue Beads Campaign
- NCI Screen to Save Initiative
- Incentive for CRC Screening
- CRC Provider Roundtable



Clinical Trials

Clinical Trials Participation: Why Diversity Is Important

Clinical trials are studies that test new ways to prevent, find, and treat disease. They also help to make sure that new medicines and treatments are safe and effective.



Minority Participation in Clinical Trials Is Low

Fewer than 1 in 20 adults with cancer enroll in clinical trials. Minorities are even less likely to participate in clinical trials, and their enrollment has been dropping since 2011.¹

66%

OF CANCER DRUG TRIALS

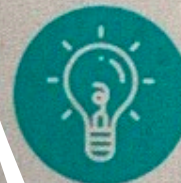
REPORTED ZERO AMERICAN INDIAN/ALASKA NATIVE PARTICIPANTS³

Non-Hispanic White	83%
African American	6%
Asian/Pacific Islander	5%
Hispanic/Latino	3%
Other	2%
American Indian/Alaska Native	<1%

Why We Need More Diversity

Some groups have higher rates of cancer than others. African American men, for example, are more likely to develop and die from cancer than any other group. Plus, race/ethnicity, age, and sex can affect the response to treatment. People from all backgrounds need to participate in clinical trials to be sure that new treatments are safe and effective for everyone.

- Clinical trials have rules to protect the rights, health, and safety of participants.
- If the treatment being studied is better than the standard treatment, participants may be among the first to benefit.
- Clinical trials may help scientists learn more about cancer and help people in the future.



Did you know?

All FDA drug approvals are based on clinical trial results.

How to Take Action



Breast Cancer BINGO!



Radon Project

- Free radon testing and mitigation for all Bad River Tribal members living on the reservation
- Door to door initiative to help deploy test kits
- Community and provider education on radon and lung cancer





Mobile Mammography

THE BAD RIVER HEALTH & WELLNESS CENTER

TOBACCO IS SACRED

COMMERCIAL TOBACCO CESSATION
AND LUNG CANCER PREVENTION EVENT



Tuesday • November 14 • 5:00PM

Dinner
will be
provided!

Bad River Clinic • Maple Room

Learn about Traditional Asema

Make a leather tobacco pouch

Learn about smoking cessation supports in our community

For more information contact:

Lisa Kingfisher, Registered Pharmacist BRHWC

l.kingfisher@badriverhwc.com 715-682-7133 Ext 4203



American Indian
Cancer Foundation.



Wisconsin Native American Tobacco Network
(WNATN)



Traditional Tobacco/ Kinnikinnick Pouch Making

Traditional Foods/Medicines



**Bad River
Health & Wellness Center**

Women's Wellness Event

Mobile
Mammography
Unit

Drawings

Screenings

Giveaways

Refreshments

Information
Tables

**APRIL 16TH, 17TH, 18TH
9AM-3:30PM
BAD RIVER CONVENTION CENTER**

For more information Contact Nona Crowe,
Wisconsin Well Woman Program Coordinator
715-280-4562 Ext 4812





**MEN'S HEALTH
AWARENESS MONTH
JUNE**

Bad River Health and Wellness Center

Men's Wellness Event

**June 21st 2024
9:00am-3:00pm
Bad River Convention Center**

Drawings

Screenings

Informational
Tables

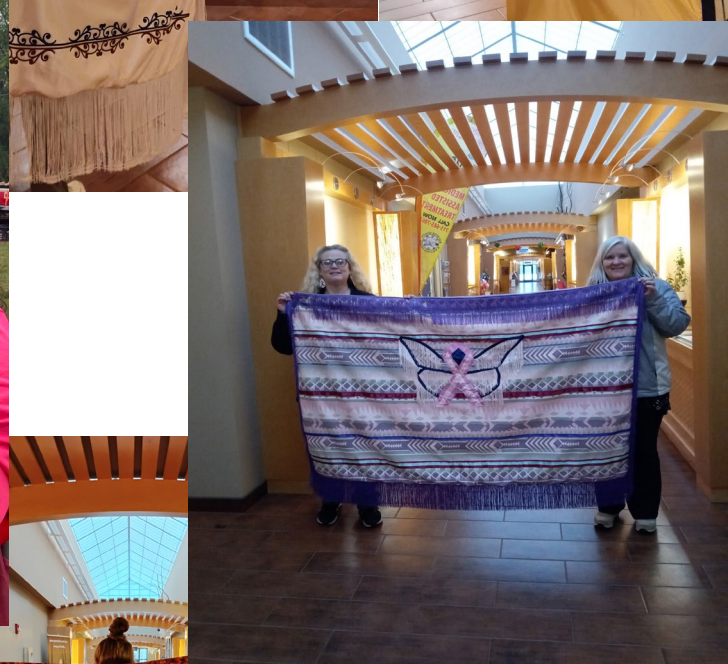
Refreshments

Giveaways

For more information contact
Nona Crowe, Medical Benefits Specialist
715-682-7133 Ext 4812




Mens & Women's Wellness Events & Health Fairs



Men's Wellness/Cancer Ribbon Shirt Making



Q&A



Contact Information

Nona Crowe, WWWP Coordinator, Medical Benefits Specialist

715-682-7133 ext. 4812

n.crowe@badriverhwc.com

Ashley Smith, RN, Outreach Specialist

715-209-8200

Aasmith28@wisc.edu

