

# Reducing Barriers to Cancer Screenings



**At a Glance >>** Cancer is the leading cause of death in Wisconsin. Screening can detect cancer at earlier stages and can help save lives. Unfortunately, too many Wisconsinites experience barriers to accessing these early detection tools, resulting in increased cancer mortality. The goal of this Action Plan is to reduce disparities in access to life-saving cancer screening for people and communities across Wisconsin.

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Activities	Start Date	End Date	Measures of Success
<p><b>Gather and examine existing data on cancer disparities to identify opportunities to increase cancer screening utilization.</b></p> <ul style="list-style-type: none"> <li>Review existing data identified by WI Cancer Council members.</li> <li>Identify differences in screening rates (i.e. SES, race, urban/rural, sexual minorities, insurance type).</li> </ul>	February 2018	December 2018	Data examination is complete and variations in data are identified.
<p><b>Disseminate data on cancer disparities.</b></p> <ul style="list-style-type: none"> <li>Identify useful dissemination tools and material to share data, such as: webinars, training sessions, newsletter articles, toolkits, fact sheets.</li> <li>Create tools and materials to share data.</li> <li>Promote tools and material with WI Cancer Council members.</li> </ul>	October 2018	March 2019	Data materials are created and disseminated.
<p><b>Convene a cancer screening disparities advisory team to guide WI Cancer Council member efforts.</b></p> <ul style="list-style-type: none"> <li>Identify WI leaders on cancer screening disparities.</li> <li>Convene advisory team to prioritize needs and opportunities.</li> <li>Create and promote opportunities for members to address needs in their work; include in Action Plan.</li> </ul>	May 2018	November 2018	Action Plan includes more details, which are disseminated to WI Cancer Council members.
<p><b>Create and convene cancer screening networking group.</b></p> <ul style="list-style-type: none"> <li>Invite WI Cancer Council members interested in gathering to amplify and share existing work.</li> <li>Identify existing work and create schedule to showcase best practices.</li> <li>Promote calendar with WI Cancer Council members.</li> <li>Share advisory team guidance for further action plan efforts.</li> </ul>	June 2018	On-going	Networking group is established and regularly meets to network and share best practices.

Activities	Start Date	End Date	Measures of Success
<p><b>Participate in opportunities to implement evidence-based strategies.</b></p> <ul style="list-style-type: none"> <li>• Identify common needs and challenges from advisory team and networking group.</li> <li>• Create learning opportunity, such as a community of practice, to develop and implement evidence-based strategies to improve cancer screening.</li> <li>• Share findings with WI Cancer Council members.</li> </ul>	November 2018	June 2020	<p>Learning opportunity is created and utilized.</p> <p>Findings and accomplishments are shared with membership.</p>

**Note on Lung Cancer Screening Efforts:** This Action Plan will focus on cancer screening disparities, given its importance and need. Previously discussed lung cancer screening efforts will be led by the WI Comprehensive Cancer Control Program until further notice. To help in the WI CCC Program’s efforts to further understand lung cancer screening efforts in Wisconsin, please contact Michelle Moreau ([mlmoreau@uwcarbone.wisc.edu](mailto:mlmoreau@uwcarbone.wisc.edu)) if you are currently working on lung cancer screening within your organization.

**\*Additional policy-specific activities pertaining to this Action Plan are included in the WI Cancer Council Policy Agenda 2018-2020.\***