



THE STATE OF THE STATE:

**Cancer Control**  
**IN WISCONSIN**

**Oct. 4 | 1-2 p.m.**

*A WI Cancer Council Webinar*

\* Webinar will be recorded \* Please mute your lines \*

# Welcome



- ▶ Patrick Conway, MD
  - ▶ Chair of WI Cancer Council Steering Committee
  - ▶ Radiation Oncologist with Gundersen Health System in La Crosse

# Webinar Outline

- ▶ Cancer Control Progress in Wisconsin
- ▶ What's Next?
- ▶ Steering Committee Recommendations
- ▶ Provide Your Input

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# What's Next



- ▶ Sarah Kerch, MPH
  - ▶ Partnership Coordinator with WI CCC Program

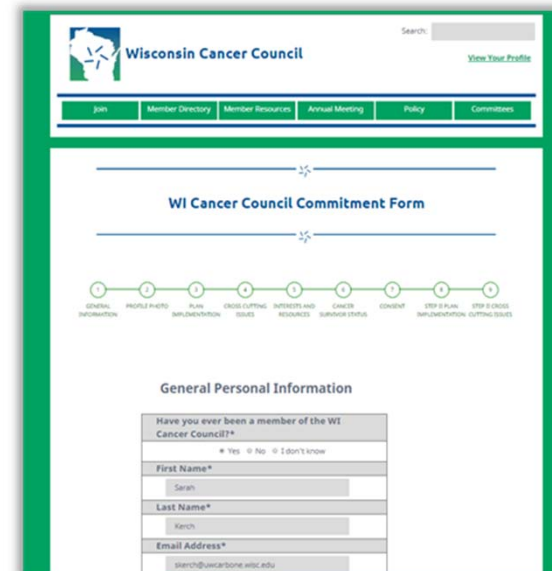
# Cancer Control Progress in WI

- ▶ Three categories of information to share:
  - ▶ Member Implementation of the WI CCC Plan
  - ▶ Progress on WI CCC Plan measures
  - ▶ American Cancer Society's Cancer Action Network: How Do You Measure Up Report

# Cancer Control Progress in WI

## Member Implementation of the WI CCC Plan

- ▶ Summary of findings from members that completed Commitment Forms to join/renew membership
  - ▶ Collected between October 2016 - May 30, 2017
  - ▶ 177 Member Representatives
  - ▶ 86 Member Organizations

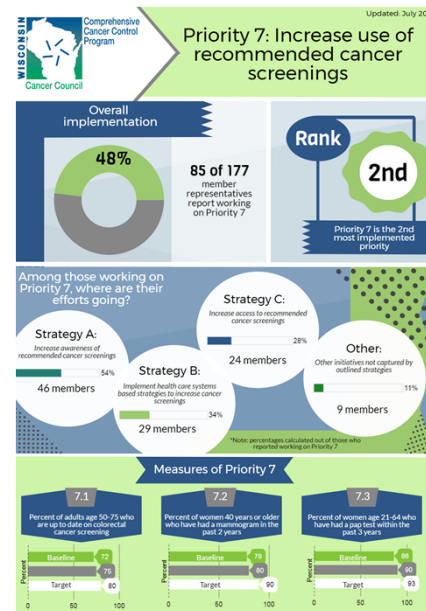




# Cancer Control Progress in WI

## Member Implementation of the WI CCC Plan

- ▶ Incorporated into 17 two-three page infographics
- ▶ 13 Priorities
- ▶ 4 Cross-Cutting Issues

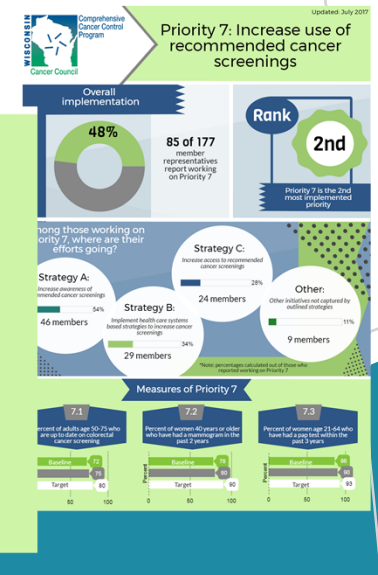
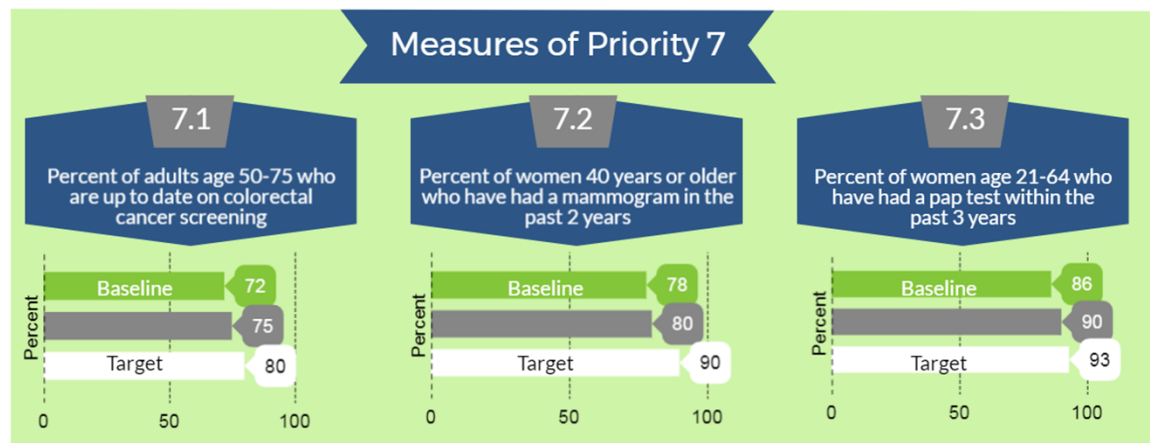




# Cancer Control Progress in WI

## Progress on WI CCC Plan measures

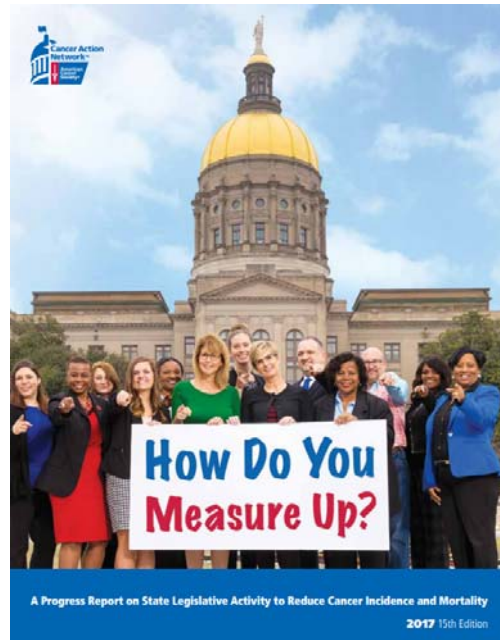
- ▶ New data points collected to identify progress on measures used to monitor and evaluate change in each Priority area
- ▶ Included in WI CCC Plan implementation infographics



# Cancer Control Progress in WI

## American Cancer Society's Cancer Action Network: How Do You Measure Up Report

- Progress report on state legislative activity to reduce cancer incidence and mortality



## Priority 2: Increase healthy, active lifestyles

1

WI CCC Plan Measures	
% of adults who are at a healthy weight	Stayed the same
% of adults who participated in 150 mins or more of aerobic physical activity per week in the past month	Moving in wrong direction
% of adults who consumed at least 5 servings of fruits and vegetables a day in the past month	Moving in correct direction

- ▶ WI YRBS weighted data not achieved for 2015 (using 2013 until 2017 available)
  - ▶ High school student measures of healthy weight, physical activity and fruit/veg consumption not available
- ▶ Obesity remains a problem in WI at 30.7%, 23<sup>rd</sup> highest in US

# Priority 7: Increase use of recommended cancer screenings

2

WI CCC Plan Measures	
% of adults age 50-75 who are up to date on colorectal cancer screening	Moving in correct direction
% of women 40 years or older who have had a mammogram in the past 2 years	Stayed the same
% of women age 21-64 who have had a pap test within the past 3 years	Moving in wrong direction

- ▶ Should consider exploring difference by income, race and geography
- ▶ More people die of lung cancer in WI than breast, colorectal and prostate cancers combined but lung cancer screening is not a measure of the WI CCC Plan 2015-2020

BREAST & CERVICAL CANCER EARLY DETECTION:

State appropriations for the program is between 33-99% of the CDC award

# Priority 9: Increase access to quality cancer care and services

3

WI CCC Plan Measures	
% of people diagnosed annually who receive treatment at a Commission on Cancer accredited facility	Moving in correct direction
% of people with physical pain from cancer or cancer treatment whose pain is under control	Moving in correct direction
% of adults who have completed treatment for cancer who received a written summary of their cancer treatments	Moving in correct direction
% of hospice patients with a length of stay 8 days or longer	Moving in correct direction

- ▶ Making progress on all measures
- ▶ Priority 9 spans across cancer treatment, palliative care, non-clinical support services and end of life care

PAIN POLICY:

ACCESS TO PALLIATIVE CARE:

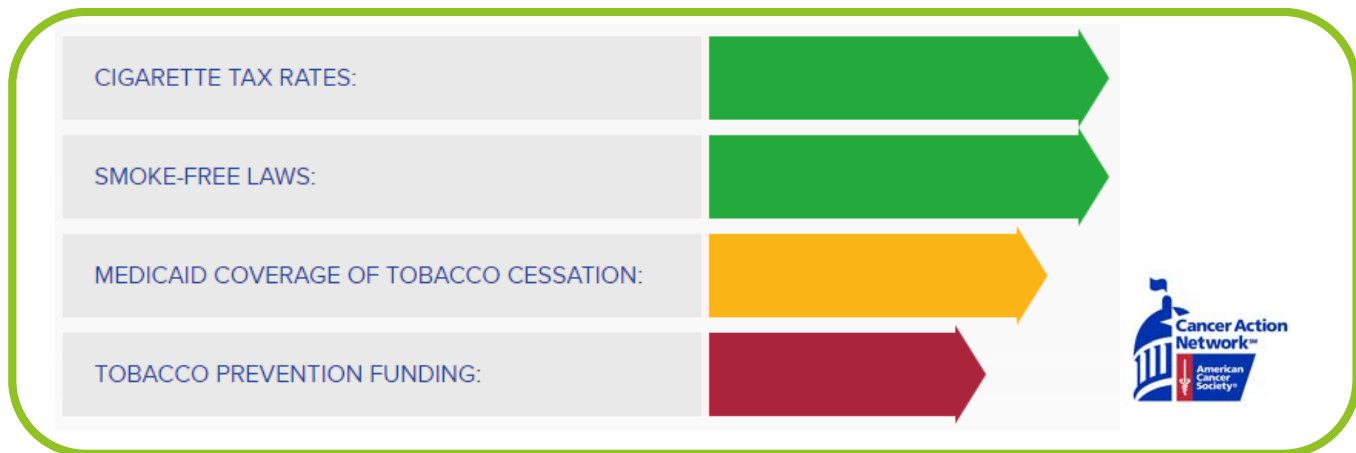
INCREASED ACCESS TO MEDICAID:

# Priority 1: Decrease tobacco use

4

WI CCC Plan Measures	
% of adults who are currently smoking	Moving in correct direction
% of high school students who are using tobacco	Moving in correct direction
% of middle school students who are using tobacco	Moving in correct direction
% of high school students who are using e-cigs	Moving in wrong direction

- ▶ Smoking rate declines in middle school students, high school students, and adults
- ▶ E-cigarette use among high school students has almost doubled in 2 years



# Priority 10: Increase awareness and knowledge of issues relevant to cancer survivors

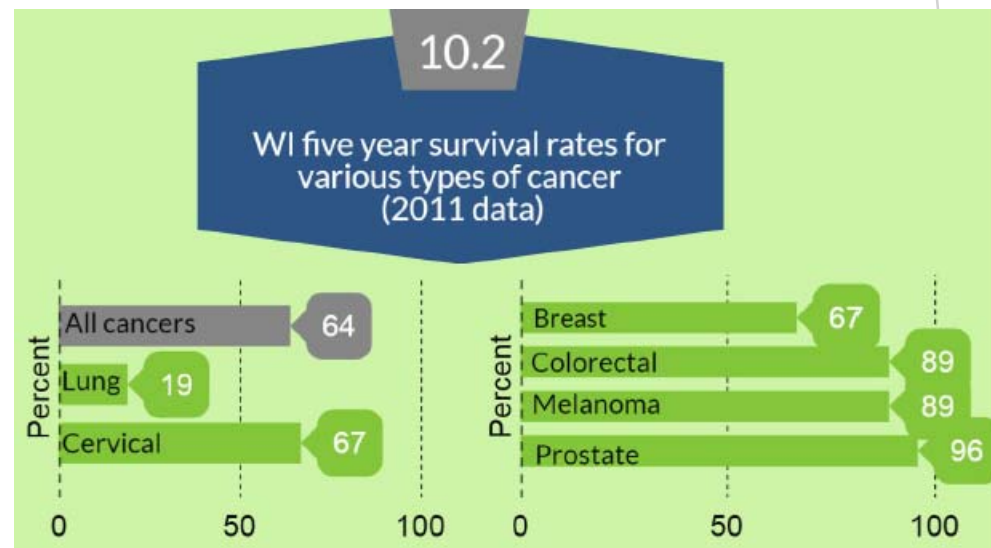
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## WI CCC Plan Measures

% of adults who completed cancer treatment who have ever received written instructions from a health professional about where to return or who to see for routine cancer check-ups after treatment

Moving in correct direction

- ▶ Target has been met
- ▶ WI-specific 5-year survival rates released in 2016





## Priority 4: Increase HPV vaccine completion

6

WI CCC Plan Measures	
% of females age 13-17 who have completed the HPV vaccination series	Moving in correct direction
% of males ages 13-17 who have completed the HPV vaccination series	Moving in correct direction

- ▶ Fully vaccinated rates improved when the 3-dose series was moved to a 2-dose series
- ▶ Rates are moving very slowly and are not even half way to the target

# Priority 13: Improve WI specific cancer related data collection and use

7

WI CCC Plan Measures	
# of National Program of Cancer Registry Requirements met by the WCRS	Moving in correct direction

- Measure is moving in correct direction to meet target

# Priority 11: Increase advance care planning

8

- ▶ Honoring Choices WI has been active for 3+ years
- ▶ Honoring Choices WI collect the data for the 2 measures
  - ▶ # of patients offered ACP conversation
  - ▶ # of new ACP entered into patient's EMR
- ▶ Additional data points will not be available until 2018

# Priority 12: Increase participation in cancer clinical trials

9

WI CCC Plan Measures	
% of adults who have completed cancer treatment who participated in a clinical trial as part of their cancer treatment	Stayed flat

- Measure has stayed relatively flat since 2010, around 7%

## Priority 3: Decrease high risk alcohol consumption

10

WI CCC Plan Measures	
% of adults who are heavy drinkers	Stayed flat

- ▶ Measure has stayed relatively flat
- ▶ No new data points for % high school students who were heavy/binge drinkers (YRBS)
- ▶ WI is the 3<sup>rd</sup> highest in the nation for heavy/binge drinking

# Priority 6: Decrease exposure to radon

11

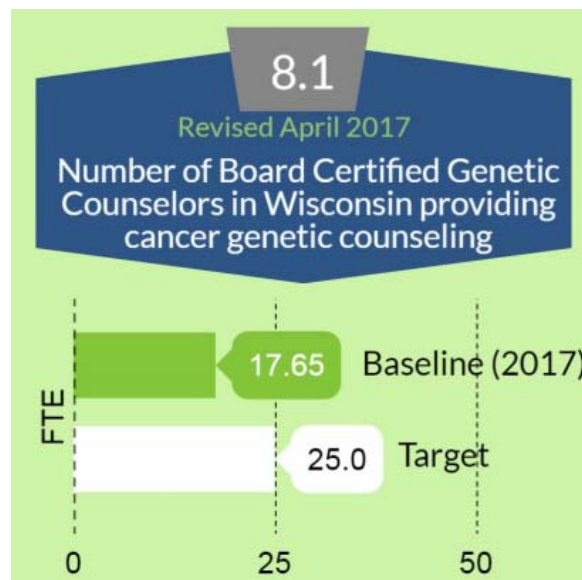
WI CCC Plan Measures	
# of house tested and reported to DHS annually	Moving in correct direction
# of home mitigations performed by certified contractors and reported by DHS annually	Stayed flat
% of adults whose household air has been tested for radon gas	Moving in correct direction

- ▶ Making progress on the:
  - ▶ number of houses tested for radon
  - ▶ % of adults whose household air has been tested for radon gas.
- ▶ Flat over 2 years:
  - ▶ number of home mitigations reported to DHS

# Priority 8: Increase access to cancer genetic risk assessments and counseling

12

- ▶ In late 2016, the Wisconsin Cancer Risk Program Network - a network of Wisconsin cancer genetics health professionals recommended changing **Measure 8.1 to “Number of Board Certified Genetic Counselors in Wisconsin providing cancer genetic counseling”**
- ▶ This revised measure better assesses the current FTE for certified or board eligible genetic counselors in WI that are working specifically in cancer





# Priority 5: Decrease exposure to ultraviolet radiation

13

- ▶ No YRBS data in 2015:
  - ▶ High school students who use indoor tanning
  - ▶ High school students who wear sunscreen most of the time/always
- ▶ Incidence of Melanoma in WI:
  - ▶ Doubled in last 20 years (11.2 in 1995 - 23.8 in 2016)
  - ▶ Higher than national incidence rate (21.4 in 2016)

INDOOR TANNING DEVICE RESTRICTIONS:

State law allows for signed parental permission

# Member Poll

*What do you think is the greatest cancer control need in Wisconsin?*

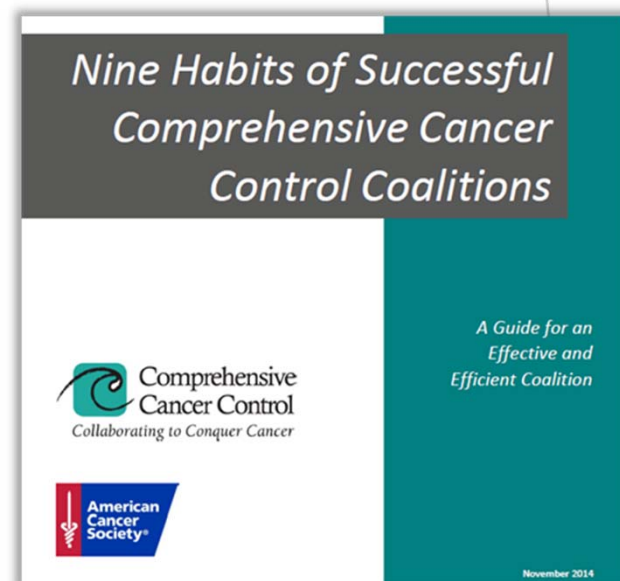
- ▶ Tobacco use & exposure
- ▶ Healthy & active lifestyles
- ▶ High risk alcohol consumption
- ▶ HPV vaccine completion
- ▶ UV radiation
- ▶ Radon
- ▶ Cancer screening
- ▶ Cancer genetic risk
- ▶ Access to quality cancer care and services
- ▶ Cancer survivorship issues
- ▶ Advance care planning
- ▶ Cancer clinical trials
- ▶ WI cancer data

# Webinar Outline

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- ▶ Steering Committee Recommendation
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# 9 Habits of Successful Comprehensive Cancer Control Coalitions

- ▶ Developed by Strategic Health Concepts utilizing information from a 2012 evaluation that identified attributes of high-performing CCC Programs & Coalitions
- ▶ Funded by cooperative agreement between the American Cancer Society and CDC
- ▶ Serve as framework coalitions like the WI Cancer Council



# Implementation Action Plans

- ▶ CCC coalitions are most effective in implementing CCC Plans with systematic methods of “getting the work done”
- ▶ Systematic methods = Implementation Action Plans
- ▶ Implementation Action Plans are:
  - ▶ Documented
  - ▶ Communicated
  - ▶ Adhered to by coalition members

# Why Implementation Action Plans?

- ▶ WI CCC Plan includes what is needed to completely and effectively address the cancer burden in WI
- ▶ BUT, resources are limited
- ▶ Implementation Action Plans help prioritize what the WI Cancer Council believes are the most important efforts for our coalition

# Important Clarification: Implementation Action Plans

- ▶ What happens to the areas not included in an Implementation Action Plan?
  - ▶ The entire WI CCC Plan will continue to be addressed
  - ▶ Emerging issues will be tracked
  - ▶ Implementation Action Plans will provide focus, not a replacement for the WI CCC Plan



# Implementation Action Plans: Development Process



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# Steering Committee Recommendations

- ▶ Beth Brunner
  - ▶ WI Cancer Council Steering Committee
    - ▶ 2017 Vice Chair
    - ▶ 2018 Incoming Chair
  - ▶ Health Systems Manager with American Cancer Society

# Steering Committee Recommendations

- ▶ Support role: What areas are already being addressed by other coalitions or organizations?
- ▶ Lead role: What areas are not being addressed by other coalitions or organizations?

# Steering Committee Recommendations

- ▶ Priority 1, Strategy A: Prevent youth access to tobacco products
  - ▶ Focusing on the retail environment and e-cigs
- ▶ Priority 3: Decrease high risk alcohol consumption
  - ▶ Consensus to focus primarily on education on the alcohol and cancer connection at this moment
- ▶ Priority 4: Increase HPV vaccine completion
  - ▶ Consensus to stay at the priority level
- ▶ Priority 7: Increase use of recommended cancer screening
  - ▶ Focusing on adding lung cancer screening as a WI CCC Plan measure

# Steering Committee Recommendations

- ▶ Priority 8, Strategy B: Increase the number of qualified professionals who offer cancer genetic risk assessment and counseling
- ▶ Priority 9: Increase access to quality cancer care and services
  - ▶ No consensus on whether to combine or break out separately, but there are some common themes
- ▶ Priority 11:
  - ▶ Strategy A: Increase the number of advance care planning conversations
  - ▶ Strategy C: Improve accessibility of advance care planning documents within and across health care systems
- ▶ Priority 13, Strategy E: Address cancer data gaps identified throughout the WI CCC Plan

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# Provide Your Input

- ▶ Need to narrow 7 Steering Committee recommendations into 3-5 areas
- ▶ How? Gather member input!
  - ▶ Question in webinar registration ✓
  - ▶ Polling
  - ▶ Survey after webinar

# Member Poll

*What areas would you like the WI Cancer Council to focus its efforts on over the next 3 years? Select up to 3.*

- ▶ Prevent youth access to tobacco products
- ▶ Increase awareness of the connection between alcohol consumption and cancer risk
- ▶ Increase HPV vaccine completion
- ▶ Increase use of recommended cancer screenings
- ▶ Increase the number of qualified professionals who offer cancer genetic risk assessment and counseling
- ▶ Increase access to quality cancer care and services
- ▶ Increase the number of advance care planning conversations
- ▶ Improve accessibility of advance care planning documents within and across health care systems
- ▶ Address cancer data gaps identified throughout the WI CCC Plan

# Next Steps for Members

- ▶ Today
  - ▶ Complete survey - [www.wicancer.org/survey](http://www.wicancer.org/survey)
- ▶ November 2017 - March 2018:
  - ▶ Member updates via email - stay tuned!

# Next Steps for Members

## ► Regional Meetings

- Liberty Hall in Kimberly, April 10, 2018 from 8:30 - 11 AM
- Jefferson Street Inn in Wausau, April 10, 2018 from 1:30 - 4 PM
- Florian Gardens in Eau Claire, April 11, 2018 from 8:30 - 11 AM
- Waterfront in La Crosse, April 11, 2018 from 1:30 - 4 PM
- Sheraton Madison Hotel in Madison, April 18, 2018 from 8:30 - 11 AM
- Hampton Inn & Suites in West Allis, April 18, 2018 from 1:30 - 4 PM

# Q & A







# Closing

- ▶ Complete the survey
  - ▶ Evaluate your webinar experience
  - ▶ Provide input on the Implementation Action Plans
- ▶ Access survey one of three ways:
  1. Pop up window open after webinar
  2. Link below and posted in chat box
  3. Follow-up email sent in next few days

**[www.wicancer.org/survey](http://www.wicancer.org/survey)**

Questions?

Contact Sarah Kerch

[skerch@uwcarbone.wisc.edu](mailto:skerch@uwcarbone.wisc.edu) or 608-262-8599