

WI Cancer Plan 2020-2030 Feedback Session



June 20, 2019

Kalahari Resort & Convention Center

Wisconsin Dells, WI



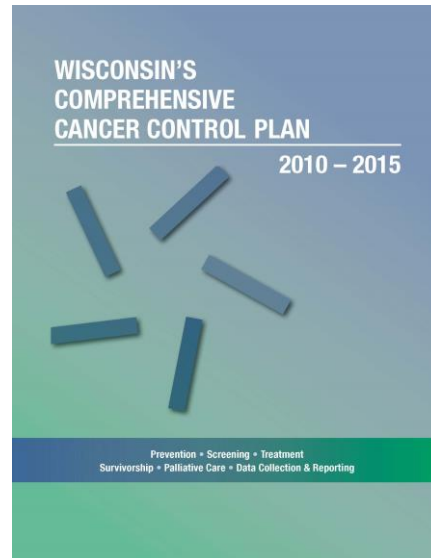
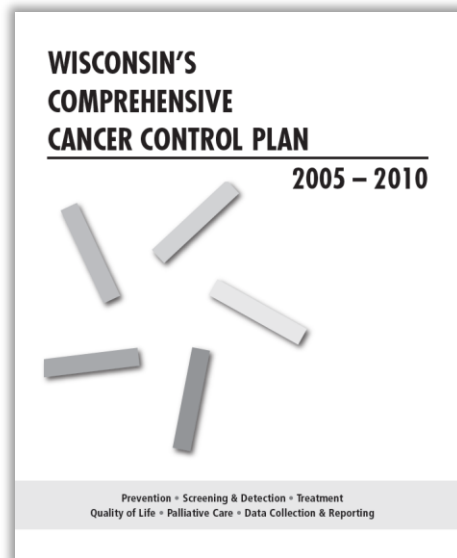
Sarah Kerch, MPH

Program Director

WI Comprehensive Cancer Control Program & WI Cancer Council

Purpose of the Day

- ▶ Provide and gather input to develop the WI Comprehensive Cancer Control Plan 2020-2030 (WI Cancer Plan 2020-2030)
 - ▶ What cancer control and prevention needs do you want included in our state cancer plan?
 - ▶ What opportunities exist to address these needs?



Agenda

1. Registration & Networking Breakfast
2. Welcome & Overview of the Day
3. Round 1 of WI Cancer Plan Feedback
4. Round 2 of WI Cancer Plan Feedback
5. Lunch & Equity Brainstorm
6. Round 3 of WI Cancer Plan Feedback

8:30-9 AM

9-9:30 AM

9:45-11 AM

11:15 AM-12:30 PM

12:30-1:30 PM

1:45-3 PM

WI Cancer Plan 2020-2030 Feedback Session AGENDA

June 20, 2019
8:30 AM – 3:00 PM
Kalahari Resort & Convention Center
1305 Kalahari Drive, Wisconsin Dells, WI 53965

AGENDA ITEM	ROOM	TIME
Registration & Networking Breakfast	Aralia & Mangrove	8:30 – 9:00 AM
Welcome & Overview of the Day	Aralia & Mangrove	9:00 – 9:30 AM
Round 1 of WI Cancer Plan Feedback		
High Risk Alcohol Use	Tamboti	9:45 – 11:00 AM
Radon & UV Radiation	Aloeswood	
End of Life	Marula	
Round 2 of WI Cancer Plan Feedback		
Nutrition & Physical Activity	Tamboti	11:15 AM – 12:30 PM
Cancer Vaccines	Aloeswood	
Cancer Treatment	Marula	
Lunch & Equity Brainstorm	Aralia & Mangrove	12:30 – 1:30 PM
Round 3 of WI Cancer Plan Feedback		
Tobacco	Tamboti	1:45 – 3:00 PM
Cancer Screening and Cancer Genetic Risk	Aloeswood	
Survivorship	Marula	

The logo for the Wisconsin Comprehensive Cancer Control Program. It features a green outline of the state of Wisconsin on the left. To the right of the map, the text "WISCONSIN" is written vertically in white on a green background. Below the map, the words "Cancer Control" are written in green. To the right of the map, the words "Comprehensive Cancer Control Program" are written in blue.

WI Comprehensive Cancer Control Program

ONE MINUTE WARM UP!

- ▶ To the person next to you, share:
 - ▶ Your Name
 - ▶ Organization
 - ▶ Why are you attending today

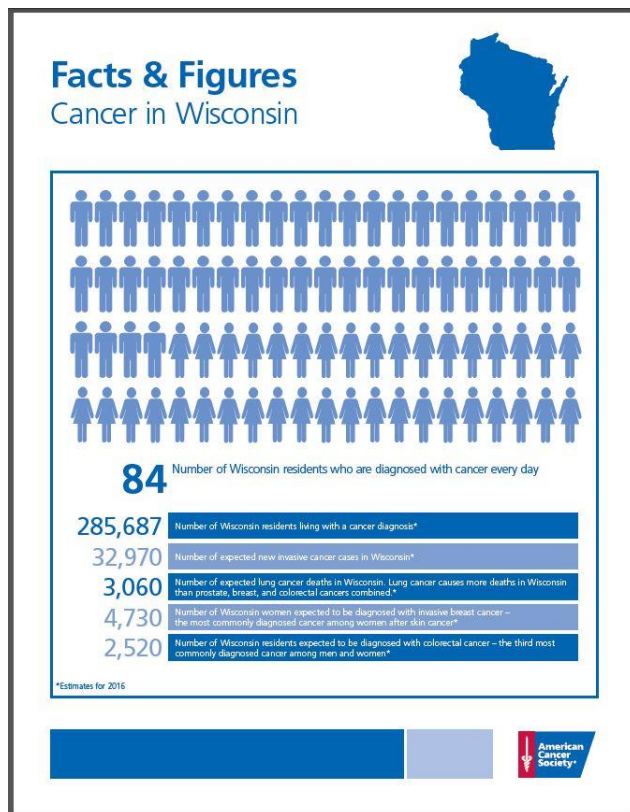


CDC & Cancer Control Plans

- ▶ Comprehensive cancer control (CCC) plans identify how an organization or coalition addresses the burden of cancer in its geographic area.
- ▶ Specific to each region and based on data collected about people living there.
- ▶ Blueprint for action.

Cancer Control Plans in WI

Burden of Cancer in WI



WI Cancer Council



WI Cancer Plans



WI Cancer Plan Revision Process

Completed Activities

- ▶ September 2018:
 - ▶ Steering Committee decides ten-year WI CCC Plan (2020-2030)
- ▶ December 2018 - April 2019:
 - ▶ WI CCC Plan survey
- ▶ February 2019:
 - ▶ Steering Committee works through Forces of Change to explore framework ideas
- ▶ April 2019:
 - ▶ DHS expert meetings with tobacco, healthy active lifestyles, immunization, radon
- ▶ May 2019:
 - ▶ Steering Committee provides input on framework recommendations

WI Cancer Plan Revision Process

Activities to Complete Yet

- ▶ June 2019:
 - ▶ WI Cancer Council member and stakeholder input to develop strategies and potential action steps
- ▶ July & August 2019:
 - ▶ Input gathered in June is reviewed and summarized by WI CCC Program staff
 - ▶ Report back to WI Cancer Council members on August 22nd from 10 - 12 PM webinar
- ▶ September 2019:
 - ▶ Steering Committee reviews WI Cancer Plan development progress and provides input on measures
- ▶ October 16, 2019:
 - ▶ WI Cancer Council members and stakeholders gather to share input on equity chapter
- ▶ November 2019 - February 2020:
 - ▶ WI Cancer Plan 2020-2030 reviewed, designed, finalized
- ▶ Spring 2020:
 - ▶ WI Cancer Plan 2020-2030 unveiled at TBD Regional Meetings

WI Cancer Plan 2020-2030 Framework

- ▶ **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.

WI Cancer Plan 2020-2030 Framework

Overarching Goals:

1. Increase equity related to cancer
2. Reduce the risk of developing cancer
3. Detect cancer at the earliest stage possible
4. Reduce death and suffering from cancer
5. Improve the quality of life for cancer survivors
6. Improve the quality and use of cancer-related data

WI Cancer Plan 2020-2030 Framework

Chapters:

1. Equity
2. Prevention
3. Early Detection & Screening
4. Treatment
5. Survivorship
6. End of Life
7. Data

WI Cancer Plan 2020-2030 Framework

Chapters:

1. **Equity**
2. Prevention
3. Early Detection & Screening
4. Treatment
5. Survivorship
6. End of Life
7. Data

Include activities to address equity that fall outside of the cancer care continuum

Preliminary discussion/brainstorm today over lunch

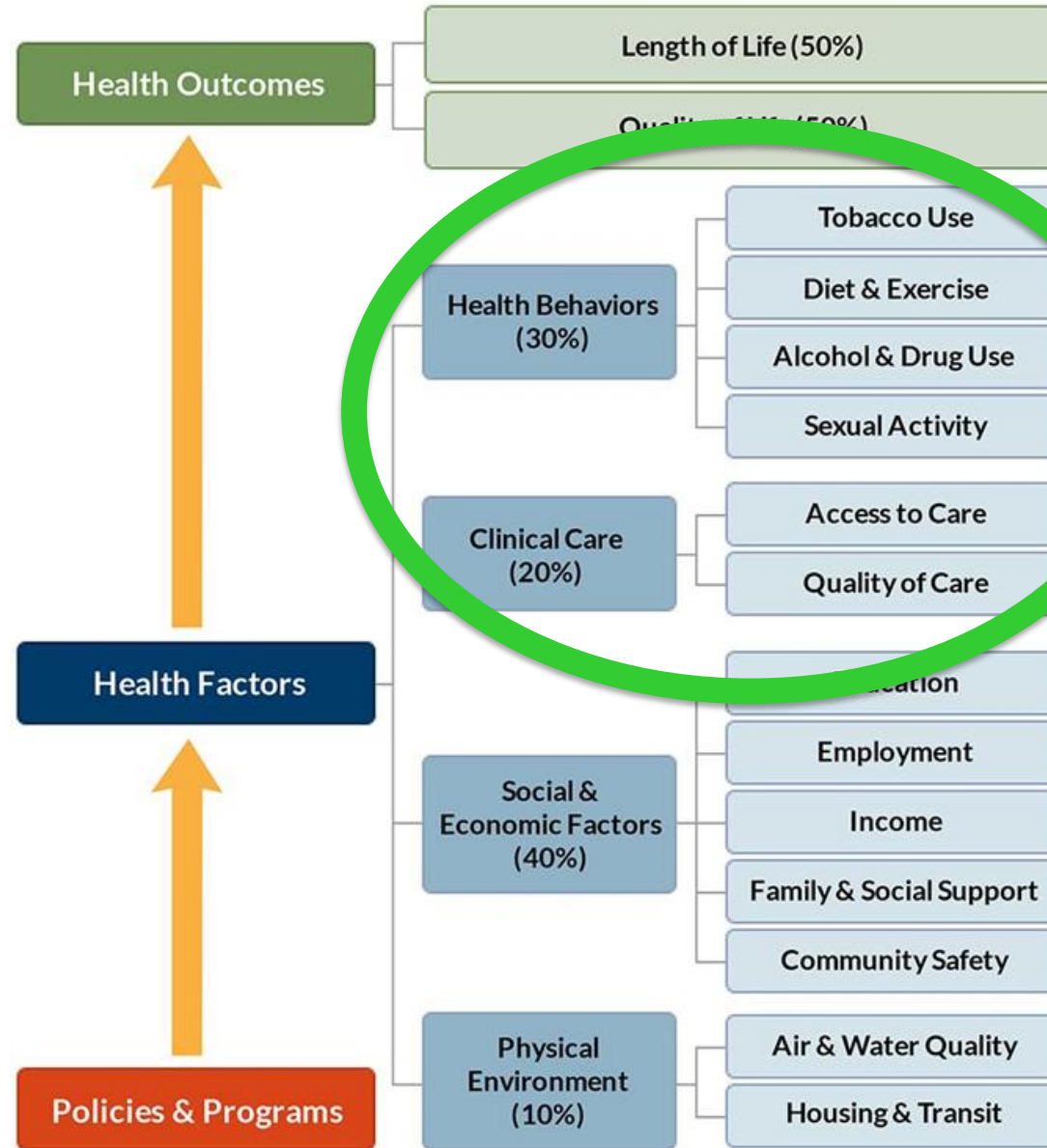
To be discussed at greater length on October 16th

A brief reminder on equity terminology...

- ▶ Health disparity: A difference in health between groups of people.
- ▶ Health inequity: Differences in population health status and mortality rates that are **systemic, patterned, unfair, unjust, and actionable**, as opposed to random or caused by those who become ill. (Margaret Whitehead)
- ▶ Health equity:
 - ▶ A fair, just distribution of the social resources and social opportunities needed to achieve well-being. (ASTHO, 2000)
 - ▶ An environment where everyone has a fair and just opportunity to be healthy. (Paula Braveman, 2017)

Social Determinants of Health

- Social Determinants of Health: conditions in which people are born, grow up, live, work, and age. (WHO)



WI Cancer Plan 2020-2030 Framework

Chapters:

1. Equity
- 2. Prevention**
3. Early Detection & Screening
4. Treatment
5. Survivorship
6. End of Life
7. Data

Tobacco

Nutrition & Physical Activity

Alcohol

Cancer Vaccines (HPV, Hep B)

UV Radiation

Radon

WI Cancer Plan 2020-2030 Framework

Chapters:

1. Equity
2. Prevention
- 3. Early Detection & Screening**
4. Treatment
5. Survivorship
6. End of Life
7. Data

Viral Hepatitis Testing

Screening

Genetic Risk Assessments

WI Cancer Plan 2020-2030 Framework

Chapters:

1. Equity
2. Prevention
3. Early Detection & Screening
- 4. Treatment**
5. Survivorship
6. End of Life
7. Data

Quality Cancer Care

Clinical Trials

Palliative Care

Advance Care Planning

WI Cancer Plan 2020-2030 Framework

Chapters:

1. Equity
2. Prevention
3. Early Detection & Screening
4. Treatment
- 5. Survivorship**
6. End of Life
7. Data

Awareness

Secondary Prevention & Early
Detection/Screening

WI Cancer Plan 2020-2030 Framework

Chapters:

1. Equity
2. Prevention
3. Early Detection & Screening
4. Treatment
5. Survivorship
- 6. End of Life**
7. Data

Palliative Care

Advance Care Planning

WI Cancer Plan 2020-2030 Framework

Chapters:

1. Equity
2. Prevention
3. Early Detection & Screening
4. Treatment
5. Survivorship
6. End of Life
7. **Data**

Include activities to enhance data that fall outside of the cancer care continuum

Small Group Discussions

- ▶ Discussions divided by topic areas of WI Cancer Plan 2020-2030 framework
- ▶ Identify strategies and brainstorm action steps for each topic area
 - ▶ Leave the wordsmithing and themes to staff for post-meeting homework
 - ▶ Gather consensus on ideas/activities



What is missing?

What needs to be changed/removed?

How should equity be addressed?

What are the data needs?

How will we know we are successful?

Small Group Discussions: Instructions & Tools

Every discussion will have:

- ▶ Facilitator → guide conversation
- ▶ Note taker → capture themes
- ▶ Topic handouts of examples → generate ideas
 - ▶ Includes:

- ▶ WI CCC Plan 2015-2020 areas
- ▶ Ideas from other state CCC plans
- ▶ Evidence-based recommendations
 - ▶ US Preventative Services Task Force (USPSTF)
 - ▶ CDC Community Guide

WI CCC Plan Feedback: High Risk Alcohol Use		
Past WI CCC Plan 2015-2020 Refer to back side.	USPSTF Graded Areas Grade B: Screening for unhealthy alcohol use or alcohol misuse in primary care settings in adults 18+ including pregnant women, and providing persons engaged in risky or hazardous drinking with brief behavioral counseling interventions to reduce unhealthy alcohol use or alcohol misuse.	Questions & Ideas to Consider What is missing? Any changes? What equity considerations? Data needs? What does success look like?
Other States CCC Plans Points from other states that differ from WI: <ul style="list-style-type: none"> Promote the use of electronic screening and brief intervention (e-SBI) to facilitate delivery of personalized feedback about risks and consequences of excessive drinking. (CO) Strengthen accountability in Colorado by holding social hosts liable for alcohol attributable harm. (CO) Many states included alcohol consumption as a subgroup of the nutrition and healthy lifestyle section. 	CDC Community Guidelines Evidence based actions not in current Plan: <ul style="list-style-type: none"> Increase knowledge of drink shop liability laws to decrease alcohol consumption. Specifically promoting e-SBI as an alcohol consumption screening resource. Supporting laws and policies that limit the days and hours when alcohol can be sold. Enhanced enforcement programs for laws prohibiting sales to minors. 	

Priority 3: Decrease high risk alcohol consumption Strategy A: Increase awareness of the connection between alcohol consumption and cancer risk Strategy B: Create environments that discourage excessive use of alcohol Strategy C: Increase screening and treatment for high risk alcohol consumption	<ul style="list-style-type: none"> Develop educational materials that define high risk alcohol consumption and its link to cancer. Support the implementation of media campaigns to increase public awareness of the link between alcohol use and cancer. Promote healthcare provider education and training on alcohol use as a risk factor for cancer. <ul style="list-style-type: none"> Increase the alcohol tax. Explore state and local policies that limit availability of alcohol in public spaces. Explore state and local policies that discourage high risk alcohol consumption. <ul style="list-style-type: none"> Train healthcare providers on how to screen and treat patients for high risk alcohol consumption. Promote existing community resources that address high risk alcohol consumption. Promote reimbursement for high risk alcohol screening and treatment. Educate consumers about the availability of alcohol treatment insurance benefits. 	Action Steps
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WI CCC Plan 2015-2010 Measures Midpoint Review				
From the WI Cancer Council				
Priority 1: Decrease tobacco use and exposure to tobacco	Baseline	Target	Midpoint	Status
Percentage of adults who are currently smoking	18%	15%	15%	
Percentage of high school students who are using tobacco (not including e-cigarettes)	20%	10%	11%	
Percentage of middle school students who are using tobacco (not including e-cigarettes)	3%	2%	2%	
Percentage of high school students who are using e-cigarettes	8%	3%	20%	
Priority 2: Increase healthy, active lifestyles	Baseline	Target	Midpoint	Status
Percentage of adults who are at a healthy weight	34%	40%	30%	
Percentage of high school students who are at a healthy weight	75%	77%	71%	
Percentage of adults who participated in 150 minutes or more of aerobic physical activity per week in the past month	53%	63%	59%	
Percentage of high school students who were physically active for a total of at least sixty minutes every day in the past seven days	24%	29%	25%	
Percentage of adults who consumed at least five servings of fruits or vegetables a day in the past month	14%	25%	18%	
Percentage of high school students who consumed at least five servings of fruits or vegetables a day in the past month	20%	22%	NA	

Small Group Discussions: Instructions & Tools

- Remember our approach: sustainable policy/systems level change



Small Group Discussions: Schedule

Round 1: 9:45 - 11 AM

High Risk Alcohol Use

Radon and UV Radiation

End of Life

Round 2: 11:15 AM - 12:30 PM

Nutrition & Physical Activity

Cancer Vaccines

Cancer Treatment

Round 3: 1:45 - 3:00 PM

Tobacco

Cancer Screening & Early Detection

Survivorship

Refer to agenda for room locations

Small Group Discussions: Facilitators

Round 1: 9:45 - 11 AM

High Risk Alcohol Use - *David Frazer, Center for Urban Population Health*

Radon and UV Radiation - *Jessica Maloney, WI Department of Health Services*

End of Life - *Mark Wegner, WI Department of Health Services*

Small Group Discussions: Facilitators

Round 2: 11:15 AM - 12:30 PM

Nutrition & Physical Activity - *Regina Vidaver, WI Department of Health Services*

Cancer Vaccines - *Laura Pettersen, Scenic Rivers Area Health Education Center*

Cancer Treatment - *Nancy Sonnleitner, WI Department of Health Services*

Small Group Discussions: Facilitators

Round 3: 1:45 - 3:00 PM

Tobacco - *Carleigh Olson, WI Department of Health Services*

Cancer Screening & Early Detection - *Beth Brunner, American Cancer Society*

Survivorship - *Paul Westrick, WI Cancer Council Policy Committee*

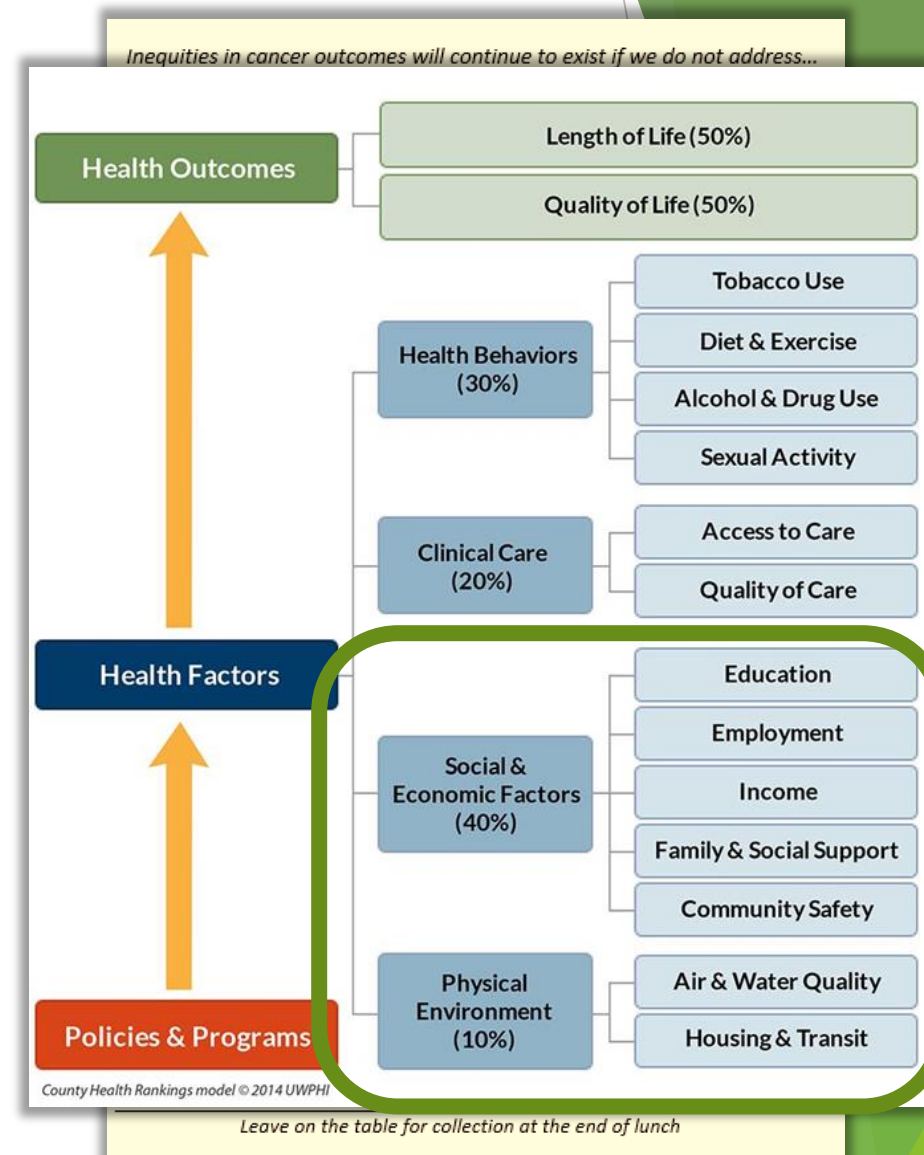
Looking Ahead to Lunch

Back here from 12:30 - 1:30 PM

Grab lunch and with a colleague brainstorm equity considerations the WI Cancer Plan 2020-2030 should include that do not necessarily fall within the cancer care continuum

NOTE: Remember the social determinants of health

Leave your sheet at the table to be collected and summarized for the October 16th meeting



Next Steps in WI Cancer Plan 2020-2030

WI Cancer Plan 2020-2030 Webinar Recap & Review:

August 22nd from 10 AM - 12 PM

Steering Committee Meeting

September 11th

Pre-Summit WI Cancer Plan 2020-2030 Discussion:

October 16th afternoon (exact time TBA)

Small Group Discussion Time!

Round 1: 9:45 - 11 AM

High Risk Alcohol Use

Radon and UV Radiation

End of Life

Round 2: 11:15 AM - 12:30 PM

Nutrition & Physical Activity

Cancer Vaccines

Cancer Treatment

Refer to agenda for room locations

See you back here for lunch at 12:30 PM!

Lunch!

Grab lunch and with a colleague brainstorm equity considerations the WI Cancer Plan 2020-2030 should include that do not necessarily fall within the cancer care continuum

NOTE: Remember the social determinants of health

Leave your sheet at the table to be collected and summarized for the October 16th meeting

Inequities in cancer outcomes will continue to exist if we do not address...

1.

2.

3.

4.

5.

6.

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11.

12.

13.

14.

15.

Leave your name & contact information for follow up questions
(optional):

Leave on the table for collection at the end of lunch

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THANK YOU!

