



**Wisconsin
Cancer
Collaborative**
REDUCING THE BURDEN TOGETHER

Wisconsin Cancer Plan 2020-2030

*Monthly Networking Webinar
August 13, 2020*

Welcome!

- Networking webinars
 - 2nd Thursday of each month from 10 – 11 AM
 - Complete list of upcoming webinars and previous webinar recordings:
www.wicancer.org/webinars

Wisconsin Cancer Collaborative

The Wisconsin Cancer Collaborative is a statewide coalition of 140 organizations working together to reduce the burden of cancer for everyone in Wisconsin.



Agenda

- ***Wisconsin COVID-19 Update***
- ***Wisconsin Cancer Plan 2020-2030***
 - *Print review*
 - *Online review*
- ***Taking Action***
 - *Dr. Melinda Stolley, Chair, Wisconsin Cancer Collaborative*
 - *Gale Johnson, WI Well Woman Program*
- ***Discussion***



Wisconsin COVID-19 Update

Dr. Mark Wegner, Chronic Disease Medical Advisor, Division of Public Health

As of August 12th, Wisconsin has:

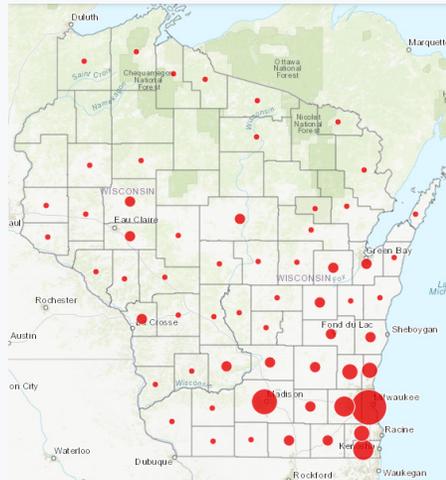
- 62,263 confirmed cases (8,884 active cases)
- 1,011 deaths
- 5,125 hospitalizations

Wisconsin COVID-19 Update

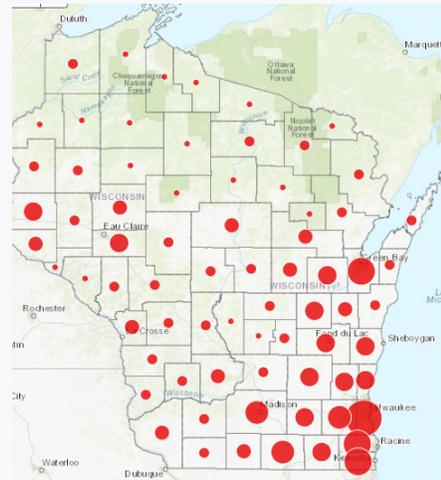
Dr. Mark Wegner, Chronic Disease Medical Advisor, Division of Public Health

COVID-19 Wisconsin Number of Cases

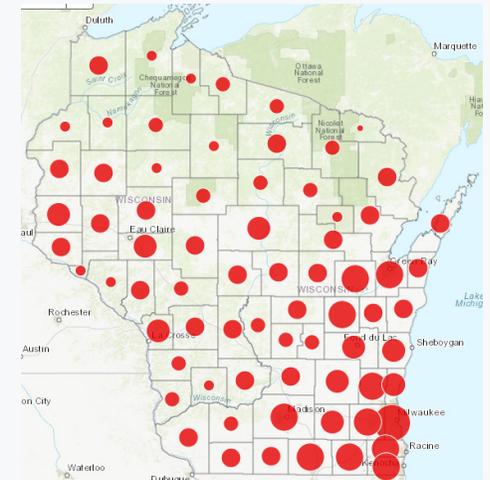
April



June



August



Rural areas now experiencing increased activity

www.dhs.wisconsin.gov/covid-19/

Wisconsin COVID-19 Update

Dr. Mark Wegner, Chronic Disease Medical Advisor, Division of Public Health

Disproportionate Impact

- 6.7% of Wisconsin population is Black:
 - 14.2% of COVID-19 cases
 - 21.1% of COVID-19 deaths
- 7.1% of Wisconsin population is Hispanic or Latino:
 - 23.1% of COVID-19 cases
 - 11.7% of COVID-19 deaths

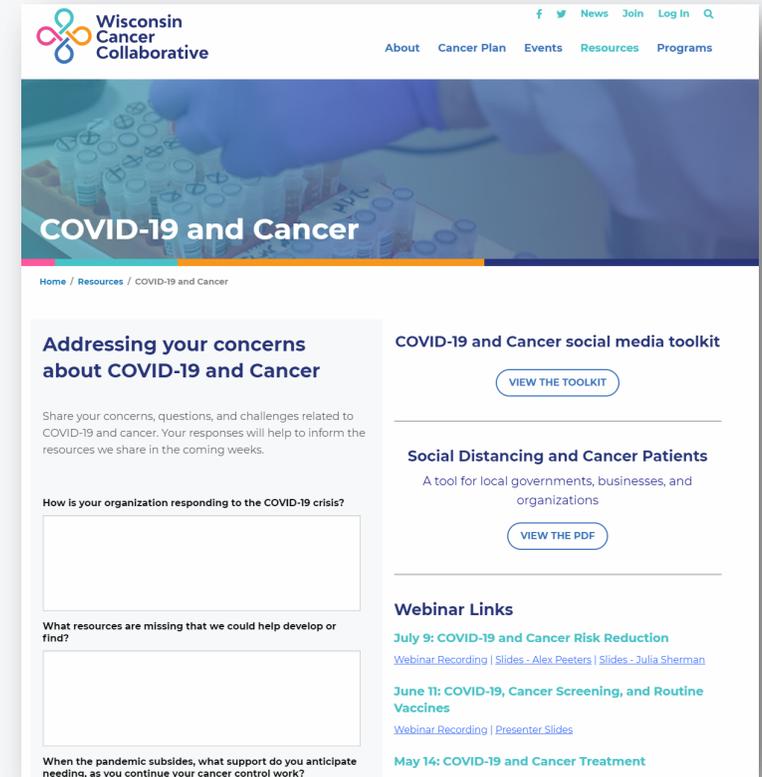


Wisconsin COVID-19 Update

Dr. Mark Wegner, Chronic Disease Medical Advisor, Division of Public Health

Cancer & COVID-19

- Reducing the spread of COVID-19 will:
 - Protect cancer patients and their caregivers
 - Allow for cancer prevention vaccines and screenings to be safely conducted
 - Provide safe spaces for risk reduction activities
- Statewide mask mandate
 - August 1st through September 28th



Resources available at www.wicancer.org/resources/covid19

Comprehensive Cancer Control: A National Approach

- Funded by the Centers for Disease Control & Prevention (CDC)
- Grantees charged with convening partners to:
 - Determine cancer burden in geographic area
 - Create blueprint to reduce cancer burden
 - Implement blueprint

Wisconsin's Application of National Approach



Wisconsin's Application of National Approach



- Wisconsin Cancer Reporting System
- Wisconsin Immunization Registry
- Behavioral Risk Factor Surveillance System

Wisconsin's Application of National Approach



- State's cancer coalition dedicated to creating and implementing the blueprint to reduce the burden of cancer
- 140 organizations and over 300 individuals that include multitude of disciplines and sectors

Wisconsin's Application of National Approach



- The state's blueprint to reduce the burden of cancer
- Incorporates evidence-based activities
- Spans the entire cancer control continuum

Wisconsin Cancer Plan 2020-2030

How the Wisconsin Cancer Plan 2020-2030 was developed

- September 2018-July 2020
- Led by 20 person Steering Committee
- Input from 140 organizations
 - June 2019
 - October 2019

Wisconsin Cancer Plan 2020-2030

How the Wisconsin Cancer Plan 2020-2030 was developed

- September 2018-July 2020
- Led by 20 person Steering Committee
- Input from 140 organizations
 - June 2019
 - October 2019
- Requests for changes can be made at any time at www.wicancer.org

Wisconsin Cancer Plan 2020-2030

Member Organizations

AbbVie
 ABCD: After Breast Cancer Diagnosis
 Access Community Health Centers
 Advancing a Healthier Wisconsin Endowment
 Affinity Health System - St. Elizabeth Hospital
 Ahal Empowered Wellness Center
 Altcare Health Services
 American Cancer Society
 American Cancer Society Cancer Action Network
 American Heart Association
 American Lung Association in Wisconsin
 Appleton Health Department
 Ascension Wisconsin - Columbia St. Mary's
 Ascension Wisconsin - Wheaton Cancer Care
 Ashland County Health and Human Services
 Aspinus Wausau Hospital
 AstraZeneca
 Advocate Aurora Health
 Barron County Health and Human Services
 Bayfield County Health Department
 Beaver Dam Community Hospital
 Bellin Health
 Breast Cancer Family Foundation
 Breast Cancer Recovery
 Bristol-Myers Squibb
 Cancer Center of Western Wisconsin
 Cancer Health Disparities Initiative
 Center for Patient Partnerships
 Center for Urban Population Health
 Central Wisconsin Health Partnership
 Cervivor
 Children's Health Alliance of Wisconsin
 Chix 4 a Cause LTD
 City of Franklin Health Department
 City of Wauwatosa Health Department
 Columbia St. Mary's
 Community Action for Healthy Living, Inc.
 Community Advocates
 Cutting Edge Health Team
 Cynthia's Breast Cancer Giving Circle
 Decipher Biosciences
 Eau Claire City County Health Department
 Eisai, Inc.
 Essential Health Clinic
 Fond du Lac County Health Department
 Forest County Potawatomi Community
 Fox Valley Advance Care Planning Partnership
 Fox Valley Hematology and Oncology
 Froedtert and the Medical College of Wisconsin
 GeneLaw Consulting LLC
 Genentech
 Gerald L. Ignace Indian Health Center
 Glida's Club Madison
 Green Bay Oncology
 Green Lake County Department of Health & Human Services
 Gunderson Health System
 Health Monitor
 Holy Family Memorial Cancer Center
 HSHS Division - Eastern Wisconsin
 HSHS Sacred Heart Hospital
 HSHS St. Vincent Hospital
 Iron County Health Department
 Jackson County Department of Health and Human Services
 Janssen Oncology/Johnson and Johnson Health Care Services, Inc.
 Juneau County Health Department
 La Crosse Area Family YMCA
 La Crosse County Health Department
 Lakeshore Community Health Care
 Langlade County Health Department
 Leukemia and Lymphoma Society
 Lung Cancer Research Foundation
 Manitowoc County Health Department
 Marathon County Health Department
 Marquette County Health Department
 Marquette University College of Nursing Institute for Palliative and End of Life Care
 Marshfield Clinic
 Mayo Clinic Health System - Franciscan Healthcare

List continued on page 4...

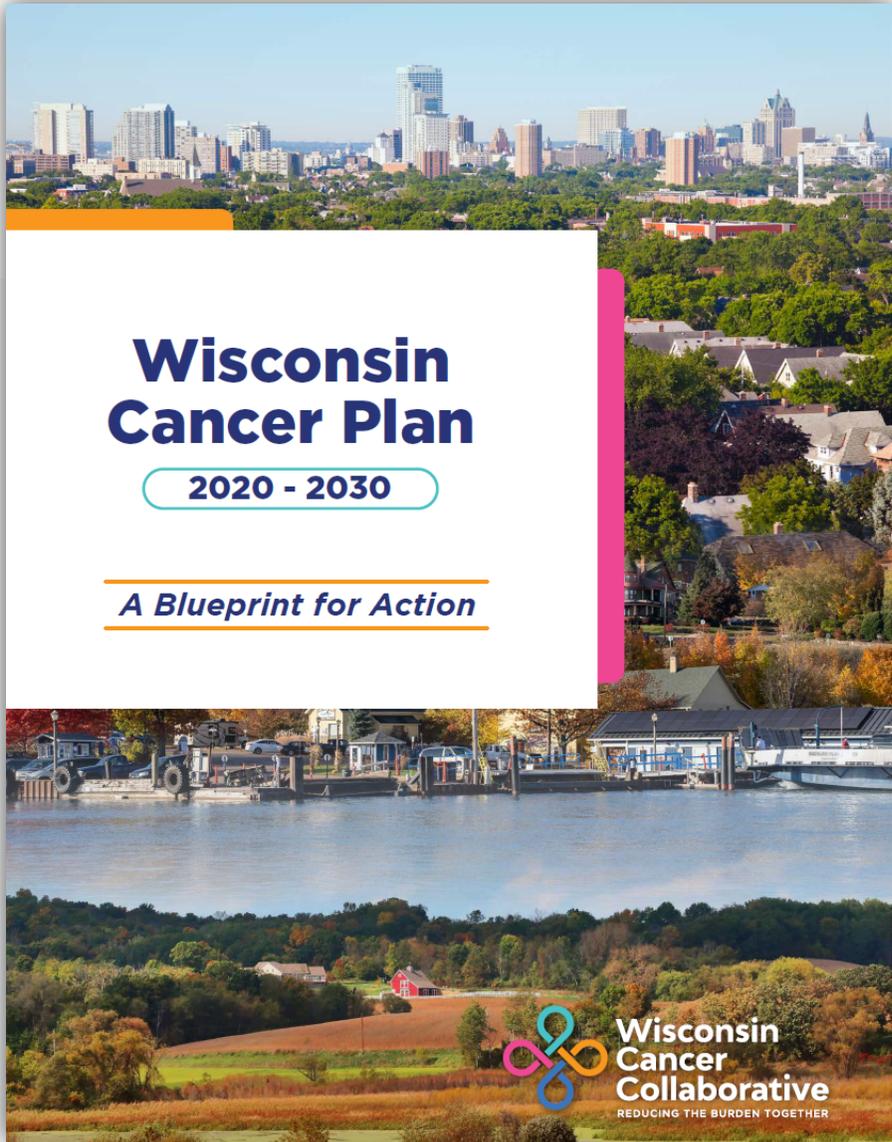
Member Organizations (continued)

McDowell Capitol Consulting
 Medical College of Wisconsin
 Merck
 Mercyhealth
 Milwaukee Consortium for Hmong Health
 Ministry Saint Joseph's Hospital
 Monroe County Senior Services
 Morgridge Institute for Research
 No Stomach for Cancer
 Northeast Wisconsin Area Health Education Center
 Northwest Wisconsin Cancer Center
 Oconto County Health and Human Services
 Oneida County Health Department
 Outagamie County Public Health Division
 Pfizer
 Pierce County Public Health Department
 Planned Parenthood of Wisconsin, Inc.
 Portage County Health and Human Services
 Progressive Community Health Centers
 Public Health Madison and Dane County
 Red Cliff Community Health Center
 Richland County Health and Human Services
 Rural Wisconsin Health Cooperative
 Saint Croix County HHS/Public Health
 Scenic Bluffs Community Health Centers
 Scenic Rivers Area Health Education Center (AHEC)
 Scott Consulting Partners
 Sheboygan County Cancer Care Fund
 Sixteenth Street Community Health Centers
 SSM Health
 St. Mary's Hospital Janesville
 Stockbridge Nurse Community
 Susan G. Komen Wisconsin
 ThedaCare Cancer Care
 Triago Cancer
 Tricia's Troops Cancer Connection
 Turville Bay MRI and Radiation Oncology Center
 University of Wisconsin Carbone Cancer Center
 University of Wisconsin Center for Tobacco Research and Intervention
 University of Wisconsin Medical Foundation
 University of Wisconsin Milwaukee College of Nursing
 University of Wisconsin Population Health Institute
 University of Wisconsin Department of Dermatology
 University of Wisconsin Department of Obstetrics and Gynecology
 University of Wisconsin Department of Population Health Sciences
 University of Wisconsin Extension - Green Lake County
 University of Wisconsin School of Medicine and Public Health
 University of Wisconsin Green Bay
 UW Health Breast Center
 UW Health Cancer Center at ProHealth Care
 Vitas Health Care, Inc.
 Waushara County University of Wisconsin-Extension Wisconsin State Laboratory of Hygiene/University of Wisconsin-Madison
 Winnebago County Health Department
 Wisconsin Alcohol Policy Project
 Wisconsin Alliance for Women's Health
 Wisconsin Association of Hematology and Oncology (WAHO)
 Wisconsin Breast Cancer Coalition
 Wisconsin Bureau of Community Health Promotion
 Wisconsin Cancer Reporting System
 Wisconsin Cancer Risk Program Network
 Wisconsin Environmental Public Health Tracking Program
 Wisconsin Health Literacy
 Wisconsin Immunization Program
 Wisconsin Indianhead Technical College
 Wisconsin Medical Society
 Wisconsin Nurses Association
 Wisconsin Primary Health Care Association
 Wisconsin Public Health Association
 Wisconsin Radon Program
 Wisconsin Tobacco Prevention and Control Program
 Wisconsin Well Woman Program
 Wisconsin Women's Health Foundation
 Wood County Health Department



Virtual Drum Roll...





Wisconsin Cancer Plan

2020 - 2030

A Blueprint for Action

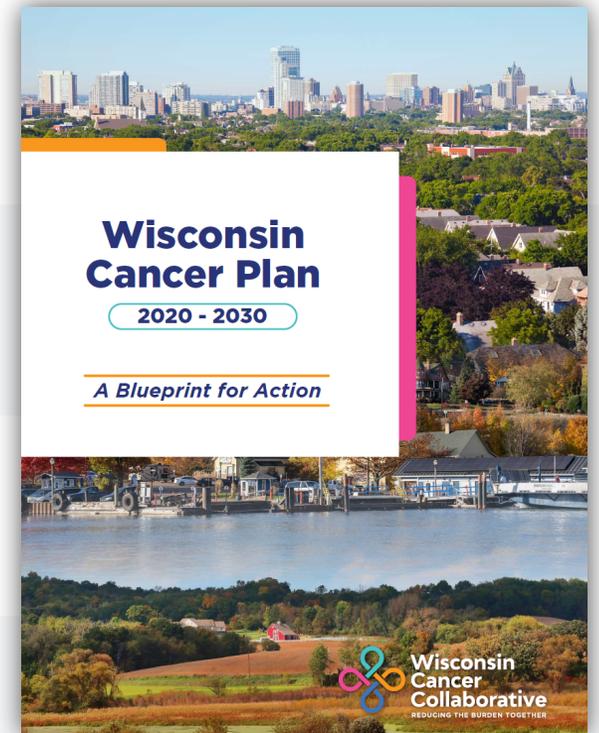
 Wisconsin
Cancer
Collaborative
REDUCING THE BURDEN TOGETHER

 Wisconsin
Cancer
Collaborative

Wisconsin Cancer Plan 2020-2030

Vision

A healthier Wisconsin by reducing the burden of cancer for everyone.



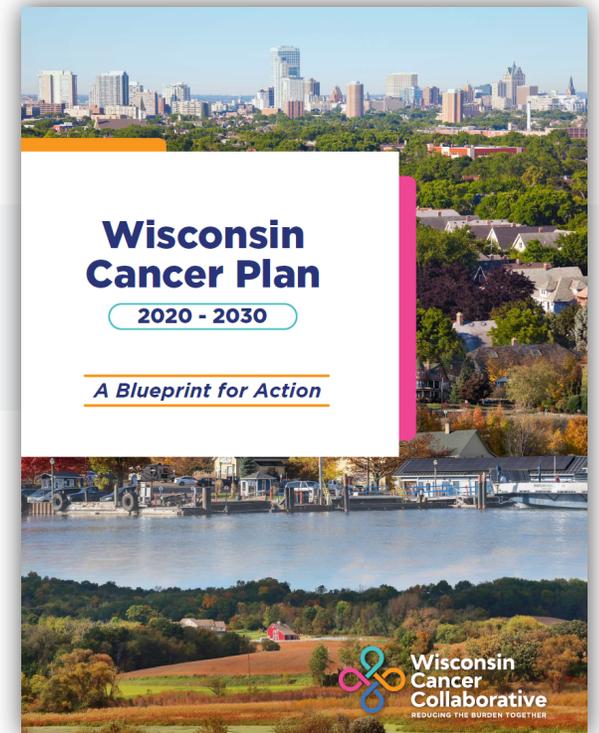
Wisconsin Cancer Plan 2020-2030

Vision

A healthier Wisconsin by reducing the burden of cancer for everyone.

Mission

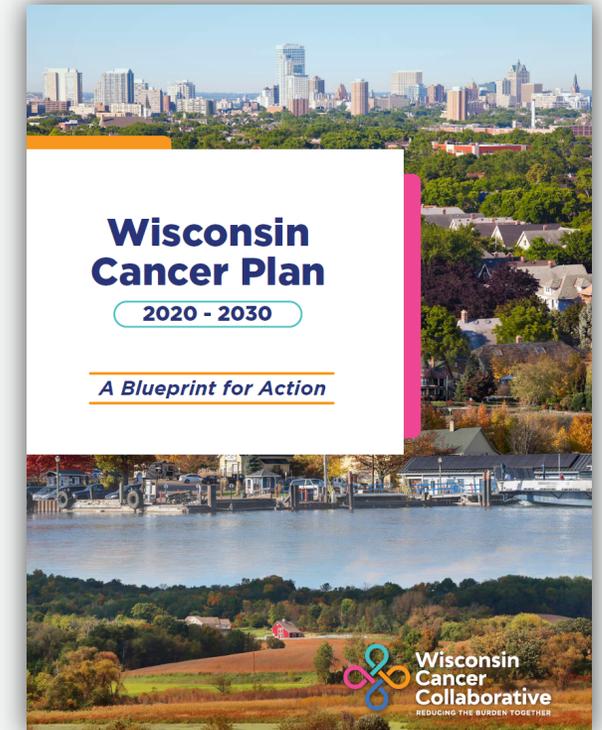
To engage diverse partners to develop, promote, and implement a statewide comprehensive approach to cancer control.



Wisconsin Cancer Plan 2020-2030

Overarching Goals

- 1 Advance health equity as it relates 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.



Wisconsin Cancer Plan 2020-2030

Understanding Policy, Systems, and Environmental Change

Healthy behaviors never happen in a vacuum.

The choices we make that affect our health are shaped by the policies that govern our communities, organizations (or “systems”) such as schools and clinics, and the physical and social environment in which we live.

Wisconsin Cancer Plan 2020-2030

Understanding Policy, Systems, and Environmental Change



*When we improve policies,
systems, and environments,
we can create lasting health
improvements for everyone.*

Wisconsin Cancer Plan 2020-2030

Printed Plan

- Seven Chapters
 - Priorities
 - Strategies
 - Background
 - Takeaway
 - Key Terms

Online Plan

- Seven Chapters
 - Priorities
 - Strategies
 - Background
 - Takeaway
 - Key Terms

Wisconsin Cancer Plan 2020-2030

Printed Plan

- Seven Chapters
 - Priorities
 - Strategies
 - Background
 - Takeaway
 - Key Terms

Online Plan

- Seven Chapters
 - Priorities
 - Strategies
 - **Action Steps**
 - **Measures**
 - Background
 - Takeaway
 - Key Terms
 - **Related Resources**

Wisconsin Cancer Plan 2020-2030

Chapter 1: Health Equity

Chapter 2: Risk Reduction

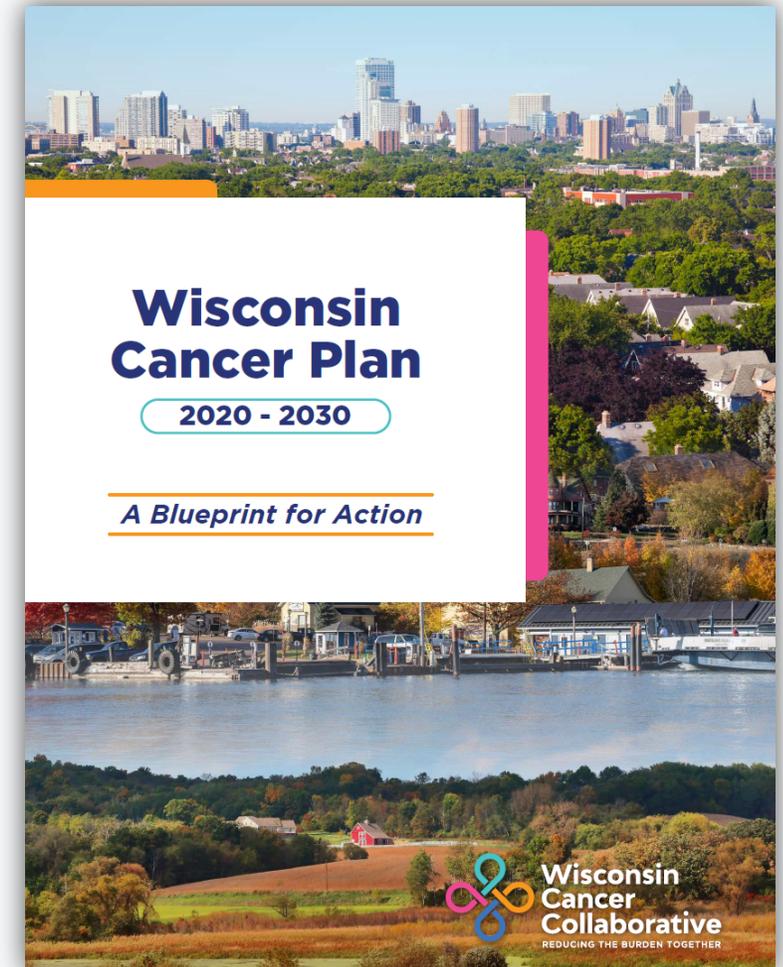
Chapter 3: Early Detection & Screening

Chapter 4: Treatment

Chapter 5: Survivorship

Chapter 6: End of Life

Chapter 7: Data



Wisconsin Cancer Plan 2020-2030

Chapter 1: Health Equity

Chapter 2: Risk Reduction

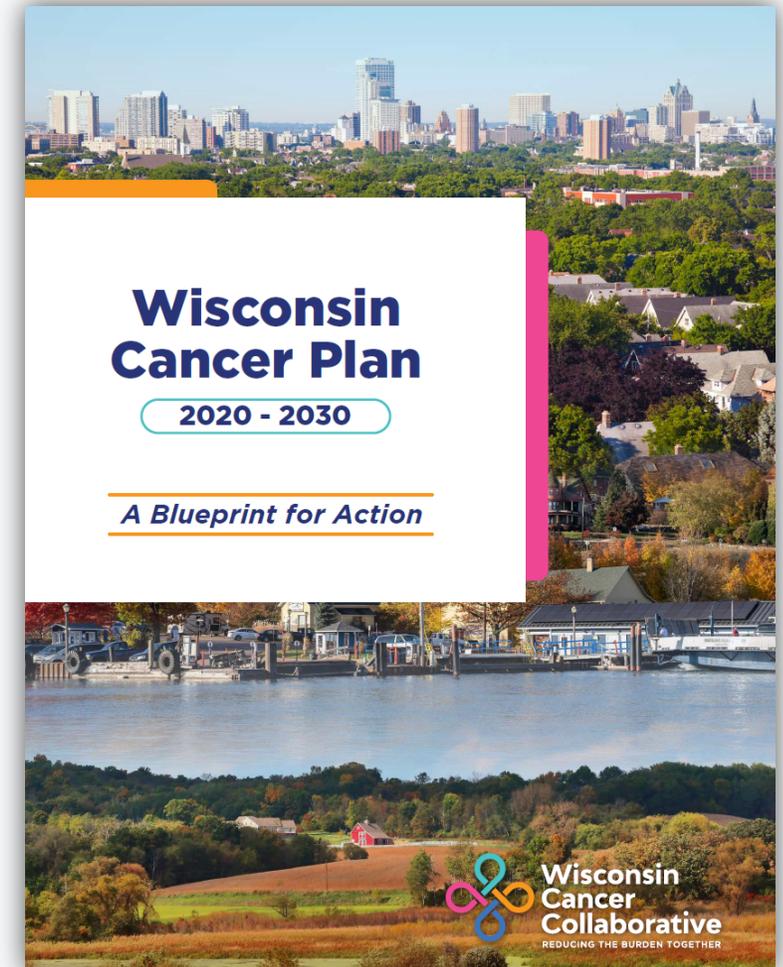
Chapter 3: Early Detection & Screening

Chapter 4: Treatment

Chapter 5: Survivorship

Chapter 6: End of Life

Chapter 7: Data



Wisconsin Cancer Plan 2020-2030

Chapter 1: Health Equity

Chapter 2: Risk Reduction

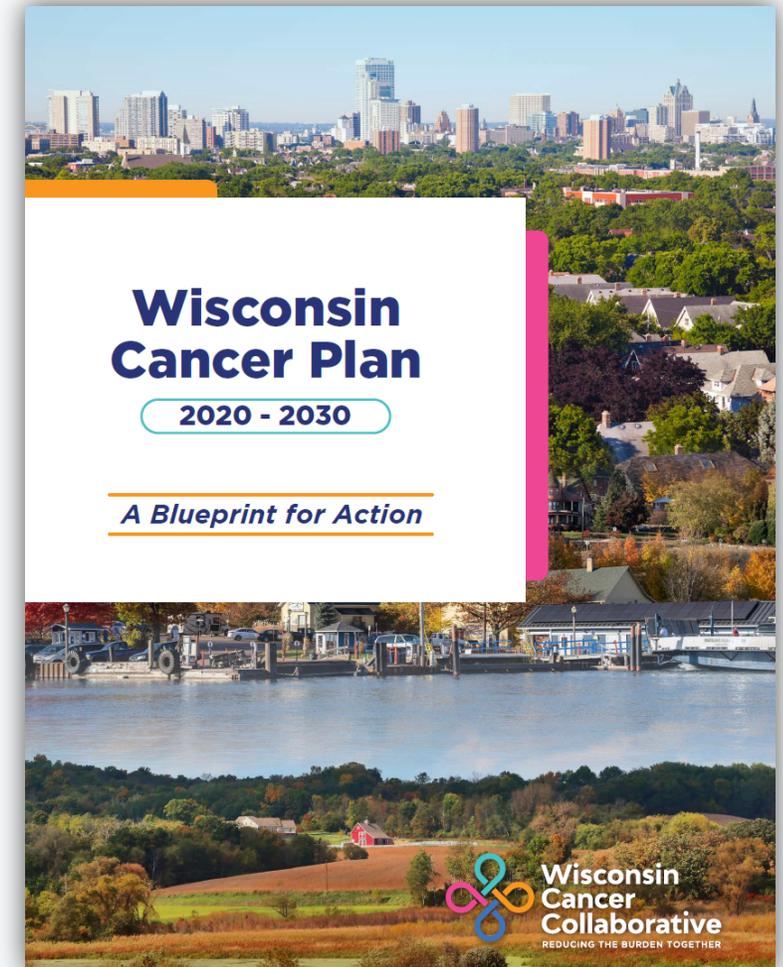
Chapter 3: Early Detection & Screening

Chapter 4: Treatment

Chapter 5: Survivorship

Chapter 6: End of Life

Chapter 7: Data

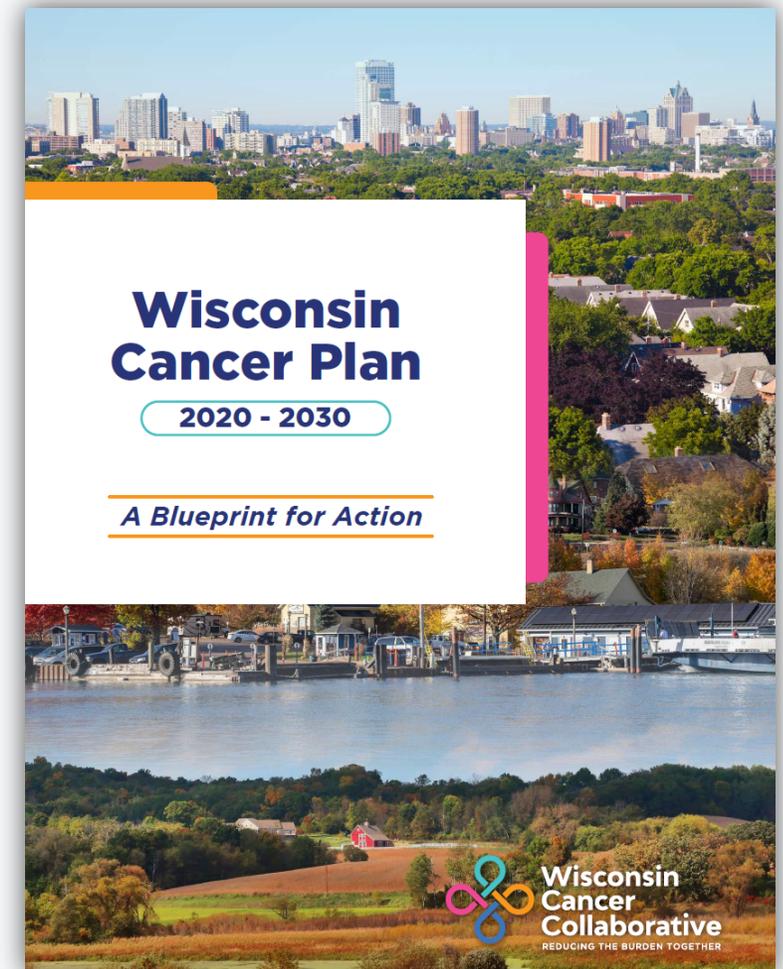


Wisconsin Cancer Plan 2020-2030

Want a print WI Cancer Plan 2020-2030 and to learn how various groups are taking action?

Register for and attend the...

**2020 Virtual Wisconsin Cancer Summit
October 28 & 29, 2020**



Wisconsin Cancer Plan 2020-2030

Chapter 1 Health Equity



Wisconsin Cancer Plan 2020-2030

Chapter 1

Health Equity

Photos



Chapter 1

Health Equity

Wisconsin Cancer Plan 2020-2030

Chapter 1 Health Equity

Photos

Background, Takeaway

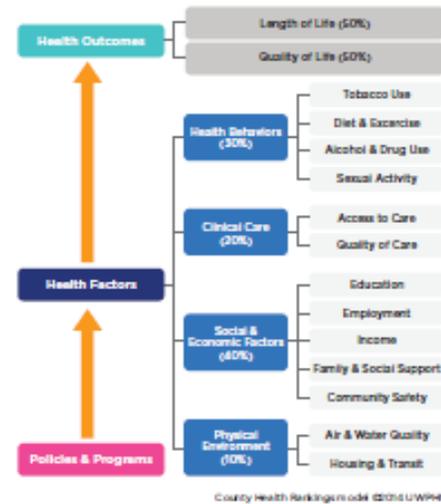


Everyone in Wisconsin deserves the chance to live life to the fullest.

This means having the resources needed to make healthy choices and receiving the highest quality care. Unfortunately, too many Wisconsinites are denied this opportunity because of historical and contemporary injustices, geographic location, and critical gaps in culturally responsive health care services.

In Wisconsin today, some populations are more likely to develop cancer and die from cancer. These inequities may be based on one's race or ethnicity, socioeconomic status, gender, age, religion, mental health, ability status, body size, sexual orientation, gender identity, geographic location, or other characteristics linked to racism, discrimination, and exclusion.

Social and economic factors, as well as our physical environment, contribute to health and health inequities. Where people are born, live, work, worship, learn, play, and age—otherwise known as the social determinants of health—can make it more or less challenging to access quality health care and engage in healthier behaviors, which largely determine the quality and length of one's life.



We can ensure health equity for all when we:

- Increase our state's capacity to reduce the burden of cancer for everyone.
- Increase the number of Wisconsinites who have access to quality health care that is both culturally and linguistically appropriate.
- Prioritize activities that engage, center, and benefit populations at higher risk of health-related inequities.
- Commit organizational energy to addressing social determinants of health.

The Takeaway

We will improve health outcomes for everyone in Wisconsin when we improve the conditions in which people are born, live, work, worship, learn, play, and age. By incorporating health equity into cancer control efforts, we can reduce the unequal burden of cancer in Wisconsin.

Wisconsin Cancer Plan 2020-2030

Chapter 1 Health Equity

Photos

Background, Takeaway

Key Terms

A collage of images and text from the Wisconsin Cancer Plan 2020-2030 report. On the left, a vertical teal bar contains the text "810", "Dive", "We", "lesbi", "trans", "peo", "livi", "in s", "con". To the right of this bar, there are several text excerpts: "Everyone to the full", "This means having to make healthy choices... highest quality care... Wisconsinites are because of historical injustices, geographic location, or other factors such as race, ethnicity, language, or cultural background.", "In Wisconsin today, people are not equally likely to develop cancer. These inequities are based on race, ethnicity, socioeconomic status, religion, mental health, sexual orientation, gender identity, geographic location, or other factors such as racism, discrimination, and social and economic conditions.", "Social and economic conditions, such as physical environment, education, employment, work, worship, leisure, and social support, can make it more difficult to access quality health care and engage in healthy behaviors, which can affect the timing and length of one's life.", "We can ensure health equity by: • Increase our state's capacity to address health inequities. • Increase the number and linguistic diversity of health care providers. • Prioritize activities that address health-related inequities. • Commit organizations to address health inequities.", "The Takeaway: We will improve health equity by ensuring that all people are born, live, learn, work, play, worship, and age in conditions that promote good health and control efforts, we...". On the right side of the collage is a photograph of two women, one younger and one older, both smiling and holding a white envelope or document. Below the photo is the "Key Terms" section: "Key Terms: Health equity: A condition achieved when every person has the opportunity to 'attain their full health potential' and no one is 'disadvantaged from achieving this potential because of social position or other socially determined circumstances.'² Health Inequity: Preventable and unjust differences in the burden of disease, injury, violence, or opportunities to achieve optimal health that are experienced by socially disadvantaged populations.³ Social determinants of health: Conditions in the environment in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.⁴ Trauma-informed care*: An approach to engaging people with histories of trauma that recognizes the presence of trauma symptoms and acknowledges the role that trauma has played in their lives.⁵ • Other approaches such as healing-centered engagement are beginning to positively reframe trauma by focusing on resilience and collective strength. *Denotes a key term that only appears in an action step. To view action steps, see the online Wisconsin Cancer Plan 2020-2030 at www.wiscancer.org.

Priority 1

Increase capacity to reduce the burden of cancer for everyone.

Strategies:

- A** Increase the diversity and engagement of the Wisconsin Cancer Collaborative membership and partners.
- B** Increase trust between communities and those working to reduce the burden of cancer.
- C** Establish and maintain a diverse workforce of health professionals and researchers that better represents all Wisconsin communities.

Priority 2

Increase the number of Wisconsinites with access to quality health care.

Strategies:

- A** Increase availability of and access to health services for the under- and uninsured.
- B** Increase availability of and access to comprehensive health insurance coverage.

Priority 3

Increase and prioritize health improvement approaches that engage, center, and benefit populations and communities at highest risk of health-related inequities.

Strategies:

- A** Collect, examine, and disseminate data on traditionally underrepresented populations.
- B** Increase funding opportunities that address health-related inequities.
- C** Increase the co-development of health improvement activities *with and for* populations at highest risk of health-related inequities.
- D** Increase policy and systems-level changes that address the social determinants of health.



Wisconsin Cancer Plan 2020-2030

Chapter 1 Health Equity

Priority 1

Priority 2

Priority 3

Increase and prioritize health improvement approaches that engage, center, and benefit populations and communities at highest risk of health-related inequities.

Strategies:

- A** Collect, examine, and disseminate data on traditionally underrepresented populations.
- B** Increase funding opportunities that address health-related inequities.
- C** Increase the co-development of health improvement activities *with* and *for* populations at highest risk of health-related inequities.
- D** Increase policy and systems-level changes that address the social determinants of health.

Reader's note: To see detailed action steps and data measures for this chapter, please view the interactive Wisconsin Cancer Plan 2020-2030 available online at www.wicancer.org.

Online & Interactive WI Cancer Plan 2020-2030

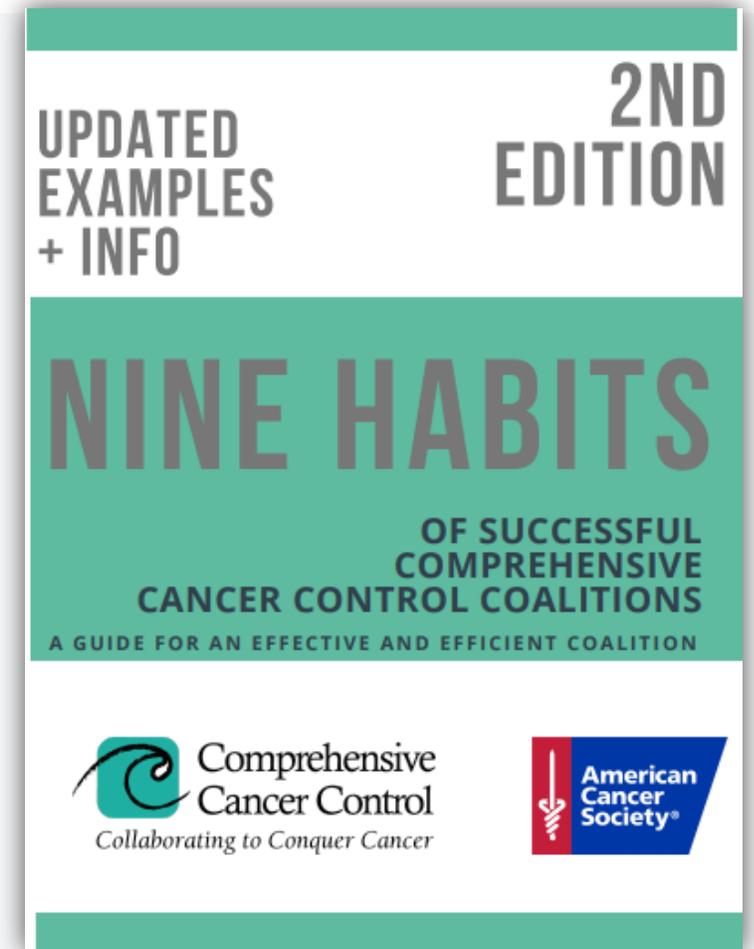
- All the information from the print version
- Action Steps
- Measures

- *Resources to take action in the Resource Center*

www.wicancer.org

Taking Action: WI Cancer Plan 2020-2030

- **Action Areas**
 - WI Cancer Collaborative cannot do everything at once because of limited resources.
 - Focused efforts on a few things will accelerate progress.
 - Members determine priorities of the cancer plan that represent WI Cancer Collaborative value-added efforts.



Taking Action: WI Cancer Plan 2020-2030

- **Policy Agenda**
 - Includes goals and objectives that support our Action Areas and advance the Wisconsin Cancer Plan.
 - Policy Committee develops this biennial agenda and provides education and recommendations to Wisconsin Cancer Collaborative members to advance the agenda's goals.

Taking Action: WI Cancer Plan 2020-2030

- Action Area & Policy Agenda development begins this fall
 - Steering Committee & Policy Committee meetings in September
 - Join Monthly networking webinar
 - October 8th from 10-11 AM
 - www.wicancer.org/webinars



Putting the Plan into Action

Thursday, October 8 | 10-11 am

How can we put the new Wisconsin Cancer Plan 2020-2030 into action? Share your input in our October webinar, and help the Wisconsin Cancer Collaborative decide how to prioritize action areas within the new Wisconsin Cancer Plan 2020-2030.

Taking Action: WI Cancer Plan 2020-2030

Melinda Stolley, PhD

Associate Director

Prevention & Control

Medical College of WI Cancer Center

Chair

Wisconsin Cancer Collaborative

**Working together,
we will reduce the
burden of cancer
for everyone
in Wisconsin.**



Member Spotlight

Gale Johnson, Wisconsin Well Woman Program



Wisconsin Well Woman Program



The primary goal of the WWWP is to reduce morbidity and mortality from breast and cervical cancers by increasing the number of low-income, uninsured and underinsured women who routinely receive screening services. Since 1994, the program has provided breast and cervical cancer screening and diagnostic services to more than 80,787 women in counties and Tribal Nations throughout Wisconsin.

WWWP Coordinating Agencies

Coordinating Agency Responsibilities

- Eligibility determination and enrollment
- Case management
- Provider support
- Outreach and education

Important WWP Collaborations

- American Cancer Society
- Faith-Based Organizations
- Foundation for Black Women's Wellness
- Milwaukee Consortium for Hmong Health
- UW Carbone Cancer Center-Cancer Health Disparities Initiative
- UW-Milwaukee College of Nursing
- Wisconsin Association of Free & Charitable Clinics, Inc.
- Wisconsin Breast Cancer Task Force
- Wisconsin Inter-Tribal Pink Shawl Initiative
- Wisconsin Women's Health Foundation

WWWP Patient Navigation Sites

- Aurora Family Service, Inc. (focusing on Southeastern Wisconsin)
- Marshfield Clinic Health System (focusing on central, western and northern Wisconsin)
- UW Carbone Cancer Center – Cancer Health Disparities Initiative with UW Breast Center (focusing on southern Wisconsin)

Wisconsin Well Woman Program

Thank you and Stay Well!
August 13, 2020



Discussion

- How do you intend to incorporate the Wisconsin Cancer Plan 2020-2030 in your work?
- What tools or resources would you find helpful to advance the WI Cancer Plan?
- Are you registered to attend the virtual 2020 Wisconsin Cancer Summit?

Next Steps

- **Monthly Networking Webinars:**
 - September 10th from 10 - 11 AM
 - Palliative Care Network of Wisconsin
 - October 8th from 10 - 11 AM
 - Putting the Plan to Action

Next Steps

2020 Wisconsin Cancer Summit

A virtual, two-day event

Oct. 28, 2020 | 12 - 3 pm

Oct. 29, 2020 | 9 am - 12 pm

All sessions will be held via web conference. Registration is free and will open in August.

Featuring:

- Keynote address by Dr. Lisa Richardson, Director of the CDC's [Division of Cancer Prevention and Control](#)
- Strategies to put the new Wisconsin Cancer Plan 2020-2030 into action
- Success stories from around Wisconsin
- Opportunities to network



**Wisconsin
Cancer
Collaborative**

THANK YOU

www.wicancer.org

www.wicancer.org/cancer-plan/