

2020 Wisconsin Cancer Summit



AGENDA AT-A-GLANCE

Oct. 28 | 12 - 3 pm

Oct. 29 | 9 am - 12 pm

Wednesday, Oct. 28

12 pm	Welcome
12:10 pm	Keynote Address: "Leading Through Uncertainty," with Dr. Lisa Richardson, MD, MPH, Centers for Disease Control and Prevention
1:05 pm	BREAK
1:10 pm	Plan Overview: "Setting the Stage: A Blueprint for Reducing the Cancer Burden in Wisconsin," with Sarah Kerch, MPH
1:20 pm	Panel Discussion: Success Stories We Can Learn From
2:20 pm	BREAK
2:25 pm	Networking Sessions: Putting the Wisconsin Cancer Plan Into Action
2:55 pm	Closing

Thursday, Oct. 29

9 am	Welcome
9:05 am	Keynote Address: "Race, Racism, and Health Equity: The Impact on Cancer Control," with Ginny Finn, JD
10:05 am	Keynote Address: "Policy and Systems Change: A Call to Action to Advance Health Equity," with Dr. Staci Young, PhD
10:45 am	BREAK
10:50 am	Networking Sessions: Regional Connections
11:50 am	Closing

Thank you for registering for the first all-virtual Wisconsin Cancer Summit!

We hope this special two-day event gives you the information you need to respond to the pressing cancer issues facing your community, and helps you connect with peers you may not have connected with in a while. We look forward to seeing you, Oct. 28-29.

Session Descriptions

KEYNOTE ADDRESS

Leading Through Uncertainty

Comprehensive cancer control programs and their partners play an essential role in reducing cancer risks and burdens in communities nationwide. These collaborations are even more critical as our nation continues to address the prolonged social, economic, and clinical care crises that remain in the wake of the COVID-19 pandemic. The cancer control community adapted quickly as the pandemic unfolded and worked closely with public health partners to reduce the threat of the virus for people with cancer, while continuing to provide the best possible support and care to those who needed it most. In a post-COVID-19 world, these same partnerships will be key in sustaining the gains we have made in cancer prevention and control.

Presented by

Dr. Lisa Richardson, MD, MPH

Director, Division of Cancer Prevention and Control, Centers for Disease Control and Prevention

PLAN OVERVIEW

Setting the Stage: A Blueprint for Reducing the Cancer Burden in Wisconsin

How can Wisconsin reduce the burden of cancer for everyone? Let's get a brief overview of the new Wisconsin Cancer Plan 2020-2030 to help frame our state's approach to cancer control. We can use the Wisconsin Cancer Plan as a guide throughout the Summit as we explore lessons learned and best practices from around the state.

Presented by

Sarah Kerch, MPH

Director, Wisconsin Cancer Collaborative

Session Descriptions (continued)

PANEL DISCUSSION

Success Stories We Can Learn From

Experts from across Wisconsin will share successful initiatives spanning the cancer control continuum. Learn from their success stories and gain tangible ideas and inspiration that can be applied to your own work.

Topics will include:

- Understanding and delivering culturally and linguistically appropriate health education
- Increasing cancer screening rates
- Working with partners
- Cancer survivorship
- Hospice and palliative care delivery
- Understanding rural cancer data

Presented by

- **Mayhoua Moua**, Executive Director, Milwaukee Consortium for Hmong Health, Inc.
- **Carol Cameron**, Program Manager, Wisconsin Pink Shawl Initiative
- **Andrea Larson, RN, BSN OCN**, Oncology Nurse Navigator, Cancer Center of Western Wisconsin
- **Megan Federighe**, Director of Market Development, VITAS Healthcare
- **Dr. Noelle LoConte, MD**, Associate Professor of Medicine, University of Wisconsin School of Medicine and Public Health

NETWORKING BREAKOUT SESSIONS

Putting the Wisconsin Cancer Plan Into Action

Participants will break out into networking sessions organized by chapter areas of the new Wisconsin Cancer Plan 2020-2030: Risk Reduction (Chapter 2); Early Detection and Screening (Chapter 3); Treatment (Chapter 4); Survivorship (Chapter 5); and End of Life (Chapter 6).

PLEASE NOTE: The topics of Health Equity (Chapter 1) and Data (Chapter 7) will be incorporated into each networking session.

Moderated by

Wisconsin Cancer Collaborative Steering Committee members

Session Descriptions

KEYNOTE ADDRESS

Race, Racism & Health Equity: How Do the Dots Connect to Impact Cancer Control?

The first chapter of the Wisconsin Cancer Plan 2020-2030 is “Health Equity” because this forms the foundation for all other chapters. How we understand race and racism, and how the trauma of racism has burdened us all, requires a better understanding of our past, as well as a common language for solving challenging problems in cancer control.

Presented by

Ginny Finn, JD

President and CEO, YWCA Southeast Wisconsin

KEYNOTE ADDRESS

Policy and Systems Change: A Call to Action to Advance Health Equity

It is critical to address structural issues to close the gap in health disparities. This includes systemic racism, stressors, and other root causes. This presentation will cover how these should be incorporated into action towards health equity.

Presented by

Dr. Staci Young, PhD

Associate Professor and Director of the Center for Healthy Communities and Research, Medical College of Wisconsin

NETWORKING BREAKOUT SESSIONS

Regional Connections

Network with peers in your region, and learn about successful cancer control programs close to home. For help selecting your region, view the DHS regions by county:

<https://www.dhs.wisconsin.gov/aboutdhs/regions.htm>

Moderated by

- **Tobi Cawthra:** Southeastern region
- **Shawn Koval and Julia Stanley:** Southern region
- **Christie Harris and Brenda Rooney:** Western region
- **Sandy Bernier:** Northeastern region
- **Penny Funk:** Northern region

Meet our Presenters

Sandy Bernier, Tobacco Prevention and Control Program Coordinator, Fond du Lac County Health Department:

Like many others, Sandy Bernier has a personal connection to losing people close to her to cancer. She lost her mother, brother, and aunt to pancreatic cancer, and she watched seven of her eight siblings fall into the trap of tobacco addiction. Sandy is an active member of the Wisconsin Cancer Collaborative's Steering Committee and has worked in tobacco prevention and control for more than 20 years. As an employee of the Fond du Lac County Health Department, Sandy serves as the Program Coordinator for the Multi-Jurisdictional Tobacco Control Coalition that includes Fond du Lac, Waushara, Marquette, and Green Lake counties.



Carol Cameron, Program Manager, Wisconsin Pink Shawl Initiative:

Carol Cameron is an enrolled member of the Minnesota White Earth Chippewa Tribe and one of the founding members of the Wisconsin Inter-Tribal Pink Shawl Initiative. As a breast cancer “thrivor” herself, Carol works to educate American Indian women on the importance of regular screenings and good breast health habits to help reduce the incidence of breast cancer in the Native Community. Carol shares her culture and forges ahead to help bridge the gap between academia and the American Indian community. By partnering with key Wisconsin breast cancer organizations, Carol has helped increase education, screening, and funding opportunities to grassroots organizations.



Tobi Cawthra, Program Manager, Medical College of Wisconsin Cancer Center:

Tobi is the administrative lead for the MCW Cancer Center - Community Cancer Science Network Integration Hub which integrates varied perspectives to understand and address breast and lung cancer disparities in Wisconsin. The Integration Hub, funded by Advancing a Healthier Wisconsin Endowment, is the coordinating entity for three initiatives: a cancer disparities curriculum for research & community scholars, collaborative work Group, and mammographic quality.



Presenters, continued

Megan Federighe, Director of Market Development, VITAS

Healthcare: Megan Federighe is the Director of Market Development and has worked at VITAS Healthcare for 11 years. Through professional outreach and community engagement, Megan helps people better understand advanced illness and the importance of having timely conversations about healthcare planning, such as documenting goals, values, and wishes so that dignified care can be provided as disease progresses through the end of life.



Ginny Finn, JD, President and CEO, YWCA Southeast

Wisconsin: Ginny Finn serves as President & CEO at YWCA Southeast Wisconsin, where she leads strategic communications and development efforts and works with the Board of Directors and a blue-ribbon leadership team to re-imagine the expansion of the organization's gender and racial equity work and related collaborations. An attorney with 25+ years of consulting experience in the performing arts, education, and health/social services, she practiced health care law at Michael Best & Friedrich LLP and served for nearly a decade as Executive Director of ABCD: After Breast Cancer Diagnosis, a Wisconsin-based national breast cancer survivorship services organization. Ginny currently serves on the Boards of Directors of the IBC Network Foundation; the National Breast Cancer Coalition; LIFT, Inc., a youth development field hockey program; and Ascension Wisconsin's IRB; and she co-chairs the Medical College of Wisconsin Cancer Center Advisory Board. An adjunct instructor with the University of Wisconsin Milwaukee and Parkside campuses, she is a member of the Wisconsin Bar Association and an alumna of the social capital programs Milwaukee Forum and Milwaukee Mosaic. With a BA from Coe College and MA from Purdue University, Ginny earned her JD from the University of Wisconsin Law School and is a graduate of Harvard Business School's Strategic Perspectives in Nonprofit Management program.



Presenters, continued

Penny Funk, Pediatric Clinical Quality Nurse Specialist, Marshfield Clinic Health System: Penny Funk is the Pediatric Clinical Quality Nurse Specialist for the Institute for Quality, Innovation and Patient Safety (IQIPS) department of Marshfield Clinic Health System. She completed her BSN at UW-Eau Claire and her MSN at Capella University. Penny supports pediatricians and their teams across the health system to improve population health outcomes through innovative ways, while looking to improve access and provide affordable compassionate care. Penny has a passion for improving care provided to pediatric patients across the health system and throughout our communities. Penny currently serves as chair for the Wisconsin Collaborative for Health Quality Adolescent and Child Steering Team.



Christie Harris, Wellness Education Specialist, Gundersen Health System: Christie Harris has worked in the field of health promotion and wellness for more than 20 years. She serves as a HeartMath Revitalizing Care/Resilience Advantage Trainer, a certified Intrinsic Coach, and a certified Holistic Stress Management Instructor. Christie works primarily in the areas of mental health and ATODA, and has been working as a supporting resource connector for the Gundersen Health System Cancer Center for the past 17 years.



Sarah Kerch, MPH, Director, Wisconsin Cancer Collaborative: Sarah Kerch guides the direction of the Wisconsin Cancer Collaborative and uses her skills in strategic planning, partner facilitation, and program management to ensure a strong infrastructure for cancer control work throughout Wisconsin. Sarah received her Master of Public Health from the University of Illinois at Chicago in 2012, and later worked in Chicago developing and evaluating community-based strategies to address maternal and child health disparities and the growing impact of chronic disease.



Presenters, continued

Shawn Koval, *Healthy Schools Coordinator, Healthy Kids Collaborative of Dane County*

Shawn Koval is a child health and community education advocate who currently works as the Healthy Schools Coordinator for the Healthy Kids Collaborative. Prior to arriving at UW Health in 2019, Shawn spent 10+ years in Oakland, CA; Minneapolis; and Chicago, directing community school programs, youth leadership groups, and school-based health and wellness initiatives. He enjoys collaborating with program, policy, and research partners from across social sectors to work towards collective impact and equitable health outcomes for all children and families in his home of Madison and Dane County. Shawn loves spending time with his wife Erica and 2-year-old son Miles, as well as hiking, creative writing, meditation, music, and improvisation.



Andrea Larson, RN, BSN OCN, *Oncology Nurse Navigator, Cancer Center of Western Wisconsin*

Andrea has been a member of the Cancer Center team at Westfields Hospital since 2011. She has worked as the Oncology Nurse Navigator for three of those years. Andrea has helped new patients begin their cancer treatment path and has worked on several projects, including Community Education and most recently helping to develop a Survivorship Program for the Cancer Center. The Cancer Center of Western Wisconsin is made up of six Cancer Centers covering two county areas, offering oncology care close to home. The Westfields Hospital site offers medical oncology and hematology services, radiation oncology, a palliative care clinic and supportive counseling.



Presenters, continued

Dr. Noelle LoConte, MD, Associate Professor of Medicine, University of Wisconsin School of Medicine and Public Health:

Dr. Noelle LoConte, MD, is an Associate Professor of Medicine at the University of Wisconsin Carbone Cancer Center. She completed medical school at the University of Illinois at Chicago and is one of only a few physicians practicing in the Midwest with dual fellowship training in both medical oncology and geriatrics. Dr.

LoConte's clinical interests are in gastrointestinal cancers and cancer of any type in older adults. She is the Principal Investigator for multiple federal grants, as well as clinical trials of new chemotherapies for gastrointestinal cancers, from Phase I through Phase III studies. Dr. LoConte serves on various committees at the

American Society of Clinical Oncology and has become a national leader in researching and raising public awareness about the connection between alcohol consumption and cancer risk.



Mayhoua Moua, Executive Director, Milwaukee Consortium for Hmong Health, Inc.:

Mayhoua Moua came to the US as a refugee in 1976. As a child, she quickly learned English and became her parents' interpreter and translator. Mayhoua expanded her skills to help her neighbors and extended relatives, and she eventually turned her skills and experiences into a career where she has served her community through nonprofit organizations for the past 30 years. Mayhoua's passion in helping people inspired her to help co-found several nonprofit organizations serving refugees from Southeast Asian countries, and she has served on several boards of directors at local and national levels.

Currently Mayhoua serves as the Executive Director for the Milwaukee Consortium for Hmong Health, Inc., which she co-founded with four other members in 2008.



Presenters, continued

Dr. Lisa Richardson, MD, MPH, *Director, Division of Cancer Prevention and Control, Centers for Disease Control and Prevention*: Dr. Lisa Richardson, MD, MPH, has held numerous leadership positions within the Centers for Disease Control and Prevention (CDC) in her more than 25 years of public service. She is a tireless champion for change and for breaking down systemic barriers to good health. A data enthusiast and medical oncologist by training, Dr. Richardson has authored or coauthored more than 150 peer-reviewed journal articles, examining multi-sectoral approaches to improving cancer care delivery, access, and outcomes. As director and “Convener-in-Chief” for CDC’s Division of Cancer Prevention and Control, she cultivates new thinking, programs, and partnerships to improve opportunities for all people to be healthy and thrive.



Dr. Brenda Rooney, PhD, MPH, *Co-Director of Population Health and Health Promotion Activities, Gundersen Health System*: Dr. Rooney co-directs the population health and health promotion activities for Gundersen Health System. Her degrees are from the University of Minnesota, School of Public Health. Dr. Rooney has conducted clinical and community-based research in smoking, obesity, and alcohol prevention and treatment and has authored or co-authored more than 100 scientific publications and presentations. As an epidemiologist, she is developing methods for the health system to use big data sets and community-based indicators to direct population health strategy.



Presenters, continued

Julia Stanley, Program Manager, Healthy Kids

Collaborative of Dane County: The Collaborative convenes health champions to create a community where every child, in every neighborhood, has the opportunity to be healthy. Under Julia Stanley's direction, Collaborative membership has increased; partnerships with early childcare centers, school districts, and primary care clinics have strengthened; and the Collaborative has refined their vision to advance health equity. Ms. Stanley received a masters' degree from the University of Chicago, School of Social Service Administration. She was a founding member of Girls on the Run of South Central Wisconsin. She enjoys hitting the trails with her husband and three children.



Dr. Melinda Stolley, PhD, Associate Director of Cancer Prevention and Control, Medical College of Wisconsin:

Dr. Melinda Stolley, PhD, is a health psychologist with expertise in obesity and cancer survivorship research. Her research focuses on health behaviors and health behavior change with the goal of improving patient-reported and cancer outcomes. She has nearly 20 years of experience developing and testing lifestyle change interventions among children, adults and cancer survivors. An important aspect of Dr. Stolley's work is her focus on minority and underserved communities, working closely with community organizations to answer relevant research questions.



Dr. Staci Young, PhD, Associate Professor and Director of the Center for Healthy Communities and Research, Medical College of Wisconsin:

Dr. Staci Young, PhD, is a medical sociologist and the director of the Center for Healthy Communities and Research in the Department of Family and Community Medicine. Dr. Young's research focuses on the structural determinants of health outcomes and racial health disparities disproportionately affecting women of color.



Questions about the Summit?

Please contact Tina Pap at tvpap@wisc.edu or Beth Brunner at eabrunner@wisc.edu with Summit-related questions or technical assistance needs.

PLUS: Check your pre-Summit email for Zoom troubleshooting tips and other helpful hints for a successful Summit experience.

Let's connect.

Do you follow us on social media?
The 2020 Wisconsin Cancer Summit is a great chance to start!

Facebook @WisconsinCancer
Twitter @WisconsinCancer
LinkedIn @WisconsinCancerCollaborative

COMING SOON...

We host monthly networking webinars for members and partners from all over Wisconsin. **Join us! Learn more at www.wicancer.org.**

NOV. 12 A Conversation on Equity and Cancer, featuring
10-11 am special guest Dr. Alonzo Walker

DEC. 10 Mental Health and COVID-19: Special Considerations
10-11 am for Patients, Health Care Workers, and Families



**Wisconsin
Cancer
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REDUCING THE BURDEN TOGETHER