

# 2021 Wisconsin Cancer Summit



## Building Blocks for a Strong Wisconsin

Tools to **improve** health and cancer outcomes  
in our **communities**

Oct. 20-21, 2021 | All Virtual Summit

### AGENDA AT-A-GLANCE

#### Wed. Oct. 20, 2021

12:00-12:15 PM	<b>Welcome</b>
12:15-1:00 PM	<b>On the Journey Together: Community Outreach &amp; Engagement Through Cancer Health Disparities,</b> Joshua Wright, Community Project Coordinator, Cancer Health Disparities Initiative, UW Carbone Cancer Center
1:00-1:45 PM	<b>Pivot. Adjust. Find New Ways to do your Work.</b> Kirsten Norslien, MS, LPC, Program Director, <i>Gilda's Club Madison</i>
1:45-2:00 PM	<b>Break</b>
2:00-2:45 PM	<b>COVID-19 &amp; Cancer Screening,</b> Kim Kinner, MA, Senior Director, Cancer Control Strategic Partnerships, <i>American Cancer Society</i> , Cynthia Chao, MD, General and Vascular Surgery, <i>Aurora BayCare Clinic</i> , Natalie Luehmann, MD, General Surgery, <i>Aurora BayCare Clinic</i>
2:45-3:30 PM	<b>Breakout Groups: Lessons from the Pandemic</b>
3:30-4:00 PM	<b>Closing</b>

#### Thur. Oct. 21, 2021

8:30-9:00 AM	<b>Welcome &amp; Awards</b>
9:00-10:00 AM	<b>Keynote Address, Improving Health and Cancer Outcomes in our Community: A Vision and Hope for the Future,</b> Jasmine Zapata, MD, MPH
10:00-10:15 AM	<b>Q&amp;A with Dr. Zapata</b>
10:15-10:45 AM	<b>Breakout Groups: Regional Networking</b>
10:45-10:50 AM	<b>Break</b>
10:50-11:45 AM	<b>Health Equity and Cancer Outcomes in Wisconsin,</b> Melinda Stolley, PhD, Tobi Cawthra, MPH, Program Manager II, Community & Cancer Science Network, Medical College of Wisconsin
11:45-12:15 PM	<b>Breakout Groups: Health Equity in Action</b>
12:15-12:45 PM	<b>Lunch Break</b>
12:45-1:55 PM	<b>Reversing Burnout: Improving Mental Well-Being for Health Care Workers,</b> Tamara Plath, MA, LPC, EAP Counselor, ThedaCare, and Tanya Scheidegger, MS, LPC, NCC, Counselor and Native Connections Coordinator, Gerald L. Ignace Indian Health Center
1:55-2:00 PM	<b>Closing</b>

### HIGHLIGHTS

Registration is **FREE**. All sessions will be held via Zoom. Please register for each day separately.

**KEYNOTE ADDRESS** by Jasmine Zapata, MD, MPH, Chief Medical Officer and State Epidemiologist for Community Health at WI DHS.

**NETWORKING** with members from all over the state of WI and opportunities for small group discussion.

**PLUS** an awards ceremony to honor those who have gone above and beyond to improve cancer outcomes in WI.

See the **Agenda** and **Speaker Details** at:  
<https://bit.ly/3x9YaQE>

Day One | Oct. 20, 2021

## Session Descriptions

On the Journey Together: Community Outreach & Engagement Through Cancer Health Disparities

By partnering with communities most affected by cancer health disparities, we can improve health outcomes and create a more equitable Wisconsin. Learn what meaningful community engagement looks like, and how you can incorporate this model in your work across the cancer care continuum.

**Presented by**  
**Joshua Wright**

Community Project Coordinator, Cancer Health Disparities Initiative,  
UW Carbone Cancer Center

Pivot. Adjust. Find New Ways to do Your Work.

These words are familiar to all of us in the past couple years. And, for cancer patients and families, they have created new challenges, and new opportunities.

Learn how Gilda's Club shifted from all in person programs, limited mostly to the clubhouse in Middleton, to offering programs to participants across the state. What did we learn?

**Presented by**  
**Kirsten Norslien, MS, LPC**

Program Director, Gilda's Club Madison

Day One | Oct. 20, 2021

## Session Descriptions

### COVID-19 & Cancer Screening

This session will be covering the impact of COVID on screenings and how the American Cancer Society is partnering with the CoC, NCCN and cancer centers like Aurora BayCare Medical Center to get back on track with cancer screenings.

The breast center at ABMC initiated a high-risk screening program in June 2021 to identify and offer treatment for those at high risk of developing breast cancer. Their presentation will cover the nuts and bolts of developing such program as well as specifically detailing what services the offer to the women (and men) in their program.

#### **Presented by**

**Kim Kinner, MA, Senior Director**

Cancer Control Strategic Partnerships, American Cancer Society

**Cynthia Chao, MD**

General and Vascular Surgery, Aurora BayCare Clinic

**Natalie Luehmann, MD**

General Surgery, Aurora BayCare Clinic

### Breakout Groups: Lessons from the Pandemic

Participants will break out into networking sessions organized by chapter areas of the Wisconsin Cancer Plan 2020-2030:

Breakout 1 - Health Equity

Breakout 2 - Risk Reduction & Early Detection

Breakout 3 - Treatment, Survivorship, End of Life, & Data

#### **Moderated by**

**Wisconsin Cancer Collaborative Staff**

Day Two | Oct. 20, 2021

## Session Descriptions

### Keynote Address

Improving Health and Cancer Outcomes in our Community:  
A Vision and Hope for the Future

In this opening keynote Dr. Zapata will highlight the impact of community on the health of an individual and ultimately the impact on cancer outcomes. She will reflect on some of the health equity priorities within the WI Department of Health Services and provide inspiration, vision and hope for the future as it relates to improving cancer outcomes across Wisconsin.

**Presented by**

**Jasmine Zapata, MD, MPH**

Chief Medical Officer and State Epidemiologist, WI Department of Health Services

### Breakout Groups: Regional Networking

Network with peers in your region.

**Moderated by**

**Wisconsin Cancer Collaborative Staff**

### Health Equity and Cancer Outcomes in Wisconsin

How do social determinants of health -- such as job security, housing, and access to healthy foods -- affect cancer outcomes in Wisconsin? How can we use health equity data to build community programs that make an impact?

**Presented by**

**Melinda Stolley, PhD**

Associate Director of Cancer Prevention and Control, *Medical College of Wisconsin*

**Tobi Cawthra, MPH**

*Program Manager II, Community & Cancer Science Network, Medical College of Wisconsin*

Day Two | Oct. 20, 2021

## Session Descriptions

### Breakout Groups: Health Equity in Action

Learn about new tools to improve health equity and cancer outcomes in your community.

**Moderated by**  
**Wisconsin Cancer Collaborative Staff**

### Reversing Burnout: Improving Mental Well-Being for Health Care Workers

COVID-19 has taken a toll on the well-being of those who work in health care and public health. How can systems-level changes help to reverse this toll?

This presentation will explore the psychological and emotional impact of the COVID-19 pandemic, as well as, speak to the resiliency factors of our public health and healthcare workers. We will inform you on tangible and effective approaches on an individual and systemic level to strengthen the capacity of those frontline workers. We will share actionable examples of systemic changes and employee support efforts to promote resiliency that may provide a framework for your organization.

**Presented by**

**Tamara Plath, MA, LPC**

EAP Counselor, *ThedaCare*

**Tanya Scheidegger, MS, LPC, NCC**

Counselor and Native Connections Coordinator, *Gerald L. Ignace Indian Health Center*

## Meet Our Presenters

### **Tobi Cawthra, MPH**

#### ***Program Manager II, Community & Cancer Science Network, Medical College of Wisconsin***

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.



### **Cynthia Chao, MD**

#### ***General and Vascular Surgery, Aurora BayCare Clinic***

Dr. Cynthia Chao is a breast surgical oncologist at Aurora BayCare Medical Center (ABMC) in Green Bay, Wisconsin. She specializes in treating benign and malignant breast diseases as well as offering preventative care for those at high risk of developing breast cancer. She was born and raised in Anchorage, Alaska, where both of her parents were doctors. She attended College at Stanford and went to Medical School at NYC Columbia then went back to California for residency at UC Davis in Sacramento.



## Meet Our Presenters

**Kim Kinner, MA, Senior Director  
Cancer Control Strategic Partnerships,  
American Cancer Society**

Kim is the Sr. Director for Cancer Control Strategic Partnerships with American Cancer Society and started her career in cancer patient and family supportive services. Since then, Kim has spent most of her career advocating for and working with the most vulnerable people. She is a caregiver herself and at the heart of it all, she is just a person who wants to help others.



**Natalie Luehmann, MD  
General Surgery, Aurora BayCare Clinic**

Dr. Natalie Luehmann is a breast surgical oncologist at Aurora BayCare Medical Center (ABMC) in Green Bay, Wisconsin. She specializes in treating benign and malignant breast diseases as well as offering preventative care for those at high risk of developing breast cancer. Dr. Luehmann was born and raised in Marquette, MI (a yoopers) and attended undergrad at Cornell in Ithaca, NY (similar feel to upper Michigan) then went on to med school at Wayne State in Detroit and general surgery residency at Beaumont in Royal Oak, MI (just outside of Detroit). Following residency she went on to breast surgery fellowship at Northwestern in Chicago and like Dr. Chao, now happy to be out of the city and up north again!



## Meet Our Presenters

### **Kirsten Norslien, MS, LPC**

#### ***Program Director, Gilda's Club Madison***

Kirsten has been with Gilda's Club Madison since 2008. She oversees the support groups, education and other programs that provide cancer patients, survivors, and their families with a community and resource connections independent of their clinic. Gilda's is available to anyone in the state of Wisconsin, regardless of insurance status, cancer type, or other limiting factors. It is their goal that no one faces cancer alone.



### **Tamara Plath, MA, LPC**

#### ***EAP Counselor, ThedaCare***

Tamara Plath, MA, LPC, is an EAP Counselor for ThedaCare At Work. In addition to providing staff counseling services through ThedaCare's Employee Assistance Program, Ms. Plath offers training and education designed to help other health care organizations improve employee mental health and wellbeing. Ms. Plath has a Master of Arts degree in Counseling from Wheaton College.





## Meet Our Presenters

**Tanya Scheidegger, MS, LPC, NCC**  
**Counselor and Native Connections Coordinator, Gerald L. Ignace**  
**Indian Health Center**

Tanya Scheidegger, Counselor and Native Connections Coordinator at Gerald L. Ignace Indian Health Center, earned her M.S. in Clinical Mental Health Counseling at Mount Mary University and is a Licensed Professional Counselor (LPC) and Nationally Certified Counselor (NCC) in Milwaukee. Her clinical work primarily focuses on social justice for the Urban Indian community, through empowerment and healing for our children to our Elders impacted by historical, intergenerational, and developmental trauma. She has provided clinical work, program development, and consultation in outpatient, community, and school-based settings. Tanya has trained healthcare professionals, educators, and counselors on trauma responsiveness, adverse childhood experiences and development, compassion resilience, and intergenerational trauma and epigenetics.



**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.



## Meet Our Presenters

### **Joshua Wright**

#### **Community Project Coordinator, Cancer Health Disparities Initiative, UW Carbone Cancer Center**

As a Community Project Coordinator, Joshua is able to engage with organizations, groups, and individuals, that are doing work in their communities through health awareness initiatives. This duty evokes supporting, understanding and participation in their ongoing efforts that provide effective components to improve the health outcomes of the people they work with.



### **Jasmine Zapata, MD, MPH**

#### **Chief Medical Officer and State Epidemiologist, WI Department of Health Services**

Dr. Jasmine Zapata is a double board certified physician specializing in the fields of Pediatrics and Preventive Medicine. She currently serves as Chief Medical Officer and State Epidemiologist within the Bureau of Community Health Promotion at the Wisconsin Department of Health Services where she provides expert guidance for a variety of public health promotion, planning and policy efforts. In this role she also serves as co-chair for the Governor's Health Equity Council Subcommittee on Power, Access, and Representation as well as co-chair of the Wisconsin Maternal Mortality Review Team. She is also an assistant professor at the University of Wisconsin School of Medicine and Public Health where she practices clinically in the newborn nursery and is involved in a variety of scholarly activities aimed at increasing diversity in medicine and promoting health equity in birth outcomes. She has many lived experiences that help her uniquely connect with the communities she serves and is well known for her infectious energy, passionate advocacy, and heart for service. Her ultimate mission in life is to "heal, uplift, and inspire."



# 2021 Wisconsin Cancer Summit



## Questions about the Summit?

Please contact Tina Pap at [tvpap@wisc.edu](mailto:tvpap@wisc.edu) or Beth Brunner at [eabrunner@wisc.edu](mailto:eabrunner@wisc.edu) with Summit-related questions or technical assistance needs.

**PLUS:** Check our [2021 WI Cancer Summit page](#) for Zoom troubleshooting tips and other helpful hints for a successful Summit experience.

## Let's connect.

Do you follow us on social media?  
The 2021 Wisconsin Cancer Summit is a great chance to start!

**Facebook** @WisconsinCancer

**Twitter** @WisconsinCancer

**LinkedIn** @WisconsinCancerCollaborative

## Are you a Wisconsin Cancer Collaborative Member?

### Join Today!

As a member of the Wisconsin Cancer Collaborative, you can shape the future of cancer prevention and control in Wisconsin.

**Joining the Wisconsin Cancer Collaborative is free.**

Join now at [www.wicancer.org/join](http://www.wicancer.org/join).