



WISCONSIN DEPARTMENT  
*of* HEALTH SERVICES

# **Improving Cancer Outcomes in Our Community: A Vision of Hope for the Future**

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# DHS Vision and Mission

## **Vision:**

Everyone living their best life.

## **Mission:**

To protect and promote the health and safety of the people of Wisconsin.

# Overview

- What Impacts Health
- The Numbers
- Cancer Work to Date
- WI Cancer Plan
- What's Next?
- Resources

# Where we live, work, and play impacts our health.



# Social Connection

- **“Loneliness is a root cause and contributor to many of the epidemics sweeping the world today, from alcohol and drug addiction to violence, depression, and anxiety.”**
  - **U.S. Surgeon General Vivek Murthy**

# What Impacts Isolation and Loneliness?



## Individual Factors

- Physical and mental health
- Personal preference



## Interpersonal Factors

- Family functioning
- Social networks



## Community Factors

- Physical environment
- Structural environment

# Creating Supportive Communities



- Social and community connections
- Infrastructure
- Healthy environment
- Economic opportunity for all
- Quality health care and public health
- Policies that support equitable health outcomes and opportunities to be healthy

# Resilience is...

- The ability to cope with and recover from adversity
- Promoted in part by supportive relationships and social connectedness, as well as addressing sources of adversity
- Can be learned and strengthened
- Is a personal process





# Social Determinants of Resilience

- Resilience can be learned and strengthened like a muscle...
- ... but the environment also helps us build resilience.





# The Numbers

- Cancer is a leading cause of death in Wisconsin, with nearly 12,000 deaths and more than 30,000 new diagnoses each year. (WI Cancer Plan 2020)
- Breast cancer is the second most common cancer and second leading cause of cancer death in women. (CDC, American Cancer Society)

# Impact

- Cancer takes a physical, emotional, social, and financial toll on patients, families, caregivers, and communities.



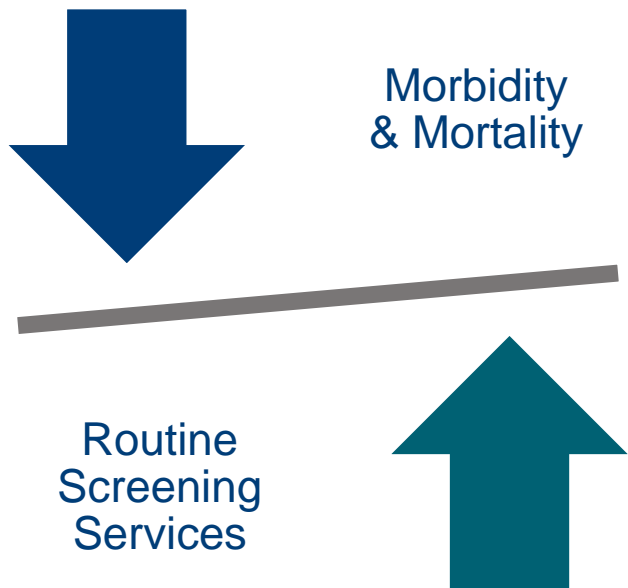
# WI Well Woman Program (WWWP)

Every Wisconsinite should have the ability to reduce their cancer risk, receive timely diagnosis of and quality treatment for breast cancer, and enjoy the highest possible quality of life beyond a breast cancer diagnosis.

Wisconsin  
Well Woman  
Program



# Primary Goal of WWWP



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, more than **80,000 women** have received more than **298,812** screening, rescreening, and diagnostic services.
- **4,083 women** received services in the **2018-2019** program year.
- During the **2019-2020** program year WWWP participation **decreased** significantly due to **COVID-19**.



# WWWP Eligibility Criteria

- Women ages 45-65 years (limited services for women ages 35-44).
- No health insurance, or insurance doesn't cover breast and cervical cancer screening services, or unable to pay high deductibles and co-payments.
- Income within program limits (at or below 250% of federal poverty level; changes annually on April 1).



# WWWP Partnerships

-  Advocate Aurora Health
-  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 Cancer Collaborative
-  Wisconsin Cancer Reporting System
-  Wisconsin Inter-Tribal Pink Shawl Initiative
-  Wisconsin Women's Health Foundation

# Data to Reduce Breast Cancer Disparities Project

- Improve the use of cancer data and evidence-based strategies to address cancer disparities and disparity in mortality rates.



NATIONAL ASSOCIATION OF  
**CHRONIC DISEASE DIRECTORS**

Promoting Health. Preventing Disease.

# Data to Reduce Breast Cancer Disparities Project

- Partners:
  - University of Wisconsin-Milwaukee College of Nursing (UWM-CON)
  - Wisconsin Cancer Collaborative
  - Wisconsin Women's Health Foundation
  - Office of Health Informatics-Wisconsin Cancer Reporting Systems, WI DHS
  - Advocate Aurora Health

# WI Cancer Plan 2020-2030

## Goals:

- Advance health equity as it relates to cancer.
- Reduce the risk of developing cancer.
- Detect cancer at the earliest stage possible.
- Reduce death and suffering from cancer.
- Improve the quality of life for cancer survivors.
- Improve the quality and use of cancer-related data.

# Reduce Cancer Risk

- Decrease tobacco use and exposure.
- Decrease high-risk alcohol consumption.
- Maintain a recommended weight through physical activity and healthy diet.
- Protection from sun and UV exposure.
- Increase HPV and Hepatitis B vaccine utilization.
- Reduce exposure to radon.

# Screening Rates

- As of 2018, Wisconsin screening rates for breast, cervical, and colorectal cancers were around or above national averages<sup>1</sup>:
  - 67 percent of women ages 45 years and older had an up-to-date mammography.
  - 88 percent of women ages 21-65 had received a Pap and/or HPV test.
  - 74 percent of women and men ages 50 and older had received a stool test and/or endoscopy.

# Barriers to Screening

- limited clinic hours
- transportation access
- the perceived (or actual) cost of care
- access to care
- inadequate provider communication
- biased care
- fear of stigma
- lack of accessible information regarding why screening is important

# Increasing Early Screening

- Increase awareness of, access to, and demand for recommended cancer screenings.
- Increase utilization of cancer genetic risk assessment and counseling.



# Cancer Care

- **An estimated 35,280 new cancers were diagnosed among Wisconsinites in 2020**

# Barriers to Care

- Delayed diagnosis
- Insurance coverage
- Distance from cancer treatment facilities
- Difficulty navigating the complex health care systems

# Equitable Care

- Increase availability and access to quality cancer care, including palliative care, and clinical trials.
- Increase patient and caregiver access to non-clinical support services, including care coordination, patient navigation, psychosocial support, and rehabilitation services.
- Increase the number of advance care planning conversations for all cancer patients early.

# WWWP Patient Navigators

- Identify low-income women for services (e.g., women with private insurance, Medicaid members, and Medicare beneficiaries)
- Refer eligible women to WWWP coordinating agencies for enrollment and screening services
- Work with the client to resolve barriers (e.g., transportation, interpretation, and translation services)

# Patient Navigation Locations



Marshfield Clinic  
Health System



Advocate Aurora Health®

**UWHealth**

## Central, Western and Northern Counties & Rural areas



**Keri Otte,  
MSW, APSW**

## Southeast Counties – Milwaukee, Kenosha, Racine, Ozaukee, and Waukesha



**Dawn Shelton-Williams,  
MSW, LCSW**

## Southern Counties – Adams, Crawford, Columbia, Dane, Dodge, Grant, Green, Iowa, Juneau, Lafayette, Richland, Rock, Vernon, Sauk



**Ana Karina Burton,  
MSW**

# Surviving & Thriving

- In 2019, 67 percent of U.S. cancer survivors (10.3 million people) had survived five or more years after their diagnosis.<sup>2</sup> More than 16.9 million Americans with a history of cancer were alive, with many more projected to survive in the near future.<sup>3</sup>

# What's Next?



# Well Badger Resource Center



**1-800-642-7837**

[www.wellbadger.org](http://www.wellbadger.org)

Helps connect women, pregnant women, families, adolescents, children, and health professionals with health care services and resources throughout the state.





# Additional Resources

- Wisconsin Cancer Plan 2020-2030:  
<https://wicancer.org/cancer-plan/>
- Wisconsin County Cancer Data Dashboard:  
<https://wicancer.org/resources/county-cancer-profiles/county-cancer-data-dashboard/>

Thank you!