



CCC Plan UPDATE

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ATTENTION: Surveillance Brief is Going GREEN

The Surveillance Brief will be in electronic format for all future publications.

To insure that you don't miss a Surveillance Brief, please [email](#) Sarah Kerch with any email changes.

Dear WI Comprehensive Cancer Control Partner,

I hope the beginning of spring is finding you well! I am happy to announce that the 6th Annual Summit was a great success. Please refer to the below article for more information on post-Summit materials. In this newsletter you will also find a link to the new electronic version of the Surveillance Brief. Please be sure to update your email address in order to receive the new version. Lastly, please follow the appropriate links below to sign-up to be part of a workgroup for the planning process of Wisconsin's 2nd edition of the Comprehensive Cancer Control Plan.

Thank you for your continued support of the WI CCC Program!

Nancy Freeman
Executive Director, Wisconsin Cancer Council

NEW Surveillance Brief

The latest Surveillance Brief "Assessment of Cancer Care and Satisfaction in Wisconsin: Focus on Rural Cancer Patients" examines variation in factors associated with the quality of cancer care between rural and non-rural cancer patients in Wisconsin. View brief [here](#).

SIGN UP: WI CCC 2010-2015 Planning Process

In 2009, we will be developing Wisconsin's 2nd edition of the Comprehensive Cancer Control Plan. Please consider being a part of one of the six workgroups that will develop the chapters of the Plan.

Sign up now to join in the planning process. Email [Sarah Kerch](#) for more information.

6th Annual WI Comprehensive Cancer Control Summit a Success!

The 6th Annual WI CCC Summit focusing on "Rural Cancer Issues" was a success! On April 2, 2009, 145 partners from around the state gathered at the Holiday Inn and Convention Center in Stevens Point to discuss best practices of cancer care in rural Wisconsin.

Dr. Steven Kirkhorn, medical director of the Marshfield Clinic National Farm Medicine Center and Chair of Occupational Health, was the day's keynote speaker. His message about the rural environment and its impact on cancer prevention and care carried throughout the day.

Other highlights of the day included Rural Wisconsin Demographics and the Farmers' Health Cooperative of Wisconsin plenaries as well as breakout sessions featuring Amish culture and cancer and the growth of Hispanics in rural Wisconsin. A full wrap up including presentations of the event can be found [here](#).

Upcoming Events

2009 "Share the Care" Cancer Conference

May 6-7, 2009

Lake of the Torches Hotel Conference Center in Lac du Flambeau, WI

Be able to define the importance of cancer prevention, screening and early detection. Learn how to locate cancer resources in our communities. Be able to describe the physical and emotional needs of cancer and how it impacts community members and their families. For more information contact: Teresa K. Barber at (715) 588-1034 or tbarber@glitc.org.

2009 WPHA - WALHDAB Annual Conference

July 7-9, 2009

Radisson Paper Valley Hotel in Appleton, WI

Conference Theme: "Policy Development and Partnerships: The Foundation for Improving the Public's Health." This theme highlights the importance of policy development as one of the most effective tools available to public health practitioners for having the greatest impact on the health of the public. For more information click [here](#).

HOPE Begins Year Two of Community-Academic Partnership Project

The HOPE of Wisconsin was awarded a Community Academic Partnership Grant for "Changing the Culture of Palliative Care in Rural Wisconsin" in the spring of 2008. This HOPE academic partnership is built upon a pilot project sponsored by the WI CCC Program in 2005-2007. The pilot "Improving Palliative Care in Rural Wisconsin" resulted in key recommendations which became the primary goals for the partnership project.

The HOPE of Wisconsin has kicked off the second year of the Community Academic Partnership Project by bringing on four new rural project sites and hosting a Medical Director & Physician Conference.

To address the project's long-range goal to have a statewide network of palliative care providers, medical directors and physicians from across Wisconsin met on April 1st to discuss palliative care and grow a Wisconsin Hospice Palliative Physician Network (WI-HPPN). The conference featured Dr. James Cleary from the UW Paul P. Carbone Comprehensive Cancer Center, Dr. Nancy Homburg of Affinity Health, and Dr. Rance Hafner of Unity.

For more information about the Community-Academic Partnership Project or the WI-HPPN, please contact Susan Wurzer or Melanie Ramey at HOPE. To visit the HOPE website, click [here](#).

SunWise with SHADE Poster Contest

Partnering with the State of Wisconsin Department of Public Instruction and the SHADE Foundation of America, the Wisconsin Comprehensive Cancer Control Program helped support the 2009 SunWise with Shade Annual Poster Contest. Thank you to all the participants. We received 426 posters from 18 schools this year. The overall Wisconsin Poster Winner was a seventh grader, Josh Westphaln of Green Bay. Jefferson Elementary School in Kenosha had the most poster submissions at 120. Thank you for making this year a success.

Stay sun safe this summer!

[Vote](#) for your favorite poster until May 10, 2009.

June 7th: National Cancer Survivors Day

Cancer is the second leading cause of death in Wisconsin. However, more than half of those who have cancer will survive and each year the number of cancer survivors continues to grow. To celebrate this growing trend, the 22nd National Cancer Survivors Day is Sunday, June 7, 2009. National Cancer Survivors Day is an annual, worldwide Celebration of Life that is held in hundreds of communities throughout the United States, Canada, and other participating countries. Participants unite in a symbolic event to show the world that life after a cancer diagnosis can be a reality. The non-profit National Cancer Survivors Day Foundation supports hundreds of hospitals, support groups, and other cancer-related organizations that host National Cancer Survivors Day events in their communities by providing free guidance, education and networking. If you are interested in attending an official National Cancer Survivors Day event in your area, click [here](#).

WCC Organization Spotlight: Member Organizations Focused on Survivorship

Breast Cancer Recovery Foundation: Breast Cancer Recovery's flagship program, *Infinite Boundaries*, is a four-day wellness program for women who have experienced breast cancer. Designed by breast cancer survivors for breast cancer survivors, each retreat features a unique mixture of healing approaches: uplifting discussions, creative arts and outdoor adventures. Breast Cancer Recovery also sponsors the annual Sharing the Knowledge research conference, featuring lectures on recent trends in the diagnosis and management of breast cancer and a variety of educational workshops. For more information please click [here](#).

Gundersen Lutheran: Gundersen Lutheran's compassionate approach to comprehensive care addresses all medical, psychological, social, educational, spiritual and recreational needs of cancer patients and their families. Additionally, The Norma J. Vinger Center for Breast Care is nationally recognized as an interdisciplinary model for early detection, efficient diagnosis, and individualized treatment as well as comprehensive follow-up care. For more information please click [here](#).

Leukemia & Lymphoma Society of America: The Leukemia & Lymphoma Society (LLS) is the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient services. LLS's mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. Since its founding in 1949, LLS has invested more than \$600 million in research specifically targeting blood cancers. For more information on LLS's survivorship services or the overall organization, click [here](#).

Stillwaters Cancer Support Services: Stillwaters is a community based nonprofit organization located in Waukesha. Stillwaters provides psychosocial, emotional, and

spiritual support for persons with cancer and those who love them. Stillwaters provides support through the following programs: Youth Programs, Counseling, Retreats, Workshops, Support Groups, Bereavement, Mentor Program, Wellness Body & Spirit. Stillwaters recognizes the financial strain an illness can have and is committed to providing support services, primarily in the Greater Waukesha County region, at no cost or obligation. For more information please click [here](#).

Wheaton Franciscan Healthcare Inc.: Wheaton Franciscan's oncology social workers, patient navigator, nutrition counselors and spiritual service chaplains work closely with expert oncologists, specially-trained certified oncology nurses and radiation therapists, to provide a total program of support that embraces each patient and family. Wheaton Franciscan also offers a variety of groups that can offer emotional support to cancer patients and families. For more information click [here](#).

CCC Plan Update is a bi-monthly publication of the Wisconsin Comprehensive Cancer Control Program and the Wisconsin Cancer Council. Its purpose is to share information on cancer prevention and control as it relates to our partners in Wisconsin.

For more information, contact: Nancy Freeman, WCC Executive Director at: 608-265-4618 or nafreeman@uwcarbone.wisc.edu.

www.wicancer.org

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