



Carbone Cancer Center

UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

Adams County Cancer Awareness Team (ACCAT)

Rick Strickland, Cancer Health Disparities Initiative (CHDI) Outreach Director

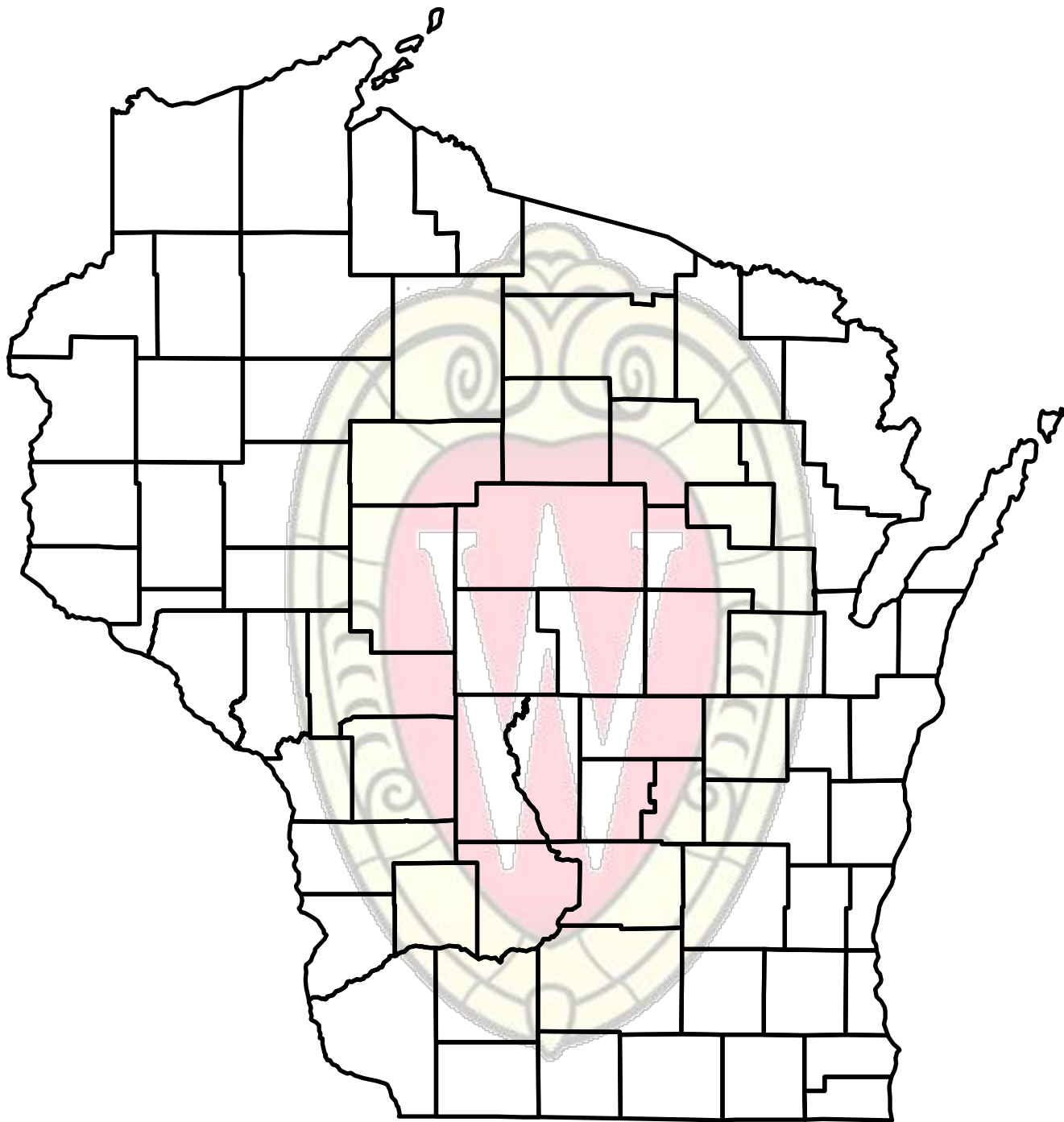
Rebecca Linskens, CHDI Community Health Educator

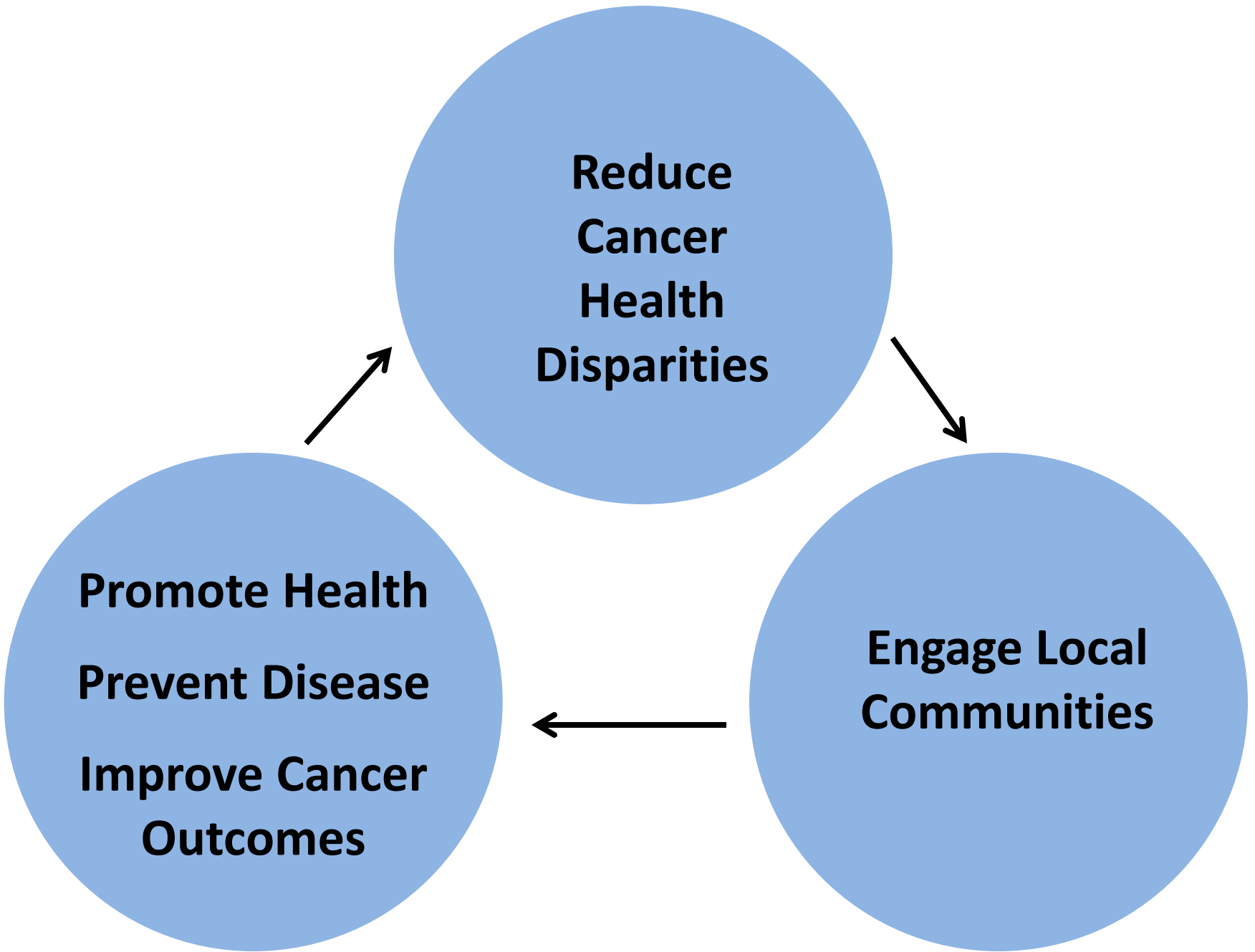
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Outline of Presentation

- Background:
 - University of Wisconsin Carbone Cancer Center (UWCCC)
 - Cancer Health Disparities Initiative (CHDI)
- Rural Disparities Project
- Needs Assessment and Adams County Results
- Adams County Cancer Awareness Team (ACCAT)
 - ACCAT Project Objectives
 - Project Status and Future Plans





Cancer Health Disparities Initiative (CHDI)

CHDI's mission is to reduce inequities in cancer burden through research, education and service.

Project Examples



**Dane
County
Disparities
Project**

Rural Cancer Disparities Project

Objectives 2011-2012

- Conduct Adams County pilot project
 - Adapt and test evidence-based educational resource
 - Content selected by ACCAT: cancer basics, prevention and screening
- Develop Rural Cancer Network (RCaN) in 7 counties in south central Wisconsin
- Partner with rural health organizations
- Participate in NCI National Outreach Network

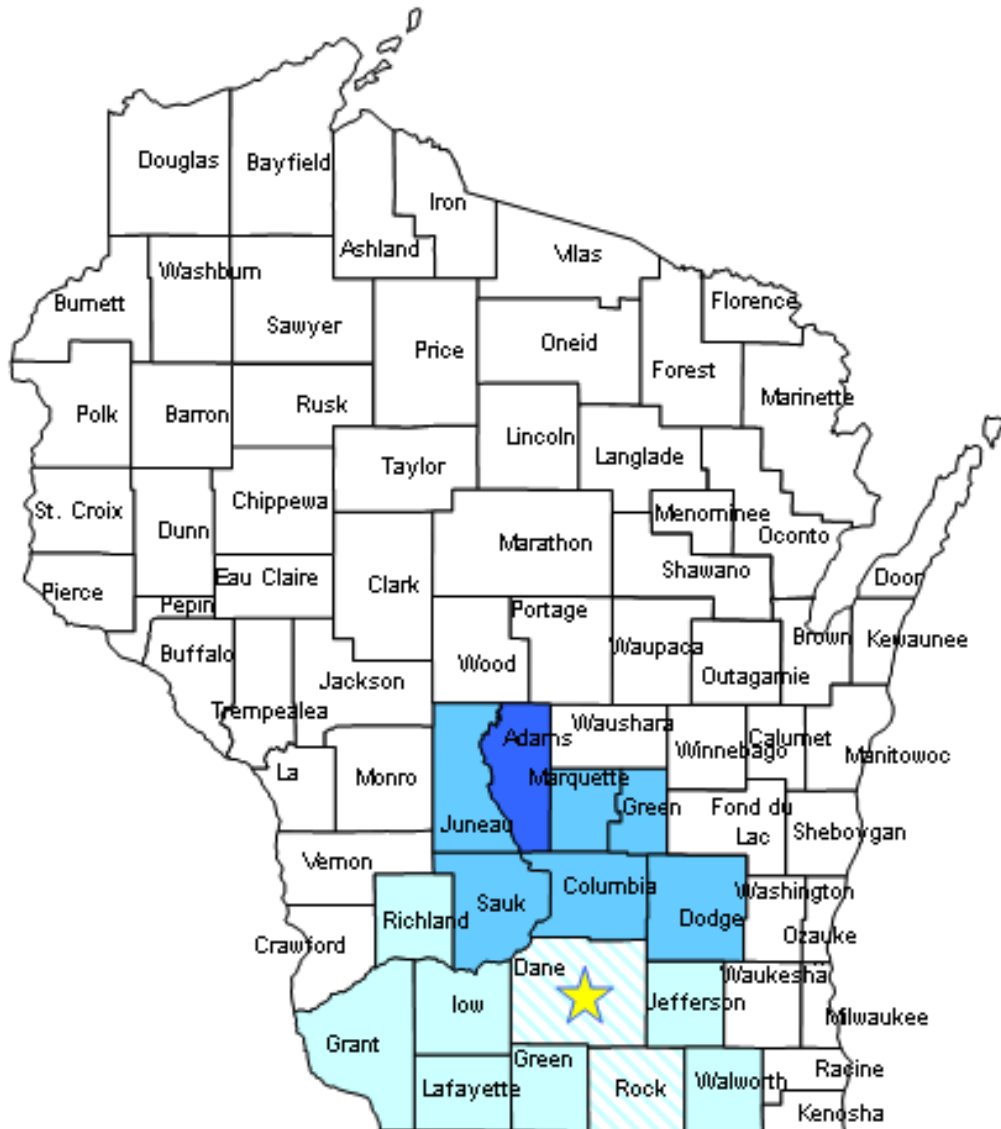







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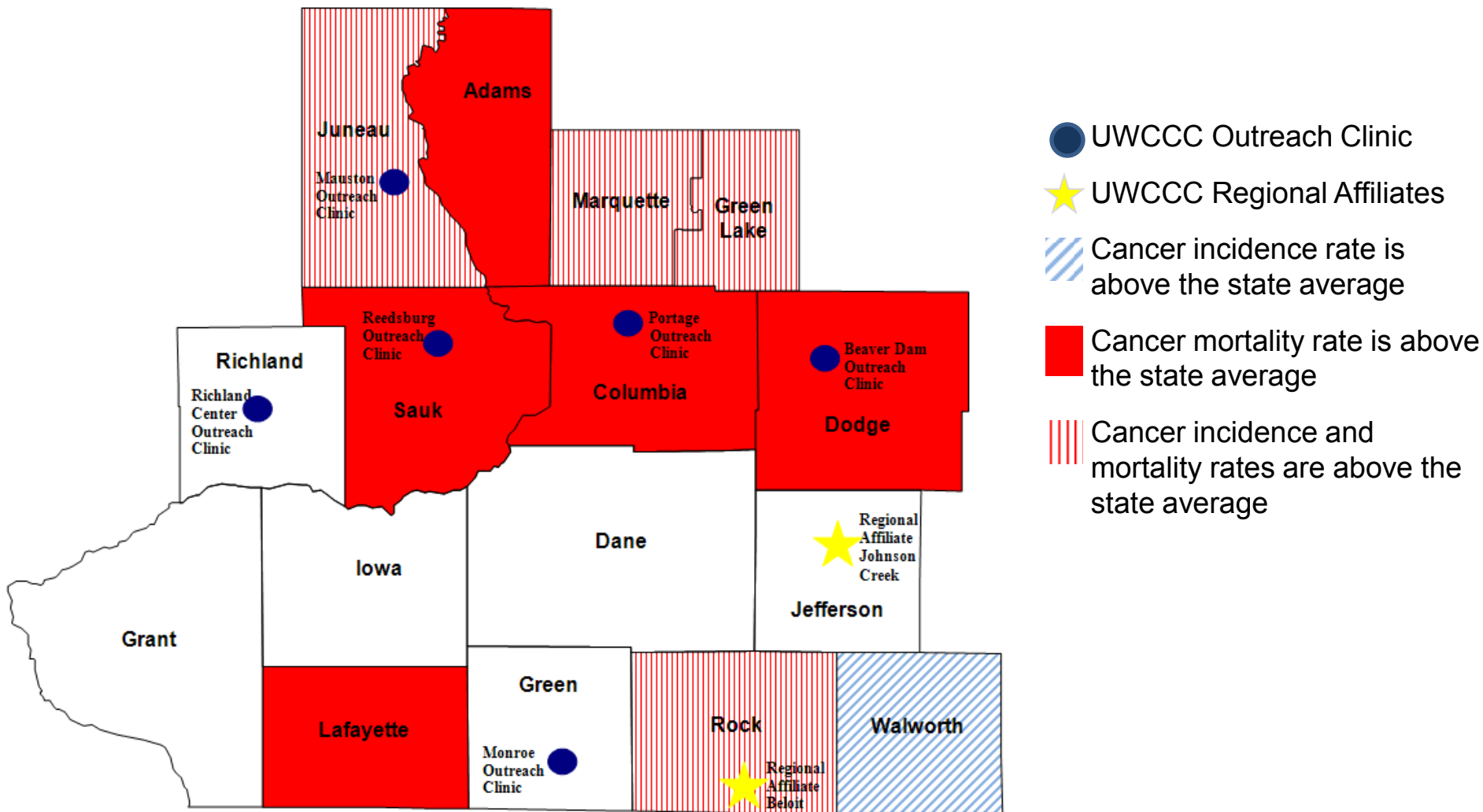
CRCHD
Center to Reduce Cancer Health Disparities

UWCCC South Central Wisconsin Catchment Area



-  Rural Disparities Pilot Project 2011-2013
-  Rural Disparities Project Target County 2010-2011
-  Other Rural County
-  Urban County
-  UWCCC

UWCCC South Central Wisconsin Catchment Area Cancer Incidence and Mortality, 2002-2006





UWCCC Rural Cancer Disparities Project

Adams County Profile

| Cancer Incidence & Mortality, Major Sites | | | | | |
|---|-----------|----------------|-----------------|---------------|----------|
| | All Sites | Colon & Rectum | Lung & Bronchus | Female Breast | Prostate |
| Incidence | | | | | |
| Cases | 577 | 56 | 125 | 50 | 60 |
| Rate | 391.0* | 35.8 | 81.4* | 74.0* | 77.6* |
| State rate | 473.3 | 47.6 | 63.3 | 121.7 | 148.2 |
| Mortality | | | | | |
| Deaths | 343 | 28 | 106 | 15 | 22 |
| Rate | 228.2* | 18.3 | 66.3* | 20.0 | 33.2 |
| State rate | 182.0 | 16.5 | 48.5 | 22.6 | 27.1 |

* significantly different from state rate



Adams County
Population: 20,088
County seat: Friendship

| Cancer Risk Factors | | |
|---------------------|-------|-------------|
| | Adams | State of WI |
| Smoking | 26% | 21% |
| Obesity | 31% | 28% |
| Physical inactivity | 24% | 23% |
| Excessive drinking | 25% | 25% |

| Other Health Factors | | |
|---|------------|-------------|
| | Adams | State of WI |
| County health ranking | 71 (of 72) | — |
| Uninsured adults | 12% | 11% |
| Ratio of population to primary care providers | 2536:1 | 744:1 |
| Hospitals | 1 | — |
| Access to healthy foods | 25% | 59% |

For more information:
UWCCC Cancer Health Disparities Initiative
chdi@uwcarbone.wisc.edu

| Cancer Screening* | |
|--|-----|
| Female Medicare enrollees 67-69 with at least one mammogram over 2 year period | 69% |
| * only available data | |

| Socio-Economic Conditions | | |
|---------------------------|----------|-------------|
| | Adams | State of WI |
| Rural | 100% | 32% |
| Unemployment rate | 10% | 9% |
| Median income | \$38,166 | \$52,103 |
| Children in poverty | 22% | 14% |
| High school graduation | 85% | 89% |
| Postsecondary education | 45% | 63% |
| Population over 65 | 22% | 13% |

| Top Industries | |
|--|--|
| 1. Accommodation | |
| 2. Crop production | |
| 3. Justice, public order and safety activities | |
| 4. Food services and drinking places | |
| 5. Executive, legislative and general government | |

Needs Assessment Results*

- The Adams County cancer mortality rate is:
 - 25.3% higher for all cancer sites
 - 36.7% higher for lung cancer.
 - 10.9% higher for colorectal cancer.
 - 22.5% higher for prostate cancer.

*Compared to the Wisconsin state average.
The rates presented are age-adjusted.
Mortality represents cancer deaths.

Adams County Concerns



- Limited chronic disease prevention behaviors (especially concerning alcohol and tobacco use)
- Emphasis on seeking medical intervention versus practicing disease prevention behaviors
- Need for a simple interpretation of cancer screening information and recommendations
- Limited access to primary, mental and dental health care
- Low socioeconomic conditions

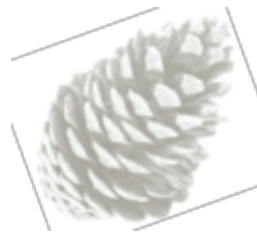
Adams County Assets

- Close knit community
- Strong land ethic
- Existing collaborative relationships
- Established and active community groups
- Proven ability to leverage resource by finding common goals
- Passionate community leaders

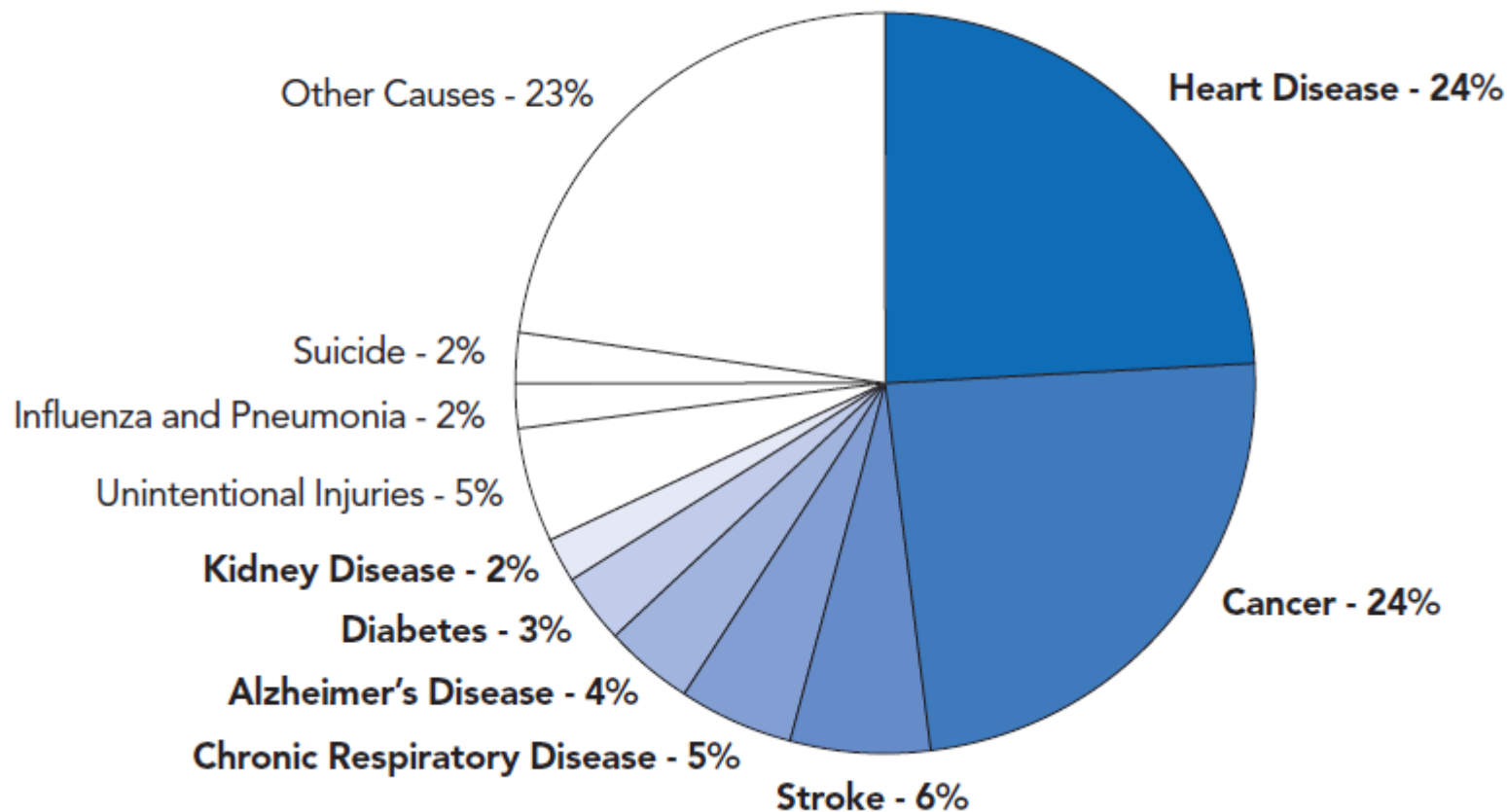


Adams County's Response

- In order to make a long-term impact on the health and well-being of Adams County residents, these organizations:
 - Adams County Aging Unit
 - Adams County Public Health
 - Moundview Memorial Hospital and Clinics
 - University of Wisconsin Extension – Adams Countyjoined with the UWCCC to form the Adams County Cancer Awareness Team (ACCAT).
- ACCAT will address cancer and chronic disease prevention.



The Leading Causes of Death in Wisconsin, 2008

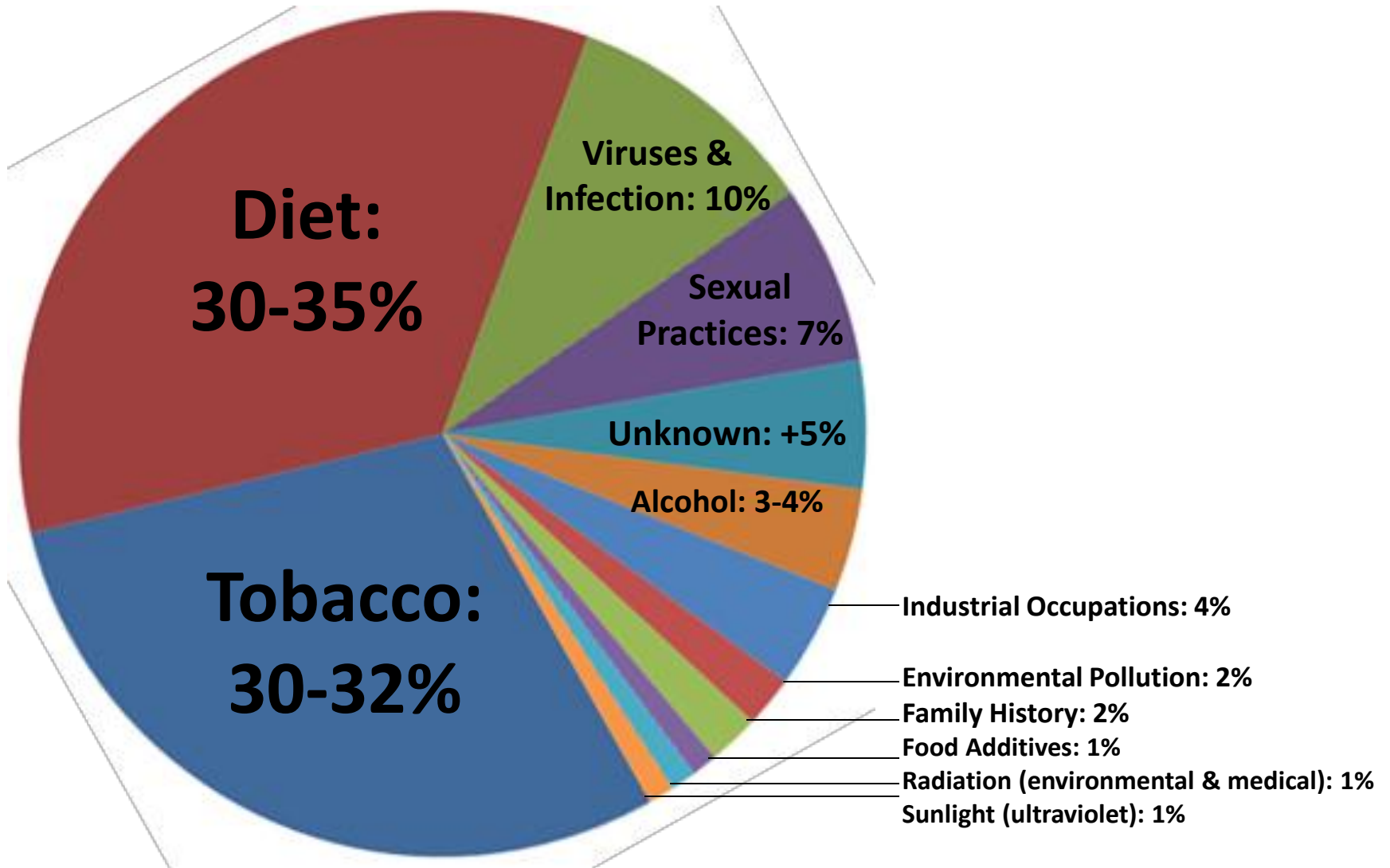


The good news...

- Chronic diseases are among the most preventable.
- A small set of common modifiable risk factors are responsible for most of the leading chronic diseases:
 - Unhealthy diet
 - Insufficient physical activity
 - Tobacco use and secondhand smoke exposure
 - Excessive alcohol use

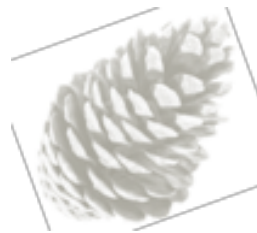


Cancer Risk Factors with Percentages



ACCAT Project Objectives

- Impact the health and well-being of Adams County residents by promoting chronic disease prevention.
- Increase chronic disease prevention knowledge and decision-making capacity of county residents.
- Expand early detection of cancer and increase access to quality care.
- Develop tailored educational materials on cancer basics, prevention and screening for the residents of Adams County.
- Access UWCCC resources and knowledge to address Adams County's cancer-related needs.
- Represent Adams County positively within the region.



Times ~ Reporter

YOUR HOMETOWN NEWSPAPER • MAKE US YOUR CHOICE FOR FOUR SEASON LIVING, WORKING OR JUST PLAIN FUN

OFFICIAL NEWSPAPER FOR ADAMS COUNTY, WISCONSIN

Wednesday, February 1, 2012

Adams, Wisconsin

Vol. 106, No. 5 — 14 Pages \$1.50

Pilot cancer project begins in Adams

WISCONSIN DELLS
EVENTS

HOME NEWS SPORTS OPINION OBITUARIES GALLERIES JOBS CA

Program to address high cancer deaths in Adams County

STORY DISCUSSION

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By Kay James Dells Events | Posted: Friday, February 3, 2012 4:44 pm | (2) Comments

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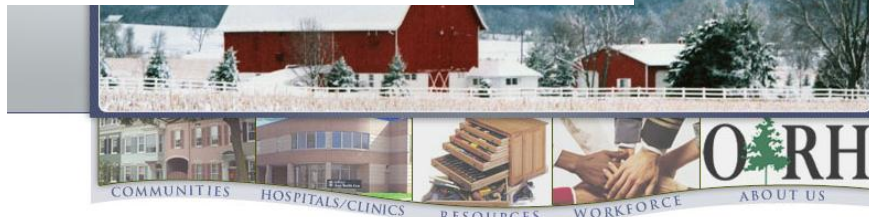
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Fewer Adams County residents may get cancer than others in the state, but if they do develop it, they are more likely to die than the state's residents as a whole.

A UW Carbone Cancer Center project that assessed cancer-related needs in south central Wisconsin found that the cancer death rate of 228.2 per 100,000 in Adams County was more than 25.3 percent higher than the state average of 182 per 100,000. The incidence of cancer in Adams County is 391 per 100,000 while the incidence in the state as a whole is 473.3.

The assessment, by UWCCC outreach specialist Rebecca Linskens, included deaths from all types of cancer.

e of Rural Health



Home » Program To Address High Cancer Deaths in Adams County

Search this site:

Program To Address High Cancer Deaths in Adams County

Fewer Adams County residents may get cancer than others in the state, but if they do develop it, they are more likely to die than the state's residents as a whole. The UWCCC and its Adams County partners - Adams County Health and Human Services Department, Moundview Memorial Hospital and Clinics and Adams County UW-Extension - are at the beginning stages of developing a public education program focused on basic cancer education, prevention and screening. (Source: WI Dells Events) [\[Read article\]](#)

ADAMS CO. PROGRAM PRIORITIZES CANCER PREVE...

Purchase Embed Share Link More f Like 13

19 **WXOW.com**

UW cancer study shows high death rate in Adams Co.



MADISON (WKOW) – Surprising facts about cancer deaths in Adams County have sparked a county-wide outreach effort to save lives.



Wisconsin Office of Rural Health
310 N. Midvale Blvd., Suite 301 Madison, Wisconsin 53705
(808) 261-1883 (800) 385-0005
[Comments / Questions](#)



Educational Materials

ACCAT and UWCCC are collaborating to develop tailored educational materials.

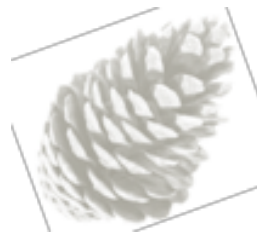
These materials:

- Target three cancer-related topics:
 - Understanding Cancer Basics
 - Cancer Prevention
 - Cancer Screening
- Are Adams County specific.
- Give residents the knowledge and tools necessary to make healthy decisions and be active in their care.



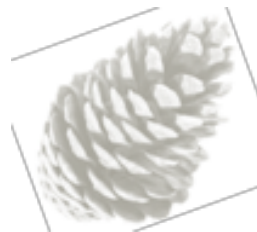
Current Project Status

- Developed rural adaptation of evidence-based educational resource
 - Testing adapted resource
- Conducting community driven evaluation
- Presenting needs assessment results and project objectives to multi-sector community stakeholders



Future Plans

- Develop and execute county cancer education plan
- Integrate cancer education efforts into county Community Health Improvement Plan (CHIP)
- Develop Rural Cancer Network (RCaN) in south central Wisconsin
- Assess interest in implementing the new educational resource among additional rural counties





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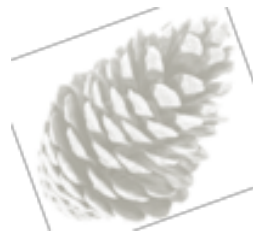
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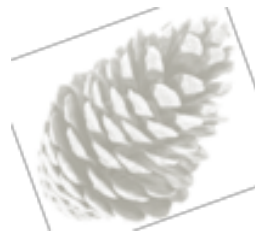
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Thank you!



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