Wisconsin Cancer Collaborative

REDUCING THE BURDEN TOGETHER

Wisconsin Radon Conference

Radon & Lung Cancer Prevention

November 13, 2025

Agenda

- Overview of the Wisconsin Cancer Collaborative
- How does radon fit into a Cancer Plan?
- Lung Cancer in WI—Brief highlights
- Radon Issue Brief
- Join us & resources
- Questions

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Comprehensive Cancer Control: A National Movement

"Comprehensive Cancer Control" was established by the CDC in 1998.

- Funds states, territories, and tribes to:
  - Create and maintain coalitions
  - Look at the cancer burden in their area
  - Prioritize proven strategies for cancer control
  - Create cancer plans and put them into action

Wisconsin Cancer Collaborative

What is the Wisconsin Cancer Collaborative?

The Wisconsin Cancer Collaborative is a coalition of diverse organizations and experts dedicated to the development and implementation of the **Wisconsin Cancer Plan 2020-2030**.

Wisconsin Cancer Collaborative

Our Mission, Vision, and Goals

VISION

A healthier Wisconsin by reducing the burden of cancer for everyone.

MISSION

To engage diverse partners to develop, promote, and implement a statewide comprehensive approach to cancer control.

OUR APPROACH

Use and establish evidence based, sustainable solutions to reduce the burden of cancer in Wisconsin through policy and systems-level change.

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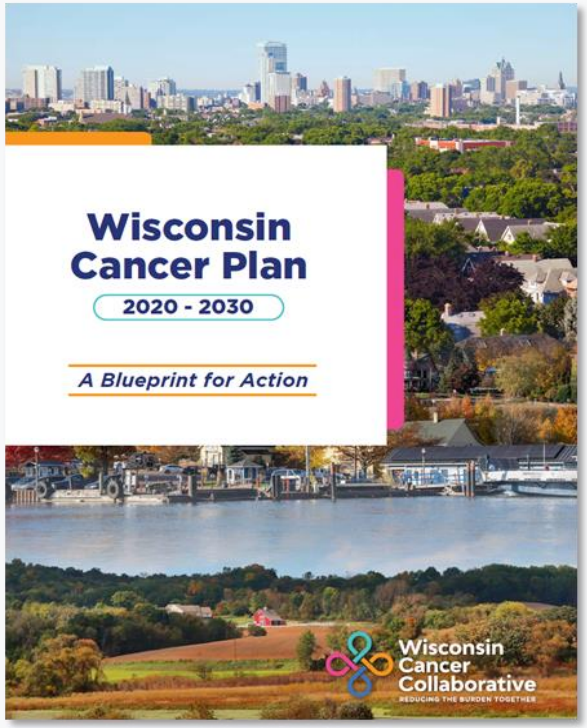
Wisconsin Cancer Plan 2020-2030

The Wisconsin Cancer Plan 2020-2030:

- Serves as a ***common framework and foundation for action*** for all working on cancer prevention and control in Wisconsin
- Designed to ***provide a vision*** of what needs to be done and ***identify the resources needed*** to reduce the burden of cancer in Wisconsin



Wisconsin Cancer Plan 2020-2030

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Wisconsin Cancer Plan 2020-2030 Chapters

CHAPTER 1
Health Equity

CHAPTER 2
Risk Reduction

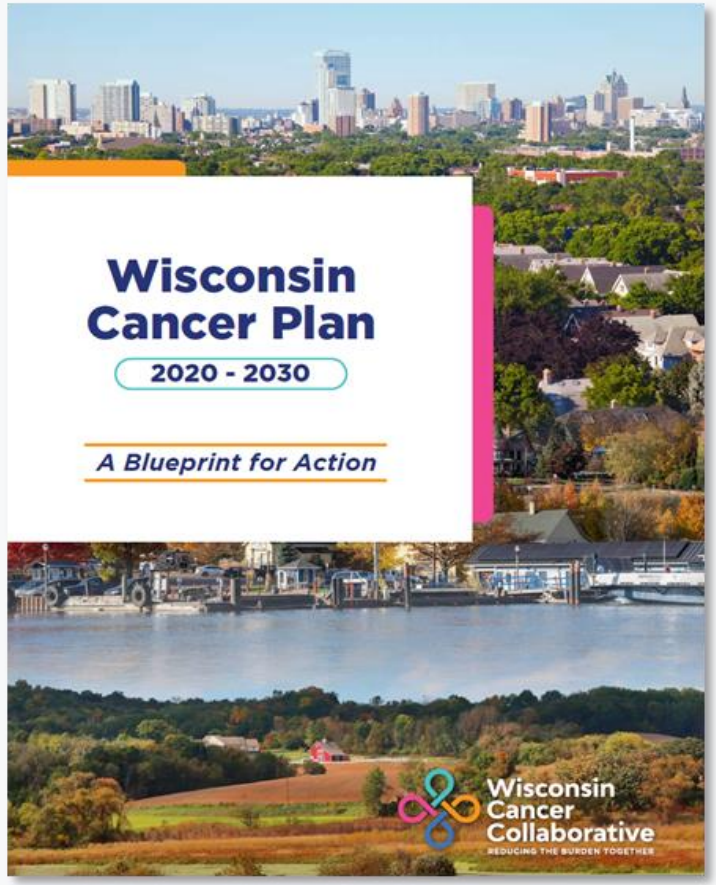
CHAPTER 3
Early Detection and Screening

CHAPTER 4
Treatment

CHAPTER 5
Survivorship

CHAPTER 6
End of Life

CHAPTER 7
Data



Priorities, Action Steps, and Measures
How does radon fit in?

Introduction

CHAPTER 1
Health Equity

CHAPTER 2
Risk Reduction

CHAPTER 3
Early Detection and Screening

CHAPTER 4
Treatment

CHAPTER 5
Survivorship

CHAPTER 6
End of Life

CHAPTER 7
Data

Plan Measures

Suggest an edit or update

CHAPTER 2
Risk Reduction

OVERVIEW | PRIORITY 1 | PRIORITY 2 | PRIORITY 3 | PRIORITY 4 | PRIORITY 5 | PRIORITY 6 | MEASURES

Chapter 2 Overview

SELECT A PRIORITY TO LEARN MORE

Priority 1 Decrease tobacco use and exposure to tobacco.
Priority 2 Increase physical activity and healthy eating.
Priority 3 Decrease excessive alcohol consumption.
Priority 4 Increase cancer prevention vaccine completion.
Priority 5 Decrease exposure to ultraviolet radiation.
Priority 6 Decrease exposure to radon.

Priority 6: Decrease exposure to radon.

Strategy A: Increase awareness of the connection between radon and cancer risk.

Action Steps

- Educate the public, health care providers, public health officials, schools, property owners, property managers, and policymakers about radon and other environmental substances linked to cancer.
- Create and tailor educational and awareness materials on the link between radon and cancer risk.
- Promote educational materials in health care facilities, schools, and at home shows.
- Integrate educational materials into real estate and rental documents.
- Establish requirements to inform homeowners and tenants of radon and its risk for lung cancer.
- Track and monitor the number of policies introduced and passed to reduce radon exposure.

Priorities, Action Steps, and Measures

Priority 6: Decrease exposure to radon.

Strategy A: Increase awareness of the connection between radon and cancer risk.

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- Track and monitor the number of policies introduced and passed to reduce radon exposure.

Strategy B: Increase the testing for and mitigation of radon in homes and other buildings.

Action Steps

- Increase the percentage of Wisconsinites who test their homes for radon and mitigate when needed.
- Increase accessibility and availability of radon testing and mitigation services.
- Collaborate with cities and housing departments to develop initiatives that provide financial assistance for radon testing and mitigation.
- Tailor outreach and awareness efforts for radon testing and mitigation services.
- Develop data collection standards to monitor testing and mitigation of homes and buildings in Wisconsin.
- Require radon testing and mitigation in schools, multi-unit housing, rental housing, and new construction projects.
- Require radon tests be performed prior to the sale of single-family homes.
- Establish a plan to provide equitable access to radon testing and mitigation services during public health emergencies.

Strategy C: Increase the number of residential buildings built or remodeled using radon reducing methods.

Action Steps

- Develop an awareness campaign about radon-resistant construction techniques and methods.
- Develop data collection standards to monitor radon-resistant construction.
- Support building codes that require newly constructed homes and buildings to use passive radon control methods.
- Increase qualified radon mitigation professionals in Wisconsin.

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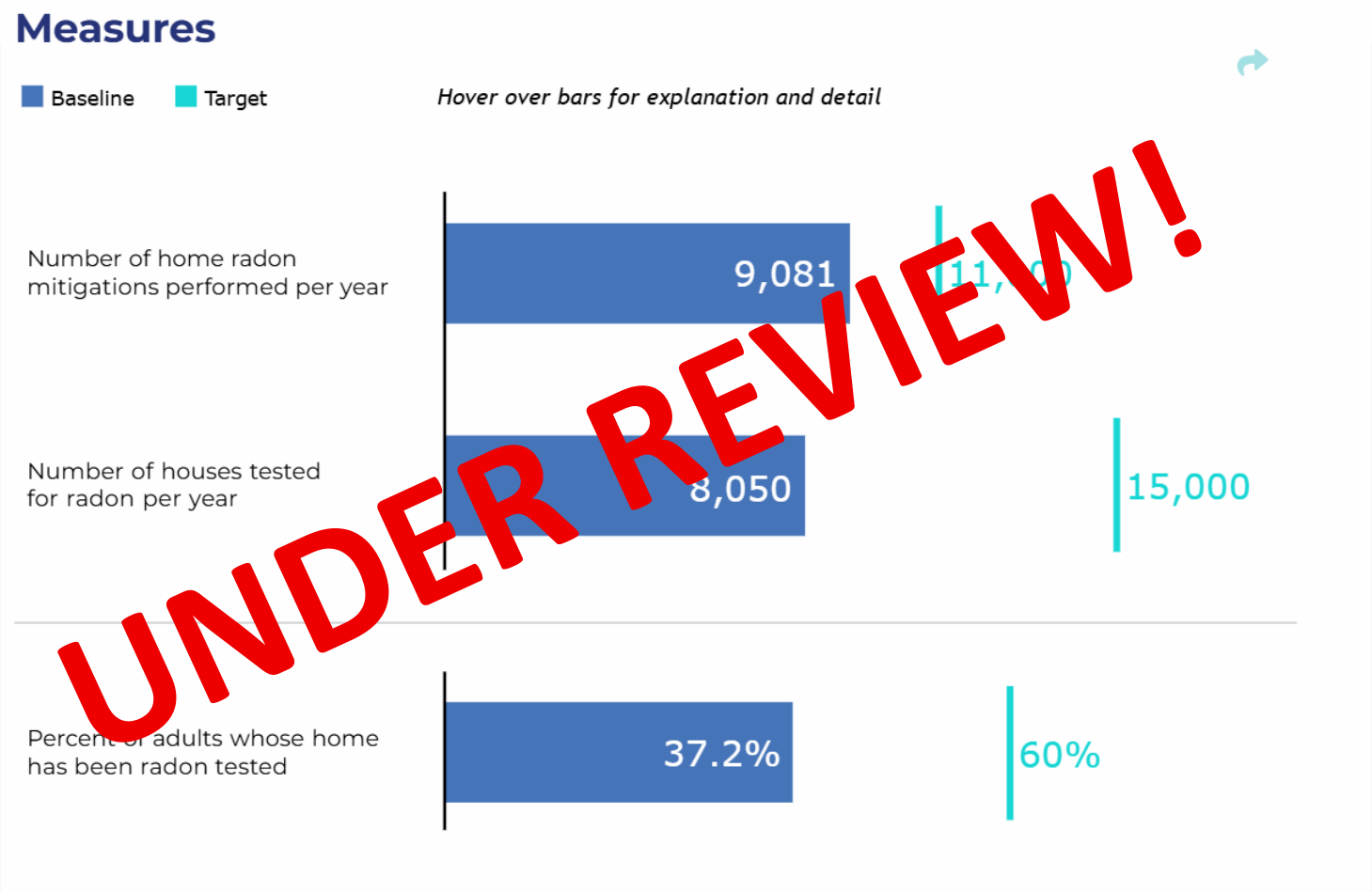
Priorities, Action Steps, and Measures



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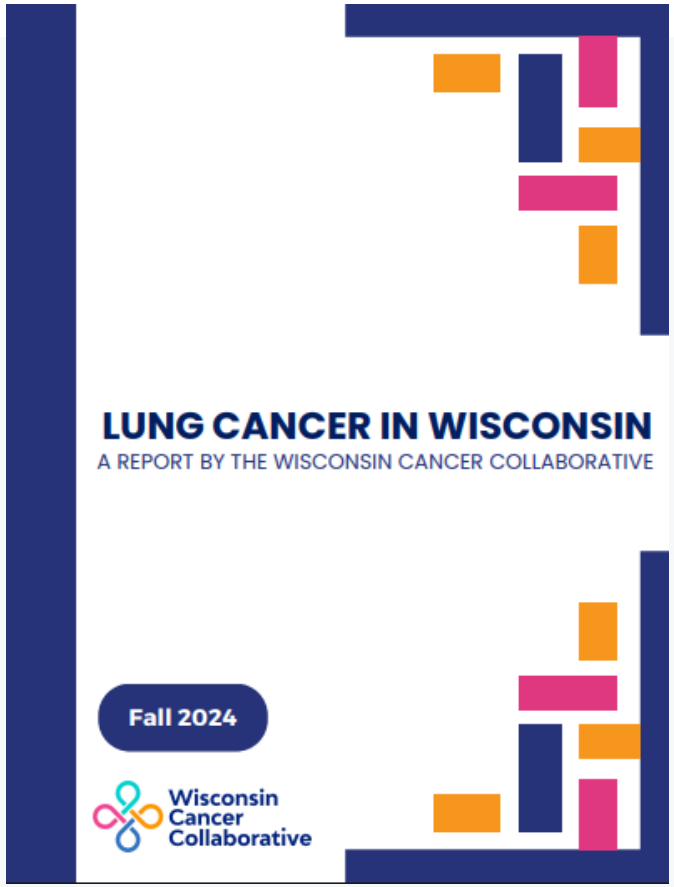
Lung Cancer in Wisconsin



- **Written in collaboration with the Wisconsin Cancer Reporting System at DHS**
- **Lung cancer is 2nd most common cancer for men & women (US & WI)**
- **Lung cancer is the leading cause of cancer death (US & WI)**

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Lung Cancer Burden in Wisconsin

New Cases	Approx. 4,400 new cases are diagnosed annually.
Deaths	More than 2,590 people die from the disease each year.
Impact	**Lung cancer** claims more lives than colon, breast, and prostate cancers **combined.**

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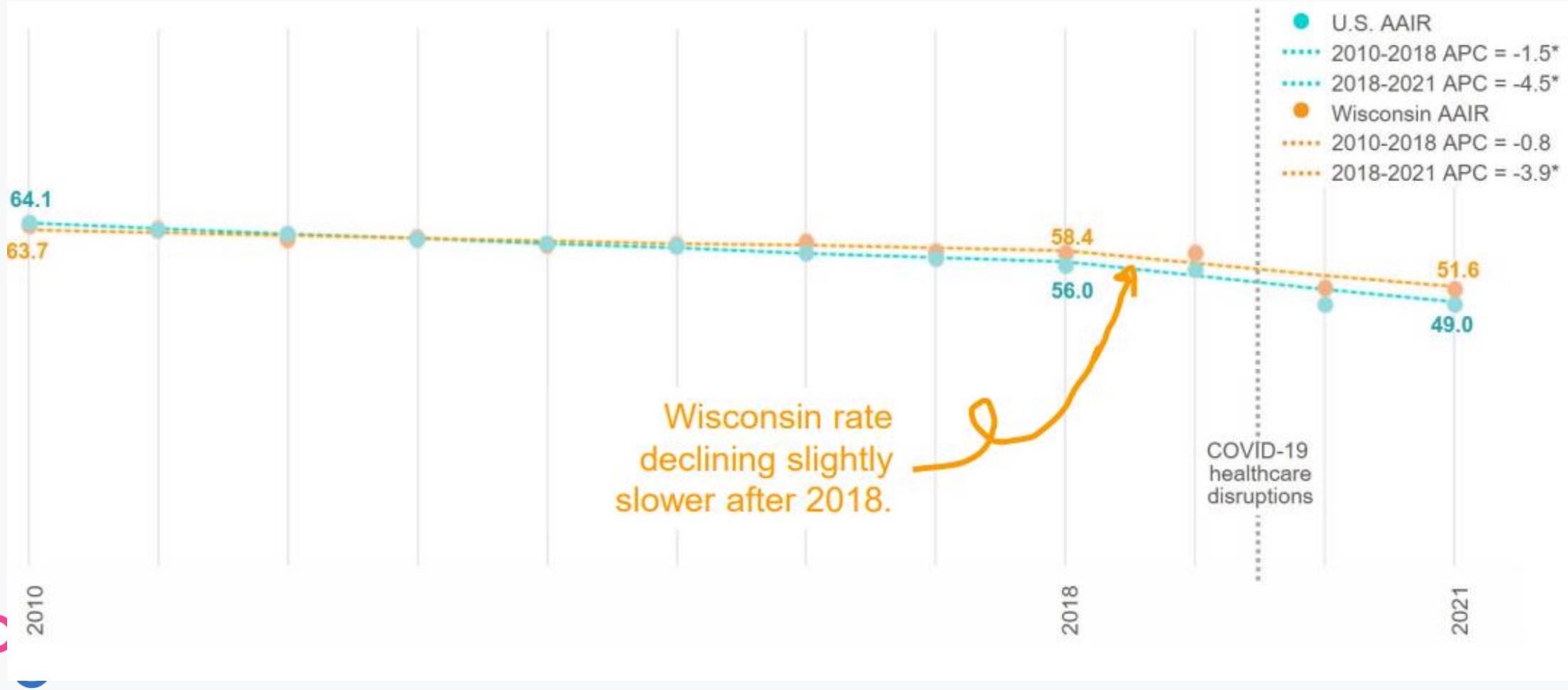
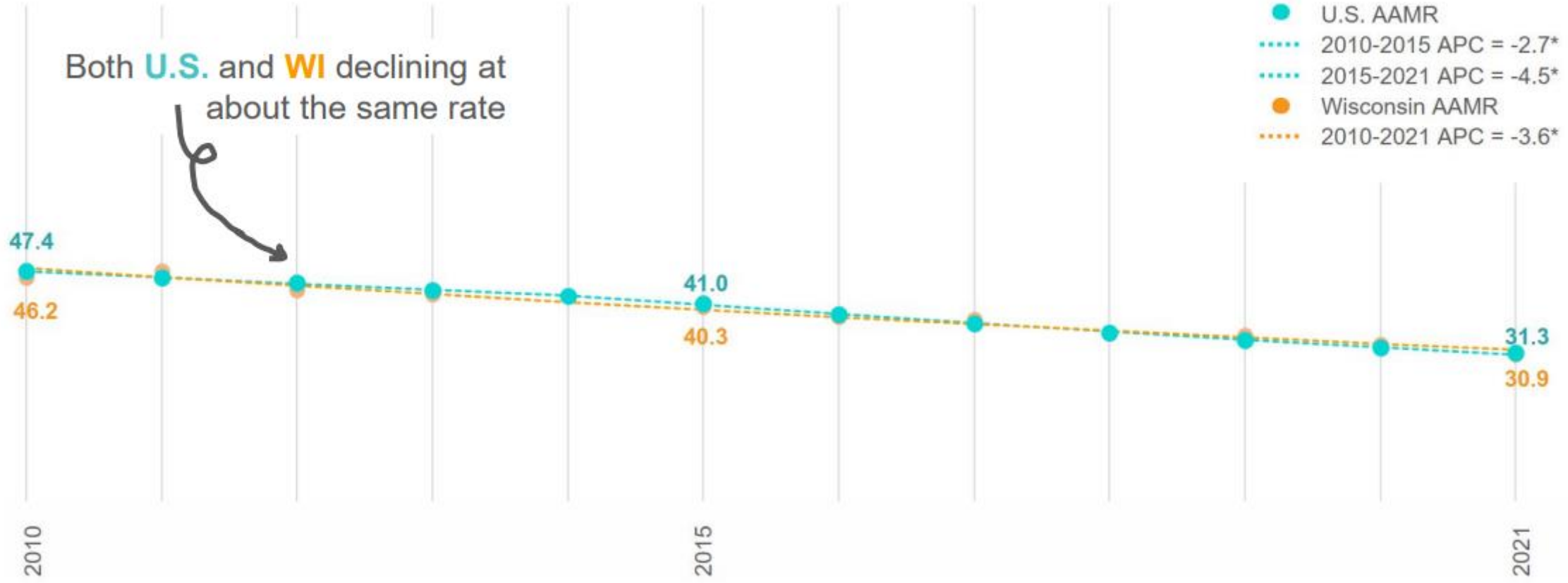
Incidence rates have significantly declined in WI over the past decade



Mortality rates have significantly declined in WI over the past decade.



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Men exhibit higher incidence and mortality rates than women

FIGURE 3.
Age-adjusted lung cancer incidence rates per 100,000 by sex and age at diagnosis, Wisconsin (2017-2021).

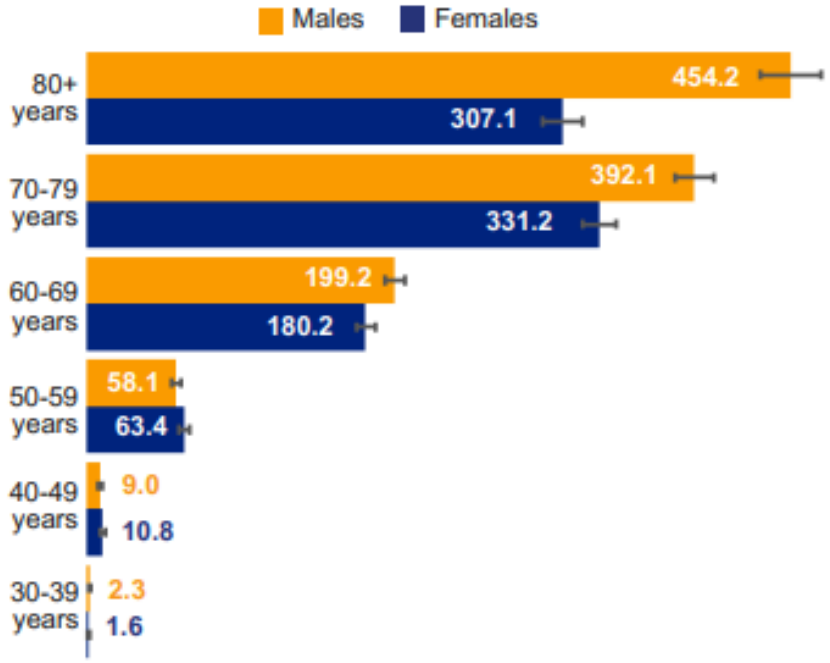
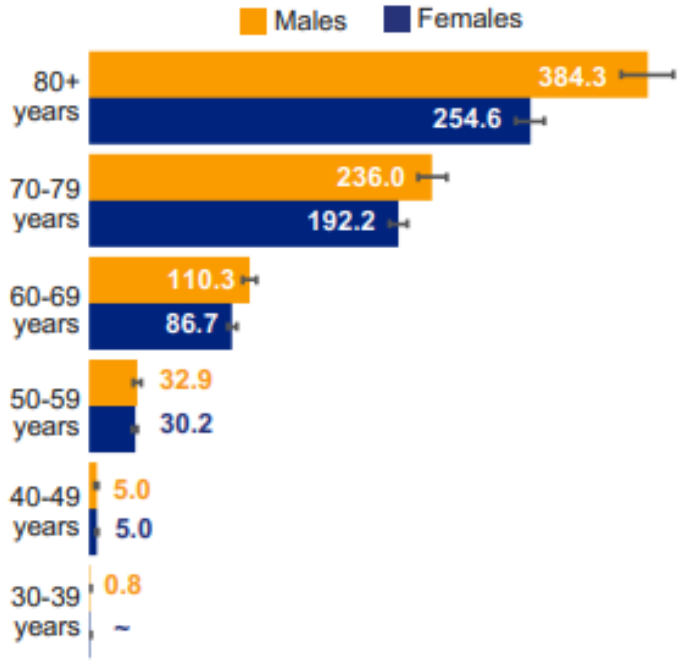


FIGURE 4.
Age-adjusted lung cancer mortality rates per 100,000 by sex and age at death, Wisconsin (2017-2021).



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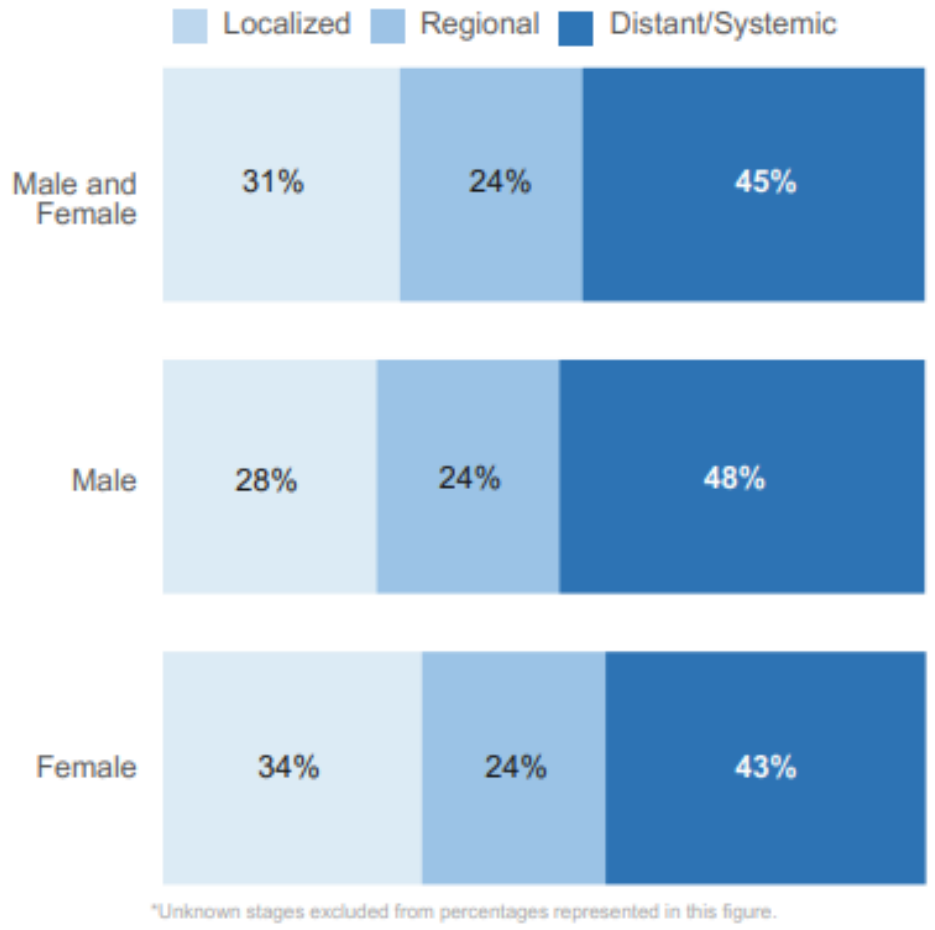
Men are also more likely to be diagnosed with lung cancer at distant stages, when it can be more difficult to treat.

FIGURE 8.
Stage distribution* (%) of new lung cancer cases by sex, Wisconsin (2017-2021).



*Unknown stages excluded from percentages represented in this figure.

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Racial and ethnic disparities also emerge when looking at lung cancer incidence and mortality.

FIGURE 5.

Age-adjusted lung cancer incidence rates per 100,000, Wisconsin (2017-2021).

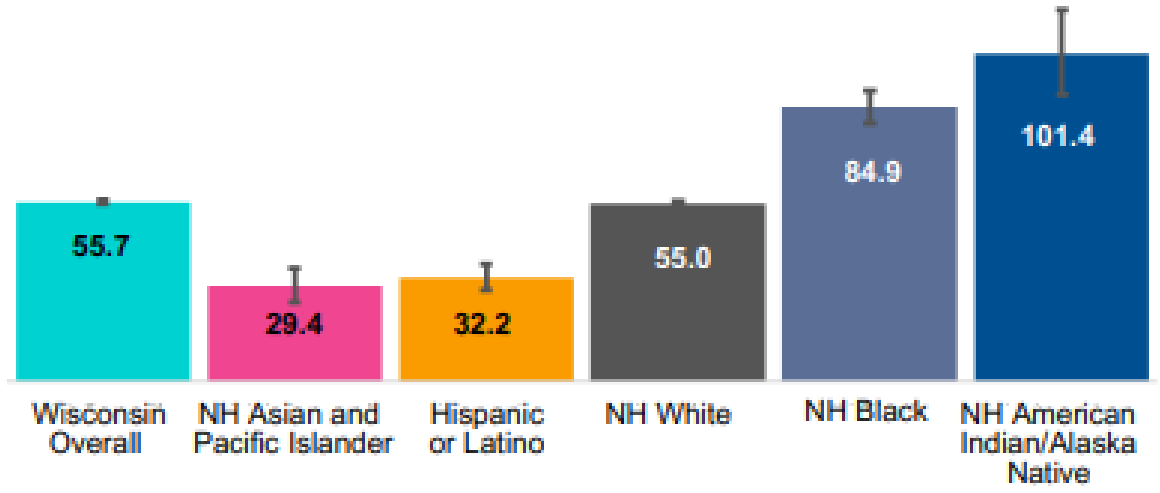
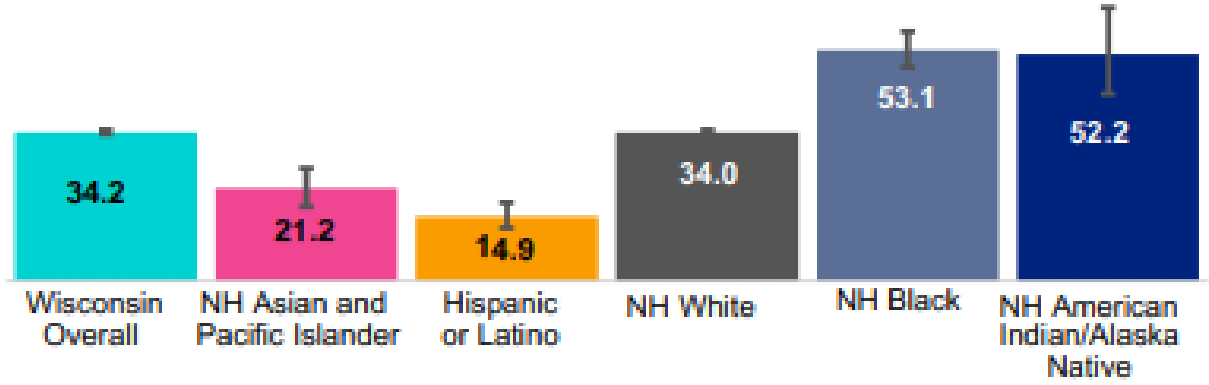


FIGURE 6.

Age-adjusted lung cancer mortality rates per 100,000, Wisconsin (2017-2021).



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Lung cancer incidence and mortality also vary by geography.

FIGURE 7A.
Lung cancer age-adjusted incidence rates by county (2017-2021).

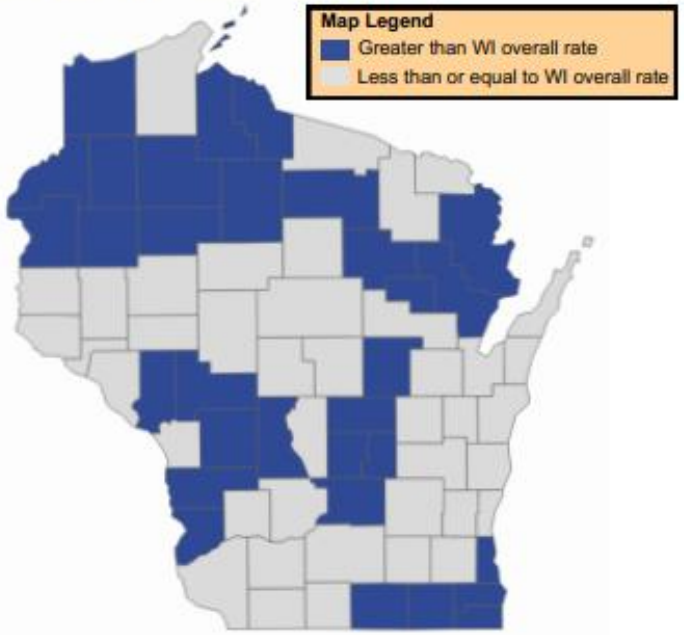


FIGURE 7B.
Lung cancer age-adjusted mortality rates by county (2017-2021).

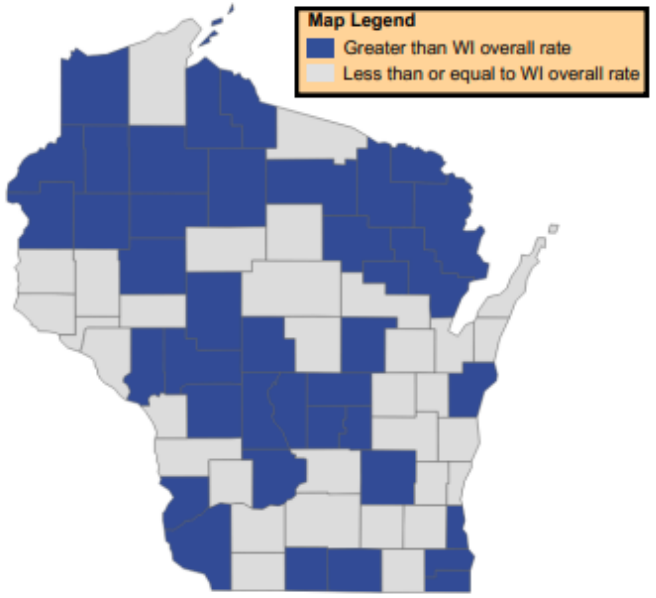
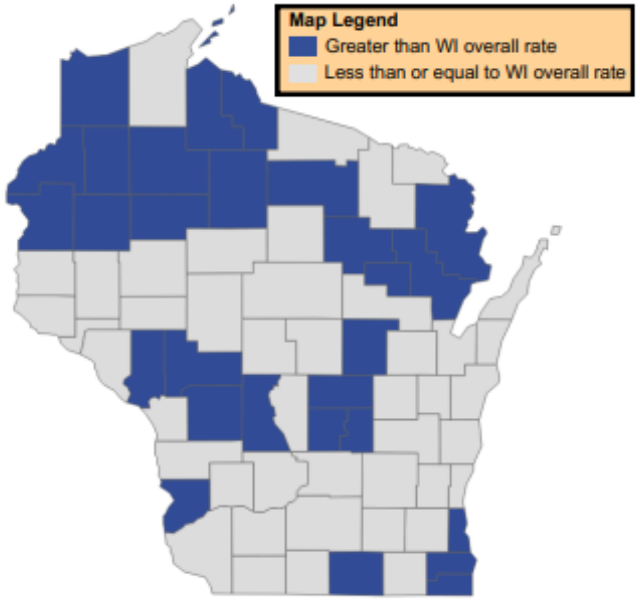


FIGURE 7C.
Lung cancer age-adjusted incidence and mortality rates by county (2017-2021).



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What about lung cancer screening?

- **Despite the benefits, screening rates remain low!**
- **In 2022, only 19% of adults at high-risk for lung cancer were screened.**
- **Who's eligible for lung cancer screening?**

TABLE 4.
U.S. Preventive Services Task Force Lung Cancer Screening Recommendation (2021).

High Risk is defined as:	
Age	50-80 years
Smoking History	20 or more pack-year history (this means 1 pack a day for 20 years, 2 packs a day for 10 years, etc.)
Smoking Status	Current smoker or quit within the last 15 years

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NEW Issue Brief

- Summarizes radon's link to lung cancer
- State of testing and mitigation in WI including licensed measurement and mitigation specialists
- Challenges in tracking testing and mitigation
- Radon in the home: tenants, landlords, homeowners
- Radon in childcare centers and schools
- PSE strategies for radon control

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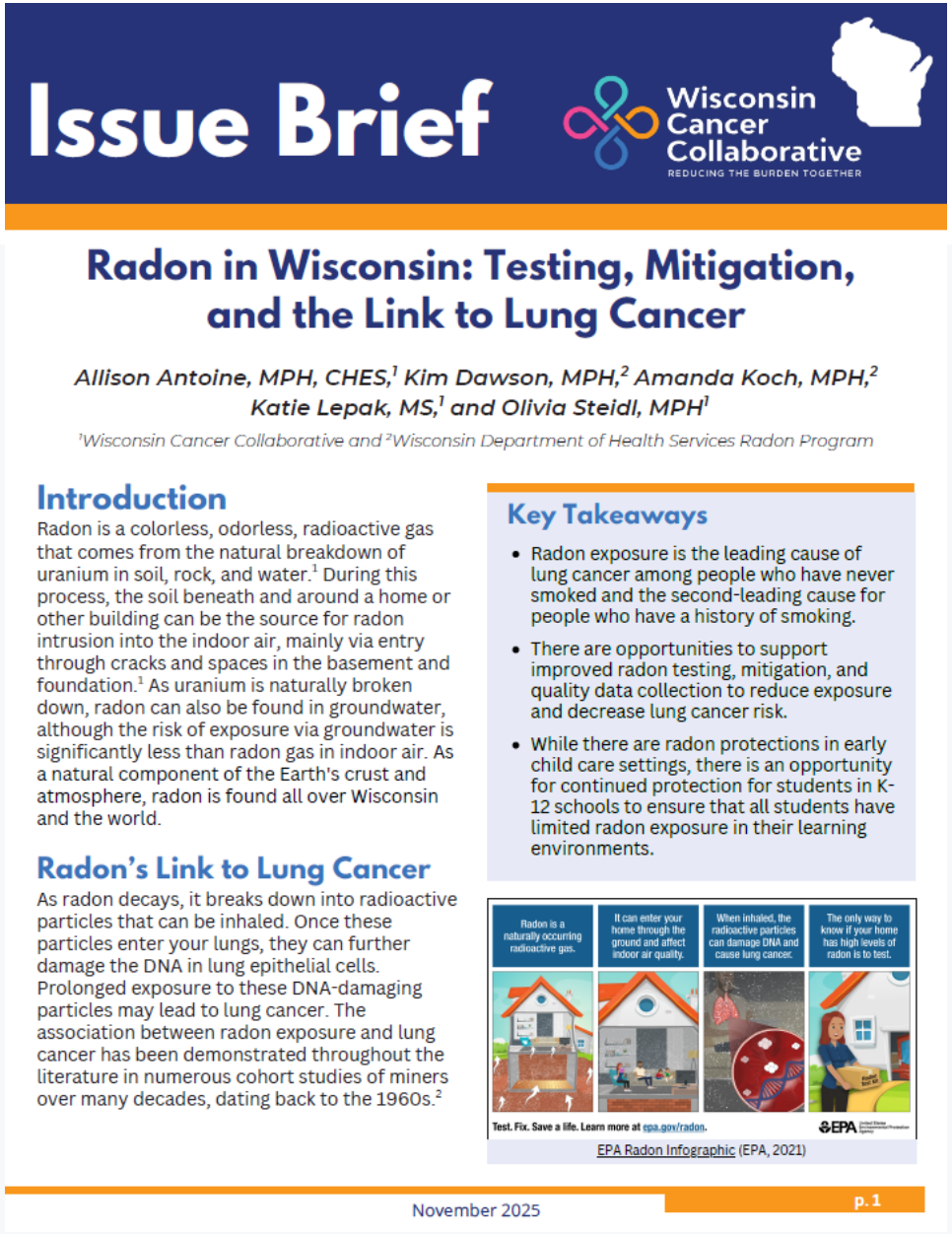

Issue Brief

Wisconsin Cancer Collaborative
REDUCING THE BURDEN TOGETHER

Radon in Wisconsin: Testing, Mitigation, and the Link to Lung Cancer

Allison Antoine, MPH, CHES,[1] Kim Dawson, MPH,[2] Amanda Koch, MPH,[2] Katie Lepak, MS,[1] and Olivia Steidl, MPH[1]

[1]Wisconsin Cancer Collaborative and [2]Wisconsin Department of Health Services Radon Program

Introduction

Radon is a colorless, odorless, radioactive gas that comes from the natural breakdown of uranium in soil, rock, and water.[1] During this process, the soil beneath and around a home or other building can be the source for radon intrusion into the indoor air, mainly via entry through cracks and spaces in the basement and foundation.[1] As uranium is naturally broken down, radon can also be found in groundwater, although the risk of exposure via groundwater is significantly less than radon gas in indoor air. As a natural component of the Earth's crust and atmosphere, radon is found all over Wisconsin and the world.

Radon's Link to Lung Cancer

As radon decays, it breaks down into radioactive particles that can be inhaled. Once these particles enter your lungs, they can further damage the DNA in lung epithelial cells. Prolonged exposure to these DNA-damaging particles may lead to lung cancer. The association between radon exposure and lung cancer has been demonstrated throughout the literature in numerous cohort studies of miners over many decades, dating back to the 1960s.[2]

Key Takeaways

- Radon exposure is the leading cause of lung cancer among people who have never smoked and the second-leading cause for people who have a history of smoking.
- There are opportunities to support improved radon testing, mitigation, and quality data collection to reduce exposure and decrease lung cancer risk.
- While there are radon protections in early child care settings, there is an opportunity for continued protection for students in K-12 schools to ensure that all students have limited radon exposure in their learning environments.

EPA Radon Infographic (EPA, 2021)

WCC Member Benefits

- Monthly members-only ENGAGE newsletters
- Email alerts about new resources and upcoming events
- County and state-level cancer data
- Tools and resources to support your organization's efforts to implement the Wisconsin Cancer Plan 2020-2030
- Opportunities to collaborate and network with other Wisconsin Cancer Collaborative Members at WCC events (and beyond!)
- Networking directory

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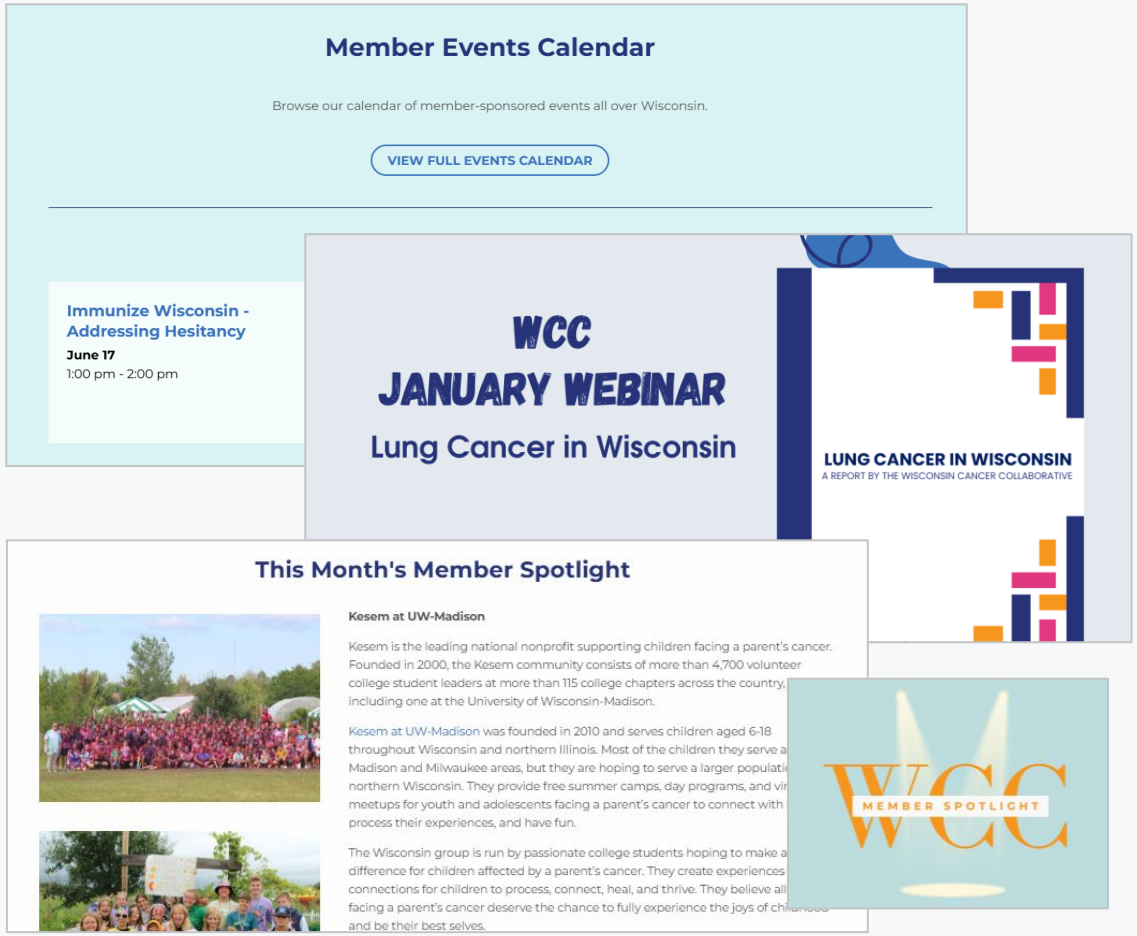
Join Us!

Ways WCC Membership Can Support Your Work

- Co-hosting webinars for our membership
- Providing cancer-related data
- Featuring your events and news on our website and in our newsletter
- Facilitate connections and introductions to partners
- And more!



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Thank you!

Please reach out!

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