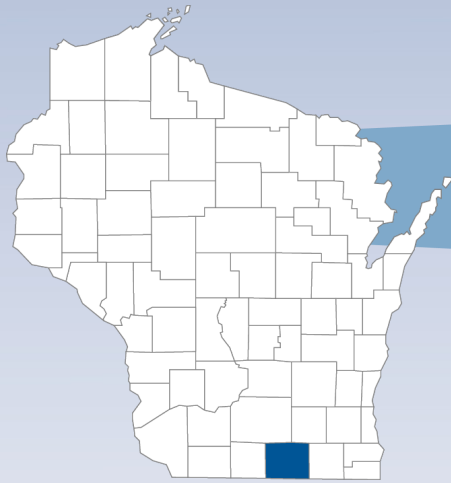


# Community Cancer Profile

## ROCK COUNTY



Cancer is a leading cause of death in Rock County

Many factors shape cancer's impact on the community, including social and economic characteristics and access to care

Here is how Rock County compares:

### Rate of Cancer Diagnoses

	Rock County	State of WI
All Cancers	474	471
Colorectal	45	44
Lung	75*	63
Breast	107*	124
Prostate	123*	149

### Rate of Cancer Deaths

	Rock County	State of WI
All Cancers	196*	177
Colorectal	16	15
Lung	60*	47
Breast	26	22
Prostate	24	25

\*statistically different from state rate  
"X" indicates unavailable data

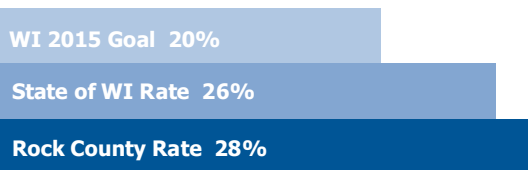
	Rock County	State of WI
Population	160,092	5,711,767
Unemployment	10%	8%
Median income	\$49,716	\$51,914
Living in poverty	12%	12%
High school graduation	87%	89%
College degree	20%	26%
Population over 65	14%	14%
Hispanic	8%	6%
Racial minorities	9%	12%
Rural	20%	30%
Uninsured adults	12%	13%
Ratio of population to primary care providers	1587:1	1246:1
County Health Ranking**	62	-

\*\*Health Outcomes

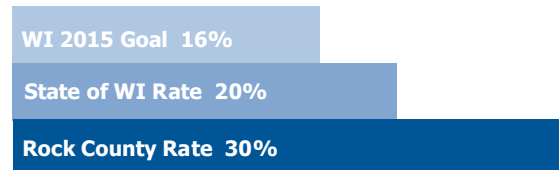
### 50-75% of cancer deaths are caused by our behaviors

Two critical behaviors that contribute to these deaths are obesity and tobacco use

#### Adult Obesity Rate



#### Adult Smoking Rate



For more information visit:  
[chdi.wisc.edu](http://chdi.wisc.edu)



# Community Cancer Profile

## Data Sources

Measure	Year	Description and Source
Cancer incidence	2005-2009	<p><b>Rate:</b> 5 year age-adjusted rate represents the average number of cases per 100,000 population.</p> <p><b>Significance:</b> A county's incidence rate is significantly different from the state rate if the 95% confidence intervals for the county and the state do not overlap.</p> <p><b>Age-adjusted:</b> Rates have been age-adjusted to reflect the adult age distribution of the 2000 U.S. standard population. This is done in order to allow for comparison of county estimates to the state and the state to the nation while controlling for the effects of differing age compositions.</p> <p><i>Wisconsin Cancer Reporting System:</i> <a href="http://www.dhs.wisconsin.gov/wcrs/">http://www.dhs.wisconsin.gov/wcrs/</a></p>
Cancer mortality	2005-2009	<p><b>Rate:</b> 5 year age-adjusted rate represents the average number of deaths per 100,000 population.</p> <p><b>Significance:</b> A county's mortality rate is significantly different from the state rate if the 95% confidence intervals for the county and the state do not overlap.</p> <p><b>Age-adjusted:</b> Rates have been age-adjusted to reflect the adult age distribution of the 2000 U.S. standard population. This is done in order to allow for comparison of county estimates to the state and the state to the nation while controlling for the effects of differing age compositions.</p> <p><i>Wisconsin Cancer Reporting System:</i> <a href="http://www.dhs.wisconsin.gov/wcrs/">http://www.dhs.wisconsin.gov/wcrs/</a></p>
"50-75% of cancer deaths are caused by our behaviors"	2009/2010	<p>According to the National Cancer Institute, "scientists estimate that as many as 50–75 percent of cancer deaths in the United States are caused by human behaviors such as smoking, poor diet quality, and physical inactivity."</p> <p><i>National Cancer Institute Cancer Trends Progress Report:</i> <a href="http://www.cancer.gov/">http://www.cancer.gov/</a></p>
Obesity	2006-2008	<p>Percent of the adult population (age 20 and older) that has a body mass index greater than or equal to 30 kg/m<sup>2</sup>.</p> <p><i>Wisconsin Behavioral Risk Factor Survey:</i> <a href="http://www.dhs.wisconsin.gov/wish/main/BRFS/BRFSHome.htm">http://www.dhs.wisconsin.gov/wish/main/BRFS/BRFSHome.htm</a></p>
Smoking	2006-2008	<p>Percent of adult population that currently smokes every day or "most days" and has smoked at least 100 cigarettes in their lifetime.</p> <p><i>Wisconsin Behavioral Risk Factor Survey:</i> <a href="http://www.dhs.wisconsin.gov/wish/main/BRFS/BRFSHome.htm">http://www.dhs.wisconsin.gov/wish/main/BRFS/BRFSHome.htm</a></p>
Population	2011	<p>All persons who are "usually resident" in a specified geographic area.</p> <p><i>United States Census Bureau:</i> <a href="http://www.census.gov/">http://www.census.gov/</a></p>
Unemployment rate	2011	<p>Percent of the civilian labor force, age 16 and older, that is unemployed but seeking work.</p> <p><i>Bureau of Labor Statistics:</i> <a href="http://www.bls.gov/">http://www.bls.gov/</a></p>
Median income	2006-2010	<p>Median income of households. Household income is the combined income of all residents in a household over the age of 15.</p> <p><i>United States Census Bureau:</i> <a href="http://www.census.gov/">http://www.census.gov/</a></p>
Living in poverty	2006-2010	<p>Percent of the population with an income that is less than the poverty threshold. The poverty threshold is updated annually and is based on household size, number of children and age of household residents.</p> <p><i>United States Census Bureau:</i> <a href="http://www.census.gov/">http://www.census.gov/</a></p>
High school graduation	2006-2010	<p>Percent of the population that is 25 years of age or older with a high school diploma or its equivalent.</p> <p><i>United States Census Bureau:</i> <a href="http://www.census.gov/">http://www.census.gov/</a></p>
College degree	2006-2010	<p>Percent of the population that is 25 years of age or older with bachelor's degree from a college or university.</p> <p><i>United States Census Bureau:</i> <a href="http://www.census.gov/">http://www.census.gov/</a></p>
Population over 65	2011	<p>Percent of the population that is 65 years of age and older.</p> <p><i>United States Census Bureau:</i> <a href="http://www.census.gov/">http://www.census.gov/</a></p>
Hispanic	2011	<p>Percent of the population that classified themselves in one of the specific Spanish, Hispanic, or Latino categories. People who identify their origin as Spanish, Hispanic, or Latino may be of any race.</p> <p><i>United States Census Bureau:</i> <a href="http://www.census.gov/">http://www.census.gov/</a></p>
Racial minorities	2011	<p>Cumulative percentage of those that classified themselves as Black, American Indian/Alaska Native, Asian, Native Hawaiian/Other Pacific Islander or a person reporting two or more races.</p> <p><i>United States Census Bureau:</i> <a href="http://www.census.gov/">http://www.census.gov/</a></p>
Rural	2010	<p>Percent of the population that lives in a rural area, which the U.S. Census defines as all territory located outside of urbanized areas and urban clusters. Urbanized areas and urban clusters are geographic areas with a core population density of at least 1,000 people per square mile that are surrounded by areas with an overall population density of at least 500 people per square mile.</p> <p><i>United States Census Bureau:</i> <a href="http://www.census.gov/">http://www.census.gov/</a></p>
Uninsured adults	2010	<p>Percent of the adult population under age 65 that has no health insurance coverage.</p> <p><i>United States Census Bureau:</i> <a href="http://www.census.gov/">http://www.census.gov/</a></p>
Ratio of population to primary care providers	2011-2012	<p>Primary care providers include practicing physicians specializing in general practice medicine, family medicine, internal medicine, pediatrics and obstetrics/gynecology. The measure represents the population per one provider.</p> <p><i>County Health Rankings 2013:</i> <a href="http://www.countyhealthrankings.org/">http://www.countyhealthrankings.org/</a></p>
County health ranking	2013	<p>Health Outcomes ranking of the county among all 72 Wisconsin counties. This ranking is based on an equal weighting of one length of life measure and four quality of life measures.</p> <p><i>County Health Rankings 2013:</i> <a href="http://www.countyhealthrankings.org/">http://www.countyhealthrankings.org/</a></p>