



UWCCC Rural Cancer Disparities Project

Richland County Profile

Cancer Incidence & Mortality, Major Sites

	All Sites	Colon & Rectum	Lung & Bronchus	Female Breast	Prostate
Incidence					
Cases	462	65	65	41	36
Rate	409.3*	56.5	55.5	64.9*	66.2*
State rate	473.3	47.6	63.3	121.7	148.2
Mortality					
Deaths	197	21	46	14	12
Rate	159.9	17.4	38.9	19.2	24.2
State rate	182.0	16.5	48.5	22.6	27.1

* significantly different from state rate



Richland County
Population: 17,848
County seat: Richland Center

Cancer Risk Factors

	Richland	State of WI
Smoking	16%	21%
Obesity	30%	28%
Physical inactivity	23%	23%
Excessive drinking	17%	25%

Other Health Factors

	Richland	State of WI
County health ranking	36 (of 72)	—
Uninsured adults	11%	11%
Ratio of population to primary care providers	816:1	744:1
Hospitals	1	—
Access to healthy foods	50%	59%

Cancer Screening*

Female Medicare enrollees 67-69 with at least one mammogram over 2 year period **72%**
* only available data

Socio-Economic Conditions

	Richland	State of WI
Rural	72%	32%
Unemployment rate	8%	9%
Median income	\$43,904	\$52,103
Children in poverty	17%	14%
High school graduation	100%	89%
Postsecondary education	44%	63%
Population over 65	17%	13%

Top Industries

1. Nursing and residential care facilities
2. Educational services
3. General merchandise stores
4. Executive, legislative and general government
5. Ambulatory health care services

For more information:
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Measure	Year	Description and Source
Cancer incidence	2003-2007	<p>Cases: The number of cases for the entire 5-year period. Rate: 5 year age-adjusted rate represents the average number of cases per 100,000 population, weighted to reflect the 2000 U.S. standard population. Significance: 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. <i>Wisconsin Cancer Reporting System:</i> http://www.dhs.wisconsin.gov/wcrs/ <i>American Cancer Society, Wisconsin Cancer Reporting System. Wisconsin Cancer Facts and Figures 2011:</i> http://www.wicancer.org/documents/WIFactsFigures2011_Final.pdf</p>
Cancer mortality	2003-2007	<p>Deaths: The number of deaths for the entire 5-year period. Rate: 5 year age-adjusted rate represents the average number of deaths per 100,000 population, weighted to reflect the 2000 U.S. standard population. Significance: 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. <i>Wisconsin Cancer Reporting System:</i> http://www.dhs.wisconsin.gov/wcrs/ <i>American Cancer Society, Wisconsin Cancer Reporting System. Wisconsin Cancer Facts and Figures 2011:</i> http://www.wicancer.org/documents/WIFactsFigures2011_Final.pdf</p>
Smoking	2003-2009	<p>Percent of adult population that currently smokes every day or "most days" and has smoked at least 100 cigarettes in their lifetime. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
Obesity	2008	<p>Percent of the adult population (age 20 and older) that has a body mass index greater than or equal to 30 kg/m². <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
Physical inactivity	2008	<p>Percent of adults aged 20 and over reporting no leisure time physical activity. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
Excessive drinking	2003-2009	<p>Percent of the adult population that reports either binge drinking, defined as consuming more than 4 (women) or 5 (men) alcoholic beverages on a single occasion in the past 30 days, or heavy drinking, defined as drinking more than 1 (women) or 2 (men) drinks per day on average. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
County health ranking	2011	<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. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
Uninsured adults	2007	<p>Percent of the adult population under age 65 that has no health insurance coverage. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
Ratio of population to primary care providers	2008	<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. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
Hospitals	2011	<p>Critical access and acute care hospitals. <i>Wisconsin Department of Health Services, Division of Quality Assurance. Hospital Provider Directory:</i> http://www.dhs.wisconsin.gov/bqaconsumer/healthcare/HospitalCty.pdf</p>
Access to healthy foods	2008	<p>Percent of zip codes in a county with a healthy food outlet, defined as a grocery store or produce stand/farmers' market. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
Female Medicare enrollees 67-69 with at least 1 mammogram	2006-2007	<p>Estimates calculated for the County Health Rankings by the authors of the Dartmouth Atlas of Health Care using Medicare claims data. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
Rural	2009	<p>Percent of a county's 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. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
Unemployment rate	2009	<p>Percent of the civilian labor force, age 16 and older, that is unemployed but seeking work. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
Median income	2008	<p>Median income of households in a county. Household income is the combined income of all residents in a household over the age of 18. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
Children in poverty	2008	<p>Percent of children under age 18 living below the Federal Poverty Line. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
High school graduation	2006-2007	<p>Percent of a county's ninth-grade cohort in public schools that graduates from high school in four years. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
Postsecondary education	2005-2009	<p>Percent of the population age 25-44 with some postsecondary education, such as enrollment at vocational/technical schools, junior colleges, or four-year colleges. Includes individuals who pursued education following high school but did not receive a degree. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
Population over 65	2009	<p>Percent of a county's population that is 65 years of age and older. <i>County Health Rankings 2011:</i> http://www.countyhealthrankings.org/</p>
Top industries	2010	<p>Ranking of the top five industry sectors according to the county's annual average of workers covered by State unemployment insurance laws and for civilians covered by the program of Unemployment Compensation for Federal Employees. <i>Wisconsin Department of Workforce Development. Census of Employment and Wages (ES202), Annual Average:</i> http://WORKnet.Wisconsin.gov</p>