

# 2010 IOWA CANCER SUMMIT

*Working Together to Conquer Cancer*

PREVENTION

EARLY  
DETECTION

TREATMENT

SURVIVORSHIP

RESEARCH



This summit brings together oncology providers, academia, public health, private sector and survivors to provide a dialogue and exchange of best cancer control practices across Iowa. The summit is an excellent way to meet with colleagues from across the state to reduce the burden of cancer in Iowa.

## Opening Keynote Speaker: Alan Thorson, MD

Dr. Thorson is a Clinical Professor of Surgery at Creighton University and the University of Nebraska. He serves as Program Director for the Section of Colon and Rectal Surgery at Creighton University.



Dr. Thorson is currently Chair of the Nebraska Cancer Coalition, the Comprehensive Cancer Control Program of Nebraska, a Member of the Board of Directors of the High Plains Division, President of the National Board of Directors of

the American Cancer Society, Past President of the American Cancer Society Cancer Action Network (ACS CAN), Treasurer of the American Society of Colon and Rectal Surgeons and the Research Foundation of the American Society of Colon and Rectal Surgeons, and Past President of the Southwestern Surgical Congress.

During his opening keynote address Dr. Thorson will discuss national comprehensive cancer control efforts, identify national comprehensive cancer control partners and resources, and discuss opportunities for individuals to make an impact in state comprehensive cancer control efforts.

**Registration deadline is September 1, 2010.**

West Des Moines Marriott  
1250 Jordan Creek Parkway  
West Des Moines, Iowa 50266  
September 20 & 21, 2010

[www.CancerIowa.org](http://www.CancerIowa.org)

# 2010 IOWA CANCER SUMMIT

## Summit Objectives

By the end of the Summit, participants will be able to:

- Engage new and existing partners to collaborate on strategic projects in the state cancer plan
- Describe the elements of comprehensive cancer prevention and control
- Identify a role they or their organization may play in statewide comprehensive cancer prevention and control efforts
- Describe the difference between advocacy and lobbying

## Special Thanks!

Special thanks to the 2010 Iowa Cancer Summit Sponsors

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# 2010 Iowa Cancer Summit

## *Working Together to Conquer Cancer*

### Who Should Attend

Health educators, public health professionals, community health workers, patient advocates, primary practitioners, medical students, nurses, social workers, researchers, business leaders, multicultural leaders, legislators, and policy makers.

### Registration

Complete the attached registration form and mail or fax in along with payment. Summit registration fee is \$35 for ICC members and \$65 for non-members, there are no fees for sessions on 9/20. Upon registration, you will be sent an e-mail confirmation. Registration deadline: **September 1, 2010**. Conference registration is limited. Confirmation will be sent electronically to those who register by the deadline. All fees must be paid by the day of the Summit. Individuals will be responsible for conference payment the day of the conference if payment or purchase order has not been received. A \$15.00 processing fee will be withheld for cancellations received by September 1, 2010. No refunds or cancellations will be made after this date. Persons who pre-register but do not attend will be billed the full registration amount. For more information call (319) 335-8144.

### Continuing Education Credit:

**CHES:** Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC) for Certified Health Education Specialists (CHES) 9.5 Category I Continuing Education Contact Hours (CECH) for 9/20 and 9/21.

**Social Workers:** The Iowa Board of Social Work Examiners no longer requires prior approval for continuing education programs. It is up to each social worker to follow the criteria in the administrative rules pertaining to continuing education. The administrative rules can be obtained from [www.idph.state.ia.us/licensure](http://www.idph.state.ia.us/licensure).

**Nurses:** 1.01 CEUs will be granted (0.27 CEUs for 9:30 - 12:30 session on 9/20 and 0.74 CEUs for 9/21) by the University of Iowa Hospitals and Clinics Department of Nursing (IBN Approved Provider #34). Participants must attend each session in its entirety to receive full credit. Questions concerning nursing credits should be directed to the Nursing Clinical Education Center at (319) 356-4304.

### Location:

West Des Moines Marriott, 1250 Jordan Creek Parkway, West Des Moines, Iowa 50266

### Accommodations:

Rooms are reserved under 'Iowa Cancer Summit' at a rate of \$79 a night. Please call 1-515-267-1500 to make reservations. Reservations must be made by **September 1, 2010** for the rate to apply.

### **Non-discrimination Statement**

The University of Iowa prohibits discrimination in employment, educational programs, and activities on the basis of race, national origin, color, creed, religion, sex, age, disability, veteran status, sexual orientation, gender identity, or associational preference. The University also affirms its commitment to providing equal opportunities and equal access to University facilities. For additional information contact the Office of Equal Opportunity and Diversity, (319) 335-0705.

## Pre-Summit

# Iowa Public Health and Patient Educators

The Iowa Cancer Consortium's Patient and Family Resource Implementation Group would like to invite you to a pre-summit education and networking event to increase knowledge of health educators across Iowa. The interactive event will provide attendees with information on Iowa-specific free resources and access to programs to improve cancer prevention, screening, treatment and quality of life for cancer patients. Participants will be able to describe local, state and national comprehensive cancer control resources and discuss cancer education partnership opportunities with cancer organizations.

### Pre-Summit Agenda Monday, September 20th

- 9:00 - 9:30 Registration & Networking Breakfast  
9:30 - 9:45 Welcome & Introductions  
9:45 - 10:30 Iowa Health Education Resource Panel  
Sara Comstock, LMSW, Iowa Cancer Consortium  
Keri Mercer, MPH, CHES, Holden Comprehensive Cancer Center  
Chris Childs, MS, Hardin Library for the Health Sciences  
10:30- 10:45 Break: Exhibits & Refreshments  
10:45 -11:30 Iowa Cancer Education Network Discussion  
11:30 Lunch  
11:45 - 12:30 Evaluating the Effectiveness of Health Outreach Programs  
Kellee McCrory, MPH, National Resource Center for Family Centered Practice  
Participants of this session will be able to identify the importance and role of evaluation in health education outreach, describe resources for evidence-based comprehensive cancer control resources, and identify evaluation resources and models for cancer exhibits, social marketing campaigns and educational forums.

CONNECT PARTNER NETWORK RESOURCES EDUCATION



# Summit Agenda

## Monday, September 20<sup>th</sup>

9:00 – 11:30 Pre-Summit Networking & Education Event  
(See previous page for schedule)

### Pre-Meeting Workshop

11:45 – 12:30 Evaluating the Effectiveness of Health Outreach Programs, Kellee McCrory, MPH

### Iowa Cancer Consortium Partnership Meeting

12:30 – 1:00 Registration & Exhibits

1:00 – 1:10 Welcome, George Weiner, MD

1:10 – 1:25 Recent Trends in Cancer Incidence and Mortality in Iowa, Michele West, PhD

1:25 – 1:55 Comprehensive Cancer Control Leadership Conference Panel

1:55 – 2:00 State Plan Revision Update

2:00 – 2:30 Committees Meet and Report

2:30 – 2:40 Break & Exhibits

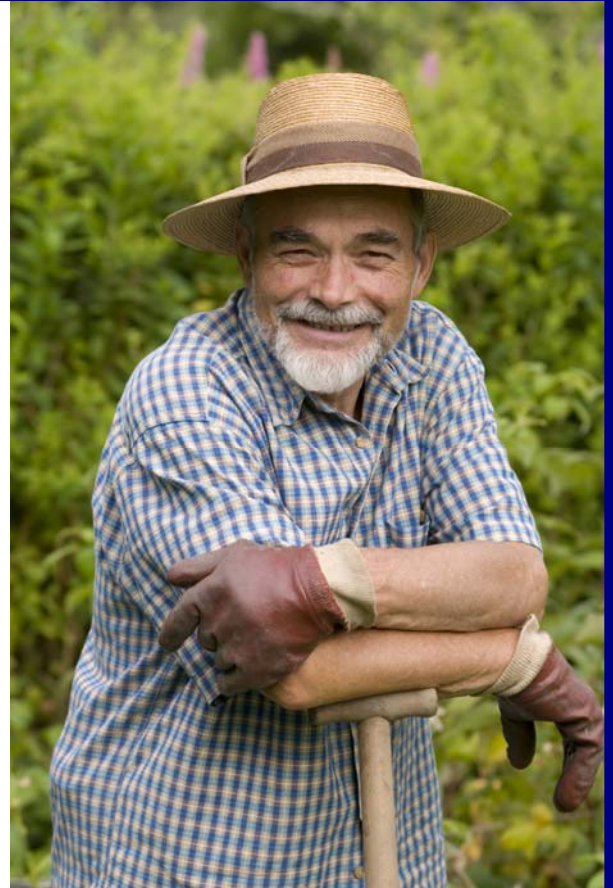
2:40 – 4:00 Implementation Groups Meet & Report

4:00 – 4:30 Wrap-up:

George Weiner, MD

Tina Devery, MHA

4:30 – 5:30 CCC Reception



## Tuesday, September 21<sup>st</sup>



### 2010 Iowa Cancer Summit

7:30 – 8:00

Registration & Networking Breakfast

8:00 – 8:10

Welcome, George Weiner, MD

**8:10 – 9:00**

**Opening Keynote**

9:00 – 9:10

Break

9:10 – 10:00

Breakout Session I

10:00 – 10:20

Exhibits & Refreshments

10:20 – 11:10

Breakout Session II

11:10 – 11:15

Break

11:15 – 12:05

Breakout Session III

**12:05 – 12:55**

**Lunch Keynote**

12:55 – 1:00

Break

1:00 – 1:50

Breakout Session IV

1:50 – 2:10

Exhibits & Dessert

2:10 – 3:00

Breakout Session V

**3:00 – 4:00**

**Closing Keynote**

See following page for session and keynote objectives.

# September 21st Session Objectives

## Prevention Track

### **Session I: Using Coalitions to Reach Diverse Communities with Health Messages**

*Daniel Zinnel, Proteus, Inc.; Stephanie Baker, Employee and Family Resources; Cheng Xiong, Employee and Family Resources; and Warren Dukes, Urban Dreams*

In this presentation, participants will learn how to describe successful outreach strategies to priority populations, discuss ways to use existing networks to promote cancer control to priority populations, and identify local and state organizations to partner with to reach priority populations.

### **Session II: Iowa HPV Vaccination Project: Reducing Barriers to Care in the Family Planning Clinic Setting**

*Karith A. Humpal, HPV Project Coordinator, BA, MA Ed. and the Family Planning Council of Iowa*

Participants will be able to describe the Iowa HPV Vaccination Project Study; discuss ways to reduce barriers to low-income Iowans in receiving the vaccine; and identify strategies to fill the gaps in providing HPV education and vaccinations to vulnerable populations.

### **Session III: Environmental Factors in Cancer Prevention**

*Bill Field, MS, PhD, University of Iowa College of Public Health*

This presentation will show the connection between radon and lung cancer and help participants be able to discuss ways to educate the public about the link between radon and cancer and identify programs and policies that reduce the risk of radon exposure.

## Early Detection Track

### **Session I: Reducing the Burden of Colon Cancer in Iowa**

*Lorrie Graaf, Iowa Director of Healthcare Partnerships, American Cancer Society*

Participants will be able to describe the colon cancer screening goal for Iowa; discuss current efforts to lower the burden of colon cancer; and identify resources in Iowa for colon cancer education, screening and policies

### **Session II: Cancer Screening Update Panel**

*Charles Lynch, MD, MS, PhD, University of Iowa College of Public Health; Steven Elg, MD PhD, The Iowa Clinic; and Barcey Levy, MD, University of Iowa Hospitals and Clinics*

Participants will be able to describe the latest screening recommendations for breast, cervical, colon and prostate cancer and discuss controversies and questions surrounding cancer screening guidelines.

### **Session III: Using Electronic Health Records to Increase Early Cancer Detection**

*Sheryl Marshall, RN, Iowa Foundation for Medical Care*

Health care providers across Iowa recognize the benefits of electronic health record systems to enhance patient-clinician communication and access to patient information. Care management activities hold the promise of improving the efficiency and effectiveness of health care delivery. Participants of this session will be able to describe the national Primary Care Prevention Initiative and discuss use of electronic health records to improve the appropriate use of preventive services including colorectal and breast cancer screening.

## Treatment Track

### **Session I: Cancer Genetics Programs: Creation, Implementation and Evaluation**

*Marilyn O'Donnell, RN, BSN, OCN, GCN, Family and Genetic Risk Program Counselor; Cindy Johnson, MS, Certified Genetic Counselor, Mercy Cancer Center; and Carma Herring, RN, MS, OCN, John Stoddard Cancer Center, Des Moines*

Participants will be able to describe components of a cancer genetics program, discuss ways to implement and evaluate a cancer genetics program, and identify funding sources for a cancer genetics program.

### **Session II: Models of Wellness: Implementing, Sustaining and Evaluating Cancer Wellness Programs**

*Kimberly Ivester, MS, BSN, RN, OCN, St. Luke's Hospital, Cedar Rapids; Timi Brown, Covenant Cancer Center; Richard Deming, MD, Mercy Cancer Center Des Moines*

There are multiple approaches to cancer wellness programs. Participants will be able to describe these different approaches as well as discuss the key factors to planning, implementation and evaluating cancer wellness programs, and describe various funding mechanisms to support a cancer wellness program.

# September 21st Session Objectives

## Treatment Track (continued)

### **Session III: Multicultural Considerations in Breast Cancer Survivorship Care (live video streamed session)**

*Roman Chlebowski, MD, PhD and David Geffen School of Medicine at the University of California, Los Angeles*

This presentation reviews breast cancer statistics in minority populations including differences in incidence, screening, and prognostic factors and ensures that participants will understand the potential barriers to quality care that may exist among minority breast cancer patients. Participants will also be able to identify techniques to help overcome these barriers such as recognition of the specific issues facing minority women with breast cancer and improve patient-health care professional communication strategies.

## Survivorship Track

### **Session IV: Pink Shawl Project: Honoring Native American Women of the Sweet Grass Path**

*Judy Morrison, 7 Feathers*

The Pink Shawl Project brings Native American women together to learn about breast cancer health. Participants will be able to describe the importance of providing breast health information in a culturally appropriate way; discuss the importance of the shawl in Native American traditions; and describe how through use of pink shawls, breast cancer health was provided to Native American women in Iowa.

### **Session V: Survivorship and the Young Adult**

*Brecka Putnam, MSW, Children's Cancer Connection & Ben Lundy, Cancer Survivor*

Participants will be able to identify after-effects that are unique to pediatric, adolescent and young adult cancer survivors and describe how they are different from aftereffects present in adults; identify several resources that exist to help the young adult population; and identify how participants, in their unique role in their unique organization, help improve quality of life for young adult cancer survivors.

## Research Track

### **Session IV: Review of the Agricultural Health Study**

*Charles Lynch, MD, MS, PhD, University of Iowa College of Public Health*

This presentation will describe the Iowa Agricultural Health Study and allow participants to examine early findings of the Agricultural Health Study and discuss the potential impact of study findings on Iowans.

### **Session V: Update on Cancer Research in Iowa**

*George Weiner, MD, Holden Comprehensive Cancer Center, University of Iowa*

Participants will be able to define basic, translational and population science research; identify recent breakthroughs or promising efforts in basic, translational and population science; and discuss potential partnerships between ICC, its members, and research efforts.

## Keynote Speakers

### **Opening Keynote: Working Together to Conquer Cancer**

*Alan Thorson, MD, FACS, Creighton University School of Medicine*

Participants will be able to describe national comprehensive cancer control efforts; identify national comprehensive cancer control partners and resources they bring to the table; and discuss opportunities for individuals to make an impact in state comprehensive cancer control efforts.

### **Lunch Keynote: Advocacy vs. Lobbying**

*Peggy Huppert, American Cancer Society – Midwest Division and Lynh Patterson, Iowa Department of Public Health*

Participants will be able to describe the legal definition of advocacy and lobbying, discuss the importance of advocacy, and examine the best options for interacting with legislators while in-session or out of session.

### **Closing Keynote: Talking About Death and Dying: Can Better Conversations Improve Outcomes?**

*Kenneth Pituch, MD, University of Michigan Medical School*

Participants will be able to recognize that earlier conversations about death will improve outcomes, learn some best practices regarding conversations about preparation for death, and learn a strategy for helping promote better conversations.



100 MTP4, Rm 162  
Iowa City, IA 52242-5000

# 2010 IOWA CANCER SUMMIT

The Iowa Cancer Consortium invites you to join us at the annual Iowa Cancer Summit, September 20th & 21st, 2010 at the West Des Moines Marriott in West Des Moines.

**Working  
Together to  
Conquer  
Cancer**

PREVENTION

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RESEARCH

## 2010 Iowa Cancer Summit Registration Form

**Please print your personal information**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Profession: \_\_\_\_\_ Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

If you have any special need(s), such as dietary restrictions, please describe here:

**I will attend:**

September 20<sup>th</sup> – Day 1 (*no fee to attend*)

- 9:00-12:30 Pre-Summit Cancer Education & Networking Event
- 1:00 – 4:30 Iowa Cancer Consortium Meeting
- 4:30 – 5:30 Reception

September 21<sup>st</sup> - Day 2 (*see fee schedule below*)

- 8:00 – 4:00 Iowa Cancer Summit

**Continuing Education Credits**

- Nursing
- Social Work
- CHES

**Registration Fee – must accompany registration:**

Quantity	Cost	Item
	\$20	ICC Annual Membership: Individual
	\$250	ICC Annual Membership: Organization (may name up to 5 representatives). Please complete a form for each representative.
		Subtotal Membership (membership effective through December 31, 2011)
	\$35	Summit Registration: ICC Member (includes CEUs)
	\$65	Summit Registration: Non-ICC Member Registration (includes CEUs)
	\$0	Summit Registration: Student A limited number of summit registration waivers are available.
		Subtotal Iowa Cancer Summit Registration
\$		Total Payment

**Payment Method**

- Check: payable to Iowa Cancer Consortium
- Credit Card       VISA       MasterCard
- Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_
- Account Number: \_\_\_\_\_ Expiration Date: (MM/YY) \_\_\_\_\_
- 3 Digit Security Code: \_\_\_\_\_

Billing Address for Credit Card:       Same as above

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Scholarships: Please contact Sara Comstock at 319-335-8144 to request a scholarship for registration or membership.

**Email, mail or fax this form and payment to:**

Iowa Cancer Consortium, 100 MTP4 Rm 162, Iowa City, IA 52242

Fax: 319-335-4072; Phone: 319-335-8144; Email: [comstock@canceriowa.org](mailto:comstock@canceriowa.org).