



 **Iowa Cancer
Consortium**
...working together to conquer cancer

Iowa Cancer Plan: A Year in Review
July 2009 - June 2010



The Iowa Cancer Consortium (ICC) coordinates the efforts of hundreds of individuals and organizations who work together to conquer cancer.

The Iowa Cancer Plan is a comprehensive state-wide plan that provides a blueprint to reduce the burden of cancer in Iowa by addressing cancer prevention, early detection, treatment, survivorship and research.

This report provides a summary of the progress made in FY 2010 toward the five goals of the Iowa Cancer Plan. Activities reached individuals in each of Iowa's 99 counties.

Goal 1: Whenever possible, prevent cancer from occurring.

Eight town-hall meetings in Eastern Iowa engaged 87 community members in discussions about how to prevent and treat cancer.

Thirty-one Iowans attended a **colon cancer education event** hosted by the Greater Regional Medical Center in Creston.

The ICC, Iowa Department of Public Health (IDPH) and the Northern Plains Comprehensive Cancer Control Program partnered to present **Cultural Competency 101**, a course on building relationships with Native American communities.

More than 80 people attended **four Latino Cancer Education/Prevention Forums** hosted by the ICC Disparities Committee.

Twenty-three Native American women took part in the **Pink Shawl Sewing Circle** held in the Davenport area. Participants received culturally appropriate breast cancer education.

Approximately 500 people viewed the **Pink Shawl Dance** during the Sauk and Fox-Meskwaki Homecoming Gathering and Pow Wow. The dance honored women living with cancer and memorialized those who have walked on due to cancer.

More than 2,220 Iowans received a copy of the publication "**Low Cost Ways to Make Your Community Healthier**," a collaboration with IDPH's Iowans Fit for Life program.

Two cancer trainings were held for Community Health Representatives employed by the Meskwaki Health Clinic in Tama County. Clinic staff also arranged for a **Cancer Survivorship Panel**, which included Meskwaki cancer survivors.

The ICC supported 14 churches trained in the **Body & Soul program**, through which African American churches provide information on health and wellness to their members.



A training offered by IDPH's **Iowans Fit for Life program** was an opportunity for individuals serving as wellness coordinators at colleges across the state to identify best practices and learn from their peers.

In partnership with the Beyond Pink Team, **four African American community forums** in Waterloo provided educational resources on breast cancer awareness and screening.

Waterloo radio station KBBG FM held **a five-week series of hour-long programs** to increase community awareness of breast cancer among African American women. The program was a partnership between the ICC and the Beyond Pink Team.

Focus groups were held across the state to develop a **Worksite Wellness Toolkit** for small- to medium-sized businesses in Iowa. The toolkit, which will be piloted in FY 2011, will provide support, tools and education linking physical activity and nutrition with the prevention of chronic disease, including cancer.

Sixty-five African American women received breast cancer education through an **ICC and Beyond Pink Team grant** to the Covenant Wellness Center in Waterloo.

Seventy-five early childhood educators attended **two IDPH Iowans Fit for Life Family Support Trainings** focused on childhood nutrition and physical activity.

Two Kirkwood Community College students teamed up with the ICC to create a series of posters and postcards using nationally tested **cancer risk reduction messages**.

More than 200 women received **breast cancer education** at the Iowa Correctional Institution for Women.

A **Colorectal Cancer Screening** health education/promotion campaign was designed for the Latino population in Iowa.

IDPH funded a **health care provider education/persuasion campaign** to help primary care providers in Iowa talk to their patients about the importance of colorectal cancer screening.

The IDPH-sponsored website, **www.SunSafeIowa.org**, was updated.

The ICC website, **www.CancerIowa.org**, was redesigned and continues to be developed as a resource for all Iowans.



Goal 2: When cancer does occur, find it in its earliest stages.

Three hundred eighty-seven **colorectal screening kits with educational materials** were handed out at two clinics to increase screening rates in people over 50 years of age. Of these kits, 43% were returned. In addition, health providers received **fact sheets** on how to talk to patients about colorectal cancer screening options.

The IDPH Iowa Get Screened: Colorectal Cancer Screening Program provided Fecal Occult Blood Tests (FOBT) and colonoscopies for Iowans in Linn and Black Hawk Counties. Seventy FOBT kits were returned, 98 colonoscopies were completed and three cancers were found and treated.

Fifty patients enrolled in St. Luke's Hospital's Iowa Get Screened program received gas cards to **reduce barriers to colorectal screening** based on income and insurance level.

Goal 3: When cancer is found, treat it with the most appropriate therapy.

A **transportation fund** was established for rural Iowans facing financial difficulties in seeking cancer treatment at the Greater Regional Cancer Center in Creston.

Thirty people attended the **Clinical Trials Cancer Mini-Summit** in October 2009. The mini-summit was part of the Iowa Clinical Trials Group's efforts to create a statewide clinical trials network. Partners included oncology practices and representatives from the American Cancer Society, Iowa Department of Public Health, Leukemia and Lymphoma Society, and Patient Advocate Foundation.

Goal 4: Assure that the quality of life for every cancer survivor is the best it can be.

One hundred eleven Iowans in all stages of cancer survivorship were enrolled in the **Cook Cancer Wellness Program** at St. Luke's Hospital in Cedar Rapids. Each patient received a Cancer Wellness Care Coordination Binder, which included specialized sections on physical activity, quality of life, cancer resources and nutrition.

Thirty-four health care professionals attended an educational program titled "**Institute of Medicine Report: Recommendations to Reality**" at Genesis Medical Center in Davenport.

An **End-of-Life Communication & Collaboration Forum** in Williamsburg addressed cancer core competency issues affecting long-term care facility staff. Forty participants received training on palliative care services, goal setting with families, care of the actively dying, and collaboration with hospice.



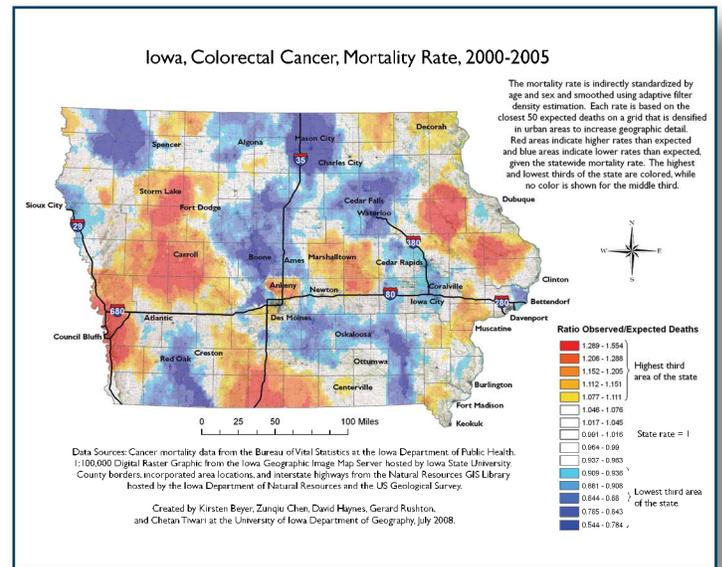
Goal 5: Move research findings more quickly into prevention, treatment and control practices.

Cancer mapping webinars taught participants about disease maps, including software and data requirements. Disease maps have been helpful in bringing attention to location-based disparities in cancer, and in motivating communities to engage in cancer control efforts.

The final **Workforce Strategic Planning Session**, based on the findings of the Iowa Oncology Workforce Assessment from FY 2009, was held in August. The goal of this session was to find solutions to the cancer workforce shortage in Iowa.

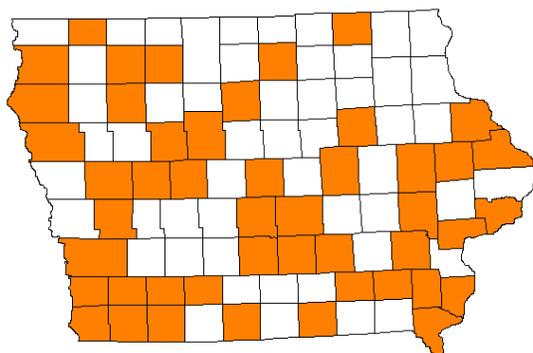
The IDPH partnered with the Centers for Disease Control and Prevention and the U.S. Environmental Protection Agency to develop **"facts about: Skin Cancer."**

The ICC Governmental Relations Committee released **"The Changing Face of Cancer,"** which updated the original 2002 cancer burden report requested by the Iowa Legislature.



Volunteer Support

In FY 2010, ICC volunteers donated 1,355 hours of their time with an in-kind value of approximately \$49,614. Volunteers represented the following counties:



Get Involved!

The ICC is a collaboration of individuals and organizations from across Iowa, and would not be able to implement the Iowa Cancer Plan without the passion and drive of its members. Please join us! For more information, contact the ICC:

100 MTP4, RM 162 | Iowa City, IA | 52242-5000
319-335-8144 | 800-237-1225

www.CancerIowa.org



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