

Iowa
Cancer Plan 2009



A Year In Review
July 2008 – June 2009



What is the Iowa Cancer Consortium?

The Iowa Consortium for Comprehensive Cancer Control, now called the Iowa Cancer Consortium (ICC), formed in 2001 and is comprised of organizations and individuals committed to reducing the burden of cancer in Iowa. Over 250 members work together to address strategies in the state cancer plan that are not being addressed by any one organization. In FY 2009 over 1,200 volunteer hours were contributed by our membership.

The Iowa Cancer Consortium works collaboratively to:

- Reduce cancer risk
- Find cancers sooner
- Increase access to good cancer care
- Increase quality of life for cancer survivors

In 2008 the ICC incorporated as a non-profit organization in order to receive competitive cancer control funding. As a 501(c)(3) the Consortium was awarded its first national grant for \$25,000 to provide palliative care education to non-oncology health providers in Iowa.

Iowa Cancer Summit

The Iowa Cancer Summit brings together cancer control leaders from around the state for the only multidisciplinary comprehensive cancer control forum in Iowa. Leaders joined together for two days of dialogue on best practices and initiatives in cancer control that can be applied to their local communities. Consortium members came together again in the spring to work on cancer control projects and listened to a keynote address on cultural competency in cancer.

What is the State Cancer Plan?

The state cancer plan provides a blueprint to reduce the burden of cancer in Iowa. The plan addresses cancer prevention, early detection, treatment, survivorship and research. This report is organized around the five goals of the plan and a summary of the progress that the ICC and partner organizations have made in the past year.



1. Whenever possible, prevent cancer from occurring

- 8 African-American churches were trained to implement Body & Soul, an evidence-based program to decrease chronic disease risk through increased fruit and vegetable consumption. A total of 14 churches are now trained statewide. The Consortium partnered with Iowans Fit for Life and the National Cancer Institute's Cancer Information Service to provide the trainings.
- 35 Physical Activity & Nutrition Toolkits were distributed during outreach forums in southwest and northwest Iowa. These resources are then used by health centers and public health outreach staff with members of the local community.
- A marketing campaign to engage Iowans in tobacco cessation programs offered at a federally qualified health center was developed and used in the Storm Lake area.
- Tobacco cessation education and technical support was provided to health care providers in rural Iowa counties through a partnership with the Iowa Tobacco Research Center.

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

- A barrier to colorectal cancer screening was removed by providing transportation assistance to low-income Iowans participating in the state-funded colon cancer screening program, 'Iowa Get Screened.'
- Over 14,500 African-American colon cancer screening campaign pieces (posters, postcards and fans) were distributed through partner organizations across the state.
- 133 Iowans attended 8 cancer forums in western Iowa. Forums focused on getting feedback from the community about their needs, establishing new partners, linking interested citizens together, and providing access to state and national cancer resources. Forums were held in Red Oak, Creston, Shenandoah, Council Bluffs, Carroll, Fort Dodge, Spencer and Sioux City. An additional forum was held in Hancock County and had 10 attendees.
- Colon cancer screening sites were identified, placed on an easy to read State of Iowa map, and distributed throughout Iowa to direct un- and underinsured Iowans to free and reduced cost screening locations.

- Rural social marketing advertisements promoting colorectal cancer screening ran in select counties in Iowa with higher than expected late-stage diagnosis rates for colorectal cancer to increase public awareness.



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

- A Palliative Care DVD was created and distributed to Iowa Commission on Cancer accredited cancer centers and targeted oncology practices throughout the state to educate patients and families about palliative care services.
- Iowa Cancer Resources: A Guide to Participating in Clinical Trials was published and distributed to cancer centers across Iowa for newly diagnosed cancer patients and their families

4. Assure the quality of life of every cancer survivor is the best it can be

- www.IowaCancerMAPS.org was created as a user friendly website to promote the Mentors Assisting and Preparing Survivors (MAPS): Iowa-specific cancer survivorship program. This project pairs cancer survivors to assist one another on their cancer journey.
- Several mentors have been trained for the Mentors Assisting and Preparing Survivors (MAPS) program.
- The Consortium provided information at the Heart Connection Survivor's Conference for young adult cancer survivors.

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

- Clinical trial providers were surveyed on interest in creating a statewide clinical trials network to increase trials participation statewide. Iowa Oncology Society members discussed the network at their annual meeting and are interested in collaborating.

Cancer Plan Crosscutting Strategies

Health Disparities

- The Iowa Cancer Health Disparities Report, a baseline document describing age, gender, race, education, geographic and income-based cancer health disparities in Iowa was published and widely distributed.
- A Statewide network to target cancer health information to groups highlighted in the disparities report was created.
- An African American Breast Health Summit was held in Waterloo.
- The ICC partnered with Storm Lake community and a University of Iowa Geography doctoral student to research the place-based disparities of higher than expected rates of colorectal cancer in the Storm Lake area.

Cancer Workforce

- An Iowa Cancer Workforce Assessment was created. Strategic planning sessions will be held in FY10 to use the Assessment to create a Strategic Plan to address the needs, gaps and Iowa Cancer Workforce projections for 2015 and 2020.
- The Consortium exhibited at the Iowa Breast Cancer Symposium, Iowa National Association of Social Worker's Symposium and the Iowa Oncology Society to increase awareness of cancer control issues and to partner across disciplines.

Funding

The Consortium was awarded a contract for management and implementation of the state cancer plan of \$285,000 in FY2009 from the Iowa Department of Public Health. The Consortium applied for and was awarded \$10,500 to complete an assessment of the Iowa Cancer Workforce for 2015 & 2020 by the Iowa Department of Public Health. The 2008 Iowa Cancer Summit received \$17,500 in sponsorships from partner organizations.



Get Involved

The Iowa Cancer Consortium would like you or your organization to join in the effort. For more information, please contact us.

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