2012 Iowa Cancer Summit: A Decade of Collaboration

October 3-4, 2012
West Des Moines Marriott
1250 Jordan Creek Parkway
West Des Moines, Iowa

Registration Deadline: September 21, 2012

Iowa Cancer Consortium
...working together to conquer cancer
The Iowa Cancer Summit is Iowa’s only state-wide comprehensive cancer control conference, connecting a diverse range of individuals and organizations across the state.

Join us as we observe a decade of collaboration during the 2012 Iowa Cancer Summit.

Who Should Attend?
The Iowa Cancer Summit is appropriate for health educators, public health professionals, community health workers, patient advocates, primary practitioners, medical students, nurses, social workers, researchers, business leaders, multicultural leaders, policy makers, and anyone else with an interest or stake in comprehensive cancer control in Iowa.

Accommodations
Rooms are reserved at the West Des Moines Marriott at a rate of $94 a night. Please call (515) 267-1500 and mention 'IA Cancer Consortium' before September 21, 2012 to make reservations at this discounted rate.

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 at (319) 335-0705.

Conference Objectives
By the end of the Summit, participants will be able to
✓ Discuss the key components of the 2012-2017 Iowa Cancer Plan, and identify its importance to comprehensive cancer control in Iowa.
✓ Engage new and existing partners to collaborate on strategic projects in the Iowa Cancer Plan.
✓ Describe the elements of comprehensive cancer prevention and control.
✓ Identify a role individuals and organizations may play in statewide comprehensive cancer prevention and control efforts.

Continuing Education Credit
CHES: Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC) for Certified Health Education Specialists (CHES) 10 Category I Continuing Education Contact Hours (CECH) for October 3rd and October 4th.

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.

Nurses: 1.01 CEUs will be granted (0.34 CEUs for 9:00-1:00 session on October 3rd and 0.64 CEUs for October 4th) 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.

Registration
Registration may be completed online at http://bit.ly/2012CancerSummitRegistration. Cost is $35 for Iowa Cancer Consortium (ICC) members, or $65 for non-members. Annual individual ICC membership (valid through December 2013) and Summit registration may be purchased together for $55. Fees include all activities listed in this brochure and must be paid on or before October 3, 2012.

Registration deadline is September 21, 2012. A $15 processing fee will be withheld for cancellations received on or before this deadline. No refunds or cancellations will be made after September 21, 2012. Persons who pre-register but do not attend will be billed the full registration amount. Registration fee after September 21, 2012 will be $75, regardless of membership status.

More information is available at (319) 384-1741 or staff@canceriowa.org.
Wednesday | October 3, 2012

Communications Pre-Summit Event
The ICC welcomes Kyle Pfister and Sarah Apple, communications consultants from Madison, Wisconsin to review and expand on some of the more popular communications topics covered in the ICC’s 2012 Capacity-Building Series. Join the ICC Communications Committee for this pre-Summit event, where you’ll polish crucial communications skills to help you deliver important health messages in your cancer control work.

Agenda
8:30-9:00 a.m. Registration
9:00-9:10 a.m. Welcome and Introduction | Kelly Wells Sittig, Iowa Cancer Consortium
9:10-9:50 a.m. Communicators Toolkit | Kyle Pfister and Sarah Apple
  ✓ Identify key principles of strategic communications.
  ✓ Discuss powerful framing techniques to reach audiences in a variety of public health and health care settings.
  ✓ Identify simple tools to improve health communications.

9:50-10:00 a.m. Break
10:00-11:45 a.m. Concurrent Breakout Workshops:
  Storytelling to Inspire Change, Kyle Pfister
  ✓ Identify how storytelling can inspire health policy and systems change.
  ✓ Develop a personal story into an effective message for comprehensive cancer control.
  ✓ Discuss methods for facilitating story collection and use in public health.

Persuasive Presentations, Sarah Apple
  ✓ Identify the elements of effective presentations.
  ✓ Identify methods of communicating public health data in meaningful ways.
  ✓ Apply lessons learned to develop or improve a professional health care or public health presentation.

Communications Tools & Practice, Kelly Wells Sittig
  ✓ Identify existing tools for use in evidence-based communications.
  ✓ Identify existing tools to help create effective comprehensive cancer control messages.
  ✓ Discuss common forms of social media and their uses in health messaging.

11:45-Noon Break

Lunch Keynote: Fulfilling the Potential for Cancer Prevention in Iowa
Sue Curry, PhD | Dean, University of Iowa College of Public Health
Noon-1:00 p.m.
✓ Identify modifiable risk factors for cancer and their prevalence in Iowa.
✓ Discuss individual, environmental, and health policy levers for change.
✓ Identify the role of communications in advancing change.

Iowa Cancer Consortium Fall Membership Meeting
2:15-3:00 p.m. Committees meet
3:00-3:10 p.m. Break
3:10-3:25 p.m. Implementation Groups meet
3:25-4:25 p.m. Award presentations
4:25-4:40 p.m. Implementation Groups report
4:40-5:00 p.m. Adjourn
5:00-6:00 p.m. Networking Reception

Thursday | October 4, 2012

Summit Agenda
7:00 a.m. Summit Registration begins
7:15-8:15 a.m. Breakfast Session for Primary Care Providers and Staff
8:00-8:30 a.m. Continental Breakfast
8:30-8:40 a.m. Opening/Welcome
8:40-9:30 a.m. Opening keynote: Collaborating for the Future
  Tom Kean, MPH | Executive Director, C-Change
9:30-9:40 a.m. Break
9:40-10:30 a.m. Breakout Session I
10:30-10:40 a.m. Break
10:40-11:30 a.m. Breakout Session II
11:30 a.m.-12:20 p.m. Networking Lunch
12:20-12:30 p.m. Break
12:30-1:20 p.m. Breakout Session III
1:20-1:30 p.m. Break
1:30-2:10 p.m. Breakout Session IV
2:10-2:20 p.m. Break
2:20-2:30 p.m. Cancer Policy Panel
2:30-3:30 p.m. Wrap Up and Adjourn

Session details & objectives can be found on the following pages.
Keynote Objectives
Collaborating for the Future
Tom Kean, MPH | President and CEO, C-Change

After hearing this presentation, participants will be able to:
✓ Discuss national comprehensive cancer control collaborations and resources.
✓ Identify best practices in national comprehensive cancer control that can be applied at local levels.
✓ Describe how health policy, systems, and environmental change can be driven by partnerships and collaborations.

Special Breakfast Session* Objectives
Enhancing Patient Education and Quality Care: The Benefits of Using iPads in Family Practice Clinics
Barcey T. Levy, MD, PhD, University of Iowa Department of Family Medicine
✓ Discuss the benefits patients experience when using an iPad in a clinical setting.
✓ Describe advantages health-care providers experience when using an iPad in their clinics.
✓ Identify useful iPad apps and programs for family practice clinics.
*Target Audience: Primary care providers and staff

Prevention/Screening Track Breakout Session Objectives
Session I, Part I: Colon Cancer in Iowa
Barcey T. Levy, MD, PhD, University of Iowa Department of Family Medicine
✓ Identify geographic trends in mortality from colorectal cancer (CRC) over the past 11 years.
✓ Describe ways in which practices may improve CRC screening rates.

Session I, Part II: Use of Fecal Immunochemical Tests
Jeanette M. Daly, RN, PhD, University of Iowa Department of Family Medicine
✓ Identify types of fecal occult blood tests.
✓ Describe the advantages of fecal immunochemical tests compared to guaiac tests.

Session II: Preventable Cancer Deaths in 2012
Charles Lynch, MD, MS, PhD, State Health Registry of Iowa
✓ Identify the leading causes of preventable cancer deaths.
✓ Discuss the importance of behavior in cancer prevention and early detection.
✓ Identify areas for collaboration among state partners to further research and prevention efforts.

Session III: HPV and the Link to Head and Neck Cancers
Sharon L. Berroche, MD, Mercy Medical Center, Cedar Rapids
✓ Identify the link between HPV and head/neck cancers.
✓ Discuss the need for policy change to advance HPV prevention efforts.
✓ Identify gaps in public knowledge regarding HPV and the HPV vaccine.

Session IV: If You Build It, They Will Come—Using the Built Environment to Enhance Sun-Safety Awareness
Rachel Schramm, BS, CHES, Iowa Cancer Consortium | Melissa O’Brien, Outrun the Rays
✓ Identify the ways public and private collaborations can be used to support primary cancer prevention efforts.
✓ Discuss methods of engaging community partners for future cancer prevention and control projects in Iowa.

Treatment/Quality-of-Life Track Breakout Session Objectives
Session I: Perspectives on Palliative Care
Tim Ihrig, MD, Trinity Regional Medical Center
✓ Define the scope and role of palliative care as specialized medical care for people with serious illness.
✓ Identify how to coordinate palliative care between professionals and across institutional settings.
✓ Understand how to manage difficult symptoms commonly seen in palliative care patients.
✓ Discuss ways of communicating difficult news to patients and families effectively.

Session II: The CoC Survivorship Standard: Process, Plan, Present, and Document
Joan Felkner, MA, University of Iowa Holden Comprehensive Cancer Center | Liddy Hora, American Cancer Society
✓ Define survivorship.
✓ Describe how CoC surveyors will evaluate the survivorship standard in cancer programs.
✓ Identify key elements of the CoC survivorship standard, and describe examples of each element.

Session III: Cancer and Sexuality
Dianne Alber, EdD, Psychologist, John Stoddard Cancer Center
✓ Identify common changes in sexuality and sexual perception due to cancer diagnosis and treatment.
✓ Discuss how cancer treatment, including medications, can affect sexuality.
✓ Discuss the normalization of sexuality following cancer diagnosis and treatment.

Session IV: Achieving the CoC Standard for Psychosocial Distress Screening
Carma Herring, RN, MS, OCN, John Stoddard Cancer Center | Melissa Wright, LMSW, OSW-C, Gilda’s Club of the Quad Cities
✓ Identify the new Commission on Cancer (CoC) standard for psychosocial distress screening.
✓ Discuss the value of distress screening in patient-centered care.
✓ Identify a pivotal medical visit as it relates to the CoC standard.
Over-Arching Issues Track Breakout Session Objectives

Session I: Engaging Communities for Environmental, Systems, and Policy Changes
Edith Parker, DrPH, MPH, University of Iowa College of Public Health
✔ Describe activities for environmental, systems, and policy changes.
✔ Identify strategies for engaging communities.

Session II: Clearing the Air—Why Creative Policies are Needed to Protect Youth and Prevent Disease
Jill Roeder, Linn County Public Health | Chris Doster, Ringgold County Public Health
✔ Discuss ways in which two Iowa counties—one rural, one urban—partnered for tobacco prevention.
✔ Identify the effects of smoke-free air policies on the actions of tobacco companies.
✔ Identify best practices that can be used for future collaborations in cancer prevention.

Session III: Iowa Cancer Data Tools
Michele West, PhD, State Health Registry of Iowa
✔ Identify web-based cancer data sources.
✔ Discuss the effective use of cancer data in program planning.
✔ Identify gaps in Iowa Cancer data.

Session IV: Utilizing Community Health Workers to Reduce Cancer Disparities
Bobbie Bohnsack, MHA, American Cancer Society | Chris Espersen, MSPH, Primary Care, Inc. | Kristen Hendershot, LMSW, MPA, Council Bluffs Community Health Center
✔ Identify the role of a Community Health Worker (CHW), including evidence-based practices.
✔ Identify and discuss data from the Rural Iowa Breast Cancer Screening Project.
✔ Identify successful uses of CHWs to increase cancer screening rates among medically underserved populations.

Cancer Policy Panel Objectives
The Role of Policy in State Comprehensive Cancer Control
Jack Hatch | Iowa State Senate (D)
Lisa Heddens | Iowa State House of Representatives (D)
Kevin Koester | Iowa State House of Representatives (R)
Pat Ward | Iowa State Senate (R)
✔ Describe the role of state policy in comprehensive cancer control (prevention, screening, treatment, survivorship).
✔ Discuss how cancer advocates can become involved in cancer control policy decisions.
✔ Describe current efforts to reduce the burden of cancer in Iowa through policy.