

## Background/Timeline:

- 1971** Richard Nixon declared War on Cancer.
- 1992** Cancer Chapter created for Healthy Iowans 2000.
- 2000** Cancer Chapter updated and included in Healthy Iowans 2010.
- 2001** The Centers for Disease Control and Prevention (CDC) assigned a public health advisor to the Iowa Department of Public Health (IDPH) to assist in planning and implementing a state Comprehensive Cancer Control initiative.
- In the Iowa Legislature, House File 726 signed into law and commissioned a report to identify the burden of cancer in Iowa.
- The Face of Cancer in Iowa*, is produced by the Comprehensive Cancer Control Study Committee and IDPH.
- Iowa Department of Public Health received CDC Comprehensive Cancer Control (CCC) planning grant to establish a state CCC Program, form a state cancer coalition, and develop a state CCC plan.
- 2002** Iowa Consortium for Comprehensive Cancer Control (ICCCC) officially formed; presented results of the Burden Study to the Iowa House and Senate Appropriation Committees.
- State-wide colorectal cancer meeting held, co-sponsored by the Iowa Colorectal Cancer Task Force and IDPH.
- 2003** Iowa's first state comprehensive cancer plan published, *Changing the Face of Cancer in Iowa: A State Plan for 2003-2005* and implementation groups started meeting.
- IDPH received CDC funding to implement the state CCC plan and optional funding for colorectal cancer and prostate cancer projects.
- Highlights of the draft CCC Plan presented to the House Committee on Appropriations.
- 2005** Iowa CCC Program invited to a meeting, sponsored by CDC, where they shared exemplary practices in evaluation.
- Iowa CCC Program selected by CDC for a comprehensive cancer control case study on organization and implementation through the ICCCC.
- 2006** Iowa Consortium revised the state plan and released, *Reducing the Burden of Cancer in Iowa: A Strategic Plan for 2006-2011*.
- 2007** C-Change, a national multi-sector organization, provided financial support for the development of a comprehensive companion budget for implementation of the state cancer plan.
- Iowa Legislature appropriated \$500,000 for state comprehensive cancer control and \$200,000 for cervical and colorectal cancer screening to IDPH for the first time in state history.
- First Annual Iowa Cancer Summit, a collaboration with the American Cancer Society, the University of Iowa Holden Comprehensive Cancer Center and the Iowa Department of Public Health held in November.
- State of Iowa Cancer Registry released new mapping tool allowing people to access county-specific cancer data – [www.cancer-rates.info/ia/](http://www.cancer-rates.info/ia/)



ICCCC is awarded the 2007 National C-Change Comprehensive Cancer Control Exemplary Implementation Award.



The State Cancer Plan guides strategies and activities to reduce the burden of cancer in Iowa.

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



Iowa Department of Public Health  
*Promoting and protecting the health of Iowans*

Thomas Newton, MPP, REHS  
Director, Iowa Department of Public Health

Chester J. Culver, Governor  
Patty Judge, Lieutenant Governor

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# Iowa Consortium for Comprehensive Cancer Control Progress Report



...working together to conquer cancer.

## The Consortium

The Iowa Consortium for Comprehensive Cancer Control (ICCCC) is made up of more than 100 individuals from 50 agencies and organizations in communities across the state who donate their time and energy to work together to reduce the burden of cancer in Iowa.

## The Plan

The state cancer plan contains 50 strategies to prevent and control cancer in Iowa and:

- Focuses on building partnerships, improving use of existing cancer resources, and increasing an overall level of support.
- Sets priorities for the implementation of the plan.
- Calls upon public officials, decision-makers, stakeholders, and citizens to get involved putting the plan into action. The plan is available online at <http://www.canceriowa.org/about/default.asp>



**Vision:**  
*Working Together  
To Conquer Cancer*

## Reducing the Burden of Cancer in Iowa: Progress on the State Cancer Plan Priorities

### Whenever possible, prevent cancer from occurring.

- ✓ Passage of \$1.00 tax on tobacco in Iowa.
- ✓ More than 425 Tobacco-Free School Tool Kits created and distributed to assist Iowa schools in developing policies enabling school properties to be tobacco-free, 43% of Iowa counties participated in training conference calls, there are now 98 tobacco-free school districts in Iowa
- ✓ Tobacco Free Hospitals: the Consortium partnered with the Iowa Hospital Association (IHA) to assist Iowa Hospitals in creating tobacco-free policies. Prior to the proposal, only 11 Iowa hospitals had some sort of tobacco policy in place. Since implementation of the policy proposal, 91 hospital campuses now have tobacco-free policies in place with another 6 expected to join by the end of 2007.
- ✓ Nutrition and Physical Activity Tool Kits created and distributed to Parish Nurses and Area Agencies on Aging.
- ✓ Youth Sun Exposure Curriculum adapted specifically for Iowa with training given to 75 childcare providers from around the state. The Youth Sun Curriculum was distributed to 988 facility-based and in-home childcare providers across the state.
- ✓ Five secondhand smoke workshops presented throughout Iowa to 137 attendees.
- ✓ The ICCCC assisted 200+ Iowans to participate in Lighten Up Iowa through a scholarship program targeting underserved populations.

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

- ✓ Researched and developed an Iowa-specific colorectal cancer screening social marketing campaign targeting small towns and rural communities.
- ✓ Colorectal cancer social marketing campaign targeted Clay and Wapello Counties; the project included professional and public education. In Clay County, 215 Fecal Occult Blood Test (FOBT) kits were distributed, 147 returned and 12 had positive results. Persons with positive results are being followed by community health staff.
- ✓ Development of consensus report regarding prostate cancer screening of elderly men and distribution of the reports to physicians throughout the state.
- ✓ Spatially adaptive cancer maps show location and concentration of breast, colorectal and prostate cancer in Iowa.

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

- ✓ The Consortium partnered with the Iowa Academy of Family Physicians to conduct a survey of family practice physicians related to cancer screening practices and educational needs.
- ✓ Broad group of Iowa prostate cancer experts convened for a 2005 Health Care Professional Prostate Cancer Conference.

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

- ✓ Eleven (11) forums held across Iowa on cancer survivors' experiences and needs in Iowa through a Lance Armstrong Foundation (LAF) grant.
- ✓ Five hundred (500) pain management informational packets and DVDs sent to nursing home facilities and ninety three (93) hospice organizations across the state for professional staff development.
- ✓ [www.canceriowa.org](http://www.canceriowa.org) created as a site of information and resources for cancer survivors in Iowa.
- ✓ Community forums held in the Tai Dam and Hispanic communities in Storm Lake, Iowa to assess the need of culturally appropriate cancer services and education.
- ✓ In 2006, developed and held a conference for health care professionals and leaders of prostate cancer support groups. Educational resources purchased and distributed to all Iowa prostate cancer support group leaders.

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

- ✓ Fact sheet developed related to cancer and genetics and distributed to family practice doctors through the Iowa Academy of Family Physicians.
- ✓ Implementation groups use evidence-based research and programs to fill existing gaps to comprehensive cancer control in Iowa.
- ✓ Executive Committee members trained during "Evaluation, Making It Work for You" workshop and the National Cancer Institute's "Using What Works: Adapting Evidence-Based Programs to Fit Your Needs."

## Current Projects:

- Tobacco Free Workplaces
- Iowa Cancer MAPS (Mentors Assisting and Preparing Survivors) project: developed out of the statewide survivor forums in early 2007.
- Collaborating with the Breast and Cervical Cancer Early Detection Program to educate participants about colorectal screening guidelines and free and reduced-cost testing.
- Maintaining and updating the [www.canceriowa.org](http://www.canceriowa.org) website.
- The Consortium is currently working on attaining 501(c)3 status.
- Conducting Fall and Spring statewide ICCCC meetings.
- Colorectal cancer public education media campaigns in Des Moines and Waterloo.
- State appropriations are funding:
  - Colorectal cancer screening programs in Iowa
  - Full time manager to support the ICCCC
  - More cervical cancer screening services to underserved women

## The Future:

Members of the Consortium continue their work on the state cancer plan, closing gaps in cancer control, focusing on disparities and reducing the overall burden of cancer in Iowa.

## Membership:

Membership is free and open to any person/organization interested in reducing the burden of cancer in Iowa and meets all membership requirements.

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More information is available at  
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