



Iowa Consortium for Comprehensive Cancer Control Progress Report

June 30, 2007 – June 29, 2008



...working together to conquer cancer.

The Consortium

The Iowa Consortium for Comprehensive Cancer Control (ICCCC) is made up of more than 160 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. Efforts defined in this report are collaborative in nature and involved the work of two or more partner organizations.

Vision:
*Working Together
To Conquer Cancer*

The Plan

Iowa's cancer control plan is currently in active implementation. As part of periodic assessment, the Consortium meets to discuss progress and evaluate priorities. The following progress has been made towards Iowa's priority strategies for implementation between June 30, 2007 – June 29, 2008:

FY 2008 Progress on the Priority Strategies of the Iowa Cancer Plan

Whenever possible, prevent cancer from occurring.

a. *Eliminate the public's exposure to secondhand smoke in workplaces, restaurants, and all other public facilities.*

- ✓ **The Smokefree Air Act:** A new law regulating smoking in public places, places of employment, and certain outdoor areas was passed by the Iowa Legislature and signed by Governor Culver.
- ✓ **Smoke Free Air Act Workshops:** Over 550 Iowans around the state were educated on the administrative rules of the Smoke Free Air Act.

b. *Increase the excise tax on cigarettes by \$1.00, making the total tax per pack \$1.36.*

- ✓ Completed in FY2007

c. *Increase funding for Iowa's tobacco prevention program to make it comprehensive in scope.*

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

a. *Enhance the ability of all health care providers to recommend or provide early detection services, programs, and procedures for their patients.*

- ✓ **Provider Education:** An online continuing medical education pilot promoting colorectal cancer screening and updated screening guidelines was offered to the Iowa/Nebraska Primary Care Association network providers.

✓ Colorectal Cancer Screening

Education: More than 170 healthcare providers participating in the Breast and Cervical Cancer Early Detection Program (BCCEDP) were sent an educational packet consisting of colorectal cancer screening guidelines and locations of free and reduced cost testing sites.

b. Increase general awareness of cancer screening guidelines among Iowans. Increase the general knowledge of Iowans regarding personal responsibility for adhering to cancer screening guidelines to detect cancers at earlier, more treatable stages.

- ✓ Education sessions were held in Storm Lake, Iowa with Tai Dam and Hispanic groups discussing colorectal cancer issues relevant to this geographic area.
- ✓ A cancer health disparities task force was formed in Storm Lake, Iowa to address cancer health disparities.
- ✓ Colorectal and prostate cancer public education media campaigns were promoted in Des Moines, Waterloo, Fort Dodge, Sioux City, Davenport, Bettendorf and Council Bluffs.
- ✓ A colorectal cancer screening education campaign was created for African Americans in Iowa.

c. Decrease the financial barriers that restrict Iowans' abilities to access early detection cancer screenings through increased public and provider knowledge of insurance plan coverage options and other non-traditional resources, including free services, for cancer early detection services.

- ✓ **Education:** Over 660 women and their BCCEDP healthcare providers were provided information about colorectal cancer screening guidelines and locations for free and reduced cost locations for colorectal cancer screenings. Eleven Iowa counties were targeted for their higher than expected rates of colorectal cancer late stage diagnosis. **Over two-thirds of the women cite cost as a barrier to being screened.**
- ✓ **Screening:** 394 low-income Iowans were screened for colorectal cancer through the state-funded Iowa Get Screened Program implemented at Genesis Medical Center in Davenport and the University of Iowa Hospitals and Clinics in Iowa City.
- ✓ **Insurance Coverage:** A survey was conducted of Iowa businesses regarding coverage of colorectal cancer screening. The Colorectal Cancer Task Force will partner with the American Cancer Society to work with businesses in the state to enhance coverage for colorectal cancer screening.



d. Advocate increasing resources for early detection cancer screenings at entities that provide services at little or no cost to the service recipient.

- ✓ State funding was appropriated for cervical cancer screening. The state funds were used with federal funding in the Care For Yourself BCCEDP to provide cervical cancer screenings across the state to low-income, uninsured and underinsured women aged 40 – 64.

e. Assess geographic distribution of health care providers trained to perform and interpret early detection screening services for cancer. Identify utilization and access patterns that will ultimately increase the percentage of Iowans that receive screening according to the recommended screening guidelines.

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

a. Identify gaps in treatment options and resources for underserved cancer patients.

- ✓ **High Ground for Cancer Patients:** Over 98 cancer patients affected by the spring tornados and the June floods were provided over \$114,000 in direct financial assistance through collaborative efforts of the American Cancer Society, Lance Armstrong Foundation, Holden Comprehensive Cancer Center, Iowa Department of Public Health and Iowa Consortium for Comprehensive Cancer Control. The ICCCC was instrumental in bringing the resources and funding to Iowans in need, but did not utilize any state funds for this initiative.

b. Encourage insurance carriers to provide coverage through insurance plans for clinical cancer trial participation and cover costs of routine patient care when enrolled in a clinical cancer trial.

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

a. Increase awareness of quality of life issues and skills to effectively engage survivors in making decisions related to treatment and quality of life.

- ✓ **Survivorship Project:** Iowa Cancer MAPS (Mentors Assisting and Preparing Survivors) project, developed out of survivor forums in early 2007, has received funding from the Lance Armstrong Foundation. The MAPS program has created a web-based information sharing site, reviewed current peer mentor programs, conducted a literature review of best practices and has begun the process of creating a training manual and curriculum for volunteer mentors.

b. Increase the awareness of the relationship of obesity, physical activity and nutrition to cancer through public education.

- ✓ Body & Soul, an evidence-based nutrition program to decrease the risk of cancer and other chronic diseases, began implementation in Cedar Rapids African-American churches.

c. Maintain and expand the ICCCC website as a resource accessible to both patients and healthcare providers and incorporate it into a broader communication/education source for cancer information and resources.

- ✓ www.canceriowa.org provides information accessible to patients and health care providers and lists current clinical trials and statewide resources.

The entire State Cancer Plan is available online at <http://www.canceriowa.org/about/default.asp>

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

Happenings in FY 2008

- ✓ Over 1,100 volunteer hours were donated by ICCCC members and partners; they provided over \$22,000 in financial contributions to support the October ICCCC meeting and the Iowa Cancer Summit. Members and partners also contributed additional resources to joint projects coordinated by the ICCCC such as, the High Ground for Cancer Patients initiative.
- ✓ Information was distributed in August 2007 at the Iowa State Fair to enhance awareness of proper sun safety.
- ✓ Sun safety and sun screen information was distributed at the state meeting of the Iowa Parent Teacher Association in April 2008.
- ✓ Spatially adaptive cancer maps were updated to show the most up-to-date location and concentration of breast, colorectal, prostate, lung, non-hodgkin lymphoma and cervical cancers in Iowa.



- ✓ A community mapping project focused on colorectal cancer was initiated in Storm Lake.
- ✓ A Clinical Trials Workgroup has been formed to address the issue of increasing clinical trials awareness in Iowa.
- ✓ Implementation groups use evidence-based research and programs to fill existing gaps in comprehensive cancer control in Iowa.

- ✓ Links to the latest clinical trials available are listed on the www.canceriowa.org website.
- ✓ First Annual Iowa Cancer Summit was held in November 2007, a collaboration with the American Cancer Society, the University of Iowa Holden Comprehensive Cancer Center, the Iowa Consortium for Comprehensive Cancer Control and the Iowa Department of Public Health.
- ✓ A comprehensive Communications Committee formed in response to the need of consistent messaging for Consortium communications. The committee began a process to more effectively communicate the mission of the Consortium.
- ✓ A Disparities Task Force was created to address cancer health disparities within Iowa and identify strategies to address them.
- ✓ The first annual Karen Packer Spirit of Collaboration Award was given posthumously to her husband at the Fall 2007 ICCCC Meeting to recognize the significance of Karen's contributions to reducing the burden of cancer in Iowa.
- ✓ A teleconference was held in June 2008 addressing the basics of health disparities.



The following groups work collaboratively as part of the ICCCC to implement the State Cancer Plan:

Barriers to Screening
Communications
Clinical Trials
Tobacco Control
Patient & Family Resources – Iowa Cancer MAPS (Mentors Assisting and Preparing Survivors) & Palliative Care
Governmental Relations
Membership & Nominating Committee
Physical Activity & Nutrition
Youth Sun Exposure
Disparities Task Force
Colorectal Task Force
Data & Evaluation

FY 2008 State Appropriated Dollars:

The Iowa State Legislature appropriated \$700,000 to the Iowa Department of Public Health (IDPH) to support implementation of the State Cancer Control Plan and colorectal and cervical cancer screening. Funds were contracted through several competitive application opportunities and resulted in (1) management of the Iowa Consortium for Comprehensive Cancer Control; (2) implementation of strategic activities in the state plan as described in this report; (3) funding for one full-time equivalent within the Iowa Comprehensive Cancer Control Program at the IDPH; (4) colorectal cancer screening and follow up services for 394 Iowans; and (5) cervical cancer screenings for low-income, uninsured and underinsured participants of the Breast and Cervical Cancer Early Detection Program.

FY 2008 Publications:

- Iowa Consortium for Comprehensive Cancer Control Progress Report 2001-2007
- Iowans Living Beyond Cancer: Thriving Through Survivorship: The Iowa Cancer Survivorship Plan

On-Going Projects:

- Maintain and update the www.canceriowa.org website.
- Plan and host the Annual Iowa Cancer Summit.
- Increase use of tobacco cessation programs.

- Promote colorectal cancer screening in African Americans.
- Decrease barriers to colorectal cancer screening.
- Create a plan to address Iowa cancer health disparities.
- Encourage clinical cancer research and clinical trials based on the vital role they play in improving knowledge and reducing the burden of cancer for future generations.
- Increase the quality of life for cancer survivors.
- Increase awareness of the link between nutrition and cancer, particularly among African Americans.
- Increase awareness of palliative care issues.
- Increase knowledge of sun safety information for early childhood educators.

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

Contact Information:

For questions or additional information, contact Tina Devery at info@canceriowa.org or 1-800-237-1225.

Visit the Web Portal at www.canceriowa.org



Iowa Department of Public Health

Promoting and protecting the health of Iowans

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