Iowa Cancer Plan: A Year in Review

Iowa Cancer Consortium
...working together to conquer cancer

July 2010 - June 2011

www.CancerIowa.org
The mission of the Iowa Cancer Consortium (ICC) is to reduce cancer incidence and mortality in Iowa through collaborative efforts that provide services and programs directed towards comprehensive cancer prevention and control.

With a partnership of more than 150 Iowans and Iowa organizations, the ICC works to implement the Iowa Cancer Plan, a comprehensive state-wide guide to reducing the burden of cancer in Iowa. The 2007-2011 plan addresses cancer prevention, early detection, treatment, survivorship, and research.

This summary report of the work done and partnerships cultivated during fiscal year 2011 reflects the diverse human capital available in our state, and the passion that Iowans have for fighting cancer. Activities of the ICC and its partners reached individuals in each of Iowa’s 99 counties.

### Funding

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant from the Iowa Department of Public Health</td>
<td>$240,308</td>
</tr>
<tr>
<td>Includes state-appropriated and Centers for Disease Control &amp; Prevention (CDC) funds.</td>
<td></td>
</tr>
<tr>
<td>Outside grants and contracts</td>
<td>$32,032</td>
</tr>
<tr>
<td><strong>TOTAL FUNDING</strong></td>
<td><strong>$272,340</strong></td>
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### In-Kind Support

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Value of donated time, space, and event sponsorships</td>
<td>$76,559</td>
</tr>
<tr>
<td>In-kind and matching support for State Plan implementation projects</td>
<td>$35,000</td>
</tr>
<tr>
<td><strong>TOTAL IN-KIND SUPPORT</strong></td>
<td><strong>$111,559</strong></td>
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Seventeen proposals were submitted to the ICC for fiscal year 2011 to implement strategies from the Iowa Cancer Plan. Nine projects were funded, resulting in collaborations with more than 50 organizations state wide.

ICC members and volunteers donated 2,100 hours of their time in fiscal year 2011.
Goal 1: Whenever possible, prevent cancer from occurring.

The ICC partnered with Proteus, Inc., a nonprofit organization providing services to low-income Iowans, to organize seven forums in a series called Preventing Cancer in the Latino Community.

More than 200 Latinos and migrant farm workers in the Des Moines and Williamsburg communities attended two cancer awareness events sponsored by Proteus, Inc.

The ICC reached 2,500 individuals at the Iowa State Fair in Des Moines with sun safety awareness information.

The Iowa Tobacco Prevention Alliance conducted Air Quality Testing in 15 Iowa casinos, and reached an estimated 252,210 Iowans through Smoke-Free Casinos education efforts.

More than 200 people participated in an Iowan’s Fit for Life Worksite Wellness Toolkit pilot program completed by the YMCA of Greater Des Moines, Siouxland Mental Health Center, and KSB Bank in cooperation with Hoerner YMCA in Keokuk.

The Iowa Radon Coalition was founded, bringing individuals from more than 30 organizations together to educate Iowans about radon.

KBBG 88.1 FM in Waterloo presented 20 hour-long radio programs focused on cancer awareness. The series, called The More You Know II, targeted African Americans.

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

Fifty-eight Native American women received culturally appropriate breast cancer education through the Pink Shawl Project in Sioux City, Tama, the Quad Cities, and Council Bluffs.

More than 200 women attended breast cancer education sessions and 51 women received mammograms on site at the Iowa Correctional Institute for Women in Mitchellville, Iowa.
Goal 3: When cancer is found, treat it with the most appropriate therapy.

The ICC Treatment group developed a Cancer Clinical Trials Awareness Month initiative. Governor Terry Branstad declared April to be Cancer Clinical Trials Month, and Cancer Clinical Trials Month media kits were distributed to 39 National Cancer Institute Comprehensive Cancer Centers, 150 members of the Iowa General Assembly, 147 oncologists in Iowa, 59 members of the Iowa Oncology Society, 400 media members, and 16 clinical trials coordinators.

Sixty-one underserved/uninsured men were screened for prostate cancer through the Prostate Cancer Awareness Screening Education & Survivorship (P-CASES) program. Prostate cancer education events were attended by 796 individuals, and many more Iowans were reached through marketing efforts.

The ICC Barriers to Screening group implemented a colorectal cancer (CRC) screening pilot project in eight clinics, resulting in an increase in aggregate colorectal cancer screening rates from 23% to 33% in those clinics over 15 months. IFMC/Telligen and the American Cancer Society coordinated the project, with a goal of increasing the number of health-care providers who routinely recommend CRC screening to their patients, and the number of practices that use office management systems and tools to remind patients of screenings.

Dr. George Kovach of Iowa Cancer Specialists, PC, presented Community Cancer Trials: A 30-Year Experience at the ICC Spring Meeting in Grinnell.
Goal 4: Assure that the quality of life for every cancer survivor is the best it can be.

Sixty-eight cancer educators (social workers, navigators, care coordinators, patient educators, and individuals from organizations that provide support to cancer patients) attended an event focused on increasing coordination and collaboration among health educators.

The Honoring Women of the Sweetgrass Path Pow Wow was held in Iowa City. Native American women and families who have been touched by breast cancer were honored by the

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

The Iowa Community-Based Cancer Prevention Project held 17 community forums around the state. These forums focused on colorectal cancer screening, and will eventually expand to cover other cancers and topics. This project is a partnership between the University of Iowa and the ICC.

Seven African American churches participated in an educational event highlighting the evidence-based Body & Soul program, which encourages healthy eating. The American Cancer Society awarded mini-grants to participating churches to implement Body & Soul programs for their congregations.

The ICC provided partial financial support for the State Health Registry of Iowa’s website (www.public-health.uiowa.edu/shri/), allowing Iowans to access cancer data at the county level.
Additional Efforts

Ninety-nine Iowans attended the annual Iowa Cancer Summit, the state’s only multidisciplinary cancer control conference. Seventy-three Iowans attended the ICC’s Spring Meeting.

The ICC coordinated state-level meetings with the American Cancer Society and the Iowa Department of Public Health to increase collaboration and reduce duplication.

The Iowa Cancer Plan was revised for 2012-2017. Six community forums and two teleconferences held in the spring of 2011 allowed Iowans across the state to provide feedback and contribute to the new plan.

The ICC distributed more than 2,000 educational pieces, including posters, brochures, postcards, and DVDs. The pieces covered a variety of topics including cancer prevention, screening, treatment, and quality of life.

CancerIowa.org received 10,244 visits, including 5,392 unique visitors. The site offers Iowa-specific cancer information for patients, caregivers, health-care providers, educators, public health professionals, and the general public.


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