

Iowa Cancer Consortium News

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Iowa Cancer
Consortium



www.CancerIowa.org



2015 Spring Meeting Recap

Another successful Iowa Cancer Consortium (ICC) Spring Meeting is in the books, thanks to the 89 Iowans in attendance and their passions for networking, collaborating, and learning about cancer control. The event, held at [Iowa Methodist Medical Center](#) in Des Moines—home of [John Stoddard Cancer Center](#)—featured presentations from ICC members working throughout the spectrum of cancer control.

If you missed the meeting, or would like to follow up on a resource you found or something you learned, be sure to check out the following:

- [View the meeting agenda](#) for a complete list of topics and speakers.
- [Click here](#) to view an event photo gallery on Facebook.
- Visit www.canceriowa.org/springmeeting.aspx for links to many other resources referenced throughout the day.

The ICC staff and Conference Planning Committee offer a big thank you to everyone who helped plan the meeting, and to all of the attendees for participating and engaging. A special thank you goes to our wonderful hosts and partners at Iowa Methodist and John Stoddard Cancer Center.

Conference: HPV & Cancer

The Iowa Cancer Consortium invites you to a free HPV & Cancer conference to discuss key components of the President's Cancer Panel Annual Report 2012-2013 titled *Accelerating HPV Vaccine Uptake: Urgency for Action to Prevent Cancer*. The conference will also include opportunities to engage with new partners and determine roles for various organizations in state-wide efforts to increase uptake of the HPV vaccine.

The conference keynote will be provided by Robin Vanderpool, Dr.PH, CHES, deputy director at the University of Kentucky Rural Cancer Prevention Center and assistant professor in the University of Kentucky Department of Health Behavior.

The conference will be held in Iowa City on April 27, 2015. Complete details and registration are available by [clicking here](#). Registration deadline is April 17, 2015.

Create Your own Sun-Safety Project

The Iowa Cancer Consortium is taking applications for gallon-size bottles of sunscreen—like those used in the RAGBRAI project, pictured above right—to be used by ICC members for collaborative community projects.

Applicants are encouraged, but not required, to collaborate with outdoor recreation and tourism settings within their communities as recommended by [The Guide to Community Preventive Services](#) and prioritized in the [Iowa Cancer Plan](#).

[Click here](#) to download an application with complete information and instructions. Applications are due May 1. Questions may be directed to Allie Bain at (319) 335-4609 or abain@canceriowa.org.



2015 Sun-Safe RAGBRAI Partners Wanted

The Iowa Cancer Consortium (ICC) plans to revive the Sun-Safe RAGBRAI Project this summer, providing sunscreen and sun-safety information to riders along the 2015 route. This year, RAGBRAI will pass through Cedar Falls, Coralville, Davenport, Eldora, Fort Dodge, Hiawatha, Sioux City, and Storm Lake.

Opportunities for project partners include

- Planning implementation of the project.
- Assisting with budget development.
- Assisting with development of evaluation tools.
- Assisting with communication materials and branding.
- Providing financial assistance.
- Having a physical presence along the RAGBRAI route.
- Identifying additional partners.

If you are interested in participating or have questions, contact Allie Bain at (319) 335-4609 or abain@canceriowa.org.

Organizational Member Spotlight: American Lung Association

Nationally, the American Lung Association (ALA) works to save lives by improving lung health and preventing lung disease through education, advocacy, and research. The state affiliate of the ALA works towards this same goal for Iowans, and is an active organizational member of the Iowa Cancer Consortium (ICC).

Upcoming events:

- **LUNG FORCE EXPO:** This event is designed for patients, caregivers, and healthcare providers to learn about the latest trends, resources, and research surrounding lung cancer, COPD, and asthma. May 27. Des Moines. [Click here](#) for more information.
- **Freedom from Smoking Facilitator Training:** This one-day training certifies medical and mental health professionals to lead the American Lung Association's Freedom from Smoking cessation program. June 17. Call (515) 309-9507 or visit lung.org/iowa for more information.

Connect with the American Lung Association in Iowa:



Iowa Radon Challenge Winners Announced

The winners of the 2015 Iowa Radon Challenge were announced at the Iowa Cancer Consortium's Spring Meeting on April 2.

Gail Orcutt (below left) was the individual challenge winner. Gail got six Iowa homes successfully tested during the challenge period. She will receive a free one-year ICC individual membership.

Dallas County Public and Environmental Health was the organizational challenge winner. They helped 16 Iowa homes successfully test for radon and will receive a free one-year organizational ICC membership. Toby Welch (below right) accepted the award on behalf of Dallas County Public and Environmental Health.





Video Story Banking

The Iowa Cancer Consortium has begun collecting short video stories on cancer-related topics and is banking them online. The videos will be housed at www.canceriowa.org/iowacancerstories.aspx and on [YouTube](#).

The purpose of the videos is to make it easy and quick for Iowans to share personal stories of cancer experiences.

If you have questions or know of a story that needs to be told, contact Kelly Sittig at (319) 335-8816 or sittig@canceriowa.org.

Healthcare Professional Survey: Patient Education and Support

The Iowa Cancer Consortium's (ICC's) Quality-of-Life work group is seeking information regarding patient education and support needs during and after cancer treatment, including quality of life and survivorship. The information collected in this survey will be used to inform future programming and planning efforts.

Healthcare professionals who provide patient care, support, and education as part of cancer treatment survivorship are asked to complete a brief survey covering these issues, and to share the survey with others in their health systems who provide these services.

[Click here](#) to access the survey. Responses are requested by Friday, April 24, 2015, at 5 p.m.

Help Define the ICC's Brand Identity

The ICC's brand identity is more than our logo or the colors and fonts we use—it is the way we present ourselves as an organization and the way people perceive us. The ICC is currently evaluating its brand identity and developing direction for the future of our brand.

Establishing brand guidelines will help us gain a clear understanding of who we are, where we're headed, and our guiding organizational values; give us the ability to better meet the needs of our members and build our coalition; provide consistency in how leadership, staff, and members portray the ICC; and lead to consistency in our messages and materials.

We need you to be a part of this process! You can do this in one of two ways:

- Participate in a one-hour online/teleconference branding discussion. Choose between April 23 at 10:00-11:00 a.m., or April 28 at 1:00-2:00 p.m. [Register for either session here](#).
- Or, provide your feedback [via online survey](#). Note: the survey will take approximately 20 minutes.

Thank you for your contribution to this important process! Questions? Contact Kelly Sittig at (319) 335-8816 or sittig@canceriowa.org.

IPTV Preview Event Recordings

Iowa Public Television (IPTV) partnered with the American Cancer Society, the Iowa Cancer Consortium, and the Iowa Department of Public Health for three previews of the new documentary *Cancer: The Emperor of All Maladies*.

Preview events were held in Carroll, Iowa City, and Johnston, and each included a local expert panel discussion. Recordings of the panel discussions are now available on the IPTV website. [Click here](#) for more information and links to the recordings.

In Brief

Moving to a Model of Wellness: Workplace Cancer Prevention and Health Promotion Programs (R2R Cyber-Seminar)

NCI's April Research to Reality cyber-seminar will examine two worksite wellness initiatives that have implemented effective and innovative policy, systems, and environmental changes. April 21. 1-2 p.m. <http://goo.gl/j7oJnl>

Katie Miller Young Adult Cancer Conference

This conference seeks to educate on the importance of early detection and treatment of cancer in young adults. This year's conference focuses on the past, present, and future of childhood leukemia. April 29. 6-9 p.m. Des Moines University. <http://goo.gl/bJ4Ue9>

GW Cancer Institute Communications Mentorship Program

Applications are being accepted for the GW Cancer Institute's one-year Communications Mentorship Program, which will pair communications experts with CCC program or coalition staff to rigorously move forward on planned communications-related initiatives with expert guidance. Applications due May 4. <http://goo.gl/nr4TWf>

University of Texas Center for Health Communication Leadership Institute

Participants in this conference will learn strategies and best practices for leadership, management, and innovation in health communication. June 23-26. Austin, Texas. <http://goo.gl/bs2FVJ>

LGBT Health: Call for Papers

LGBT Health, a quarterly peer-reviewed journal, is seeking high-quality review articles and original articles on several topics related to LGBT and cancer

across the cancer continuum. Submission deadline: July 27. <http://goo.gl/3XTCnB>

Above + Beyond Cancer Announces Next Trip

ICC organizational member Above + Beyond Cancer has announced that it will next lead cancer survivors and caregivers on a trek to Mount Kialash in Tibet. Watch ICC Board member Dr. Dick Deming talk about the upcoming journey at <http://goo.gl/YYc6lm>.

CDC Launches 2015 Tips Campaign

The CDC has renewed the *Tips from Former Smokers* campaign with new ads showing the harsh consequences of smoking. Materials are available at <http://CDC.gov/tips>.

Iowa County Health Snapshots and Top Causes Reports

New County Health Snapshots and Top Causes reports are now available on the Iowa Department of Public Health tracking portal. The County Health Snapshots include more than 80 measures that can be combined into multi-county rates, and can be customized for local county needs. The Top Causes reports present the top causes for death, hospitalizations, and emergency department visits by county and by state. <http://goo.gl/Ny8UTC>

ICC Events & Meetings

Screening Implementation Group (SIG)

April 21. 2-3 p.m. <http://goo.gl/VvMVjM>

ICC Brand Brainstorming Session

April 23. 10-11 a.m. <http://goo.gl/MXMw98>

HPV & Cancer Conference

April 27. 8:30 a.m.-2:30 p.m. Iowa City. <http://goo.gl/XG7N0j>

ICC Brand Brainstorming Session

April 28. 1-2 p.m. <http://goo.gl/Wbi1tV>

Communications Committee

May 1. 10-11 a.m. <http://goo.gl/6fCRT0>

Conference Planning Committee

May 1. 1-2 p.m. <http://goo.gl/fmzMVc>

Radon Topic Team

May 7. 1-1:30 p.m. <http://goo.gl/r44Oqd>

UV/Sun-Safety Topic Team

May 11. 1-2 p.m. <http://goo.gl/bfNbAi>

Tobacco Topic Team

May 12. 9-10 a.m. <http://goo.gl/5eeQii>

Nutrition & Physical Activity Topic Team

May 18. 10-11 a.m. <http://goo.gl/LNSL9S>

Share Your Thoughts

Send corrections, submissions, article ideas, and other feedback for the ICC newsletter to Kelly Sittig at sittig@canceriowa.org.

Organizational Members



Public Health



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