



Iowa Consortium for Comprehensive Cancer Control

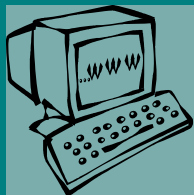
NEWS

March 2007

Volume 1, Issue 6

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Visit the
ICCCC Webpage:
www.canceriowa.org

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corrections, and/or
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Gov. Culver Signs \$1 Tobacco Tax Increase into Law



On March 15, Governor Culver signed Senate File 128 into law, raising the cigarette tax from 36 cents to \$1.36 a pack. The law, which received the Legislature's final approval this week, takes effect immediately. However, cigarettes taxed at the old rate will remain on store shelves until they sell out, according to state officials. With the increase, Iowa's cigarette tax jumps to the 17th highest in the nation; previously, Iowa's tax was the 42nd lowest.

The legislation, which also raises taxes on other tobacco products, will increase state revenue by an estimated \$127 million annually. This money will be placed into a Health Care Trust Fund, which will be separate from the general fund of the state. According to this bill, money in this fund will be used for "purposes related to health care, substance abuse treatment and prevention, and tobacco use, prevention, cessation, and control." While no specific purpose for the money has been identified, according to the Des Moines Register some legislators have tentatively identified where the money could be allocated, including tobacco cessation and control, Medicaid coverage, substance abuse treatment and prevention, expansion of dental care, and the ICCCC's cancer control plan.

Congratulations are extended to all of the ICCCC members and their partner organizations for all of their hard work! Thanks to a strong collaboration among all of the tobacco control advocates, this comprehensive cancer control priority strategy has become a reality.

View the official language of SF 128 by going to www.legis.state.ia.us and searching for "SF 128" at the top right in the "Quick Find: Bills and Iowa Code."

Iowa Colorectal Cancer Conference May 14, 2007 in Newton

The Iowa Colorectal Cancer Screening Task Force would like to invite ICCCC members to a state-wide, one-day conference on colorectal cancer screening, entitled "Colorectal Cancer Screening: Toward a Seamless Process to Maximize Value." It will be held at the Sodexho DMACC Conference Center in Newton Iowa on **Monday, May 14th from 9:00-4:00** with registration beginning at 8:15. The conference will address issues related to colorectal cancer screening utilization in the state of Iowa with emphasis on:

- Patient insurance status
- Patient financial responsibility
- Access to care
- Physician-patient communications
- Patient attitudes regarding CRC screening

Attendees will include primary care providers, specialty physicians, public health officials, representatives of the health insurance industry, employers, health care consumer advocates as well as Iowa citizens including those who are colorectal cancer survivors.

Those interested in attending should notify Lena Hann by **April 20**. Ms Hann may be reached at lena-hann@uiowa.edu. As you respond, please indicate your name, postal address, telephone numbers, group affiliation, and desired outcomes from attending. There will not be a fee but registration will be limited.

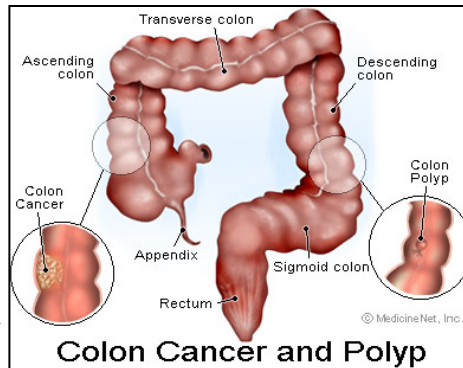
Remember:

The ICCCC Spring Meeting is on **April 19, 2007** at the **Iowa City Sheraton Hotel**.
More information soon.

March is Colorectal Cancer Awareness Month

Colorectal cancer is the second leading cause of cancer death in Iowa. If everyone age 50 or older were regularly screened for colorectal cancer, at least one-third of these deaths could be avoided. That means that nearly 660 lives could be saved each year in Iowa. Unfortunately, screening rates remain low.

Colorectal cancer takes years to develop, and finding and treating precancerous growths called *polyps* can prevent colorectal cancer. Also, screening can help find cancer early, when treatment is more likely to be successful. Your doctor may use one or more screening tests to check for colorectal cancer or precancerous polyps:



Colon Cancer and Polyp

- The fecal occult blood test (FOBT) checks for hidden blood in the stool. Blood can signal a problem in the digestive tract.
- A sigmoidoscopy uses a flexible, lighted tube to look for abnormalities in the rectum and lower colon.
- A colonoscopy uses a similar but longer tube to examine the rectum and the entire colon.

Your doctor can help you decide which test or tests to have, when to start being screened, and how often you should be checked. The decision will be based on your personal risk for developing the disease. Remember, Medicare and most insurance companies cover screening.

In addition to having regular screening, you may be able to lower your risk by making some changes in your diet and habits:

- ⇒ Increase the amount of fruits, vegetables, & calcium in your diet
- ⇒ Decrease the amount of fat, especially animal fat, and protein
- ⇒ Keep alcohol consumption moderate
- ⇒ Maintain a healthy weight and exercise regularly
- ⇒ Quit smoking.

CRC Screening Education Materials Available

The Iowa Comprehensive Cancer Control Program (CCCP), with funding from the Centers for Disease Control and Prevention (CDC), has created a social marketing campaign to promote CRC screening. Materials developed by Shelly Campo at the University of Iowa are available in large and letter size posters and postcards. These were created using local graphic designers and "real" Iowans to encourage colorectal cancer screening among rural Iowans. For a more urban audience, the CDC has produced brochures from the "Screen for Life" national colorectal cancer screening campaign in both English and Spanish. Any or all of these materials are available at no charge by contacting Holly Smith at 515-281-0925 or hsmith@idph.state.ia.us.

Revised versions of the Iowa CRC Task Force's colorectal cancer education materials are also now available. There are two Power Point presentations designed to educate health care providers about CRC screening and another presentation for a lay audience. The updated presentations on colorectal cancer screening are available on CD by contacting Caryl Range at caryl.range@cancer.org.

Support *Voices of Iowa*

Buy a "Colon"ary Collection of Recipes

Natalie Porter and Voices of Iowa have published a collection of almost 300 fun recipes from Chicken Adobo to pet treats.

Each cookbook is \$13.00 plus \$2.00 for shipping. In addition to recipes, each book contains information about the Voices of

Iowa Chapter as well as general colorectal cancer information.

For more information about the book or the Voices of Iowa Chapter, please contact Natalie Porter at nporter@ccalliance.org.



Colon Cancer Alliance
THE VOICE OF SURVIVORS

Upcoming Events:

April 3. Breaking the Age Barrier: Getting the Best Cancer Treatment, 7pm, Marshalltown. To register, contact Wendy Sontag at 800-347-1074 or wendy.sontag@lls.org

April 3-4. 2007 Public Health Conference. IA Public Health Assoc. Iowa State University. For more information iowapha@gmail.com

April 19. ICCCC Spring Meeting. Iowa City Sheraton. Contact Holly Smith more information: hsmith@idph.state.ia.us

April 27. Ovarian Cancer Webcast. For details, visit www.canceriowa.org.

May 14. Colorectal Cancer Conference. Newton, Ia. To register, contact Nancy Thompson, nancy-thompson@uiowa.edu or 319-384-4137.

May 21-22. Governor's Conference on Aging. Sheraton West Des Moines. More information at: www.state.ia.us/elderaffairs/

Colorectal Cancer Resource

Patient Advocate Foundation's Colorectal CareLine is a patient/provider hotline designed to provide assistance to patients who have been diagnosed with colorectal cancer and are seeking education & access to care. The CareLine also offers a Financial Aid Fund for those diagnosed with colorectal cancer who need financial assistance. Call the Colorectal CareLine at 1-866-657-8634 or visit www.colorectalcareline.org