



ICCCC: Iowa Consortium for Comprehensive Cancer Control

NEWS

April 2009

www.canceriowa.org

Volume 4, Issue 4

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FY2010 ICCCC Invitation for Proposals (IFP)

The Iowa Consortium for Comprehensive Cancer Control has announced a funding opportunity for state plan implementation projects. Please contact Tina Devery, 319-335-8816 devery@canceriowa.org or Sara Comstock, 319-335-8144 comstock@canceriowa.org if you have any questions or need assistance. Kellee McCrory is available for evaluation assistance, kellee-mccrory@uiowa.edu or 319-335-4931. If groups are interested, in-person assistance will be available at the Spring Meeting. Please contact Sara Comstock to schedule time for assistance for the April 21st meeting.

Timeline:

March 30, 2009	IFP Released
April 21, 2009:	Spring Meeting, technical assistance available
May 15, 2009	Full Proposal Due
June 15, 2009	Notification of Awards
July 1, 2009	Awarding of Funds and Project Period Begins

Spring Meeting in Des Moines April 21st:

You are invited to attend the 2009 Spring ICCCC meeting in Des Moines, Iowa at Iowa Methodist Medical Center on April 21st. Registration and continental breakfast will begin at 8:30 am. The meeting will begin at 9:00 am and will end at 4:00 pm. Lunch will be provided. A link to an invitation and directions is available at [Invitation](#)

RSVP: Please RSVP at [Spring Meeting Registration](#) or call 319-384-1741 by **April 10th**.

Fall Summit Call for Speakers:

The ICCCC Fall Summit will be held in Ankeny, IA on October 1st and 2nd 2009. The conference planning committee invites speakers for both oral and poster presentations in the following submission areas –

- **Prevention:** Programs and partnerships to increase awareness of the link between obesity, nutrition and physical activity and cancer
- **Early Detection:** partnerships at the local level
- **Cancer Workforce:** ensuring a well-trained workforce in Iowa to support all aspects of cancer control
- **Clinical Trials:** partnerships to increase clinical trials participation in Iowa

The deadline for submission is April 15, 2009. [Application](#). If you know of potential speakers, please e-mail their contact information to comstock@canceriowa.org

Upcoming Events:

April 6th
Seventh Annual Breast Cancer Symposium
Marriott West Des Moines
West Des Moines, Iowa

April 21st
ICCCC Spring Meeting
Iowa Methodist Medical Center
Des Moines, Iowa

October 1st
ICCCC Fall Meeting
Courtyard by Marriott
Ankeny, Iowa

October 2nd
2009 Iowa Cancer Summit
Courtyard by Marriott
Ankeny, Iowa

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Questions, comments, corrections, meeting dates and times, and/or story ideas, contact:

Tunde Brady

319-384-1741 (phone)

brady@canceriowa.org

ICCCC Updates Continued...

Barriers to Screening: African American CRC Screening Campaign

The Iowa Department of Public Health's Comprehensive Cancer Control Program has placed billboards in Polk, Black Hawk, Linn and Scott counties. The Barriers to Screening Implementation Group has partnered with IDPH to design and print postcard and posters of the images as well.



Iowa-specific African American colorectal cancer screening social marketing materials are still available. If you are aware of any organization that would be interested in receiving materials or assisting with distribution, please contact comstock@canceriowa.org. You may order materials by calling 319-384-1741 or e-mailing brady@canceriowa.org. Materials

are available for download on canceriowa.org as well.

Clinical Trials

The Clinical Trials Group has been working on an Iowa-specific resource guide for Iowans wanting to take part in a clinical trial but facing barriers. The resource guide will be for free to all Iowans and made available to Iowa cancer treatment centers. The group is also looking to convene Iowa clinical trials coordinators to discuss working collaboratively to increase clinical trial enrollment across Iowa. For more information about either project contact comstock@canceriowa.org.

The group would also like ICCCC members to be aware of two new clinical trials tools. The National Cancer Institute (NCI) has made available two new patient education posters and a pin to increase awareness about clinical trials. Their purpose is to begin the discussion with cancer patients that a trial may be a reasonable option in the continuum of their cancer care.



To get more information about the NCI posters and pins, call the National Cancer Institute's Cancer Information Service toll-free at 1-800-4-CANCER or visit www.cancer.gov. To order posters directly, please click: [POSTERS](#) and for pins, please click: [PINS](#).

Storm Lake Cancer Task Force In the News



Consortium member and University of Iowa PhD candidate Kirsten Beyer was in Storm Lake, Iowa on March 31st to report back to the community her research findings. Kirsten has been working with the community to research the higher than average mortality and late-stage colorectal cancer rates in the area. The full report is available at [Storm Lake Area Cancer Task Force](#). Local media was present for the event and you can view the news report at [KCAUTV Broadcast](#).

Exemplary State, Tribal, Territory and Pacific Island Jurisdiction Comprehensive Cancer Control Awards 2009 Application Information

C-Change is a national multi-sector cancer collaborative. To further the development and implementation of quality CCC plans, in 2009 C-Change will present one award in each of the following categories:

- (1) Exemplary State CCC Plan Implementation: This award will recognize a State CCC Coalition for their CCC plan implementation efforts;
- (2) Exemplary Tribe/Tribal Organization CCC Plan Implementation: This award will recognize a Tribe/Tribal Organization CCC Coalition for their CCC plan implementation efforts;
- (3) Exemplary Territory/Pacific Island Jurisdiction CCC Plan Implementation: This award will recognize a Territory/Pacific Island Jurisdiction CCC Coalition for their CCC plan implementation efforts;
- (4) Exemplary CCC Leadership by an Elected Official: This award will recognize an elected official that has been instrumental in advancing projects or interventions consistent with priorities in their respective State, Tribe, Territory or Pacific Island Jurisdiction CCC plan or their active leadership and/or engagement in the CCC coalition.

Nomination Process

A State, Tribe/Tribal Organization or Territory/Pacific Island Jurisdiction may compete for either the Exemplary CCC Plan Implementation Award or the Exemplary Elected Official Award. The [Award Nomination Form](#) must be completed and submitted with all supporting materials to C-Change by Friday, April 17, 2009.

C-Change will notify programs of their application status by May 8, 2009. Award recipients will be honored at C-Change's June 11-12, 2009 Annual Meeting, in Kennebunkport, Maine. Upon request, Exemplary Plan Implementation award recipients will have travel expenses reimbursed for up to two CCC representatives to accept the award. Also upon request, the elected official awardee will also have their travel expenses reimbursed.

Exemplary State, Tribal, Territory, and Pacific Island Jurisdiction Comprehensive Cancer Control Award Application

Nomination Deadline is April 17, 2009

For more information, please contact

Tasha Tilghman-Bryant at ttbryant@c-changetogether.org or

Nomination Deadline is April 17, 2009

A Global Community Conversation On Cancer

A special campaign, Global Community Conversations on Cancer Control, is being sponsored by the UICC, the Lance Armstrong Foundation, and the Campaign to Control Cancer. It is an opportunity for communities to engage in a world wide effort in support of a new global response to cancer control just by starting a conversation.

Go Public: the first-ever Global Community Conversations on Cancer Control invites people everywhere to come together and take part in a groundbreaking series of informal yet crucial conversations about cancer and cancer control. Hundreds of conversations will be taking place around the world between people whose lives have been touched by cancer in many different ways: oncologists, radiologists, nurses, researchers, patients, survivors, family members, and many more. Held in boardrooms, living rooms, kitchens and community centres worldwide, these people-powered conversations, which anyone can host, will help shape the agenda of the Global Leadership Forum for Cancer Control (taking place in Ottawa, Canada in September 2009). The Forum is dedicated to understanding and harnessing the power of public engagement in bringing about change for cancer control.

How can you GO PUBLIC?

Download the Host Guide

Register to Host a Conversation

Host your Conversation

Change how the world controls cancer forever

Everything you need to get started is right here. [Click here](#) to download a Host Guide.

Cancer Control News & Resources

Survivorship Workshops

CANCERcare, in collaboration with NCI: Office of Cancer Survivorship and Office of Communications and Education, Lance Armstrong Foundation, Intercultural Cancer Council, Living Beyond Breast Cancer and National Coalition for Cancer Survivorship, will present a **three-part telephone education workshop program, The Seventh Annual Cancer Survivorship Series: Living With, Through & Beyond Cancer**. This free series, made possible by support from NCI and Lance Armstrong Foundation, offers cancer survivors, their families, friends and health care professionals practical information to help them cope with concerns and issues that arise after treatment ends. All of the workshops take place from 1:30 to 2:30 pm Eastern Time:

- **Part I, April 14th:** Managing the Stress of Survivorship
- **Part II, May 19th:** The Importance of Nutrition and Physical Activity
- **Part III, June 23rd:** Survivors Too: Family, Friends and Loved Ones: Managing the Fatigue of Caregiving

These workshops are free - no phone charges apply. However, pre-registration is required. To register simply go to the CANCERcare Web site, www.cancercares.org/tew.

Screen for Life Public Service Announcements Available Soon

The new *Screen for Life: National Colorectal Cancer Action Campaign* public service announcements (PSAs) will soon be available from the Division of Cancer Prevention and Control Centers for Disease Control and Prevention. In the next few weeks, the PSAs will be sent to national and local media outlets. Following is list of what is being distributed:

NEW!!!

- ☐ **Terrence Howard TV, Radio and Print PSAs**

RE-RELEASED!!!

- ☐ Jimmy Smits TV and Radio PSAs
- ☐ Diane Keaton TV PSAs
- ☐ Rosa y Carlos TV PSAs
- ☐ Being There TV PSA
- ☐ Estando Alli TV PSA
- ☐ Morgan Freeman Radio PSAs

You are invited to preview the new PSAs. In the attached file you can see the print ads. Additional sizes will be available and all will be localizable. These ads will also be printed as posters, which you will be able to order from the Screen for Life web site or print yourself.

All the PSAs will be posted at <http://www.cdc.gov/cancer/colorectal/sfl/psa.htm>. If you have trouble opening the links above, check out www.cdc.gov/screenforlife.

2nd Annual Ovarian Cancer Coalition Walk

May 9th, 2009

Grays Lake, Des Moines, Iowa

Website registration is now active for the walk. It is at: www.active.com, search "walk to break the silence."

Wellmark Releases RFP

Mark your calendar for these key dates in 2009. The Foundation will let two (2) distinct Requests for Proposals (RFP) this year, one for each priority funding area. Proposals addressing childhood obesity prevention will be considered in an initial funding opportunity of the year through the **Growing Up LEAN: Living to be Energetic, Active, & Nutritious** Grant Program.

Proposals addressing community-based wellness and prevention will be considered in a second funding opportunity through the **Healthy Communities Grant Program: Supporting a Culture of Wellness and Prevention** grant cycle.

Growing Up LEAN:

Letter of Interest Due **April 21st**

Healthy Communities:

Letter of Interest Due **September 3rd**

<http://www.wellmark.com/foundation>

3rd Annual Iowa Cancer Summit

Creating Communication & Collaboration Across Iowa

October 2, 2009
Courtyard by Marriott, Ankeny, Iowa



Call for Speakers

Deadline for submission is April 15, 2009

The conference planning committee invites speakers for both oral and poster presentations in the following submission areas -

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- **Clinical Trials:** partnerships to increase clinical trials participation in Iowa
- **Communication & Technology:** tools to increase cancer control partnerships across Iowa

***Priority will be given to programs and projects which highlight evidence-based or best practices for collaboration or collective efforts that can be replicated in multiple settings.*

This conference brings together individuals representing academia, public health, and providers and provides a forum for dialogue within and across multiple disciplines. The conference is an excellent opportunity to meet with colleagues and shape the future of cancer control efforts in Iowa.

Sponsored by: Iowa Consortium for Comprehensive Cancer Control
1-800-237-1225 www.canceriowa.org

Submit requests electronically to comstock@canceriowa.org, fax to 319-335-4072 or mail to
Iowa Consortium for Comprehensive Cancer Control
100 Oakdale Blvd, N320 OH
Iowa City, IA 52242

3rd Annual Iowa Cancer Summit

October 2, 2009

Courtyard by Marriott, Ankeny Iowa

We invite you to share your knowledge in one of the focus areas listed below at the 2009 Iowa Cancer Summit.

What topic would you like to present on:

- ☐ Prevention
- ☐ Early Detection
- ☐ Cancer Workforce
- ☐ Clinical Trials
- ☐ Communication & Technology

Please give a brief description of your topic and qualifications to present:

Please list 3 Learning Objectives participants will gain from your session:

- 1.
- 2.
- 3.

Session Format Preference:

- A. ☐ 60 Minutes ☐ Lecture
☐ Discussion
- B. ☐ 75 Minute Panel
15-20 minutes per speaker
- C. ☐ Poster

Contact Information

Name: _____

Organization: _____

Address: _____

E-mail: _____ Phone: _____

If applying as a full panel, please list names of all speakers: _____

Submit requests electronically to comstock@canceriowa.org, fax to 319-335-4072 or mail to
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