



ICCCC: Iowa Consortium for Comprehensive Cancer Control

NEWS

January 2009

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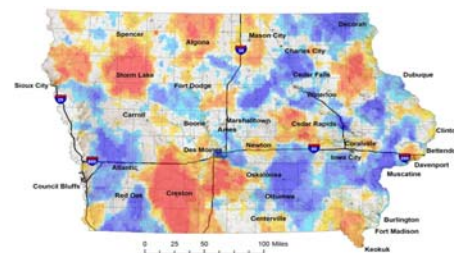
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Mapping Cancer for Community Engagement

The work of ICCCC members Kirsten Beyer, MPH and Gerard Rushton, PhD, is featured in the January 2009 Journal, *Preventing Chronic Disease: Public Health Research, Practice, and Policy*. The article focuses on two research strategies that may reduce health disparities: community participation and the use of geographic information systems. The two worked with cancer prevention and control practitioners to create the maps and facilitate their use. The maps show major cancers' incidence, mortality and late stage diagnosis rates.

The article focuses on colorectal cancer maps created for 1998 – 2003 but updated maps are available covering the period 2000-2005 at <http://www.uiowa.edu/iowacancermaps/>.

Full article [read more](#)



ICCCC Member Presents to President's Cancer Panel

R. WILLIAM FIELD, professor of occupational and environmental health and professor of epidemiology, was one of ten experts who were requested to present their work to the President's Cancer Panel in Charleston, South Carolina in December. The presentations addressed environmental factors in cancer, with Field's focus on the adverse health effects of radon exposure. Field stated, "because we are building homes without radon resistant features faster than we are mitigating homes to reduce radon concentrations, more people are exposed to radon than ever before." [Read more...](#)

Disparities Task Force To Host a Work Plan Meeting

Anyone interested in reducing cancer health disparities in Iowa is invited to attend.

- What:** ICCCC Disparities Task Force Working Meeting
- Where:** Johnston Public Library, 6700 Merle Hay Rd, Johnston, Iowa
- When:** Friday, January 23, 10:00 – 2:00 (lunch provided)
- Why:** Create an action plan to reduce cancer health disparities in IA.
- Who:** Anyone interested in reducing cancer disparities in Iowa
- RSVP:** Reply to sara-comstock@uiowa.edu by January 16 if you plan to attend.

Bad Weather Date: January 30th – same location



Upcoming Events:

January 7th
Governmental Relations
Teleconference
1:00

January 9th
Colorectal Taskforce
Teleconference
10:00

January 12th
Clinical Trials Project
Teleconference
2:00

January 13th
Iowa Cancer MAPS
Teleconference
10:00

January 14th
2009 ACS Legislative Welcome Breakfast
Legislative Dining Room
7 AM – 9 AM
RSVP to Kathy.gallo@cancer.org
or 515-727-0057

January 23rd
Disparities Taskforce Working Meeting
Johnston Public Library
10:00 - 2:00

March 18th
ACS – Day at the Capital
Iowa State Capital, Des Moines
All Day Event
Contact Kathy.gallo@cancer.org
or 515-727-0057 for more info.

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

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

Sara Comstock

319-335-8144 (phone)

sara-comstock@uiowa.edu

Partner Spotlight: Live Healthy Iowa

Live Healthy Iowa, formerly known as Lighten Up Iowa, was founded by the Iowa Sports Foundation (ISF). In November of 2000 a strategic planning meeting was held with board members of the Iowa Sports Foundation. Former Governor Robert Ray stated a need to address the problem of obesity in Iowa, the second leading cause of preventable death.



Governor Ray was ahead of the national push on battling obesity and overweight. Soon after the Lighten Up Iowa program began it became a national issue through the media.

In its inaugural year, Lighten Up Iowa had 1,400 participants losing a total of 6,000 pounds. The following year, Iowa State University Extension and the Iowa Department of Public Health partnered with the Iowa Sports Foundation to promote and support the program. The number of participants has continued to grow and reached a record number of over 36,000 participants in 2008. Since the inception of Lighten Up Iowa in 2002, over 128,000 individuals have participated losing over 491,000 pounds and logging more than 19.7 million miles of activity.

In 2008, Lighten Up Iowa became Live Healthy Iowa. The name change was made to promote wellness in all aspects of life--mind, body and spirit.

The ICCCC and Live Healthy Iowa have a history of partnering to improve the health of Iowans. With the new priority strategies of the ICCCC, this partnership is more valuable than ever. To learn more about Live Healthy Iowa or to create a team for the 100 Day Wellness Challenge visit www.livehealthyiowa.org before January 14th.

ICCCC Updates



FY2010:

Holly Smith, Iowa Department of Public Health - Comprehensive Cancer Control Program, will be submitting a work plan to the Centers for Disease Control (CDC) in January. These work plans include comprehensive cancer control work throughout Iowa, including the work of the Consortium. If you have a cancer plan implementation project for FY10 please submit to hsmith@idph.state.ia.us a brief paragraph with the following information by **January 9, 2009**:

At least 1 Objective and 3 action steps to meet that objective.

Example: Objective: Host an educational workshop for school boards regarding physical activity and nutrition best practices by March 2010. Action Steps:

- 1: Research best practices, create workshop agenda & recruit speakers.
- 2: Collaborate with statewide school board association to host and publicize the event.
- 3: Conduct the workshop and gather evaluation results.

Mid-Year Reports:

Mid-year reports & budgets for the FY09 ICCCC funded projects are due **January 30th**. Please let the ICCCC staff know how we can assist you with implementation of your projects.

Cancer Control News & Resources



In the headlines...

Iowa to smokers: Free patches if you quit for New Year's [read more](#)
NCI's 2008 Editor's Picks for Stories of the Year [read more](#)
Gene Boosts Drinkers' Colon Cancer Risk [read more](#)
Almost Half of Kids Still Exposed to Secondhand Smoke [read more](#)
New Insight Into Effectiveness of Colonoscopy [read more](#)
Navigating the Maze of Cancer Care [Read more](#)
Workshop Summary of Implementing Colorectal Cancer Screening [read more](#)
Ovarian Cancer Survival Linked to Two Key Proteins [read more](#)
The Case for Keeping Colonoscopy [read more](#)
Insurance Coverage Laws for Patients in Clinical Trials [read more](#)
The Economic Cost Of Cancer Mortality Is High In The US, Regardless Of How Cost Is Measured [read more](#)
State Laws Fail to Curb Teens' Indoor Tanning [read more](#)
Cancer to be World's Top Killer by 2010, WHO says [read more](#)
Low Reaction Rate in Gardasil Study [read more](#)
CT Colonography Screens for Cancer, Osteoporosis [read more](#)
Communities as Partners in Cancer Clinical Trials Report [read more](#)

Cancer Health Disparities Conference: Building Bridges to Improve Rural Health

May 27-29, 2009

Hotel Encanto

Las Cruces, NM

<http://cancer.nmsu.edu/conference.shtml>

Free Magazine for Cancer Survivors and Professionals

CR, the American Association for Cancer Research's award-winning magazine about cancer survivorship and advocacy, connects everyone who is personally affected by cancer, caring for patients and working toward preventing and curing the disease. Every issue features profiles of survivors and advocates, useful articles on health and wellness, helpful tips for caregivers, and the latest updates in cancer research in a language that is accessible to all. *CR* serves and reaches all segments of the patient and scientist communities, but puts special emphasis on the needs of the medically underserved.

CR has recently received some generous funding from AstraZeneca to provide a limited number of one-year subscriptions to *CR*. If you would like to receive a free one-year subscription, please [sign-up here](#).

Men's Cancer Screenings in the Northern Plains

Date: February 9, 2009
Time: 11am CST
Call in info: 1-888-387-8686
Passcode: 6765098

Two New Spanish Language Education Resources

Now available to order are two new Spanish language education resources from the NCI. The first is a booklet for cancer caregivers, **Cómo cuidarse mientras usted cuida a su ser querido: Apoyo para personas que cuidan a un ser querido con cáncer** (How to take care of yourself while taking care of a loved one: Support for people who care for a loved one with cancer). This publication is a culturally adapted translation of the NCI booklet, **Caring for the Caregiver: Support for Cancer Caregivers**.

The second booklet is **Control del dolor: Apoyo para las personas con cáncer** (Pain Control: Support for People With Cancer), a culturally adapted translation of the English version of the NCI booklet.

Both booklets are available to order from the Cancer Information Service at 1-800-4 CANCEER. You may also order it online (<https://cissecure.nci.nih.gov/ncipubs>)

New Website! Colorado Patient Navigator Training Program

Dr. Liz Whitley and Ms. Patti Valverde, two of our Denver Patient Navigation Research Program (PNRP) investigators, are part of a national effort to make patient navigation a key part of the healthcare system. The Colorado Patient Navigation Training offers a full curriculum with face-to-face workshops, online courses and self-paced tutorials to build patient navigator skills and knowledge.

<http://www.patientnavigatortraining.org>