

May 2009

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Upcoming Events:

May 20th
Mini Medical School
Des Moines, IA

June 12th
ICCCC Board Meeting
Iowa City, Iowa

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

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

Spring Meeting Brings New Name and Logo

Over 50 Consortium members gathered at Iowa Methodist Medical Center on April 21st for the 2009 Spring Meeting. Attendees were welcomed by Consortium President, Dr. George Weiner and host Phil Harrop, Executive Director of the John Stoddard Cancer Center. Based on recommendations from the Communications Committee, Consortium members voted on and approved to use a shortened more effective name of the 'Iowa Cancer Consortium' for daily use but maintain the official name as, 'Iowa Consortium for Comprehensive Cancer Control.' A new logo that includes the shortened name was also voted on and approved.

Attendees were updated on the progress of the Implementation Groups and Committees on FY09 projects and plans for FY10. A keynote address was given by Diane Finnerty, University of Iowa, *Changing Face of Iowa: Individual and Organizational Cultural Competence Strategies to Reduce Health Disparities*. After a quick break to visit with exhibitors, Peggy Huppert, American Cancer Society gave the group a report on recent legislative activities. Before lunch members participated in a speed networking activity and then were able to participate in a tour of the John Stoddard Cancer Center during lunch. Committees and Implementation Groups had the afternoon to discuss wrap up of 2009 projects and discuss future FY10 plans. As the meeting wound to an end, attendees were reminded to put the Fall Meeting and 2009 Iowa Cancer Summit on their calendars for October 1st and 2nd in Ankeny, Iowa.

Partnership Profile

Attendees at the Spring 2009 Consortium meeting had a chance to complete an updated 09 Partnership Profile (yellow form in the packet). If you were unable to attend the meeting or did not have a chance to complete your profile please complete an online version at:

<http://survey.uiowa.edu/wsb.dll/439/FY09partnerprofile.htm>.

The survey will allow the Consortium to better utilize the strengths and interests of our members. Completing the profile should take about 10 minutes. Thank you for your time!

Dates to Remember!

FY2009

June 1, 2009: FY09 All project funds must be utilized

June 25, 2009: FY09 Final report & budget due to devery@canceriowa.org

FY2010

May 15, 2009: FY10 IFP Due

June 15, 2009: Notice of Awards

July 1, 2009: Project period begins



2009 Iowa Cancer Summit

Speakers and sponsors of the 2009 Iowa Cancer Summit are being sought. If you know of a dynamic speaker in the area of Clinical Trials, Prevention, Detection or CCC at the local level, please contact Tina Devery at devery@canceriowa.org.

Sponsorship opportunities are now available for the 2009 Iowa Cancer Summit as well. Sponsorship levels range from \$3,000 to \$500. Please contact devery@canceriowa.org for more information on the benefits associated with sponsorship.



Left: Tunde Brady and Jeanna Jones check-in Kathy Holdefer at the 2009 Spring Meeting

Right: Consortium President Dr. George Weiner and Phil Harrop, Executive Director, John Stoddard Cancer Center, welcome attendees.



Left: Keynote speaker, Diane Finnerty, discusses individual and organizational cultural competence.

Membership & Nominating: Outreach in Northwest Iowa

The ICCCC Membership & Nominating Committee will be conducting 4 town-hall type meetings in northwest Iowa to engage community members in a cancer control discussion and to present cancer data and resources for the area. Meetings will be held with local community healthcare providers and advocates, especially those interested in cancer control.

Dates & Locations

Sioux City

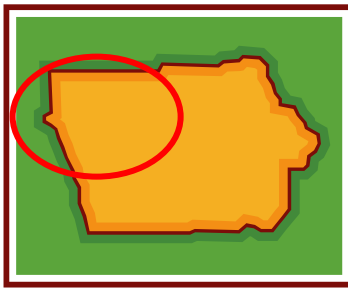
Monday, June 1st
7:30 - 9:00 a.m.
Mercy Medical Center
Leiter Room
801 Fifth Street
Sioux City, Iowa

Spencer

Monday, June 1st
12:00 - 1:30 p.m.
Spencer Hospital
Maple Conference Room
1200 First Avenue E.
Spencer, Iowa

Storm Lake

Monday, June 1
4:00-5:30 p.m.
Buena Vista University
Siebens School of Business
Siebens Forum Conference
Room 5
610 W. Fourth Street
Storm Lake, Iowa



Fort Dodge

Tuesday, June 2nd
8:00 - 9:30 a.m.
Trinity Regional Medical Center
Conference Room 3
802 Kenyon Road
Fort Dodge, Iowa

Carroll

Tuesday, June 2nd
12:00 - 1:30 p.m.
St. Anthony Regional
Hospital
The St. Anthony Room
311 S. Clark Street
Carroll, Iowa

If you would like to attend or if you have any contacts in this area who would be interested in attending, please contact Tunde Brady at brady@canceriowa.org or 319-384-1741.

Consortium Receives Workforce Grant

The Iowa Cancer Consortium was awarded a \$10,500 grant to study Iowa Cancer Workforce needs and create a strategic plan to address the gaps/needs highlighted in the assessment. The assessment will review current and projected needs of oncology professionals, cancer incidence projections, healthcare providers trained to provide cancer screenings, access to care patterns, and then create a strategic plan using stakeholders and the gathered data. If you or your organization has any information that you would like to have included in the report or if you are interested in serving on the workforce project team, please contact devery@canceriowa.org.

A Statewide Mini Medical School Program: Cancer and the Immune System

When: Wednesday May 20, 2009
6:30 p.m. to 8:00 p.m.

Where: John and Mary Pappajohn Education Center
1200 Grand Ave. Des Moines, IA

RSVP: by Friday, May 15, 2009 at
www.medicine.uiowa.edu/minimedicalschoo

Cost: \$5 (collected at the door)
This program is in partnership with the Senior College of Greater Des Moines.

George Weiner, M.D. will teach this course that will explore research taking place to fight and prevent cancer. Vaccines that target the immune system towards germs have played a major role in eliminating infectious plagues of the past. Learn more about how researchers at the University of Iowa Carver College of Medicine are learning to target the immune system towards cancer. Call 1-877-MED-IOWA for more information.

Cancer Control News & Resources

Walking With A Purpose

The Iowans Fit for Life Community work group has developed a tool to help students determine the walkability of their neighborhood. The tool, Walking with a Purpose is a great way to get youth involved in making sure walking is safe and convenient in their community.

Go the Distance Day is just around the corner and walking can be a great choice for your school on Go the Distance Day. Walking is free, good for the environment, easy, and can be a great form of transportation. But it also needs to be safe; students have probably heard "look both ways before crossing the street" many times. But have they heard "look at the street?" Go the Distance Day is a great opportunity for your students to grade their community and the routes to school for safety or "walkability."

The Walking with a Purpose resource will help your school conduct such an assessment of its neighborhood. It provides:

- * background information
- * instructions on how to complete the assessment
- * classroom activities
- * additional resources.



Walking with a Purpose is available at

www.idph.state.ia.us/iowansfitforlife/common/pdf/walking_with_purpose.pdf

MedlinePlus Has New Multilingual Feature

Did you know that MedlinePlus has a multilingual feature, providing access to high quality health information in languages other than English and Spanish? This new service, linked from the MedlinePlus homepage, benefits people who prefer to read consumer health information in their native language. It also helps the information professionals and health care providers who serve them.

The new collection contains 2,500+ links to information in more than 40 languages and covers nearly 250 Health Topics.

Go to: <http://www.nlm.nih.gov/medlineplus/languages/languages.html>

This and other resources are included on Health Literacy and Cultural Competency Resource Links at: <http://www.ahrq.gov/browse/hlitres.htm>



This May, thousands of women across the country will embark on an eight-week physical activity challenge for better health. They will be part of the Woman Challenge, a program of the U.S. Department of Health and Human Services' [Office on Women's Health](http://www.hhs.gov/owh) (OWH). Woman Challenge is a part of the OWH year-long Woman Activity Tracker program and its launch will kick off the 10th annual [National Women's Health Week](http://www.hhs.gov/owh) (May 10-16, 2009). The Woman Challenge encourages women to get at least 2 hours and 30 minutes of [moderate-intensity aerobic physical activity](http://www.hhs.gov/owh) each week.

How can I join?

Getting started is easy! Register at [online](http://www.hhs.gov/owh) for the Woman Activity Tracker. Then take the [Woman Challenge Pledge](http://www.hhs.gov/owh), your commitment to 8 weeks of setting and meeting personal physical activity goals.