



January 2010
Volume 5 Issue 1

Iowa Cancer Consortium News

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Mid-Year Updates from ICC Groups

Happy New Year! While 2010 is just starting out ICC Implementation Groups and Committees are half-way through their funding cycles. Throughout this edition of the ICC News you will find updates from on-going projects.

Communications

The Communications Committee sent out press releases for the ICC Cancer Control Awards, created a draft of communication guidelines and worked with Kirkwood Community College students on creating a series of posters and postcards using cancer risk reduction messages tested by C-Change.

Joan-Felkner@uiowa.edu

Governmental Relations

The ICC Governmental Relations Committee completed *The Changing Face of Cancer* report in time for release at the 2009 Iowa Cancer Summit. A copy of the report along with the FY 2009 ICC Annual Report was sent to the ICC membership and to members of the Health and Human Services sub-committee of the Iowa General Assembly. The Committee is focused on retaining funds for the Iowa Cancer Consortium and comprehensive cancer control in Iowa for the upcoming legislative session.

Peggy.Huppert@Cancer.org

Membership & Nominating: Member Outreach

The Membership & Nominating Committee continues to host cancer forums across the state. In November forums were held in Decorah and Mason City and in December forums were held in Dubuque and Waterloo. Outreach events are planned for SE Iowa for the spring of 2010. rnielsen1210@aol.com

Conference Planning

The group wrapped up a successful 2009 Iowa Cancer Summit in October and has begun planning the 2010 ICC Spring Meeting in Carroll, Iowa. The spring meeting is planned for Thursday, April 22nd at the St. Anthony Regional Hospital Education Center, http://www.stanthonyhospital.org/images/sarpdf/conference_center.pdf.

Planning has also begun for the 2010 Iowa Cancer Summit and Fall ICC Membership Meeting to be held at the West Des Moines Marriott on September 20th and 21st.

If you are interested in serving on the planning committee for either event please contact Sara Comstock, Comstock@CancerIowa.org.

Implementation Group Updates continued...

Cancer Health Disparities

The Cancer Health Disparities Group is working with four diverse communities across Iowa to implement cancer control strategies at the local level. The ICC is partnering with the Office of Multicultural Health and many other statewide organizations in the planning of these outreach efforts.

African American Breast Cancer Survivors, *Black Hawk County*

The ICC is partnering with the Beyond Pink Team, <http://www.cedarvalleybreastcancer.org> to provide mini-grants to community-based initiatives offering support and education to African American women who are survivors of breast cancer. These programs include a breast health series on KBBG, wellness program scholarships for African American breast cancer survivors and assistance in the formation of the African American breast cancer support group.

Latino Community Cancer Forums, *Polk County*

The ICC is partnering with organizations throughout the Des Moines metro area that serve the Latino community. Four forums focusing on cancer in the Latino community will be held throughout spring 2010. RSVP to Comstock@CancerIowa.org to attend any of the forums.

Thursday, February 11th

Cancer in the Latino Community

Breast & Cervical Cancer

United Way

11:30 – 1:00

1111 9th St # 100

Des Moines, Iowa

Thursday, March 11th

Cancer in the Latino Community

Colorectal Cancer

United Way

11:30 – 1:00

1111 9th St # 100

Des Moines, Iowa

Thursday, April 8th

Cancer in the Latino Community

Physical Activity & Nutrition

United Way

11:30 – 1:00

1111 9th St # 100

Des Moines, Iowa

Tuesday, May 11th

Cancer in the Latino Community

Cancer Resources

United Way

11:30 – 1:00

1111 9th St # 100

Des Moines, Iowa

Rural Iowans, *Union County*

The ICC is partnering with the Greater Regional Medical Center in Creston, Iowa to reach rural Iowans in the southwest corner of the state. Creston was the site of one of the first cancer outreach forums and had great participation from the community and health professionals.

American Indians, *Throughout Iowa*

ICC is partnering with the Iowa Office of Multicultural Health and the Northern Plains Comprehensive Cancer Control program to provide cultural competency training to healthcare professionals.

If you are interested in assisting with planning or implementation efforts of any of the above efforts please contact Sara Comstock, Comstock@CancerIowa.org or Sieglinde Prior, sprior@idph.state.ia.us.

Implementation Group Updates continued...

Clinical Trials: Formation of a Statewide Clinical Trials Network

An Iowa Clinical Trials Cancer Mini-Summit was held on October 1, 2009 in conjunction with the ICC Fall Meeting. The summit had thirty attendees from around the state. The group decided to come together again in the spring of 2010. Dr. Richard Deming provided facilitation for the day and Karen Van De Steeg presented information on clinical trials at June E. Nylen Cancer Center in Sioux City.

Short Term Goals

- Support legislation for insurance coverage of routine cost of care for patients enrolled on clinical trials
- Increase public awareness of clinical trials
- Increase physician awareness of clinical trial availability

Long Term Goals

- Formation of the statewide clinical trials network
- Determine feasibility of a statewide Institutional Review Board

Joan Felkner, joan-felkner@uiowa.edu

Physical Activity & Nutrition: Worksite Wellness Initiative

Focus groups have been held in Des Moines, Cedar Rapids and with YMCAs statewide to develop a worksite wellness toolkit for small to medium size businesses in Iowa. Another focus group is planned in Sioux City. A prototype will be developed and tested in the spring.

Contact Amy Liechti for more information, aliechti@idph.state.ia.us

Patient & Family Resources: St. Luke's Cancer Wellness Program

The Cancer Wellness Program has begun enrolling patients. All enrolled patients receive a Cancer Wellness Care Coordination Binder including specialized sections on physical activity, psychosocial/quality of life, cancer resources and nutrition. An evaluation tool for the patient binders is under review. ivesteKA@crstlukes.com

Patient & Family Resources: The Human Side of Cancer

Gilda's Club of the Quad Cities is partnering with Genesis Cancer Care Institute to provide an educational workshop to oncology nurses, physicians and other interested health care workers on the psychosocial needs of cancer patients and means of assuring long term follow-up and care.

Dr. James Zabora is the keynote speaker. The event is planned for February 9th. Contact Melissa Wright for more information. melissa@gildasclubqc.org

National Cancer Institute, Cancer Information Service (NCI CIS) will be ending its Partnership Program in January 2010. If you would like more information about the National Cancer Institute's plans for outreach to communities after the closing of the Partnership Program, details can be found at <http://cis.nci.nih.gov/ncioutreach.html>. You may contact the National Cancer Institute at 1-800-4-CANCER or www.cancer.gov to order educational materials.

On behalf of the North Central Region of the National Cancer Institute's Cancer Information I would like to thank all of our partners and collaborators over the past five years. Thank you for everything you have done for cancer control in Iowa and all that you continue to do.

While I will remain the Associate Director of the Iowa Cancer Consortium, I will no longer be the Partnership Program Coordinator for the Cancer Information Service once the program ends January 15, 2010.

Sara Comstock, Iowa Partnership Program Coordinator

Cancer Events & Resources

Iowa Cancer MAPS

Mentors Assisting & Preparing Survivors

The goal of the program is to provide one-on-one support to cancer survivors, family members, and/or caregivers that live in the state of Iowa.

If you are a cancer survivor and would like to mentor a newly diagnosed cancer survivor or be matched with someone who has had a similar experience please call 1-888-99-4-MAPS (6277) or visit www.IowaCancerMAPS.org.

A Lion in the House

The Iowa Department of Public Health has an entire set of materials from the documentary "A Lion in the House." The series documents 5 families battling pediatric cancer over a 6 year period of time.

2 VHS tapes of the program, a DVD, separate DVD modules on school issues, spirituality, siblings stories, pediatric end-of-life and survivorship and a companion book are available for loan.

If you would like to borrow the materials please contact:

Holly Smith, Program Coordinator
Comprehensive Cancer Control Program, IDPH
515-281-0925 (p)
hsmith@idphs.state.ia.us

Making Data Talk

Communicating Public Health Data to the Public, Policy Makers, and the Press

January 26th, 2010 - 1:00 p.m. - 2:00 p.m. CST

The National Cancer Institute (NCI) kicks off a series of monthly cyber-seminars in January designed to engage researchers, cancer control and public health practitioners in a discussion around the successes and challenges of translating research into practice.

The first interactive cyber-seminar will highlight Making Data Talk, a book by NCI authors Drs. David Nelson, Brad Hesse, and Bob Croyle. Presenters will provide practical suggestions on how scientists and other public health practitioners can better communicate data to the public, policy makers, and the press in typical real-world situations. Following the presentation, you will be invited to share your experiences during an interactive question and answer session.

Register Now!

Please click here

https://www.mymeetings.com/emeet/rsvp/index.jsp?customHeader=3Dmymeeting=s&Conference_ID=3D2892385&passcode=3D2832909 to register for this event. After you register, you will receive a confirmation email with the toll free number, passcode, and your unique PIN.

For more information, please contact Margaret Farrell at margaret-farrell@nih.gov or Alissa Gallagher at alissa.gallagher@nih.gov.

Upcoming Events

January 6th
ICC Governmental Relations Call
11:00 – 12:00
1-888-290-7502
Passcode: 9648762#

February 9th
The Human Side of Cancer
Genesis Hospital/Gilda's Club of the Quad Cities
Contact: Melissa Wright,
Melissa@gildasclubqc.org

February 11th
Cancer in the Latino Community
United Way
11:30 – 1:00
Des Moines, Iowa

March 6th
Survivorship Conference
Holiday Inn NW
Des Moines, Iowa
www.childrenscancerprograms.com

March 9th
ICC Patient & Family Resources
Planning Meeting
Location: TBD
Cedar Rapids, Iowa
10:00 – 2:00

March 11th
Cancer in the Latino Community
United Way
11:30 – 1:00
Des Moines, Iowa

April 8th
Cancer in the Latino Community
United Way
11:30 – 1:00
Des Moines, Iowa

April 13th & 14th
Governor's Conference on Public Health
Ames, Iowa

April 22, 2010
Iowa Cancer Consortium
Spring Meeting
Carroll, Iowa

May 11th
Cancer in the Latino Community
United Way
11:30 – 1:00
Des Moines, Iowa

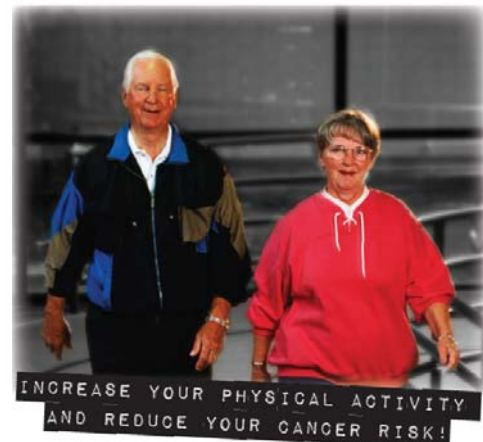
September 20 & 21, 2010
Iowa Cancer Summit
West Des Moines, Iowa

ICC Partners with Kirkwood Students

The ICC Communications Committee partnered with graphic design students in David Brandstetter's Kirkwood Community College course to create marketing materials to encourage healthy lifestyles. The group used language in the materials that has been tested through the national cancer organization C-Change and the Ad Council of America to create the posters, postcards and newspaper ads. Andrew King, Christine Thompson and Matt Orr spent the fall semester pairing the C-Change cancer risk-reduction message with graphics to create the finished products that target youth, teens and adults.

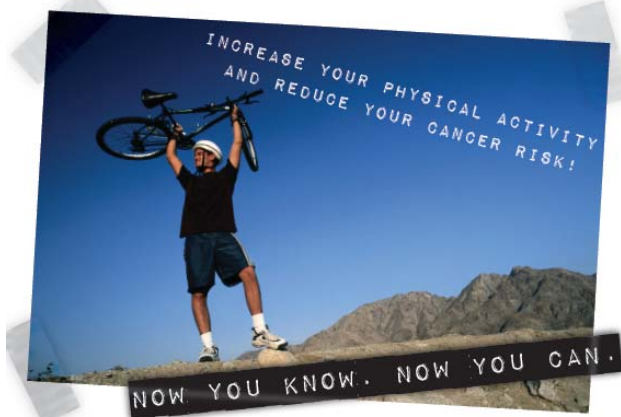
The project was a win-win situation. The Consortium was able to take advantage of free design work and the students now have a collection of materials for their portfolios as they search for jobs. Thank you Andrew, Christine and Matt!

Please contact Sara Comstock, Comstock@CancerIowa.org, or Joan Felkner, joan-felkner@uiowa.edu for more information about the materials available. A few of the materials are pictured to the right.

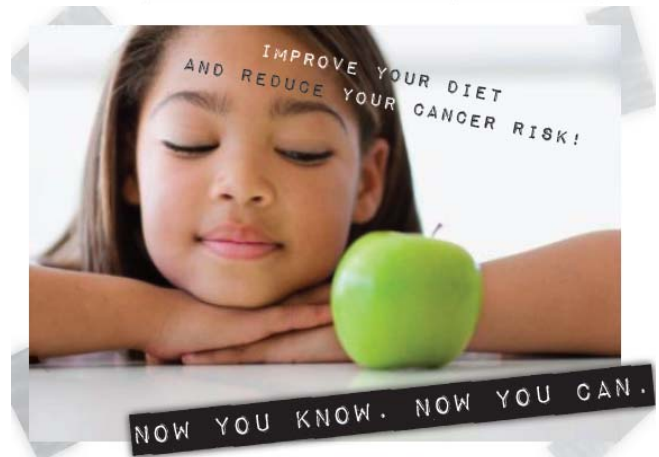


PHYSICAL ACTIVITY REDUCES THE RISK OF
COLON CANCER BY 50%!

NOW YOU KNOW. NOW YOU CAN.



NOW YOU KNOW. NOW YOU CAN.



NOW YOU KNOW. NOW YOU CAN.

Communications Group Update: The group continues to work on the new graphic standards for the ICC logo and tagline. Targeted mailings of CancerIowa.org cards are planned for health professionals across the state. Please contact Committee Chair, Joan Felkner, joan-felkner@uiowa.edu if you are interested in joining the Communications Committee.

National Cancer Control Events & Activities

Communities as Partners in Cancer Clinical Trials – Implementation Partners Showcase

Four free webinars highlight the activities of grant awardees implementing recommendations from the final report of Communities as Partners. All sessions held from 3:30 PM - 5 PM ET, dates and topics below. Full details and registration for the webinars is at

<http://www.enacct.org/whats-new/press-coverages/enacct-and-ccph-host-four-free-webinarsshowcasing-communities-partners-ca>

- January 7, 2010:** The Potential for Community Advisory Boards in Cancer Clinical Trials
January 11, 2010: Expanding Access to Cancer Clinical Trials through Improvements in the Informed Consent Process

12th Annual National *Dialogue for Action*

March 24-26, 2010

Baltimore, MD

<http://preventcancer.org/>

Second Annual International Telehealth Palliative Care Symposium

April 27-29, 2010

<http://www.palliativeak.org/>

Community-Campus Partnerships for Health's 11th Conference "Creating the Future We Want to Be: Transformation through Partnerships"

May 12-15, 2010

Portland, Oregon

<http://www.ccph.info>

Cancer, Culture & Literacy – 7th Biennial Conference

May 20-22, 2010

Clearwater Beach, FL

<http://moffitt.org/ccl>

2010 Women's Health Calendar

The 2010 Women's Health Calendar is now available for order. The calendar is provided by the U.S. Department of Health and Human Services. It comes highly recommended for every woman. It's a great calendar that provides health tips, timelines and reminders for tests and procedures based on age, and many other things. Best of all, it is free!

<http://www.womenshealth.gov/pub/calendar/index.cfm>

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