



September 2010
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Iowa Cancer Consortium News

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ICC Staffing Updates

Tina Devery, ICC Executive Director, has stepped down from her position with the ICC to work with the Holden Comprehensive Cancer Center as Associate Director of Administration. Tina will remain active as an ICC member in her new role. Sara Comstock will be assuming interim responsibilities as Executive Director while the Board considers a transition plan.

Please join us in welcoming a new staff member Kelly Sittig. Kelly will be joining the staff as a Communications and Membership Coordinator. Kelly brings experience in communication and marketing through her previous positions as the Communications Director at the American Red Cross Grant Wood Area Chapter and most recently as the Marketing and Advertising Specialist at Culver's Garden Center in Marion.

Kelly will help the ICC improve communication with our membership through our newsletter, website, member orientation and our membership meetings. Kelly's first day will be September 17th and you can meet her in-person at the 2010 Iowa Cancer Summit on 9/20 and 9/21. Once she starts her e-mail will be Sittig@CancerIowa.org and her phone is 319-335-8816.

State Cancer Plan Update

Get ready to shape the future of CCC in Iowa! Our current state cancer plan runs through 2011 and a steering committee has been hard at work to create framework for the new plan. The next step in this process is **you!** We will be forming content teams for each section this month.

So what does this mean? Each content team will draft goals, objectives and strategies for their section. This is an important task as the plan will drive the work of the ICC and statewide cancer control efforts for the next five years. The sections for the new state plan are:

- Primary Prevention
- Screening
- Treatment
- Quality of Life

This is a great opportunity to be engaged in a short-term ICC activity. A final draft of the new state plan will need to be completed by June 2011. If you or someone you know is interested in participating or co-chairing a section, please contact Comstock@CancerIowa.org. We will be providing more information at the Fall Summit on 9/20.

Body & Soul Statewide Event

The ICC is partnering with the American Cancer Society to host a statewide Body Soul event on October 9th in Cedar Rapids, Iowa. The gathering will have speakers on nutrition, physical activity and Body & Soul implementation. If you or your organization is interested in serving on the planning committee, attending or providing resources for the event please contact Sara Comstock, Comstock@CancerIowa.org.

working together to conquer cancer...

Registration:

\$35 ICC Member

\$65 Non-Member

Contact Rollins@CancerIowa.org to register.

Continuing Education:

CEUS will be offered for nurses, social workers and CHES.



The Iowa mentoring program, Iowa Cancer MAPS has begun transitioning services to local and regional mentoring services. The MAPS program originally started with a grant from the Lance Armstrong Foundation in collaboration with the Patient and Family Resources Implementation Group and was sustained until recently with funding by the Iowa Cancer Consortium (ICC). Recently, the Implementation Group determined the program was not fulfilling the gap it was originally intended to address. When the program was first created there were few survivorship programs available to Iowans. Due to expansion of other local and national mentoring programs the decision was made to close MAPS and refer patients and mentors to other existing programs.

We would like to thank everyone who has put their time and effort into this project and for your continued involvement in meeting the needs of Iowa cancer survivors. During the transition the MAPS phone hotline will be forwarded to 1-800-237-1225 and the Cancer Information Service at the Holden Comprehensive Cancer Center will handle any inquiries. The website link will redirect searchers to the ICC website and the Patient and Family Resources Implementation Group will develop a list of peer mentoring resources to distribute to interested patients and caregivers. The implementation group will maintain current matches by providing support. If you have any questions, please contact Sara Comstock, 319-335-8144.

In 2008, when the ICC incorporated as a non-profit organization the Board voted to implement a dues structure for membership. The dues assist with ICC general operations and mission delivery. Effective this fall, ICC individual membership dues will be \$20 and an organization can become a member for \$250 and name up to 5 individual representatives.

Membership benefits include lower registration fees for the Cancer Summit, free CEUs, ICC voting rights, ability to serve on the Board of Directors and as project/implementation chairs, networking opportunities, access to ICC resources and materials and cancer control technical assistance from ICC staff. Membership waivers are available for those who would be otherwise unable to participate.

\$20	Individual Membership (effective through December 31, 2011)
\$250	Organizational Membership (effective through December 31, 2011)

Contact Sara Comstock for more information, 319-335-8144, Comstock@CancerIowa.org

The Leukemia & Lymphoma Society is offering a telephone support group for Iowa and Nebraska adults affected by leukemia, lymphoma, or myeloma. Please encourage all interested individuals to participate.

Second Tuesday mornings 10:00 - 11:00AM beginning September 14th, 2010

This group will provide an opportunity to talk with a small group of people who are affected by a blood cancer. No special equipment is needed - just a telephone. Relax in the comfort and privacy of your own home and treat yourself to an hour of interesting conversation, information, and support. The sessions will be facilitated by Marilyn Kile, Advanced Nurse Practitioner, and Brenda Winkler, Licensed Master-level Social Worker.

Call to register with Wendy Sontag, Patient Services Manager, (515)270-6169 or (800)347-1074 or email

wendy.sontag@lls.org.

Educational Opportunities

Psychosocial Oncology Conference: Survivorship Begins and Diagnosis October 1, 2010

Iowa City, Iowa

Registration Fee: \$75 (fulltime students \$30) **Registration Deadline:** Tuesday, September 28th

Fee includes registration, handouts, continental breakfast, breaks, box lunch, and credit processing

Continuing Education: Nursing 0.72 CEUs, Social Work 5.75 hours

Questions/Registration: Contact Tara Clark 319-356-1730 or tara-clark@uiowa.edu

Expense-paid Training Opportunity in Washington, DC for Social Workers and Nurses on the Cancer Survival Toolbox®, a free resource developed by the National Coalition for Cancer Survivorship

The National Coalition for Cancer Survivorship (NCCS), The National Association of Social Workers (NASW) and the Oncology Nursing Society (ONS) are hosting a **Train-the-Trainers Conference on the Cancer Survival Toolbox®**, at the National Office of NASW in Washington, DC on Tuesday, **November 16, 2010**. The Cancer Survival Toolbox (<http://www.canceradvocacy.org/toolbox/>) is an audio tool produced by and for cancer survivors, to help newly diagnosed individuals, as well as families and caregivers, develop skills to better understand and meet the challenges of their illness. All expenses related to the conference (travel, lodging and meals) are covered by NASW. Attendees will be required to train at least 20 professional peers in the 12 months following the conference. **Applications are due September 20th**. Application materials are available at <http://www.socialworkers.org/practice/toolkittraining/>. CEs will be available for a nominal fee.

If you have any questions, please contact:

Stacy Collins, Senior Practice Associate, NASW

750 First Street NE; Suite 700

Washington, DC 20002

scollins@naswdc.org

Genomics and Cancer Control: What to Know and What to Do Tuesday, September 14th, 2010 - 2:00-3:00 p.m. ET

Genomics plays a role in nine of the ten leading causes of death in the United States, most notably cancer. Understanding how genes interact with environmental and behavioral risk factors, such as diet and physical activity, is central to cancer control and prevention efforts.

The Centers for Disease Control and Prevention will explain the science behind public health genomics, describe new resources available to guide practitioners, and unveil new content available on Cancer Control P.L.A.N.E.T.

Register Now!

Please click on the following link to register for this event at

http://ccplanet.cancer.gov/cs_genomics.html. Following registration, you will receive a confirmation email with the toll free number, entry code, and participant URL. This cyber-seminar will be archived on the Cancer Control P.L.A.N.E.T. Step 2 web site at <http://ccplanet.cancer.gov/cyber-seminars.html> approximately one week after the presentation.

Educational Opportunities

Dialogue on Dissemination: A Researcher Perspective

Tuesday, September 28, 2010, 2:00–3:30 p.m. ET

Disseminating evidence-based programs and policies requires that researchers, policy makers, and practitioners take active roles in the process. While their perspectives, systems, and practices vary, the goals of public health researchers remain the same: to reduce the burden of disease and move from "research to reality."

This fall, the National Cancer Institute will sponsor a series of three discussions to engage stakeholders across the dissemination continuum. Researchers, policy makers, and cancer control practitioners will highlight promising approaches and address barriers to implementing evidence-based programs and policies.

Register Now!

Please click on the following link to register for this event:

http://ccplanet.cancer.gov/cs_dialogue_researcher.html

Iowa Super Power Summit

This fall the **Super Power Summit** is coming back to Iowa, but instead of one summit there will be **four regional summits!** The summits will help youth discover the SUPER-POWERS inside of them by promoting nutritious eating and physical activity. They will bring together teams of 4 middle school students and **their** school adult advisor for a day full of fun activities, networking, mini-grant opportunities, as well as some exciting keynote speakers!

The Regional Summits include:

-Tuesday, October 5th: Boulders Conference Center, Denison (Deadline to register: September 10th) –

Keynote Speaker: **TBA**

-Friday, October 15th: University of Northern Iowa, Cedar Falls (Deadline to register: September 10th) –

Keynote Speaker: **Ben Jacobson, UNI Men's Basketball Coach**

-Tuesday, October 19th: Bridgeview Center, Ottumwa (Deadline to register: September 24th) – Keynote

Speaker: **TBA**

-Tuesday, October 26th: Ankeny Marriott, Ankeny (Deadline to register: September 24th) – Keynote speaker:

Fred Hoiberg, ISU Men's Basketball Coach

Registration is on-line and open! A school sponsor may register a team of four middle school students today by visiting: www.actionforhealthykids.org/Iowa.

Cancer Legal Resource Center (CLRC)

The CLRC is a national, nonprofit organization committed to providing health care professionals with useful information about cancer-related legal issues that patients face as a result of a cancer diagnosis.

In an attempt to strengthen their outreach and education efforts in the cancer community, CLRC has composed a survey to uncover the demographics of patients, the frequently asked questions and concerns raised by patients, and to solicit your general thoughts on the role health care professionals play in providing information to patients.

Please take a few minutes to fill out this brief questionnaire. The CLRC welcomes any pertinent information you think may be helpful to them in order to provide better services in the community.

Click here to take the survey— <http://www.surveymonkey.com/s/HCPsurvey>

CCC Resources/Updates

The Global Economic Cost of Cancer Report Released

The American Cancer Society and LIVESTRONG® (Lance Armstrong Foundation) have released a first-of-its-kind study, 'The Global Economic Cost of Cancer,' which shows that cancer is the world's top "economic killer" as well as the world's leading cause of death. Data in the report demonstrates that cancer has the greatest economic impact from premature death and disability of all causes of death worldwide. Click [here](#) to read a summary of the report.

How Do You Measure Up? A Progress Report on State Legislative Activity to Reduce Cancer Incidence and Mortality

American Cancer Society, Cancer Action Network, 2010.

The report measures state policies and provides a blueprint for effective legislation on six legislative priority areas: 1) breast and cervical cancer early detection program funding; 2) access to care for the uninsured; 3) colorectal screening coverage laws; 4) smoke-free laws; 5) tobacco prevention program funding; and 6) tobacco taxes. Twenty-three states met benchmarks on none or only one of the six areas measured. No state met all six benchmarks. **URL:**

<http://acscan.org/static/measure/>

Cancer in the News

Progress Against Prostate Cancer (8/30/10)

September is Prostate Cancer Awareness Month. Prostate cancer is the most common cancer (excluding skin cancer) among American men. Although 1 in 6 men in the United States will be diagnosed with prostate cancer at some point during their lives, most of these men will die of something else. Nevertheless, more than 30,000 U.S. men are expected to die of prostate cancer this year. [Read more...](#)

Massage Therapy As an Option in Supportive Care (8/27/10)

Massage therapy, a form of hands-on healing, has been used since ancient times and across many cultures. Today, it's a popular form of complementary and alternative medicine (CAM) in the United States, especially as a supportive therapy to help manage symptoms such as pain, sleep problems, and the negative effects of stress. [Read more...](#)

Tobacco Use Among Middle and High School Students – United States, 2000 – 2009 (8/26/10)

Tobacco use continues to be the single leading preventable cause of death and disease in the United States, and more than 80 percent of established adult smokers begin before the age of 18. To monitor trends in tobacco use among middle and high school students, CDC analyzed data from the National Youth Tobacco Survey (NYTS). [Read more...](#)

Smoking in Top-Grossing Movies – United States, 1991 - 2001 (8/19/10)

Youth who are heavily exposed to onscreen smoking are approximately 2 to 3 times more likely to begin smoking than are lightly exposed youth. An analysis of top-grossing movies from 1991-2009 found that, although depictions of tobacco use have declined in recent years, more than half of movies rated PG-13 still contained tobacco imagery in 2009. [Read more...](#)

HHS Announces Medicare Expands Coverage of Tobacco Cessation Counseling (8/25/10)

The U.S. Department of Health and Human Services expanded Medicare coverage of evidence-based tobacco cessation counseling, removing a barrier to treatment for all tobacco users covered by Medicare. [Read more...](#)

Iowa Cancer Consortium

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For suggestions for future editions or corrections please contact comstock@CancerIowa.org.