



August 2011  
Volume 6 | Issue 8

# Iowa Cancer Consortium **News**

## In This Issue...

- | Summit Registration Open
- | Native American Cultural Competency Training
- | Colorectal Cancer Dialogue Registration Open
- | Nominations Open for Iowa Cancer Control Awards

Find it on  
[www.CancerIowa.org](http://www.CancerIowa.org)



[Local and Statewide Cancer Resources by County](#)

## Iowa Cancer Summit Registration Now Open

Registration for the annual Iowa Cancer Summit is now open. The Summit is being held on October 3rd and 4th at the West Des Moines Marriott in West Des Moines. The registration form is available online [here](#). Once completed, please email, mail or fax the registration form and payment to:

Iowa Cancer Consortium  
100 MTP4  
Room 122  
Iowa City, IA 52242-5000  
Fax: (319) 335-4072  
Phone: (319) 384-1741  
Email: [Rollins@CancerIowa.org](mailto:Rollins@CancerIowa.org)

The Summit brochure is also now available online [here](#). The brochure contains information about the Summit, including the schedule and session objectives.

Continuing Education Credits for nurses, social workers, and certified health educators will be available as well. Check out the brochure for more information.

The theme of this year's Summit is *Collaborating for the Future: Unveiling Iowa's New Cancer Plan*. The newly revised Iowa Cancer Plan will be released at the Summit.



## Native American Cultural Competency Training Registration Open

The Iowa Cancer Consortium and Iowa Department of Public Health are hosting two Native American Cultural Competency Trainings. These trainings will focus on building relationships with Native American populations. To register for one of these free trainings, go [here](#).

### **Sioux City, IA**

August 22-23, 2011  
Four Directions Community Center  
613 Water Street  
Sioux City, Iowa 51103

### **Des Moines, IA**

September 19-20, 2011  
Camp Dodge  
7105 NW 70th Ave  
Johnston, Iowa 50131

After attending the training, participants will be able to:

1. Recognize the need for culturally appropriate actions based on the historical perspective of Native American populations.
2. Identify health service systems and delivery methods available to Native American population.
3. Identify culturally sensitive communication methods and techniques for Native American outreach efforts.
4. Apply effective strategies and messaging for working with Native American populations.

## Iowa Dialogue on Colorectal Cancer Registration Open

The Iowa Cancer Consortium, Iowa Get Screened program, and the American Cancer Society have joined together to organize a statewide dialogue on colorectal cancer in Iowa. Anyone interested in colorectal cancer control is welcome to attend. Registration for this event is now open and available [here](#).

September 16th, 2011  
Stoney Creek Inn  
5291 Stoney Creek Court  
Johnston, IA 50131



## Engaging Communities to Advance Environmental Health Policy

The University of Iowa College of Public Health is hosting a conference titled Engaging Communities to Advance Environmental Health Policy: National Conference and Environmental Justice Listening Session. This conference features Kenneth Olden, Professor and Dean of CUNY School of Public Health at Hunter College, along with many other great speakers, including Peggy Huppert, ICC member and Iowa Director of Government Relations for the American Cancer Society. The event is free to attend.

Click [here](#) to view the agenda and [here](#) to register.

## Nominations Open for Iowa Cancer Control Awards

Nominations are now open for the 5th Annual Karen Packer Spirit of Collaboration Award and the 4th annual Iowa Cancer Champion Award. The Karen Packer award is given in memory of Karen Packer and her exemplary work on cancer control efforts in Iowa. ICC members are encouraged to nominate fellow Consortium members who exemplify collaboration in cancer control efforts. The Iowa Cancer Champion Award is presented to an individual or organization that has led the way for cancer control policy initiatives.

If you would like to submit a nomination for either award, please write a brief paragraph describing the individual or organizational efforts and e-mail it to Sara Comstock at [Comstock@CancerIowa.org](mailto:Comstock@CancerIowa.org) by September 1, 2011. The recipient of the Karen Packer Spirit of Collaboration Award and the Iowa Cancer Champion will be announced at the ICC Fall Meeting on October 3rd at the West Des Moines Marriott.

## Lance Armstrong Rides on RAGBRAI

Tour de France winner and cancer control advocate Lance Armstrong was in Carroll, Iowa last week for RAGBRAI. While in Carroll, Armstrong met Dr. George Weiner, director of the Holden Comprehensive Cancer Center and president of the Iowa Cancer Consortium. Armstrong rode with his LiveStrong team. To read more about Armstrong's visit to Iowa, click [here](#).

## Request for Physicians - Radon

Lung cancer survivor and Iowa Cancer Consortium member Gail Orcutt made the news last month with her request to physicians. She is asking all physicians to include two simple questions as a part of a new patient's history and all annual exam. The questions are: 1) Have you tested your home for radon within the past two years? and 2) What was the result? Gail's request was published last month in *The Gazette* and can be seen on the CanSAR (Cancer Survivors Against Radon) website.

Read The Gazette article [here](#) and the CanSAR article [here](#).

## Jonathan C. Ward - Native American Flutist Concert

Jonathan C. Ward, an award-winning flutist of the Lumbee Tribe of North Carolina, will be performing at the Old Brick (26 E. Market St.) in Iowa City on August 18th at 7:00 p.m. 7 Feathers and the Iowa Cancer Consortium are sponsoring the event and information about cancer will be available. Tickets cost \$5.

### Follow the ICC on Facebook!



Visit [www.facebook.com/IowaCancerConsortium](http://www.facebook.com/IowaCancerConsortium)

### Have News to Share?

Ask your organization to add [sittig@cancerio-wa.org](mailto:sittig@cancerio-wa.org) to its news release list!

## Committed to the Core: An Evening of Inspiration



World Triathlete Charlie Wittmack and Dr. Richard Deming will be talking about their recent journey with a group of cancer survivors and caregivers to the Mt. Everest base camp. This event is being held at Hoyt Sherman Place in Des Moines on August 18th.

Reserved Seats are \$12.50. Call Hoyt Sherman Box Office at 800-745-3000 or go to [Ticketmaster.com](http://Ticketmaster.com) to reserve a seat. More information about this event is available [here](#).

## Survey Delivery – How do I get a decent response rate?

By Kellee McCrory, ICC Evaluator

National Resource Center for Family-Centered Practice, UI School of Social Work

Sufficient response rates are important for surveys. A survey that collects very little data may not contain substantial information. In order to collect successful responses, researchers must take into consideration the audience, the quantity of online (and paper) surveys (already) in circulation, and the potential for online surveys to be reported as spam. These factors may result in lower respondent interest and acceptance of survey invitations (surveymonkey, 2011).

How can you ensure the best response rate possible? Here are some tips I have learned over the years:



1. Make sure you are targeting the right audience for your survey. Do your homework – who can answer the questions? Who has access to the population you want to survey? What type of survey would work best with the population? Why should they care about participating?
2. Let the target population know the survey is coming to them. Send a postcard or email asking them to be on the look-out for the survey and why you would like them to complete and return it.
3. If it is a mail survey, include a post-paid envelope with a REAL stamp on it. Have the survey on bright colored paper so it does not get lost in a pile of papers.
4. If it is an online survey, ensure the recipient knows how long the survey will take. Use multiple choice, yes/no options and single choice options. Quicker for the recipient to complete too! Same is also true for paper surveys.
5. Use your re: line in email to inform the recipient - don't use "Survey" or "Please take this survey". Intrigue recipients into opening the email. Let them know the topic in the re: line.
6. Let the recipient know what will happen to the survey data and how the data will be used.
7. Maintain confidentiality! Keep responses in a safe location, de-identify data.
8. After a week or so, send out reminders to recipients. Reminders can up your response rate!
9. Thank people for taking the time to complete the survey. If you are able – share the data with the recipients (this is not always possible).

With proper preparation and time invested into survey delivery, you can feel confident that you can receive a decent response rate.

If you have any questions, email Kellee at [kellee-mccrory@uiowa.edu](mailto:kellee-mccrory@uiowa.edu).





## Funding Opportunities

### People's Garden Grant Program

The People's Garden Program is funded by the National Institute of Food and Agriculture (NIFA). The projects that result from this grant are intended to facilitate the creation of produce, recreation, and/or wildlife gardens in urban and rural areas. The project should also provide opportunities for science-based informal education. This program is a joint initiative supported by USDA's Agricultural Marketing Service, Animal and Plant Health Inspection Service, Food and Nutritional Service, Forest Service, and Natural Resources Conservation Service, in addition to NIFA. Successful applicants will provide micro-subgrant support to smaller local projects.

Applications are due August 26, 2011.

[www.nifa.usda.gov/funding/rfas/peoples\\_garden.html](http://www.nifa.usda.gov/funding/rfas/peoples_garden.html)

## Networking, Action, and Education

### Komen Siouxland Breast Health Symposium

The Susan G. Komen Siouxland Affiliate is hosting the first annual Komen Siouxland Breast Health Symposium, The Faces of Breast Cancer, on February 11, 2012. The Symposium will be held at Western Iowa Tech Community College. The all day symposium will provide educational opportunities patients, providers and survivors. Diana Rowden, survivorship and outcomes vice president for Susan G. Komen for the Cure, is the keynote speaker.

Before the symposium takes place, everyone is welcome to submit artistic renderings of people who have been affected by breast cancer. This invitation is open to everyone of all ages. Art projects can be drawings, sketches, paintings, etc. For more information, email Barb Pieper at [PieperBK@stlukes.org](mailto:PieperBK@stlukes.org), call (712) 277-1553, or visit [komen-siouxland.org](http://komen-siouxland.org).

The mission of the Iowa Cancer Consortium is to reduce cancer incidence and mortality in Iowa through collaborative efforts that provide services and programs directed toward comprehensive cancer prevention and control.

## ICC Board of Directors:

**George Weiner** | Iowa City | *President*

**Richard Deming** | Des Moines

**Lorrie Graaf** | Des Moines

**Amber Leed-Kelly** | Council Bluffs

**Ron Nielsen** | Des Moines

**Claudia Robinson** | Davenport

**Norm Van Klompburg** | Newton

## ICC Staff:

**Sara Comstock**

Executive Director  
(319) 335-8144

[Comstock@CancerIowa.org](mailto:Comstock@CancerIowa.org)

**Kelly Rollins**

Project Assistant  
(319) 384-1741

[Rollins@CancerIowa.org](mailto:Rollins@CancerIowa.org)

**Rachel Schramm**

Outreach Specialist  
(319) 467-4569

[Schramm@CancerIowa.org](mailto:Schramm@CancerIowa.org)

**Kelly Sittig**

Communications &  
Membership Coordinator  
(319) 335-8816

[Sittig@CancerIowa.org](mailto:Sittig@CancerIowa.org)

100 MTP4, Iowa City, IA 52242 | (319) 335-8144/(800) 237-1225 | Fax: (319) 335-4072

[www.CancerIowa.org](http://www.CancerIowa.org)



Please send corrections or suggestions for future issues to [Sittig@CancerIowa.org](mailto:Sittig@CancerIowa.org).