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Iowa Cancer Consortium *News*

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ICC 2011 Spring Meeting Around the Corner

Although the snow is piled high right now, April is only a couple months away, and with it comes the ICC Spring Meeting. Here are the details:

■ **April 14, 2011 | 9 a.m. - 3:30 p.m.**

Old Glove Factory | 733 Broad Street | Grinnell, IA | 50112
([Map](#))

■ Registration is *free* for paid/scholarship ICC members. Cost is \$20 for others. Scholarships are available for both membership and meeting registration. Register on-line at www.canceriowa.org/About-the-ICC/ICC-Meetings.aspx.

■ Due to space constraints, there will be no display tables for partner organizations this year. Instead, partners are invited to submit one to two paragraphs of information to share with meeting attendees as a written update. Please submit information to Kelly Sittig at Sittig@CancerIowa.org before March 31, 2011.

Additional information will be coming soon. Questions? Contact Kelly Sittig at Sittig@CancerIowa.org or (319) 335-8816.



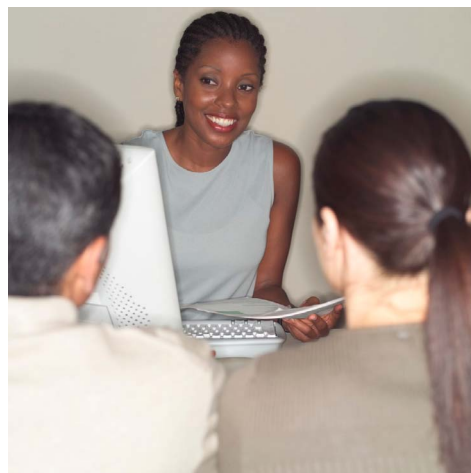
Meet Rachel Schramm

Rachel Schramm has joined the ICC staff as Outreach Coordinator.

A graduate of Iowa State University, Rachel previously worked for the Iowa Department of Public Health in the Bureau of Chronic Disease Prevention and Management, including the Comprehensive

Cancer Control Program and the Iowa Get Screened: Colorectal Cancer Program.

Welcome, Rachel!



Looking Ahead: April is Clinical Trials Awareness Month!

The Iowa Cancer Consortium (ICC) will observe Cancer Clinical Trials Awareness Month for the first time ever this April. The observance is an effort by the ICC and its more than 300 partners to promote awareness of Cancer Clinical Trials and their role in reducing the socioeconomic burden of cancer in Iowa.

Additional information, including a Media Kit, recommended activities and a Patient's Guide to Clinical Trials, can be found at www.canceriowa.org/Clinical-Trials-Awareness-Month.aspx.



WHO-TV Story Shows Dangers of Deadly Radon

As momentum builds behind the fight against radon, Gail Orcutt and Rick Welke are two Iowans who are working to spread the word about the orderless, colorless, cancer-causing gas.

Check out this recent WHO-TV story featuring Gail and Rick and a compelling personal story.



RADON TESTING: Lung cancer survivor encourages Iowans to test homes

Video



Radon in Iowa
(2:31)



Materials Available On-Line

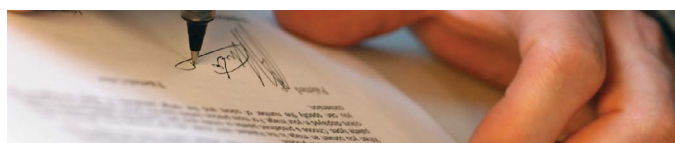
Free cancer education materials through the ICC are now available on-line!

Check out the new on-line order form at www.CancerIowa.org/Free-Materials.aspx.

ICC Set to Release FY 2012 Invitation for Proposals

Each year, the ICC offers implementation grants to groups and projects that support the Iowa Cancer Plan. The next Invitation For Proposals (IFP) will be released on March 1, 2011.

Visit www.CancerIowa.org for summaries of current funded projects, and watch the site for additional information as March 1st approaches. An e-mail will also be sent to ICC members and partners when the IFP is released.



A Note About Membership and Funding Opportunities

Hopefully by now you are aware of the recent changes in ICC membership dues policy. (*If not, check it out [here](#).)* Individuals and organizations who are not current with their ICC membership will now be identified as 'Networking Associates.'

Need even more motivation to get your [membership application](#) in? Future ICC implementation funding will only be available for projects with at least one ICC member as an applicant.

Why Evaluate?

By Kellee McCrory, ICC Evaluator



Where there is a program, there should be an evaluation (Boulmetis & Dutwin, 2005).

Evaluation is a process to systematically collect, analyze and interpret information in response to critical questions to inform program and/or organizational decision making, judgments, and

learning. The decision to evaluate should begin with the following considerations:

- Social and political situations.
- Who wants the evaluation? Who will use the results?
- Decision-making needs.
- Are there policies or procedures that need to be looked at?
- Research for new solutions.
- Be able to try something you think will work/might work.

(Boulmetis & Dutwin, 2005)

Kellee will be available at the ICC Spring Meeting to answer questions about IFP evaluation or evaluation in general. Contact Kellee at kellee-mccrory@uiowa.edu.

Knowing this, why else would you want or need to evaluate a program or project? Evaluation, when properly used, can:

- Determine achievement of objectives
- Improve program implementation
- Increase community support for initiatives
- Respond to grant requirements regarding evaluation
- Inform policy decisions
- Provide accountability to funders, community and other stakeholders

(Capwell, Butterfoss, and Francisco., 2000)

Prior to developing an evaluation plan, ask yourself the following questions:

Question	Yes	No	Hire an Evaluator
Am I the right person to evaluate this program/project?		X	X
Am I too wedded to the program or project?	X		X
Can I keep bias out of the evaluation?		X	X
Am I including everyone who needs to participate in the process?		X	X

If your answers match the X's in the table above, you will be best served by hiring a third-party evaluator to evaluate the program or project for you. Evaluation is a time-consuming and involved process. It cannot be done "when you have the time." Use your resources wisely!

Black American Health: Law as a Social Determinant of Health Webinar

February 23, 2011 | 4-5:30 p.m. Central Time | <https://www2.gotomeeting.com/register/363063002>

Harnessing the Power of Social Media for Cancer Control

Free Cyber Seminar | February 23, 2011 | 1-2 p.m. Central Time

http://cancercontrolplanet.cancer.gov/cs_tools_of_trade.html

2011 Iowa Governor's Conference on Public Health

April 5-6, 2011 | Information and registration: <http://ipha.memberlodge.org/Default.aspx?pageId=127969>

Fourth Biennial Wisconsin Health Literacy Summit

April 12-13, 2011 | Madison, Wisconsin | <http://healthliteracywisconsin.org/events.jsp>

2011-2012 Des Moines Komen Grant Cycle Application Request

More information: <http://www.komendesmoines.org/>

Sign Up for ACS Legislative Updates

Visit <http://acscan.org/> and enter your e-mail address and zip code in the upper right corner.

New ACS Guide to the Affordable Care Act

http://action.acscan.org/site/DocServer/Affordable_Care_Act_Through_the_Cancer_Lens_Final.pdf?docID=18421

CDC Report Documents Important Health Disparities

Americans' differences in income, race/ethnicity, gender and other social attributes make a difference in how likely they are to be healthy, sick, or die prematurely, according to a report by the Centers for Disease Control and Prevention: http://www.cdc.gov/media/releases/2011/p0113_healthdisparities.html?source=govdelivery

American College of Sports Medicine Roundtable on Exercise Guidelines for Cancer Survivors

http://journals.lww.com/acsm-msse/Fulltext/2010/07000/American_College_of_Sports_Medicine_Roundtable_on.23.aspx

2011 First Descents Camps are Open

If you are between the ages of 18 and 39 and have ever heard the words "You have Cancer" then you are eligible for a free week-long adventure camp with First Descents.

<http://www.firstdescents.org/about/>

ACS ChooseYou.com Helps People Commit to Healthy Living

<http://www.chooseyou.com/>

Looking Ahead...

Governmental Relations Committee

Teleconference | February 14 | 11:30 a.m.

[More info...](#)

Conference Planning Committee

Teleconference | February 16 | 9 a.m.

[More info...](#)

Preventing Cancer in the Latino Community: Cancer Prevention

February 17 | 11:30-1:00 | [More info...](#)

Iowa Cancer Plan Steering Committee

Teleconference | February 23 | 9-10:30 a.m.

[More info...](#)



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:

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Lorrie Graaf | Des Moines

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