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Iowa Cancer Consortium *News*

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January is National Radon Action Month

Radon is an odorless, colorless gas that causes cancer. According to the Environmental Protection Agency (EPA), exposure to radon in the home is responsible for an estimated 20,000 lung cancer deaths each year.

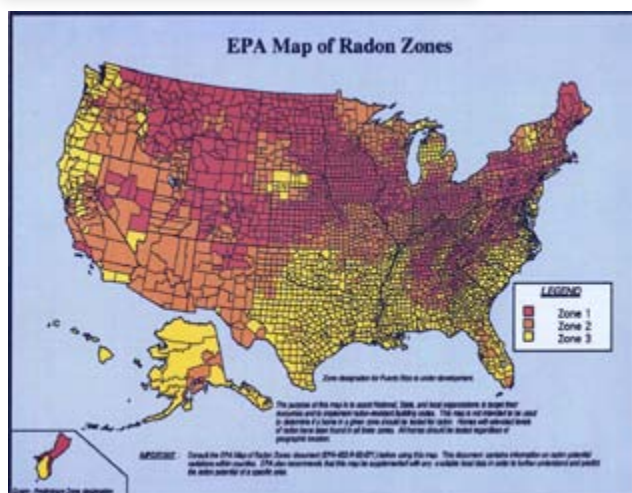
Iowa has the highest number of homes in the U.S. above the EPA acceptable level of radon. In fact, the Iowa Department of Public Health (IDPH) estimates that as many as 5 in 7 homes across Iowa have elevated radon levels.



The good news is that radon in the home is easy to test for, and easy to fix. Simple, preliminary tests can be purchased from Linn County Public Health for as little as \$6 each. Do-it-yourself test kits can also be purchased at many home improvement stores.

For more information about radon statistics, testing and mitigation, check out these resources:

- **Linn County Public Health | Indoor Air**
http://www.linncounty.org/content.asp?Page_Id=781&Dept_Id=17
- **Iowa Department of Public Health Radon Program**
<http://www.idph.state.ia.us/eh/radon.asp>
- **Environmental Protection Agency**
<http://www.epa.gov/radon/>
- **The Iowa Radon Lung Cancer Study**
<http://www.cheec.uiowa.edu/misc/radon.html>



(Click image to enlarge)

Want to get involved? A number of radon experts from across the state have formed the **Iowa Radon Coalition**. Participate in the next phone meeting:
Jan. 14th | 11 a.m. | 866-951-1151 | Pass code: 9128040

ICC Board Election Results

The following individuals have been elected to serve on the Iowa Cancer Consortium Board of Directors for 2011-2012:

Lorrie Graaf
Amber Leed-Kelly
Norm Van Klompenburg

A big thank you to Peggy Huppert for her tenure on the ICC Board and for the continued leadership she provides as the chair of the ICC Governmental Relations Committee.

Community Assistants Selected

Four of five recently advertised regional Community Assistant positions have been filled. The positions are funded by a three-year Iowa Cancer Control Grant in partnership between the ICC, the Iowa Research Network and the University of Iowa.

The grant focuses on understanding and addressing disparities in the burden of colorectal cancer in Iowa. The infrastructure built through this grant will eventually be applied to community-based research addressing other cancers and life-style issues relating to cancer burden.

The Community Assistants will coordinate facilitation and implementation of community-based partnerships by providing administrative support and leadership to the Community Advisory Board and will be involved in all the

facets necessary to ensure the success of the partnerships.

The following individuals/organizations have contracted as Community Assistants:

- **Tami Kinney, Calhoun County Public Health**
Region 1 | Northwest Iowa
- **Judy Boye, Page County Public Health**
Region 2 | Southwest Iowa
- **Daniel Hoffman-Zinnel**
Region 3 | Central Iowa
- **Raul Calderon**
Region 5 | Southeast Iowa

The Community Assistant position for Region 4/ Northeast Iowa remains unfilled. Interested individuals/organizations should contact Sara Comstock at Comstock@CancerIowa.org for more information.

Spread the Word!



Do you know a group that would benefit from learning about www.CancerIowa.org?

The ICC Communications Committee is determining how best to reach Iowans who may not currently know about or use www.CancerIowa.org as a resource. [Share your suggestions here](#) regarding groups/organizations (health care providers, community organizations - anyone!) who would benefit from receiving targeted messages about using CancerIowa.org as a resource for crucial cancer control information in Iowa.

Healthy Iowa Worksites Toolkit

The Iowans Fit for Life team at the Iowa Department of Public Health has just released a new resource – the Healthy Iowa Worksites toolkit. The toolkit development project was funded by the Iowa Cancer Consortium in the spring of 2009 and was a collaborative effort with the Bureau of Chronic Disease Prevention and Management, the Division of Tobacco Use Prevention and Control, Iowans for Wellness and Prevention, and the Wellness Council of Iowa.

Worksite wellness programming is gaining more attention and is considered an effective means for addressing health behaviors of employees. Small businesses need help and the Healthy Iowa Worksites toolkit is designed to provide that help. The toolkit provides a step-by-

step process for implementing wellness programming, including resources that are proven to be effective, programming examples, communications templates, and a comprehensive list of suggested policy and environmental change initiatives for employers to consider.

Iowa employers offer some of the best opportunities in the nation. Implementing wellness and prevention will continue this tradition and improve the health of the Iowa work force.



What We Know About Iowa

- Iowa ranks 22nd in the nation for obesity, with an adult obesity rate of 27.6%. (*F as in Fat: How Obesity Threatens America's Future 2010*)
- Iowans generally spend more than forty hours per week on work and work-related tasks.
- Three of every four health care dollars are spent in the treatment of chronic disease. (Centers for Disease Control and Prevention Chronic Disease Overview, 2009)
- Insurance premiums are increasing at an average rate of 13% across all Iowa employers. (David P. Lind Associates, 2010)
- Iowa has roughly 91,000 businesses with fewer than 100 employees. (Iowa Workforce Development, 2008)
- Small businesses generally don't have the same resources and capacity that larger businesses have to implement worksite wellness programs.

The toolkit can be found on the Iowans Fit for Life web site at http://www.idph.state.ia.us/iowansfitforlife/common/pdf/healthy_worksites_toolkit.pdf.



Download the 2010 ICC Annual Report

<http://www.canceriowa.org/Files/ICCAnnualReport2010.aspx>

Quitline Iowa: Helping Smokers Keep Their Resolutions

According to the 2008 Iowa Adult Tobacco Survey, 83% of Iowans who currently smoke want to quit. Since 2008, Quitline Iowa has helped nearly 65,000 Iowans kick this deadly habit.

In fact, smoking cessation rates for Iowans who receive help from Quitline Iowa average about 20% (average quit rate at 3, 6 and 12 months post counseling), while national smoking abstinence rates without the help of counseling are only 4.7%. (Centers for Disease Control and Prevention Cigarette smoking among adults - United States, 2000. Morbidity and Mortality Weekly Report 2002b;51(29):642-645.)

The program works by offering free coaching that uses evidence-based interventions delivered by full-time tobacco counselors. Tobacco users can enroll for the program on-line, be referred by a health care provider, or by calling 1-800-QUIT-NOW (784-8669).

Quitlines can be especially appealing and effective because they eliminate many of the barriers (transportation, time, etc.) of traditional cessation classes. They are also particularly helpful for people with limited mobility and those who live in rural or remote areas. Telephone-based services can also remove the psychological barriers of group settings.

Approximately one-third of the annual population served by Quitline Iowa is on



Medicaid. In fact, Iowa Medicaid (which provides coverage for nicotine patches, gum, lozenges, Chantix and Burpropion) requires that Medicaid members be referred to Quitline Iowa by their health care provider and enroll in ongoing counseling from Quitline Iowa in order to be eligible to receive the medications benefit.

Visiting www.QuitlineIowa.org makes smoking cessation tools readily available. People wanting help to quit can quickly sign up for the free program on the site and browse other information including a smoking cost calculator and information about health risks.

Health care providers can visit the site to download a fax referral form for patients. Once a referral form is submitted, Quitline staff will contact the patient to initiate cessation services. Providers can also download Medicaid prior authorization forms and order free Quitline Iowa brochures for their patients.

Access these resources and more for a smoke-free 2011 at: www.QuitlineIowa.org

New Online Resource for Understanding Health Reform



Many patients remain confused about the health care benefits that are now available since the passage of the Patient Protection and Affordable Care Act (PPACA) on March 23, 2010. To answer the most commonly asked questions about insurance benefit changes in the PPACA, the Patient Advocate Foundation (PAF) and Patient Action Council have established www.insureUStoday.org. This website is supported by a toll-free number offering personalized services to those with questions and is constructed in a blog format, allowing visitors to post their questions in real time. Questions are then answered by insurance specialists from PAF.



Looking Ahead...

Spring ICC Meeting

April 14, 2011
9:00 a.m. - 3:30 p.m.

Old Glove Factory
Grinnell College
733 Broad Street
Grinnell, IA 50112-2227

Additional information
coming soon!

Iowa Cancer Plan revision: Treatment Section phone meeting

January 4 | 2:30 p.m. | [More info...](#)

Iowa Cancer Plan revision: Quality of Life Section phone meeting

January 10 | 2 p.m. | [More info...](#)

Iowa Cancer Plan revision: Prevention Section phone meeting

January 13 | 1 p.m. | [More info...](#)

Iowa Cancer Plan revision: Screening Section phone meeting

January 18 | 1 p.m. | [More info...](#)

Preventing Cancer in the Latino Community: Children & Cancer

January 20 | 11:30-1:00 | [More info...](#)

ICC Board of Directors Meeting

January 27 | 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:

George Weiner | Iowa City | *President*

Richard Deming | Des Moines

Lorrie Graaf | Des Moines

Amber Leed-Kelly | Council Bluffs

Ron Nielson | Des Moines

Claudia Robinson | Davenport

Norm Van Klompburg | Newton

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Please send corrections or suggestions for future issues to Sittig@CancerIowa.org.