



March 2011  
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# Iowa Cancer Consortium *News*

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## Now Accepting Proposals for FY 2012 State Plan Implementation Grants

To help maintain and expand projects implementing the Iowa Cancer Plan, the ICC Board of Directors invites project proposals for FY 2012 (July 1, 2011 - June 30, 2012).

The intent of the Invitation for Proposals (IFP) is to fund collaborative projects that address identified gaps in Iowa's cancer prevention and control efforts.

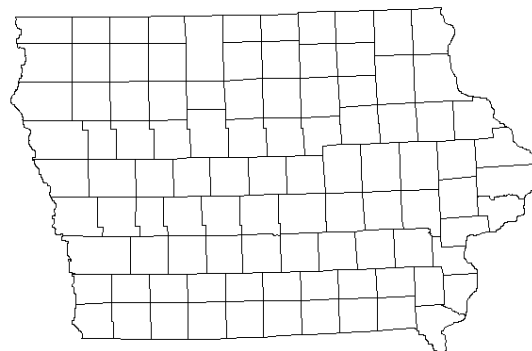
For detailed information and to download an application, visit [www.canceriowa.org/About-the-ICC/Grants.aspx](http://www.canceriowa.org/About-the-ICC/Grants.aspx). Contact Rachel Schramm at [Schramm@CancerIowa.org](mailto:Schramm@CancerIowa.org) or (319) 467-4569 with any questions.

**Want assistance with your IFP?** Consortium staff, including evaluator Kellee McCrory, will be available to answer questions and offer assistance at the ICC Spring Meeting on April 14<sup>th</sup>. Register on-line at [www.canceriowa.org/SpringMeetingRegistration.aspx](http://www.canceriowa.org/SpringMeetingRegistration.aspx).

## View the Annual 'Cancer In Iowa' News Conference Via Webinar

The annual 'Cancer In Iowa' report will be issued by the State Health Registry of Iowa on March 14<sup>th</sup> at a news conference scheduled for 10 a.m.

Register to view the news conference via webinar at <http://cph.uiowa.edu/media/web-features/highlights/cancerreport-video/registration.asp>.





## Reminder: April is Cancer Clinical Trials Awareness Month in Iowa!

Governor Terry Branstad will soon proclaim April to be Cancer Clinical Trials Awareness Month in Iowa. Engaging your community and/or organization in Cancer Clinical Trials Awareness Month activities promotes awareness of Cancer Clinical Trials and their role in reducing the socioeconomic burden of cancer in Iowa.

Ideas for promoting Cancer Clinical Trials Awareness Month, along with a media/tool kit can be downloaded at [www.canceriowa.org/Clinical-Trials-Awareness-Month.aspx](http://www.canceriowa.org/Clinical-Trials-Awareness-Month.aspx).

## Welcome, New Members!

The ICC extends a warm welcome to it's newest members! The following individuals have joined the ICC since December:

**Lynn Arens**, Cedar Rapids  
**Colleen Bornmueller**,  
 Family Planning Council of Iowa, Des Moines  
**Nefertari Donerson**,  
 John Stoddard Cancer Center, Des Moines  
**Jackie Frost-Kunnen**,  
 Mercy Cancer Center, Des Moines  
**Rachael Johnson**,  
 Mercy Cancer Center, Des Moines  
**Barcey Levy**, Iowa City  
**Janet Mannetter**,  
 William R. Bliss Cancer Center, Ames  
**Sheryl Marshall**, West Des Moines  
**Pamela Moffitt**, Sioux Rapids  
**Steve Orazem**,  
 John Stoddard Cancer Center, Des Moines  
**Becky Parrish**,  
 Family Planning Council of Iowa, Des Moines  
**Leila Schlenker**,  
 Family Planning Council of Iowa, Des Moines  
**Alyson Simmons**,  
 Family Planning Council of Iowa, Des Moines  
**Jill Struyk**, Council Bluffs  
**Sandy Swanson**,  
 Mercy Cancer Center, Des Moines  
**Lisa Syfert**, Bettendorf

(Our apologies for any accidental omissions.)

## Show Your Commitment to Cancer Control in Iowa: Sponsor the 2011 Cancer Summit

Sponsorship of the 2011 Cancer Summit (September 29<sup>th</sup> and 30<sup>th</sup>) comes with many benefits and a captive audience passionate about fighting cancer in Iowa.

Learn more about the 2011 Summit and sponsorship benefits at [www.canceriowa.org/2011-Iowa-Cancer-Summit.aspx](http://www.canceriowa.org/2011-Iowa-Cancer-Summit.aspx).

## New Member Orientation (Teleconference)

10-10:30 a.m. | March 25, 2011  
 Call-in: 888-290-7502 | Pass code: 9648762#  
 Download materials at <http://www.canceriowa.org/About-the-ICC/Join-the-ICC.aspx>.



RSVP to Kelly Sittig at [Sittig@CancerIowa.org](mailto:Sittig@CancerIowa.org).

## Community Feedback Sought on 2012-2017 Cancer Plan Draft

Iowans will have multiple opportunities to provide feedback on the current draft of the 2012-2017 Iowa Cancer Plan this month and next. The draft is currently posted on-line at [www.canceriowa.org/About-the-ICC/State-Cancer-Plan-Revision.aspx](http://www.canceriowa.org/About-the-ICC/State-Cancer-Plan-Revision.aspx), along with an on-line feedback form where readers can submit their thoughts and suggestions.

In addition, community feedback forums and community feedback teleconferences are scheduled. Remaining in-person forums include

### **West Burlington | March 23<sup>rd</sup> | 8-9:30 a.m.**

Great River Medical Center  
Black Hawk Room | 1221 S. Gear Ave.

### **Davenport | March 23<sup>rd</sup> | 12-1 p.m.**

Gilda's Club Quad Cities  
1234 East River Dr.

### **Des Moines | March 29<sup>th</sup> | 11:30 a.m.-1 p.m.**

Mercy Medical Center  
East Tower | Conference Room 6  
1111 6th Ave.

### **Council Bluffs | April 6<sup>th</sup> | 8-9:30 a.m.**

Alegent Health | Mercy Hospital  
Classrooms A & B | 800 Mercy Dr.

Lunch or breakfast will be provided at each session. RSVP by e-mailing Kelly Rollins at [Rollins@CancerIowa.org](mailto:Rollins@CancerIowa.org), or by calling (319) 467-4569.

Teleconferences include

### **March 18<sup>th</sup> | 9-10 a.m.**

Call-in: 888-290-7502  
Pass code: 9648762#

### **April 27<sup>th</sup> | 12-1 p.m.**

Call-in: 888-290-7502  
Pass code: 9648762#

**Questions?** Contact ICC staff at (319) 467-4569 or [Rollins@CancerIowa.org](mailto:Rollins@CancerIowa.org).



## ICC Spring Meeting Reminders

April 14th | 9 a.m. - 3:30 p.m.  
Old Glove Factory | Grinnell College  
733 Broad Street | Grinnell, IA

- Register and view an agenda on-line at [www.canceriowa.org/SpringMeetingRegistration.aspx](http://www.canceriowa.org/SpringMeetingRegistration.aspx). Registration is free for ICC members, and \$20 for non-members.
- Partner organizations may submit a brief written update (1-2 paragraphs) to be shared in meeting participant packets. Please email submissions to Kelly Sittig at [Sittig@CancerIowa.org](mailto:Sittig@CancerIowa.org) by March 31<sup>st</sup>.

## Follow the ICC on Facebook!

Simply click on the Facebook icon to the right, or search for 'Iowa Cancer Consortium' within Facebook.





## Formative, Outcome, Impact, Summative??? I Just Want an Evaluation!

By Kellee McCrory, ICC Evaluator



Evaluation, as with most projects, has a beginning, middle and an end. Evaluators just use different ways to address the parts of the whole. Let's talk a little about the differences between the types and learn to find out what type of evaluation is most effective for what is being evaluated.

Formative evaluation is conducted to provide program staff evaluative information useful in improving the program (Worthen, et al., 1997). Summative evaluation is an assessment of overall program effectiveness (Boulmetis & Dutwin, 2005). The following table gives examples of when each type is appropriate.

Types of Evaluation		
	Formative/ Process	Summative/ Outcome
<b>Purpose/ Use</b>	Improve the program as it is happening	Identify effects of the program, either positive or negative
<b>Audience</b>	Those internal to the project	Those internal and external to the project
<b>Major Characteristics</b>	Provides feedback so program personnel can improve the project	Provides information to enable program personnel to decide whether to continue the project, change the project or end the project
<b>Questions Asked</b>	What is working? What needs to be improved? How can it be improved?	What were the results of the project? Who was affected? How? Can it be replicated? At what cost?

Impact and outcome are two words in evaluation that can be confusing to people. Some evaluators use them interchangeably. Some see outcome evaluation as the results of looking at the results of a program. Did the program deliver what it intended to deliver? Were the goals and objectives met? The term impact is often used to refer to long-term outcomes (Davidson, 2005).

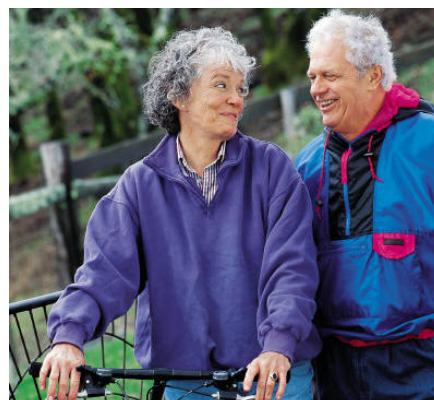
When choosing the type of evaluation you wish to pursue, think hard about what you need to know from the evaluation and what you intend to do with the results you get. This should help you make the decision of what type of evaluation to use for your project or program.

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](mailto:kellee-mccrory@uiowa.edu).

## March is National Colorectal Cancer Awareness Month

According to the Centers for Disease Control and Prevention (CDC), if everyone aged 50 or older were screened regularly, up to 60% of deaths from colorectal cancer could be prevented.

Find facts, statistics, information about testing, communication tools and many other colorectal cancer resources at <http://www.cdc.gov/Features/ColorectalAwareness/?source=govdelivery>.



## 6<sup>th</sup> Graders Take Action Against Radon

Their names are Payton, Eleanor and Jordan (pictured below with ICC member Joan Felkner). They call themselves the Alpha Eliminators, and they have a passion for reducing exposure to radon.

These impressive 6th graders have turned their passion into action with the help of their mentor, Hector Ibarra, a retired West Branch Middle School teacher. Their impressive pursuit shines through in their answers to a few questions we asked:

### **Q. What is your mission? What are you working towards?**

**A.** Our mission is to increase awareness about the hazards of radon, to work with legislators to require all homes under construction in our state to install passive radon mitigation systems, and to allow the sale of electronic radon detectors in our state.

We began by developing a plan of action. Goals and assignments were written at weekly meetings. Each team member researched radon and its environmental and biological impact. As a group we interviewed local professionals to gather more information. We split up the work according to our skills and interests. As a team we developed a questionnaire to learn about home characteristics in the homes where radon testing would occur. We developed a survey to assess radon knowledge that was administered to homeowners before and after our intervention. Our intervention was monitoring the radon levels in homes and conducting education of homeowners. Data collection was shared equally as each team member distributed and collected the questionnaires, electronic radon detectors for home testing, and the pre- and post- surveys. All team members helped in tallying the questionnaires and surveys. Payton created a spreadsheet and organized the results into graphs. We created a presentation that summarized our findings. Jordan and Payton created educational posters. Eleanor created a Fact Sheet and began a web page. We shared our findings with experts in the field along with a variety of groups that included legislators and a Congressman at an Environmental Energy Summit and at our state Capitol.

### **Q. How does what you're doing affect cancer control in Iowa?**

**A.** Our city is a growing community with many homes built each year. New homes under construction can very easily and inexpensively have passive radon mitigation stubbing installed. Existing homes can have problems because concrete basement floors allow radon to seep through the floor into the basement, even if the floor is without cracks. Most play areas and fitness areas are in the basements of homes. Current radon programs rely on voluntary testing and mitigation. But few people test

for radon or use a mitigation system when needed. Even when a mitigation system is installed, there can be failure of the system that homeowners will not be aware of if they do not have an electronic radon detector in their home. Only two states do not allow the sale of electronic radon detectors—Iowa and New Jersey.

Our solution to solve for the lack of awareness of the hazard of radon is to help and encourage the Iowa legislature pass a law permitting the sale of electronic radon detectors. Our follow up survey data has shown that people will seek out more knowledge after they test their home. We want to make testing as easy as it can be. Our follow-up survey results have shown that people think the electronic tester is very easy to operate. With the availability of electronic radon detectors, more people will test for radon, become more knowledgeable, and therefore choose to mitigate their homes. An electronic radon detector can be used to test the radon level of many homes. We found in our convenience survey question, that just by word of mouth people would ask

to have their home tested, so just like borrowing a rake from your neighbor, people could borrow an electronic radon detector, further increasing the public awareness of the hazard of radon.

Our solution to solve the occurrence of dangerous levels of radon in homes is to have new homes built with passive mitigation systems already in place. We would like to see more cities, municipalities, and counties adopt appendix F from the international builder's code. This appendix requires all new residential construction to have a passive mitigation system built in. If the home later shows a high level of radon it can be corrected for a

very low cost by adding a fan. In a state where five out of seven homes has an actionable level of radon (over 4 pCi/L) this makes sense. Our study has shown that an active mitigation system will get radon levels in homes down to levels that would reduce the overall radon-induced lung cancer rates by half, according to Dr. Field. The main goal of all these points is to increase radon awareness and significantly lower indoor radon levels, potentially saving thousands of Iowan's from lung cancer and death.

### **Q. What is your group most proud of achieving?**

**A.** Just last week we received word from Representative Jeff Kaufmann that he has had a bill drafted which would allow for the sale of electronic radon detectors in Iowa. He was motivated to draft this bill based on information from our team, so we were very excited to hear this news.

### **Q. What one thing do you want Iowans to know about your group and its work?**

**A.** Iowans need to know that any home in Iowa can have dangerous levels of radon, and radon is an invisible killer. It does not matter if the house is brand new or 100 years old. Every home and every level of your home is at risk for high radon levels in Iowa. Iowa has the highest average level of indoor radon at 8.5 pCi/L (the national average is only 1.3 pCi/L). Please test your home and take action if the results measure above the EPA's recommended action level of 4 pCi/L.



## Funding Opportunities

American Cancer Society Requests Applications for Community-Based Participatory Research Grants

Deadline: April 22, 2011 | <http://bit.ly/i5pH2P>

The National Cancer Clinical Trials Pilot Breakthrough Collaborative RFP

Closing date: April 14, 2011 | <http://www.enacct.org/node/210>

## Education and Networking

Psychosocial Needs of Cancer Patients: Meeting the Challenge

April 2, 2011 | [http://www.stitch.luc.edu/sites/default/files/psychosocial\\_apr2011.pdf](http://www.stitch.luc.edu/sites/default/files/psychosocial_apr2011.pdf)

Iowa Governor's Conference on Public Health

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

Bridging the Transition to Life After Cancer Treatment

Educational Conference | University of Minnesota Continuing Medical Education | April 29-30, 2011

[http://cme.ahc.umn.edu/Scripts/4Disapi.dll/4DCGI/events/211.html?Action=Conference\\_Detail&ConfID\\_W=211](http://cme.ahc.umn.edu/Scripts/4Disapi.dll/4DCGI/events/211.html?Action=Conference_Detail&ConfID_W=211)

American Public Health Association Mid-Year Meeting

June 23-25, 2011 | Chicago, IL | <http://www.apha.org/Midyear/Registration/>

County Health Rankings: Mobilizing Action Toward Community Health

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

CancerCare Continuing Education Workshops

[http://www.cancercare.org/get\\_help/tew\\_calendar.php](http://www.cancercare.org/get_help/tew_calendar.php)

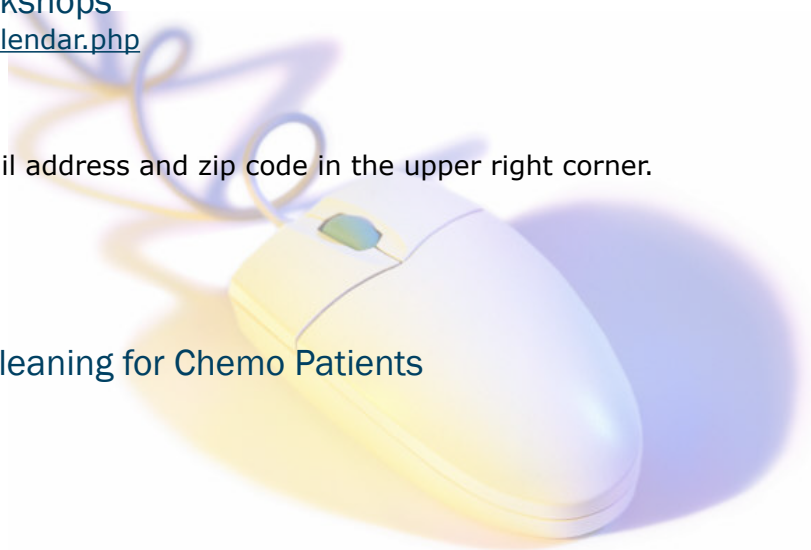
Sign Up for ACS Legislative Updates

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

## Other Resources

Cleaning For A Reason Offers House Cleaning for Chemo Patients

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



## Looking Ahead...

### **Patient & Family Resources Group**

Teleconference | March 10 | 2 p.m.

[More info...](#)

### **Disparities Group Meeting**

March 17 | 10-11:30 a.m.

Iowa Lutheran Hospital | Des Moines

[More info...](#)

### **Preventing Cancer in the Latino Community: Free Screenings & Resources**

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

### **ICC New Member Orientation**

Teleconference | March 25 | 10-10:30 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 Nielsen** | Des Moines

**Claudia Robinson** | Davenport

**Norm Van Klompburg** | Newton

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