



May 2011
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Iowa Cancer Consortium *News*

In This Issue...

- | New 2011 Cancer Summit Dates
- | Resource: CancerCare
- | Why Place & Race Matter
- | Lodging for Cancer Patients
- | Performance Measures

Meet the Newest ICC Member!



Stella Suzanne Livermore was born to ICC Executive Director Sara Comstock and her husband Josh Livermore on April 26th.

Everyone is happy and healthy, including big brother Abram.

Congrats, Sara and family!

SAVE THE *NEW* DATE!



2011 IOWA CANCER SUMMIT

New Dates: October 3-4, 2011

West Des Moines Marriott | West Des Moines, IA

- Unveiling of the 2012-2017 Iowa Cancer Plan
- Breakout sessions focusing on prevention, early detection, treatment and quality of life
- Speakers and networking
- Continuing education credits

Watch for additional information on www.CancerIowa.org.

IOWA CANCER CONSORTIUM
100 MTP4, RM 122 | IOWA CITY, IA | 52242
(319) 335-8816 | (800) 237-1225 | F: (319) 335-4072
WWW.CANCERIOWA.ORG

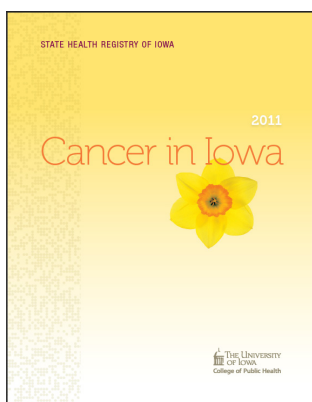
Resource: CancerCare

CancerCare is a national nonprofit organization. According to its mission, CancerCare “provides free, professional support services to anyone affected by cancer: people with cancer, caregivers, children, loved ones, and the bereaved. CancerCare programs—including counseling and support groups, education, financial assistance and practical help—are provided by professional oncology social workers and are completely free of charge.”

More information, including how to access services and participate in free educational workshops, is available at www.CancerCare.org.

2011 Cancer in Iowa News Briefing Webcast Available

The 2011 Cancer in Iowa Report news briefing originally held on March 14, 2011 is now available for viewing as a webcast at <http://cph.uiowa.edu/media/web-features/highlights/cancerreport-video/>



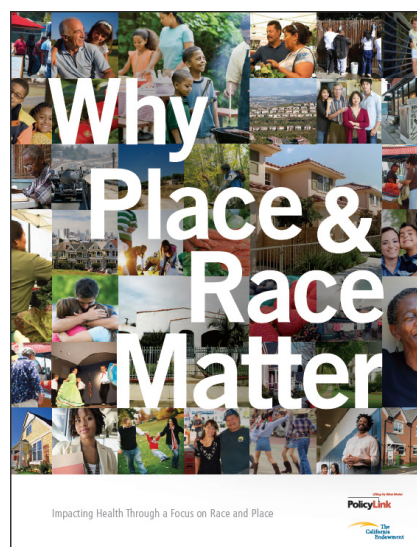
Follow the ICC on Facebook!



Visit www.facebook.com/IowaCancerConsortium

Why Place & Race Matter: Impacting Health

A new report published by PolicyLink and The California Endowment, focuses on the role of race in developing healthy communities.



Download a PDF of the report [here](#).

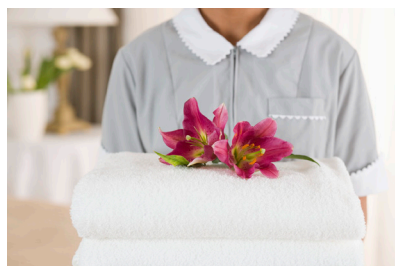
Katie Jones Named 2011 UI Student Employee of the Year



Congrats to our great friend and colleague, Katie, who recently received the 2011 UI Student Employee of the Year award for her outstanding work with the Iowa Cancer Consortium. Thanks for your passion and for all you do, Katie!

Read more about Katie, her work and the award at <http://news-releases.uiowa.edu/2011/april/041311student-employee.html>.

Area Hotels to Offer Lodging for Cancer Patients



The American Cancer Society and the Iowa Lodging Association have combined resources to provide free lodging for cancer

patients and their caregivers who must travel for outpatient treatment.

Craig Walter, Executive Vice President of the Iowa Lodging Association, was excited about the possibilities the program offers. "We're always looking for ways to give back to the community," he said. "For us to be able to lend a hand when guests are at a difficult point in life is very gratifying. In the coming months we hope to bring even more hotel partners on board. We look forward to helping a great number of people."

It is estimated that more than 17,000 Iowans were diagnosed with cancer last year.

"Having cancer often brings a difficult set of challenges," said Michelle Hansen, Senior Program Specialist, Transportation and Lodging for the American Cancer Society's Midwest Division. "When your best option for treatment means having to travel, it can be a burden. The Iowa Lodging Association has graciously agreed to help reduce that burden for cancer patients being treated in the area."

The Patient Lodging Program is available to patients needing accommodations Sunday through Thursday nights. Room requests will be filled on a space-available basis, and may not be available on occasion because of seasonal demand.

The Iowa Lodging Association hosted a kickoff event for both participating and prospective hotels on Monday, April 18, 2011. For more information about the lodging program or to check on availability, call your American Cancer Society at 1-800-ACS-2345.

Performance Measures

By Kellee McCrory, ICC Evaluator

Most of us have heard some version of the standard performance measurement clichés: "what gets measured gets done," "if you don't measure results, you can't tell success from failure and thus you can't claim or reward success or avoid unintentionally rewarding failure," "if you can't recognize success, you can't learn from it; if you can't recognize failure, you can't correct it," "if you can't measure it, you can neither manage it nor improve it," but what eludes many of us is the easy path to identifying truly strategic measurements without falling back on things that are easier to measure, such as input, project or operational process measurements (Balanced Scorecard, 2011)

Performance Measurement is vital to evaluation. In order to assure a program is meeting its goals, you must first know what needs to be measured. This is where performance measures come into play. Some programs, especially new ones, do not have baseline data to help you – take the time to learn about the program. What are the expectations? Where do they get data?

Who collects and what is done with it after it is collected? When you have this information, start to develop questions about the program and how to measure results.

For example...a program is charged with providing mammograms to women between 40 and 64 years old. The program knows how many women it needs to screen in a year. Some performance measures could be:

- 75% of eligible women will receive a mammogram within 3 weeks of contacting the program
- 80% of women with suspect mammograms will be referred for further tests within 2 weeks of initial mammogram
- 50% of women return in within one year for their next mammogram

By having measure in place and a data collection system, this program can see how they are reaching their goals. Effective data collection practice and reasonable performance measures can make evaluation easier and more effective for a program.



Networking, Action and Education

Great Plains Public Health Leadership Institute - Now Recruiting

The Great Plains Public Health Leadership Institute is a year-long competency based leadership training program designed for both established and emerging leaders in Nebraska, Iowa, and South Dakota. The program targets professionals whose primary mission is to improve the health and well being of populations and communities.

More information and an application: www.greatplainsleadership.org/

Understanding the Importance of Clinical Trials: What You Need to Know

Free on-line workshop from CancerCare | May 12, 2011 | 1:30–2:30 pm ET

www.cancercare.org/get_help/tew_details.php?tew=medical_051211&ret=%2Fabout_us%2Fcalendar.php

Fight Cancer, Eat Pie

May 14, 2011 | YMCA | Waukee, IA | <http://pieathlon.org/>

American Lung Association's Respiratory Rally

May 25, 2011 | West Des Moines Marriott | West Des Moines, IA

The Respiratory Rally is a day-long event for individuals with lung disease, and includes a breakout session in specifically for those with lung cancer.

www.lungusa.org/associations/states/iowa/events-programs/respiratory-rally/respiratory-rally-des-moines-ia.html

Outrun the Rays 5K Walk/Run & Bike Ride

"Rays Melanoma Awareness" | May 28, 2011 | 9-5 | Peosta, IA

<http://www.facebook.com/event.php?eid=198923900137853>

Women of the Sweet Grass Path Pow Wow

Honoring all women who shared in the Pink Shawl Project and those who are battling or survived cancer.

June 11-12, 2011 | Upper City Park | Iowa City, IA | No charge

Intensive Case-Based Training in Palliative Care

From the U.S. Department of Health and Human Services Indian Health Services

October 17-20, 2011 | Rochester, Minnesota | www.ihs.gov/CSC/index.cfm?module=dsp_event_icbtpc_2011

CancerClassroom: An Educational Webinar Series from the NCI

A free, four-part webinar education series for early career public health professionals or those new to the field of oncology. | www.cancer.gov/cancertopics/cancerlibrary/health-professional-training-tools/cancerclassroom

Looking Ahead...

Cancer Plan Implementation Grant Proposals due

May 6 | 5 p.m.
[More info...](#)

ICC Governmental Relations Committee Teleconference

May 9 | 11:30 a.m.
[More info...](#)

Latino Family Night

May 10 | 4-8 p.m. | Des Moines
[More info...](#)

ICC Conference Planning Committee Teleconference

May 13 | 1-2 p.m.
[More info...](#)

ICC Electronic Vote on Draft of 2012-2017 Iowa Cancer Plan

June 1 | Information to come

ICC Board Meeting

June 6 | 10-2 p.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 Klompenburg | Newton

ICC Staff:

Sara Comstock
Executive Director
(319) 335-8144
Comstock@CancerIowa.org

Kelly Rollins
Project Assistant
(319) 384-1741
Rollins@CancerIowa.org

Rachel Schramm
Outreach Specialist
(319) 467-4569
Schramm@CancerIowa.org

Kelly Sittig
Communications &
Membership Coordinator
(319) 335-8816
Sittig@CancerIowa.org

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

www.CancerIowa.org

