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Iowa Cancer Consortium News

In This Issue...

- | What Are Your Mammotives?
- | Snapshots of the 2011 Iowa Cancer Summit
- | Program Rationales
- | Save The Date for the ICC Spring Meeting
- | Medical Breakthroughs Hold Promise

Mammotives Partners



What are your Mammotives?

The American Cancer Society, in partnership with the Iowa Cancer Consortium (ICC) and other cancer control stakeholders in Iowa, hopes to get a better understanding of how Iowa women age 40 and older choose whether or not to get regular mammograms by inviting them to share their thoughts and feedback on a new website: www.Mammotives.org.

YOU can be part of the Mammotives project, too!

As an organization or an individual interested in the health of Iowa women, there are many things you can do to participate in the Mammotives.org project:

- If you're an Iowa woman, visit Mammotives.org and participate in the discussion.
- Forward information about Mammotives.org to your business and personal e-mail distribution lists. Ask your contacts to do the same.
- Pass out Mammotives.org information at Breast Cancer Awareness Month events, trade shows, health fairs, waiting rooms, break rooms, or other appropriate locations throughout October and November. Customized Mammotives.org materials are available by e-mailing mammotives@canceriowa.org.
- Link to Mammotives.org from your website or blog.
- 'Like' the Mammotives Facebook page (Facebook.com/Mammotives) and follow Mammotives on Twitter (Twitter.com/Mammotives).
- Become a Mammotives.org partner and co-brand on materials! Your logo can be included on customized Mammotives.org materials, and on the Mammotives.org 'Partners' page with a link to your website.

What are *your* Mammotives?

A 'Snapshot' of the 2011 Iowa Cancer Summit



Summit Highlights

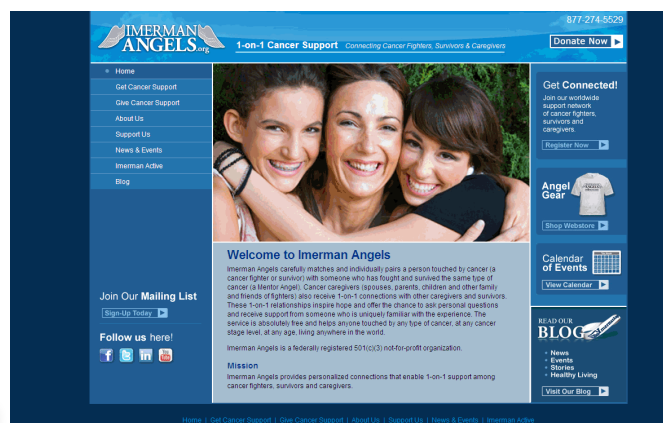
- The **2012-2017 Iowa Cancer Plan** was revealed! Summit participants showed their support by filling out pledge cards and signing a large copy of the Cancer Plan cover. The new plan can be downloaded at www.canceriowa.org/IowaCancerPlan2012-2017.aspx. Looking for a hard copy? Call (319) 335-8816 or e-mail sittig@canceriowa.org.
- **Dr. Laura Seeff from the Centers for Disease Control and Prevention** (pictured center) gave an inspiring opening keynote, relating national examples of collaboration back to the new Iowa Cancer Plan. Select slide presentations and other Summit materials, including Dr. Seeff's presentation, are available for download at www.canceriowa.org/2011SummitMaterials.aspx.
- **Lt. Governor Kimberly Reynolds** (top right) wrapped up the Summit by encouraging Summit attendees to work collaboratively throughout the state to improve the health of Iowans.
- **Dr. Dick Deming** (Mercy Cancer Center, Des Moines) received the Iowa Cancer Champion Award. **Carol Frazell** (John Stoddard Cancer Center, Des Moines) received the Karen Packer Spirit of Collaboration Award.
- The **ICC Board of Directors election** is approaching. To nominate yourself or someone you know for a seat on the Board e-mail Kelly Sittig at sittig@canceriowa.org by Oct. 24, 2011.

The ICC's Newest Staff Member



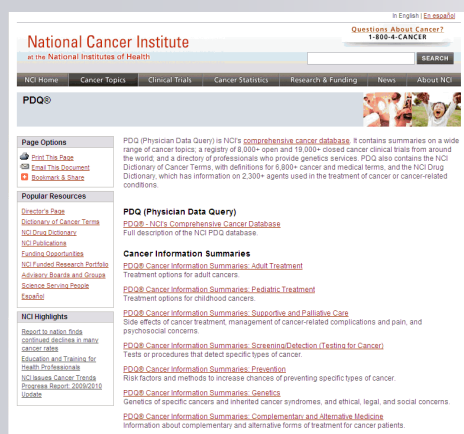
Meet Megan Lessard, a public health student at the University of Iowa. Megan assists with the new Mammotives social media project (see page 1) and other ICC activities. Welcome, Megan!

Imerman Angels Provides One-on-One Cancer Support



Check Out This Website...

www.cancer.gov/cancertopics/pdq



The National Cancer Institute's (NCI) Physician Data Query (PDQ) "is NCI's comprehensive cancer database. It contains summaries on a wide range of cancer topics; a registry of 8,000+ open and 19,000+ closed cancer clinical trials from around the world; and a directory of professionals who provide genetics services. PDQ also contains the NCI Dictionary of Cancer Terms, with definitions for 6,800+ cancer and medical terms, and the NCI Drug Dictionary, which has information on 2,300+ agents used in the treatment of cancer or cancer-related conditions."

According to their website, "Imerman Angels carefully matches and individually pairs a person touched by cancer (a cancer fighter or survivor) with someone who has fought and survived the same type of cancer (a Mentor Angel). Cancer caregivers (spouses, parents, children and other family and friends of fighters) also receive 1-on-1 connections with other caregivers and survivors. These 1-on-1 relationships inspire hope and offer the chance to ask personal questions and receive support from someone who is uniquely familiar with the experience. The service is absolutely free and helps anyone touched by any type of cancer, at any cancer stage level, at any age, living anywhere in the world."

More information about Imerman Angels is available at www.imermanangels.org, or by calling (877) 274-5529.

HBO Documentary Highlights Disparities in Breast Cancer Experience

The Education of Dee Dee Ricks, a new documentary premiering on HBO on October 27th, tells the story of one woman's mission to defeat cancer and help others do the same.

To watch a trailer and find more information, visit www.HBO.com.

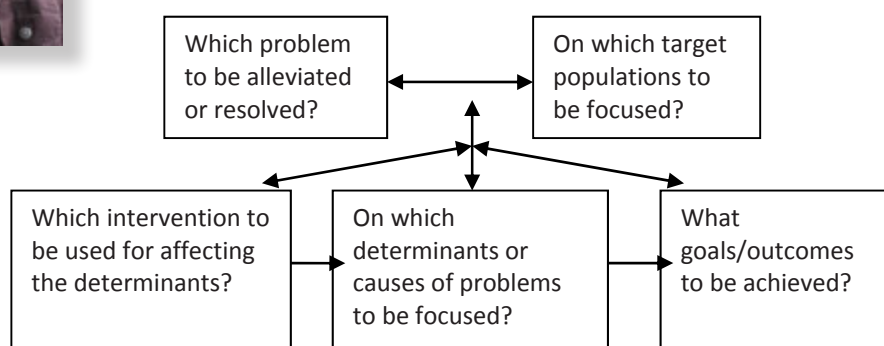


Program Rationales

By Kellee McCrory, ICC Evaluator



With the roll-out of the new State Cancer Plan and its updated goals, objectives and performance measures, I thought it might be a great time to talk about formulating program rationales. A lot of you are responsible for programs, from the design piece to implementation to monitoring outcomes. As a Consortium member, you are eligible to apply for funding to implement a project that addresses a goal or objective of the state cancer plan. How can you develop a project that ensures you: 1) are articulating the program rationale (why are we doing this?) and 2) are developing a program plan (if we do this, how will we make our plan come to life?). Here is an example of a framework by Chen (2005) for program rationale:



According to Chen, the interwoven nature of the program rationale and program plan means that the two are usually developed together, but they are different and need to be addressed as such. The rationale focuses on the theory of change – what do we want to see change? What is this program intended to affect? What should/will be different if the program is developed and implemented? Who are we targeting?

The program plan is addressing how this will all be carried out, the mechanics of the plan so to speak or your logic model. So as you start to think about projects to develop for fiscal year 13, please think through the rationale of your idea in concert with the program plan.

If you have any questions, e-mail Kellee at kellee-mccrory@uiowa.edu.

Save The Date for the 2012 ICC Spring Meeting

April 25, 2012 | Mercy Cancer Center | Des Moines, IA



Free Storytelling E-Book

What stories should you tell on your website? What are the most compelling ways to tell them? Learn from the best by downloading a copy of *Storytelling Best Practices: Websites*, by Andy Goodman of The Goodman Center.

Download your copy at www.agoodmanonline.com/newsletter/Storytelling_Best_Practices_Websites.pdf.

Medical Breakthroughs Hold Promise for People, and Costs

By Dr. Richard L. Deming, Medical Director of Mercy Cancer Center in Des Moines
Guest Columnist, Des Moines Register, September 30, 2011



You see it every time you open a newspaper or listen to the radio: the newest miracle concoction to help you lose weight, feel younger or extend your life. It is enough to make the most open-minded person skeptical, but as a physician, I take a critical eye to all new claims.

However, every once and a while, a miracle claim occurs which truly excites the medical community. Such a situation happened recently with the announcement from the University of Pennsylvania of a new therapy for leukemia.

This potential breakthrough has been shown effective in three cases thus far. It has helped two patients with advanced chronic lymphocytic leukemia become cancer free after a year and has greatly improved another patient's condition, although not completely rid him or her of cancer.

This new therapy uses the cancer patient's own body to fight the disease by genetically modifying the T-cells in his/her blood to attack the cancer cells. The major side effects are damage to infection fighting blood cells and extreme flu-like symptoms as the cancer cells are rapidly expelled from the body.

To be fair, this is an extremely small number of patients to declare an all-out cure, but the potential is present if this success can be repeated.

In fact, therapy of this kind may have the prospects to be replicated for other blood cancers or expanded to all forms of cancer.

This type of innovative medical breakthrough can significantly reduce the cost of chronic disease and relieve an incredible financial burden to our health care system. With cancer consuming approximately \$263 billion annually in direct and indirect expenses, an outright cure would free up billions in health care costs and allow researchers to focus on other conditions, such as Alzheimer's disease or Lou Gehrig's disease.

Furthermore, we must not forget the personal cost cancer consumes. In Iowa, more than 17,000 new cases of cancer are diagnosed annually, and in

2010 cancer claimed the lives of nearly 6,400 of our citizens. These lives lost are productive Iowans with families who suffer emotionally and economically at the death of their loved one.

Everyone in Iowa has been touched by cancer. My mom died of cancer when I was young. As a cancer doctor for over 25 years, I have been witness to the deaths of thousands of wonderful, intelligent, caring and compassionate patients. They live on in our memories and serve as a constant source of inspiration. I am also blessed to witness the incredible grace, grit and determination of cancer survivors who inspire me every day to continue the fight. It's for all of them that I continue to carry the torch.

The continued success of earth-shattering research like this hinges on the establishment of public/private partnerships to fully utilize the resources provided. Collaboration and shared research will break down the silos holding back years of gains. We must also continue to fund research opportunities through our universities, medical research facilities and government health entities, including the National Cancer Institute, to grow research potential. Fostering this talent pool could lead us to the next generation of medical innovation.

We never know when the next breakthrough will occur or what new procedure will cause significant gains. I hope this new gene therapy is the baseline cure for blood cancers and beyond. However, without continued support of our higher learning institutions and medical research facilities, we may never succeed in our ultimate goal to eliminate one of the most costly chronic diseases, cancer.

Congratulations, Shirley!

ICC member Shirley Roof was recently named one of 25 winners of the American Cancer Society's St. George National Award for outstanding service to the community to combat cancer. Congrats, Shirley!





Resources & Opportunities

Partnership for Better Health Caucus Trainings

7:30-9:00 a.m. | October 24, 2011 | Cedar Rapids

7:00-8:30 a.m. | October 26, 2011 | Davenport

www.canceriowa.org/Files/2012-Caucus-Training-Save-the-Date.aspx

Blue Zones Project

Apply to make your community a Blue Zone Community, part of Iowa's Healthiest State Initiative.

Letters of intent are due Oct. 28, 2011

www.bluezonesproject.com

Iowa Radon Poster Contest

For youth ages 9-14. | Deadline: Oct. 31, 2011

<http://ieha.net/Resources/Documents/2012%20Brochure.pdf>

Questions are the Answer

A resource to help patients communicate with their health-care providers. | From the Agency for Health-care Research and Quality

www.ahrq.gov/questions/

Upcoming ICC Events and Meetings

www.canceriowa.org/About-the-ICC/Event-Calendar.aspx

Have News to Share?

Ask your organization to add sittig@canceriowa.org to its news release list!

Follow the ICC on Facebook!

Visit www.facebook.com/IowaCancerConsortium



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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