



April 2012  
Volume 7 | Issue 4

# Iowa Cancer Consortium *News*

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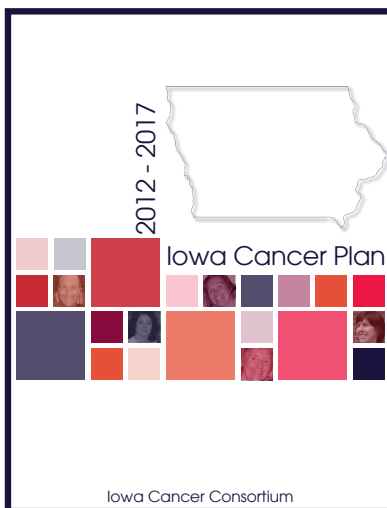
## ICC Plans Annual Outreach Sessions

The Iowa Cancer Consortium (ICC) will host four community forums this spring. These meetings will provide Iowans with an opportunity to learn more about the Iowa Cancer Plan, which has been recently revised for 2012-2017. The plan sets priorities for cancer prevention, early detection, treatment, and quality of life in Iowa. Series facilitators will encourage discussions about how to align local cancer control efforts with the Iowa Cancer Plan.

The forums will be held in four different regions of the state. All Iowans are invited to attend:

- **Sioux City | Thursday, April 19 | 8-9:30 a.m.**  
June E. Nylen Cancer Center | 230 Nebraska Street
- **Ottumwa | Thursday, May 17 | 11:30 a.m.-1:00 p.m.**  
McCreery Cancer Center | 1003 Pennsylvania Avenue
- **Cedar Rapids | May 21 | 8-9:30 a.m.**  
St. Luke's Cook Cancer Wellness Bldg. | 8101 First Avenue NE
- **Waterloo | May 22 | 1-2:30 p.m.**  
Covenant Cancer Treatment Center | 200 Ridgeway Ave

To register for one of the outreach sessions, e-mail [rollins@canceriowa.org](mailto:rollins@canceriowa.org) or call (319) 384-1741.



## New! Iowans Invited to Share Cancer Plan Activities On-line

ICC members and partners can now share work being done in relation to the [Iowa Cancer Plan](http://www.canceriowa.org/IowaCancerPlan.aspx) by visiting [www.canceriowa.org/IowaCancerPlan.aspx](http://www.canceriowa.org/IowaCancerPlan.aspx).

Visitors to the site can browse through the plan's goals, priorities, and over-arching issues to read about related projects and programs being done across Iowa. Users can also upload information and materials regarding their own programs and projects.

Help make this a useful tool for our state: [visit the site](http://www.canceriowa.org/IowaCancerPlan.aspx) to share information about your own work, and to look for inspiration and opportunities for collaboration.

## It's Cancer Clinical Trials Awareness Month 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).



## State Health Registry Issues Cancer in Iowa 2012 Report

**Story by University of Iowa College of Public Health Office of Communications and External Relations**

The latest annual report on cancer in Iowa estimates 6,400 Iowans will die from cancer and 17,500 new cancers will be diagnosed this year, according to the "Cancer in Iowa: 2012" report released recently by the State Health Registry of Iowa, based in the University of Iowa College of Public Health.

"Cancer remains a leading cause of death in Iowa," says Charles Lynch, M.D., Ph.D., UI professor of epidemiology and medical director of the registry. "The distribution of different types of cancer is comparable to what the State Health Registry has been reporting in recent years, without any major shifts."

The report includes county-by-county statistics, summaries of new research projects, and a section focused on lung cancer, one of the state's "big four" cancers.

"Lung cancer is the leading cause of cancer death in Iowa," continues Lynch. "One out every four cancer deaths can be attributed to lung cancer, and each year, more people die of lung cancer than of breast, colon and prostate cancers combined."

George Weiner, M.D., director of Holden Comprehensive Cancer Center at the UI, said prolonged efforts to prevent, detect and treat cancer will continue to result in steadily declining cancer death rates.

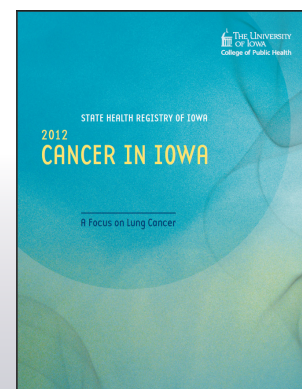
"We must continue to emphasize that lung cancer is largely a preventable disease," Weiner says. "Risk factor reduction – such as smoking cessation, avoiding secondhand smoke, and mitigating homes for radon – remains the primary means to reduce lung cancer incidence and mortality."

"Smoking is the leading modifiable risk factor for lung cancer in the Iowa population," states Weiner. "If we want to see tobacco-related diseases and deaths decrease in Iowa, we need to continue efforts to reduce tobacco use."

According to the report, radon is the number one cause of lung cancer among individuals who have never smoked.

"We need Iowans to be proactive in addressing this risk factor for lung cancer by measuring radon in their homes and, if elevated, taking action to reduce the radon levels," concludes Lynch. "Tests are relatively easy to use and inexpensive. A simple test could quite literally save your life."

The State Health Registry of Iowa has been gathering cancer incidence and follow-up data for the state since 1973. To learn more about the registry visit <http://cph.uiowa.edu/shri>.



## Download the Report, Watch the Webcast

Download an electronic version of the 2012 Cancer In Iowa report at [http://cph.uiowa.edu/shri/pubs/pdf/Cancer\\_2012.pdf](http://cph.uiowa.edu/shri/pubs/pdf/Cancer_2012.pdf).

Watch a recording of the live news conference at <http://cph.uiowa.edu/media/web-features/cancerreport-video/2012/>.

## Minority Cancer Awareness

April 15-21, 2012, is National Minority Cancer Awareness week.

The American Cancer Society's Health Equity Department seeks to eliminate cancer disparities in our communities by promoting cancer prevention and early detection within communities experiencing an unequal burden of cancer.

For more information regarding disparities initiatives in your area, please contact Bobbie Bohnsack, Director of Community Partnerships, at [bobbie.bohnsack@cancer.org](mailto:bobbie.bohnsack@cancer.org) or by calling (515)-727-0063.



This fall, the American Cancer Society and Iowa Cancer Consortium asked Iowa women to share their thoughts about mammography and the decisions they make to get screened, or not get screened. This social-media-driven initiative, Mammotives, ran primarily throughout October 2011.

A final report of findings has been released and is available at [www.CancerIowa.org/MammotivesExecutiveSummary-1.aspx](http://www.CancerIowa.org/MammotivesExecutiveSummary-1.aspx).

Questions about Mammotives or the findings? Contact Lorrie Graaf at [lorrie.graaf@cancer.org](mailto:lorrie.graaf@cancer.org), or Kelly Sittig at [sittig@canceriowa.org](mailto:sittig@canceriowa.org).

## Facts about Health Equity

- ✓ Racial and ethnic minorities and the medically underserved are more likely to develop cancer, and die from it, than the general U.S. population.
- ✓ Disparities in the cancer burden among racial and ethnic minorities largely reflect obstacles to receiving health care services related to cancer prevention, early detection, and high-quality treatment, with poverty (low socioeconomic status) as the overriding factor.
- ✓ Racial and ethnic minorities tend to receive lower-quality health care than whites even when insurance status, income, age, and severity of conditions are comparable.
- ✓ Social inequalities, such as racial discrimination, communication barriers, and provider assumptions, can affect interactions between patient and physician and contribute to miscommunication or delivery of substandard care.
- ✓ The American Cancer Society is committed to playing an active role in decreasing and contributing to the elimination of disparities. To aid in this goal, the Society invests in research directed toward alleviating the unequal burden of cancer across ethnic groups. There are 85 active grants totaling more than \$69 million that support cancer disparities research.
- ✓ Many of the Society's programs and services have been developed with diverse populations in mind and are available in languages other than English.
- ✓ By calling the Society's toll-free number (1-800-227-2345), people who speak English, Spanish, and other languages can obtain information about cancer prevention, early detection, and treatment, and can be linked to resources in their communities.
- ✓ The Society's Web site ([cancer.org](http://cancer.org)) also includes Spanish and Asian language materials.
- ✓ The American Cancer Society and its advocacy affiliate, the American Cancer Society Cancer Action Network<sup>SM</sup> (ACS CAN), support legislation and public policies that help reduce cancer disparities and improve access to quality care for all Americans.



## ICC Organizational Member Spotlight: Covenant Cancer Treatment Center



### Covenant Cancer Treatment Center

Wheaton Franciscan Healthcare

#### What is your organization's mission?

*Wheaton Franciscan Healthcare is committed to living out the healing ministry of the Judeo-Christian tradition by providing exceptional and compassionate healthcare services that promote the dignity and well-being of the people we serve.*

#### How does your work support the Iowa Cancer Plan?

*We offer screenings, conferences, treatment and programming to residents and cancer patients to prevent, treat and cure cancer. The Plan serves as a guide to our efforts to make an impact for those we serve. We recently remodeled the center to include a community room for educational opportunities, as well as a gym so patients could easily and comfortably access our Cancer Exercise program for endurance and strength building.*

#### Who do you serve?

*Covenant Cancer Treatment Center is the area's only comprehensive, accredited and multidisciplinary cancer treatment center in the 10-county area surrounding Black Hawk County.*

#### Why are you an ICC organizational member?

*We feel it is important to support and collaborate with ICC in its state-wide initiatives to fight cancer incidences and mortality throughout the state. We feel we can help lead the fight with other local organizations in Black Hawk county and surrounding counties.*

Covenant Cancer Treatment Center recently received **Three-Year Accreditation with Commendation** by the Commission on Cancer.

#### Connect with Covenant Cancer Treatment Center



On the web  
[www.WheatonIowa.org](http://www.WheatonIowa.org)



On Facebook  
[www.facebook.com/WheatonIowa](http://www.facebook.com/WheatonIowa)

#### Meet Nancy McHone

*My name is Nancy McHone, RN, MSN, OCN, RN Educator and Cancer Program Coordinator at Covenant Cancer Treatment Center. My job has many facets to it including the facilitation of our weekly Tumor Board. I review all the pathology reports and try to match cases with physician presenters. Our tumor board discusses individual cancer cases, and reviews AJCC staging and National Comprehensive Cancer Network guidelines to help decide the best course of treatment for best outcomes for that patient.*

*Another responsibility is to maintain our American College of Surgeons Commission on Cancer accreditation for our comprehensive cancer program by:*

- *Maintaining national patient care standards in our patient treatments*
- *Working on quality improvement issues to provide best patient care*
- *Providing education for health professionals and the community*

*Perhaps the most exciting part of my position is community outreach and education promoting prevention and detection at health fairs, forums, and other activities for community awareness. About 1.4 million Americans are diagnosed with cancer every year and at least one half of those could be prevented or found earlier. Survivorship is another important focus. With growing numbers of cancer patients surviving, I enjoy helping them learn to live a "new normal" and become "healthy survivors" (a term borrowed from Dr. Wendy Harpham).*

## ICC Member Pens New York Times Op Ed

ICC member and one of the nation's leading radon experts, Dr. Bill Field, recently published an op-ed in the New York Times. Read the entire piece at [www.nytimes.com/2012/03/29/opinion/the-radon-threat-is-still-with-us.html?\\_r=2](http://www.nytimes.com/2012/03/29/opinion/the-radon-threat-is-still-with-us.html?_r=2)

## ICC Grant Proposals Due May 4th

**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 25<sup>th</sup>.



## Have You Registered for the Spring Meeting?

If not, it's not too late to do that by [clicking here](#). Registration is FREE for ICC members, and \$25 for non-members.

## Archived Capacity-Building Webinars

Free recordings of two fantastic webinars held as part of the ICC's Capacity-Building Series are now available on-line. Archived presentations include

- [Persuasive Presentations](#)
- [Effective Meetings](#)

Click [here](#) for more information about these and other capacity-building presentations.



## Two Years Later: The Benefits of the Affordable Care Act for Iowa

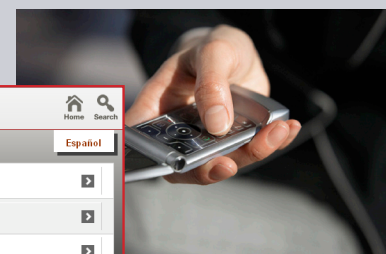
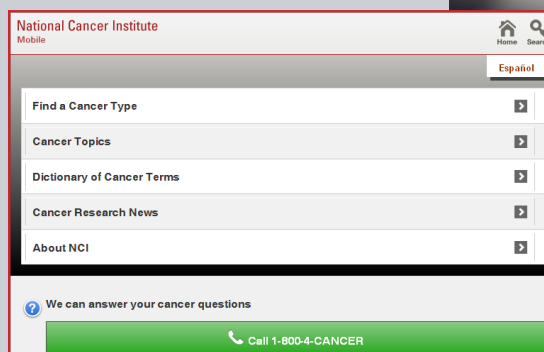


Providing new coverage options for young adults and removing lifetime limits on health benefits are just two ways the Affordable Care Act (ACA) has already made a difference for Iowans, according to HealthCare.gov.

Read more about how the ACA has already made an impact in our state at [www.healthcare.gov/law/resources/ia.html](http://www.healthcare.gov/law/resources/ia.html).

## Check Out This Mobile Site [m.cancer.gov](http://m.cancer.gov)

The National Cancer Institute (NCI) has announced the launch of a new mobile website. "Designed specifically for mobile phone users on any mobile platform, the site offers much of the same high-quality information found on cancer.gov's desktop site."



## Annual Report to the Nation on the Status of Cancer, 1975-2008, Featuring Cancers Associated with Excess Weight and Lack of Sufficient Physical Activity

Read the report [here](#).

## Cancer Incidence data for 1999-2009

The Centers for Disease Control and Prevention (CDC) has announced the release of National Program of Cancer Registries cancer incidence data for 1999-2009.

The data are available at <http://wonder.cdc.gov/cancer.html>.

## Tenth Annual Cancer Survivorship Series: Living With, Through, & Beyond Cancer

This free, four-part workshop series can be heard via telephone or through live streaming online.

More information is available at [www.cancercare.org/connect\\_workshops](http://www.cancercare.org/connect_workshops).

## End-of-Life Nursing Education (ELNC) Consortium Offers Core Training

May 17, 2012 | Mercy Medical Center of Des Moines, East Conference Room #1 | 1111 6th Avenue, Des Moines, IA

Registration is required. More information is available [here](#).

## Workshop/Webinar: Reducing Tobacco-Related Cancer Incidence and Mortality

The National Cancer Policy Forum will convene a 1.5-day public workshop that will include series of presentations and panel discussions exploring ways to reduce tobacco-related cancer incidence and mortality. June 11, 2012 | More information is available [here](#).

## Upcoming ICC Meetings & Events

### Webinar: Help Your Data Tell A Story

April 18<sup>th</sup> | 10-11 a.m.

[More info...](#)

### Iowa Cancer Plan Outreach Forum

April 19<sup>th</sup> | Sioux City | 8-9:30 a.m.

[More info...](#)

### ICC Governmental Relations Teleconference

April 20<sup>th</sup> | 10 a.m.

[More info...](#)

### ICC Spring Meeting

April 25<sup>th</sup> | 9 a.m.-3:30 p.m.

[More info...](#)

### Iowa Radon Coalition In-Person Meeting

May 16<sup>th</sup> | 9:30-Noon

[More info...](#)

### Iowa Cancer Plan Outreach Forum

May 17<sup>th</sup> | Ottumwa | 11:30-1:00

[More info...](#)

### Iowa Cancer Plan Outreach Forum

May 21<sup>st</sup> | Cedar Rapids | 8-9:30 a.m.

[More info...](#)

### Iowa Cancer Plan Outreach Forum

May 22<sup>nd</sup> | Waterloo | 1-2:30 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.

The ICC welcomes membership from all individuals and organizations interested in reducing the burden of Cancer in Iowa. Visit <http://canceriowa.org/Membership.aspx> for membership information. Scholarships are available.

## ICC Board of Directors:

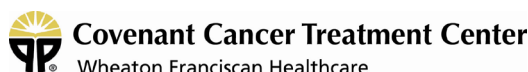
**George Weiner** | Iowa City | *President*  
**Richard Deming** | Des Moines  
**Lorrie Graaf** | Des Moines  
**Kimberly Ivester** | Cedar Rapids

**Amber Leed-Kelly** | Council Bluffs  
**Ron Nielsen** | Des Moines  
**Norm Van Klompenburg** | Newton

## ICC Staff:

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**Megan Lessard** | MPH Student | [Megan-Lessard@uiowa.edu](mailto:Megan-Lessard@uiowa.edu)  
**Kelly Rollins** | Project Assistant | (319) 384-1741 | [Rollins@CancerIowa.org](mailto:Rollins@CancerIowa.org)  
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## Organizational Members:



State Health  
Registry of Iowa



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[www.CancerIowa.org](http://www.CancerIowa.org)

