



# Iowa Cancer Consortium *News*

August 2012  
Volume 7 | Issue 8

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View the Iowa Cancer Summit brochure [here](#).

Register for the Iowa Cancer Summit [here](#).

## Correction:

The July edition of the ICC newsletter mistakenly said that the ICC's Governmental Relations Committee had changed its name to the Environmental Change Committee. In fact, the committee's new name is the Systems & Environmental Change Committee.

Apologies for the incorrect information.

## It's the Iowa Cancer Consortium's Tenth Anniversary: Be Part of the Celebration

Many ICC members and partners have been involved with the Consortium since its start ten years ago. The 2012 Iowa Cancer Summit on October 3<sup>rd</sup> and 4<sup>th</sup> will observe this anniversary, and the ICC wants to include your memories and experiences.

You are invited to submit a PowerPoint slide, photos, a brief memory, or a message to be used in a slide presentation that will be shown at the Summit. Materials and questions may be sent to Kelly Sittig at [sittig@canceriowa.org](mailto:sittig@canceriowa.org). Please plan to send your items by Tuesday, September 4<sup>th</sup>.

Need help getting started? Use one of the following slide templates to submit your information:

[Slide Template 1](#) | [Slide Template 2](#) | [Slide Template 3](#) | [Slide Template 4](#)



## Plus: Nominate Someone for an ICC Award

The Iowa Cancer Consortium is now accepting nominations for two awards, given each year during the ICC membership meeting at the Iowa Cancer Summit.

To nominate someone for either award, simply submit a single paragraph describing why your nominee should receive the award to [sittig@canceriowa.org](mailto:sittig@canceriowa.org). Nominations are due by noon on August 17<sup>th</sup>. Nominations will be voted on by the ICC Conference Planning Committee, with final selections being made by the ICC Board of Directors. Award descriptions follow:

### → Iowa Cancer Champion Award

The Iowa Cancer Champion award is given each year to an individual or organization who demonstrates commitment to reducing the burden of cancer in Iowa through work on policy and legislative issues. The recipient may be, but is not required to be, a member of the Iowa Cancer Consortium.

### → Karen Packer Spirit of Collaboration Award

The Karen Packer Spirit of Collaboration Award honors an Iowan with an outstanding commitment to collaborative cancer control efforts in Iowa. The recipient must be a member of the Iowa Cancer Consortium.

Questions? Contact Kelly Sittig at 319-335-8816 or [sittig@canceriowa.org](mailto:sittig@canceriowa.org).

## Cancer Prevention Study-3: Research Today for a Cancer-Free Tomorrow



To help researchers better understand the genetic, environmental and lifestyle factors that cause or prevent cancer, the [American Cancer Society](http://www.cancer.org) is recruiting men and women across the US and Puerto Rico for a landmark new research study—Cancer Prevention Study-3 (CPS-3).

October 2012 brings two community enrollment opportunities to Iowa:

➔ **Quad Cities | October 2-6, 2012**

In partnership with Genesis Medical Center, Bettendorf YMCA, and Two Rivers YMCA.

Visit [www.cps3quadcities.org](http://www.cps3quadcities.org) to learn more, and to schedule an appointment to enroll.

➔ **Cedar Rapids | October 23-25, and 27, 2012**

In partnership with Cedar Rapids Metro YMCA, St. Luke's Hospital, Helen G. Nassif Community Cancer Center, and Mercy Medical Center's Hall-Perrine Cancer Center.

Visit [www.cps3cedarrapids.org](http://www.cps3cedarrapids.org) to schedule enrollment at a Cedar Rapids location.

The study is open to anyone who

- ➔ Is willing to make a long-term commitment to the study, which involves completing periodic follow-up surveys at home for the next 20-30 years.
- ➔ Is between 30 and 65 years old.
- ➔ Has never been diagnosed with cancer (not including basal or squamous cell skin cancer).

During enrollment, participants will fill out a comprehensive survey packet about health history, provide a small blood sample (to be collected by trained phlebotomists), and provide a waist measure. Enrollment takes approximately 20-30 minutes.

Study participants will then be asked to update information via periodic, mailed surveys.

Researchers will use the data from CPS-3 to build on evidence from a series of American Cancer Society studies that began in the 1950s that have collectively involved millions of volunteer participants. The studies have played a major role in understanding cancer prevention and risk, and have contributed significantly to the scientific basis and development of public health guidelines and recommendations.

Those studies confirmed the link between cigarette smoking and lung cancer, demonstrated the link between larger waist size and increased death rates from cancer and other causes, and showed the considerable impact of air pollution on heart and lung conditions. The current study, CPS-II, began in 1982 and is still ongoing. But changes in lifestyle and in the understanding of cancer in the more than two decades since its launch make it important to begin a new study.

The American Cancer Society's nationwide goal for CPS-3 is to enroll a diverse group of at least 300,000 men and women aged 30-65 years with no prior history of cancer by 2013.

For more information, visit [www.cancer.org/cps3](http://www.cancer.org/cps3), call 1-888-604-5888 or e-mail [cps3@cancer.org](mailto:cps3@cancer.org).

## Updated Reviews and Findings Added to The Community Guide

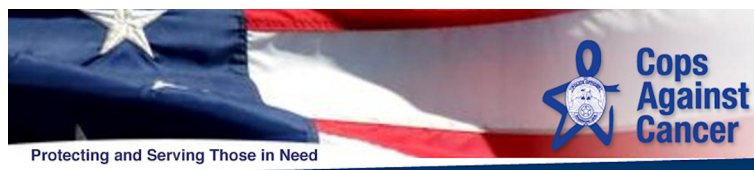
The Community Preventive Services Task Force recently issued updated findings regarding increasing breast, cervical, and colorectal cancer screening.

Access the findings [here](#).





## ICC Organizational Member Spotlight: Cops Against Cancer



### What is your organization's mission?

*#1 Helping cancer patients and their families with the over-whelming and unexpected expenses and challenges presented to them during a very difficult time of their lives.*

*#2 Assisting to build Colorectal Cancer awareness within our communities through public and patient education and to provide resources for those in need of our assistance.*

### In your own words, what does your organization do?

*Cancer does not discriminate who or how the disease attacks. Cops Against Cancer provides financial assistance for lodging & travel expenses during medical appointments, treatments or hospitalization or other financial assistance that is not covered by insurance carriers or monthly home expenses.*

*We also assist with fundraising events for affected families, and work to build Colorectal Cancer awareness within our communities through public motivational speaking on quality of life.*

*We work closely with the American Cancer Society Patient Navigator program in Iowa City, Omaha, and Des Moines, and receive weekly referrals.*

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

*Cops Against Cancer provides financial assistance to those in need, promoting awareness and prevention through public speaking and health-related events. Recently while speaking at a health fair, it became clear that benefits and resources we have available in the Des Moines Metro area are sometimes taken for granted. Outside the Metro area, families struggle daily with insurance or lack of insurance, but even more so with accessing treatment facilities. We have assisted some families who have had to travel four hours one way for their treatments. This is where our financial assistance comes into play, providing travel, lodging assistance, and food cards during their stays and appointments.*

### Who do you serve?

*We serve patients who are referred to us or who contact us, who are most often currently battling cancer or undergoing treatments. Since March, 2012, we have assisted 100 patients in Iowa, Minnesota, Illinois, Colorado, and California. On average we receive five to seven requests a week, with referrals from the National Cancer Call Center, American Cancer Society Call Center, John Stoddard Cancer Center, University of Iowa Holden Comprehensive Cancer Center, and Mercy Cancer Center, and The Mayo Clinic.*

### Why are you an ICC organizational member?

*We appreciate the ability to network with other organizations,*

*doctors, and advocates with the same goals. Partnerships are truly beneficial. Our organization works with other resources to reduce stress for patients and families.*

*Cops Against Cancer founder and ICC member Craig Phinney works full-time as a police officer, and finds that running an organization at the same time is rewarding as well. When he describes wearing these two different hats, Craig says, "I'm in my happy place, and having fun serving both communities."*

### Connect with Cops Against Cancer



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



On Facebook  
[www.facebook.com/groups/107165979321690/](https://www.facebook.com/groups/107165979321690/)



[www.youtube.com/watch?v=rHuRqIcGKAA](http://www.youtube.com/watch?v=rHuRqIcGKAA)  
[www.youtube.com/watch?v=buhbWZjLAR0&feature=relmfu](http://www.youtube.com/watch?v=buhbWZjLAR0&feature=relmfu)

Plus, check out these two videos produced in conjunction with the Iowa Department of Public Health's Iowa Get Screened Program, and featuring Craig Phinney:

### Cops Against Cancer Upcoming Event

#### 2nd Annual 12-Hour Fitness Challenge

Featuring ten former contestants from NBC's "The Biggest Loser" | April 2013 | For more information email [copsagainstcancer.org@live.com](mailto:copsagainstcancer.org@live.com)

## RWJF: New Roadmap Suggests Routes for Reducing Health Care Disparities

### From the Robert Wood Johnson Foundation (RWJF):

*While the need to address racial and ethnic disparities in care is well known, few strategies for reducing disparities have been studied systematically. A new supplement to the Journal of General Internal Medicine, organized by researchers at Finding Answers: Disparities Research for Change, offers organizations a new "roadmap" for reducing disparities. Finding Answers is a national program supported by the Foundation, focused on discovering and evaluating innovative interventions to move the disparities field beyond the documentation of racial and ethnic differences in health care to actually implementing efforts to eliminate these gaps in care.*

[Read the papers and listen to the podcast.](#)



## ICC Organizational Member Spotlight: Mercy Cancer Center at Mercy Medical Center—Des Moines



*A service of Mercy Medical Center—Des Moines*

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

*The mission of Mercy Cancer Center is to lead the fight against cancer in central Iowa.*

### **In your own words, what does your organization do?**

*Mercy offers the full spectrum of cancer care from screenings to diagnosis through treatment and follow-up. Mercy Cancer Center is characterized by:*

#### **World-class physicians, multidisciplinary care and treatment tools resulting in outstanding outcomes:**

*Mercy Cancer Center is dedicated to offering the most up-to-date treatments and therapies. In 2011, Mercy surgeons began offering a new seed localization procedure for breast cancer patients, combining advanced radiologic imaging with precise tumor localization to remove breast tumors with minimal disturbance to surrounding breast tissue. Mercy Cancer Center also offers Iowa's only flexible stereotactic radiosurgery system (SRS), CyberKnife®, the only SRS system that utilizes robotic technology combined with image-guidance to administer precision radiation treatments to previously inoperable tumors without the need for rigid patient restraints or undue patient discomfort. Our oncologic surgeons are the only surgeons in Iowa providing certain advanced treatment techniques, including Hyperthermic Intraperitoneal Chemotherapy (HIPEC) for abdominal cancers.*

#### **Exceptional patient support services:**

*Mercy is proud of the outstanding team of care givers supporting patients through every aspect of their care. In addition to expert physicians, our team is comprised of nurse care navigators, dietitians, a genetics counseling team, a survivorship program coordinator, mental health counselors, pastoral care staff and a palliative care nurse and physician. Mercy staff works with patients and their families to assist in coordination of their care, to facilitate support groups, to address financial issues arising from the cost of care, and to access other services in the community. Mercy also has a nationally-recognized program to help cancer survivors transition from treatment to triumphant life after cancer, with a focus on healthy and active lifestyles. In collaboration with the YMCA, Mercy offers the LiveStrong at the YMCA program where patients can access free exercise programs, education, and health counseling, and fellowship with other survivors. And, Mercy sponsors Above+Beyond Cancer, which organizes adventure-based experiences for survivors and seeks to*

*energize advocates who will promote policies and programs that prevent cancer and improve outcomes for those with cancer.*

#### **Focus on research devoted to improving the lives of cancer patients and seeking cures:**

*In the past two years, Mercy has devoted significant resources to increase our capacity to lead and participate in cancer research activities. Mercy is now collaborating with a national biorepository to screen and consent patients for biospecimen collection and banking. These biospecimens are used in vital national research seeking cures for cancers. We also collaborated with the American Cancer Society (ACS) to bring enrollment events to the Des Moines area for ACS's Cancer Prevention Study-3. And, Mercy has become involved with new collaborators for research and clinical trials, including Memorial Sloan Kettering, the University of Kansas and the University of Iowa.*

#### **Improving care for those who may not have adequate access to services:**

*Mercy is committed to initiatives that increase access to cancer screening and education for populations that may traditionally be underserved. Each year, we provide hundreds of free cancer screening services, including the distribution of over 600 free colon cancer screening kits in the spring of 2012. In 2010, we placed a cancer health coach in a rural primary care clinic that serves a predominantly Hispanic population. The health coach works to increase cancer awareness and education in the community, and to encourage health lifestyles to reduce cancer risk. Mercy is also placing fourteen cancer information kiosks in rural hospitals throughout Iowa to improve rural Iowans access to cancer prevention resources. And, our community palliative care nurse and medical director have developed an education program to teach rural clinicians about the benefits of early palliative care involvement.*

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

*Mercy Cancer Center views the Iowa Cancer Plan as a valuable tool to guide our strategic planning toward reducing the burden of cancer for our patients and the community. Mercy's approach to cancer care matches the goals of the Iowa Cancer Plan, and we are in agreement on the key overarching issues critical to the success of comprehensive cancer control in Iowa—collaboration, disparities, workforce, policy and systems, and research. We are pleased to collaborate with ICC colleagues on projects designed to address Iowa Cancer Plan priorities. For example, Mercy worked with ICC staff and the Iowa Department of Public Health to partner with the Iowa Cubs to help inform fans of the importance of sun safety and skin cancer prevention (an Iowa Cancer Plan "Prevention" priority). Mercy distributed lip balm and UV bracelets to fans, and assisted in the development of public service announcements to be aired during games to provide fans with tips on how to protect themselves from overexposure to the sun.*

**Continued on p.5**

*Continued from p. 4*

## Who do you serve?

*Mercy Cancer Center provides care to individuals primarily from forty-three counties in central and southern Iowa.*

## Why are you an Iowa Cancer Consortium organizational member?

*Iowa Cancer Consortium (ICC) membership provides the best opportunity to collaborate with the widest variety of organizations and individuals dedicated to reducing the burden of cancer in Iowa. Our ICC colleagues challenge and empower us to pursue excellence in care for our patients and the community.*

## What else should people know about you?

*Mercy Medical Center—Des Moines joined the National Cancer Institute's Community Cancer Centers Program (NCCCP) in April 2010 as the only NCCCP hospital in Iowa. NCCCP is a network of 21 community hospitals in 16 states supporting cancer research and enhancing cancer care for patients close to home. Most cancer patients are diagnosed*

*and treated at community hospitals. The National Cancer Institute began NCCCP as a way to expand cancer research and bring advanced cancer treatments to patients in community hospitals in rural, suburban and inner-city areas.*

## Connect with Mercy Cancer Center



On the web

[www.mercydesmoines.org/cancercenter/](http://www.mercydesmoines.org/cancercenter/)



Above + Beyond Cancer

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



On Facebook

[www.facebook.com/#!/mercydesmoines](https://www.facebook.com/#!/mercydesmoines)

## Mobile Apps Help Smokers Quit

**A review by University of Iowa tobacco cessation expert and Health Coach, Carla Melby. Originally printed in the University of Iowa's Summer 2012 liveWELL newsletter, Volume 7, Issue 3**



### **Livestrong MyQuit Coach** | (free) iPhone

Allows you to quit smoking cold-turkey from Day 1 or to gradually decrease your daily nicotine intake and cut down at a steady pace. Features inspirational photos, motivational tips, and progress charts.



### **Smoke Out** | (\$0.99) iPhone

This is a handy little app that can keep track of how long it's been since your last smoke, approximate how much of your life you've saved by not smoking, viewing monetary savings. Interfaces with Facebook and Twitter to update friends and family on your progress for some much-needed motivation boosting!



### **How Much Did I Smoke? By Eilon Fulman** | (\$0.99) iTunes Store

Tap the lighter to update your daily cigarette counter. A badge shows your total number smoked and will give stats on smoking history, money spent, and more.



### **Quit Smoking by Azati** | (free) Android

Designed to gradually wean you from dependency on cigarettes. Each individual's step-down program is calculated based on statistical data from users, and it's continuously adjusted to one's specific smoking pattern. Supports Russian, English, German, French, Spanish, and Chinese languages.



### **Get Rich or Die Smoking by Tobias Gruber** | (free and ad-free) Android

Very sophisticated reward and trophy system. The app helps you stop smoking by showing what you can afford with the money saved by not smoking.

**No Smartphone? Never fear! Check out these websites.**

### **Quitnet.com**

Internet-based service that combines evidence based methods of treating tobacco additions with a powerful and individually controlled program. Users get support from smokers that are in the process of quitting and exsmokers alike. Users are able to form individual clubs or interest groups and invite other members to join.

### **Facebook**

Consider joining a group like *QUIT SMOKING TODAY* and *Just Stop!*



## Funding Opportunities

### Walmart State Giving Program

The Walmart Foundation supports organizations with programs that align with our mission to create opportunities so people can live better. The State Giving Program awards grants to nonprofit organizations that serve a particular state or region.

Award budget: \$25,000+ | Applications due: Aug. 10, 2012 | [More information...](#)

### The Wellmark Foundation: 2012 Health Communities Grant Program

The Wellmark Foundation is soliciting proposals in both priority funding areas (childhood obesity prevention and community-based wellness and prevention). They hope this funding opportunity invites new collaborators in this work and puts health on the map in exciting and new ways.

Award budget: Up to \$20,000 | Letters of interest due: Aug. 14, 2012 | [More information...](#)

### Call for Proposals: Center for Sharing Public Health Services

The Robert Wood Johnson Foundation (RWJF) will provide two-year grants of up to \$125,000 to up to 18 teams of public health officials, policy makers, and other stakeholders who are exploring, implementing and/or improving cross-jurisdictional sharing arrangements between two or more public health agencies.

Award budget: Up to \$125,000 | Applications due: Aug. 29, 2012 | [More information...](#)

### Northern Plains Comprehensive Cancer Control Program Community Grant RFP

Applicants may request up to \$6,000.

Deadline: Sept. 1, 2012 | [More information...](#)

### Prairie Meadows Community Betterment

This grant will provide funding for projects that affect Central Iowans. The projects must be part of one of four categories: arts and culture, economic development, education, or health and human services.

Applications due: 5 p.m., Sept. 14, 2012 | [More information...](#)

### MetLife Foundation Health Grants

The health program supports nonprofit groups that help people of all ages lead healthy lives and make informed decisions about their health. Focus areas include healthy aging and healthy habits. (Note: Disease-specific groups are not allowed to apply.) Applications accepted on an on-going basis. | [More information...](#)

## Training, Events, and Information

### Save the Date: Cancer Center Scientific Retreat

This retreat is open to members of the cancer control community interested in cancer research. Details will be available soon.

June 13, 2013 | Marriott Hotel | Coralville, IA

### Psychosocial Oncology Care Conference

Sept. 5, 2012 | The Hotel at Kirkwood | Cedar Rapids, IA | [More information...](#)

### Preventing Chronic Disease Seeks Papers from Health Departments

Preventing Chronic Disease Journal (PCD) is seeking article submissions from state, tribal, local and territorial health department practitioners who are on the front lines working to improve the health of the public.

Submissions are due Sept. 25, 2012. | More information at [www.cdc.gov/pcd/for\\_authors](http://www.cdc.gov/pcd/for_authors).

### 6<sup>th</sup> Annual Thoracic Oncology Nurses Conference

Sept. 28-29, 2012 | Hotel Sofitel | Bloomington, MN | [More information...](#)

### 2013 Iowa Governor's Conference on Public Health Call for Abstracts

The 2013 Iowa Governor's Conference on Public Health will be held April 9-10, 2013.

Deadline for oral and poster presentation abstracts: Oct. 1, 2012.

More information at [www.iowapha.org](http://www.iowapha.org).

### 2012 Iowa Primary Care Association (PCA) Annual Conference

Oct. 18-19, 2012 | Sheraton Hotel | West Des Moines

Registration is open at [www.iowapca.org](http://www.iowapca.org).

### Rebalancing Health Care in the Heartland: Shaping Iowa's Health Care Landscape

Nov. 13, 2012 | Embassy Suites | Des Moines, IA | [More information...](#)

Sign up for the **Office of Minority & Multicultural Health E-Newsletter**

to receive information about grant opportunities, publications, and other resources for a variety of health-related topics designed to reduce health disparities.

Sign up [here](#).

## Upcoming ICC Meetings & Events

### Conference Planning Committee Teleconference

Aug. 17<sup>th</sup> | 11-Noon | [More info...](#)

### Communications Committee Teleconference

Aug. 17<sup>th</sup> | 1-2 p.m. | [More info...](#)

### ICC New Member Orientation

Sept. 6<sup>th</sup> | 1-2 p.m. | [More info...](#)

### ICC Fall Meeting and Iowa Cancer Summit

Oct. 3<sup>rd</sup> & 4<sup>th</sup> | [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:

**Sara Comstock** | Executive Director | (319) 335-8144 | [Comstock@CancerIowa.org](mailto:Comstock@CancerIowa.org)

**Katie Jones** | Project Coordinator | (319) 467-4568 | [Jones@CancerIowa.org](mailto:Jones@CancerIowa.org)

**Kelly Rollins** | Project Assistant | (319) 384-1741 | [Rollins@CancerIowa.org](mailto:Rollins@CancerIowa.org)

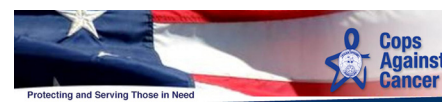
**Rachel Schramm** | Outreach Specialist | (319) 467-4569 | [Schramm@CancerIowa.org](mailto:Schramm@CancerIowa.org)

**Kelly Sittig** | Communications & Membership Coordinator | (319) 335-8816 | [Sittig@CancerIowa.org](mailto:Sittig@CancerIowa.org)

## Organizational Members:



ABOVE+BEYOND  
CANCER



State Health  
Registry of Iowa



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

Please send corrections or suggestions for future issues to [Sittig@CancerIowa.org](mailto:Sittig@CancerIowa.org).

