



February 2012  
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# Iowa Cancer Consortium *News*

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## Iowa Receives Decidedly Mixed Tobacco Control Grades from the American Lung Association

In the tenth annual State of Tobacco Control report, the Lung Association graded all 50 states and the District of Columbia on four factors related to tobacco control.

Iowa's grades included an "A" for smokefree air, a "D" for cigarette taxes, an "F" for cessation coverage, and another "F" for cutting the state's tobacco prevention and control budget. Micki Sandquist, Executive Director of the American Lung Association in Iowa, attributes this last grade to the fact that "Funding for the Iowa Department of Public Health's Division of Tobacco Use Prevention and Control dropped from \$7.39 million in 2011 to just \$3.25 million in 2012".



Overall, six states received "F's" in every category. They were Alabama, Mississippi, Missouri, South Carolina, Virginia, and West Virginia. Only four states, Delaware, Hawaii, Maine and Oklahoma, received all passing grades. No state received straight "A's."

Iowa was not alone in receiving worse grades than last year. The grades for many states regressed in 2011. No state increased its tobacco tax significantly, and 13 states and the District of Columbia significantly cut or completely eliminated funding of tobacco control and prevention programs.

To learn more about the State of Tobacco Control Report visit [www.stateoftobaccocontrol.org/at-a-glance/](http://www.stateoftobaccocontrol.org/at-a-glance/).

## Have Info to Share with ICC Newsletter Readers?

E-mail Kelly Sittig at [sittig@canceriowa.org](mailto:sittig@canceriowa.org). The newsletter deadline is the Monday before the first of each month.

## Share Your Colorectal Cancer Awareness Month Activities

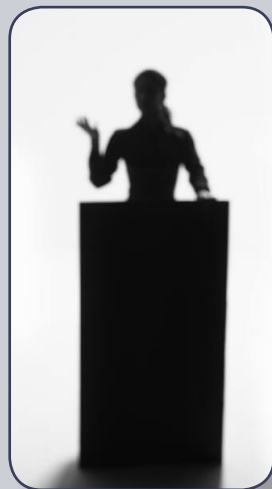


March is Colorectal Cancer Awareness Month. If you or your organization have events planned in observance of the month, share them at [http://bit.ly/Share\\_CRC\\_Activities](http://bit.ly/Share_CRC_Activities).

For inspiration and to see what others are doing, visit [http://bit.ly/CRC\\_Month](http://bit.ly/CRC_Month).

## Suggest Speakers and Break-Out Topics for the 2012 Iowa Cancer Summit

[www.canceriowa.org/About-the-ICC/ICC-Summits/2012-Iowa-Cancer-Summit/Speaker-Suggestions.aspx](http://www.canceriowa.org/About-the-ICC/ICC-Summits/2012-Iowa-Cancer-Summit/Speaker-Suggestions.aspx)



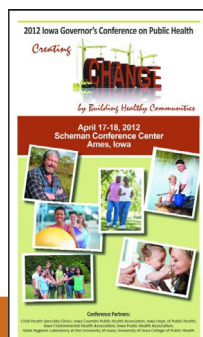
Organizations can also consider sponsoring the 2012 Summit! Benefits include a complimentary exhibit table and free conference registration (depending on sponsorship levels). Questions? Contact Kelly Sittig at [sittig@canceriowa.org](mailto:sittig@canceriowa.org).

## Registration Open for 2012 Iowa Governors Conference on Public Health

**April 17-18, 2012**

Scheman Conference Center  
Ames, Iowa

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



## Spring Meeting Registration Coming Soon



The ICC will soon implement new membership and event-registration software from Wild Apricot. Within the next couple weeks, you will receive an e-mail with information about how to use the software, including how to register for the Spring Meeting on-line!

### ICC Spring Meeting

April 25, 2013

Mercy Medical Center, Des Moines

**Registration information coming soon!**

## American Cancer Society Day at the Capitol: February 22, 2013



From the American Cancer Society's February 10th Iowa Legislative Update:

"Our most exciting day of the year is rapidly approaching! Day at the Capitol is Wednesday, February 22<sup>nd</sup>. We will inform and inspire you, feed you and transport you to and from the Capitol for meetings with your legislators. And it's all free!

"As many of you know, we have a very special guest as our featured speaker that day – Dr. Otis Brawley. As the chief medical officer and executive vice president of the American Cancer Society, Dr. Brawley is responsible for promoting the goals of cancer prevention, early detection, and quality treatment through cancer research and education. He champions efforts to decrease smoking, improve diet, detect cancer at the earliest stage, and provide the critical support cancer patients need. Dr. Brawley is a key leader in the Society's work to eliminate disparities in access to quality cancer care. It is on this area that Dr. Brawley will focus his remarks at our event.

"You do not want to miss the chance to hear Otis Brawley. Sign up TODAY and help spread the word about this event to friends and colleagues."

Register for Day at the Capitol [here](http://www.aacr.org/dayatthecapitol).

## Cancer Control P.L.A.N.E.T. Step 2: Move Research to Practice

### Step 2 Move from research to practice

#### [Research to Reality®](#) (NCI)

- Interactive community of practice for discussion, learning, and enhanced collaboration around evidence-based practice

#### [Find Program Partners in Cancer Control](#)

#### [Find Research Partners in Cancer Control](#)

- Contact information for ACS, CDC, NCI, and CoC program and research partners by state and region

The National Cancer Institute's Cancer Control P.L.A.N.E.T. (Plan, Link, Act, Network with Evidence-based Tools) website provides information and tools associated with five "Steps to Effective Cancer Control Planning":

1. Assess program priorities
2. Move from research to practice
3. Determine effectiveness of different intervention approaches
4. Find research-tested intervention programs and products
5. Plan and evaluate your program

This month, we take a look at Step 2, and the resources and tools available to help move from research to practice.

One aspect of Step 2 many of us are familiar with and have used, is the [Research to Reality](#) component, an "online community of practice designed to bring together cancer control practitioners and researchers to discuss moving evidence-based programs into practice."

[Free monthly cyber-seminars](#) present tools and best practices on a variety of relevant cancer and health topics. [Discussion boards](#) offer a dialogue between cancer control professionals across the country, and [mentorship opportunities](#) and blogs show real-life partnerships in action.

In addition, visitors to the site can search by state for [program partners](#) and [research partners](#).

For more information about moving research into practice, or any of the five cancer control P.L.A.N.E.T. steps, visit <http://cancercontrolplanet.cancer.gov/>.

## Check Out This Website...

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

From the [Robert Wood Johnson Foundation](#) (RWJF), this new public health blog includes news roundups, an idea gallery, and frank discussion about public health at all levels.

The site "is designed to spark an ongoing conversation about public health challenges, opportunities, evidence, solutions and innovations," and invites "active participation" from readers.



## There's Still Time to Register for the ICC's FREE Capacity-Building Series

Remaining webinars and in-person sessions include topics like *Persuasive Presentations*, *Program Planning & Evaluation*, *Grant Writing for Success*, *Effective Meetings*, and more. Find more information and register on-line at <http://bit.ly/BuildingCapacity>. (Did we mention it's FREE?)





## ICC Organizational Member Spotlight: St. Luke's Hospital



### St. Luke's Cancer Care Staff

**Front row L to R:** Mona Cook, Breast Care Coordinator; Kimberly Ivester, Director; Julie Thompson, Cancer Risk Assessment Counselor

**Middle row, L to R:** Kristi Thomson, Breast and Bone Health Manager; Emi Chapman, Care Coordinator; Wendy Young, Care Coordinator; Rhonada Weber, CTR

**Back row, L to R:** Nancy Hagensick, Oncology Social Worker; Matt Schmitz, Exercise Specialist; Kris Hollander, CTR

**Not pictured:** Beth Beckett, Oncology Dietician; Laura Riniker, Lead Massage Therapist

### What is your organization's mission?

*To give the healthcare we'd like our loved ones to receive.*

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

*The work of St. Luke's Cancer Care supports the Iowa Cancer Plan by assuring we are providing the highest quality of care utilizing the most recent advances in cancer treatment and supportive care. The care provided at St. Luke's includes programs and services focusing on prevention, early detection, evidence-based treatment and supportive care. As with the Iowa Cancer Plan, St. Luke's also focuses on addressing the needs of not only the cancer patient but their families and caregivers as well.*

### Who do you serve?

*Our cancer program serves those 18 years of age and older and their family and caregivers. St. Luke's service area consists of seven counties in Eastern Iowa.*

### Why are you an Iowa Cancer Consortium (ICC) organizational member?

*As an organizational member of the ICC, St. Luke's is able to show its support of initiatives that positively impact the lives of those with cancer or those at risk for developing cancer. Networking with other cancer experts across the state and collaboration on programs and projects is also an organizational benefit. As an ICC organizational member we are able to be involved on Implementation Groups and Committees which allow for networking and sharing of information that supports organizational improvement. The ICC membership also allows our organization to benchmark and learn from other members.*

### St. Luke's At-A-Glance

- Holds **Thomson Reuters Top 100 Hospital** designation
- Identified as a Magnet Nursing Excellence hospital
- Accredited by the American College of Surgeons Commission on Cancer (CoC), and has received the CoC Outstanding Achievement Award - the highest Award available to cancer programs
- Recipient of the LiveStrong Transition Program grant

### Connect with St. Luke's



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



[Facebook](#)



[Twitter](#)



Monthly newsletter:  
[Cancer Connections](#)



## R2R Cyber-Seminar: *Howdy, Partner! Using the PARTNER Tool to Track and Analyze Community Partnerships*

February 21, 2012 | 2-3 p.m. ET | More information and registration:  
<https://researchtoreality.cancer.gov/cyber-seminars>

## Call for Abstracts: 12th Symposium on Minorities, the Medically Underserved & Health Equity

Organizers of this conference are interested in papers that address the disproportionate impact of cancer and chronic disease on racial, ethnic and medically underserved populations.

Abstract submission deadline: Feb. 29, 2012 | Conference date: June 27-July 1, 2012 | Houston, TX  
More information: <http://iccnetwork.org/symposium/index.html>

## Call for Abstracts: 8<sup>th</sup> Biennial Cancer, Culture & Literacy Conference

The Cancer, Culture and Literacy Conference offers extraordinary networking and learning opportunities for individuals wanting to learn more about the roles of culture, language and literacy in cancer health disparities and in the design, implementation and evaluation of cancer communications, programs and educational interventions.

Abstract submission deadline: March 1, 2012 | Conference date: May 17-19, 2012 | Tampa, FL  
More information: [www.moffitt.org/ccl](http://www.moffitt.org/ccl)

## Cops Against Cancer 12-Hour Fitness Challenge

Promoting awareness of the benefits of proper nutrition, exercise and colorectal cancer prevention.  
March 3, 2012 | 2nd Wind Exercise | 10201 University Avenue | Clive, IA  
More information and registration: [www.copsagainstcancer.org](http://www.copsagainstcancer.org)

## C-Change Cancer Career Promotion Grants

C-Change aims to increase the quantity of cancer care professionals by encouraging stakeholders to recruit, retain, and support re-entry of individuals in these careers. Application deadline: March 23, 2012  
More information: [http://c-changetogether.org/Websites/cchange/images/Documents/C-Change\\_Cancer\\_Career\\_Promotion\\_Grant\\_Request\\_For\\_Proposalv4.pdf](http://c-changetogether.org/Websites/cchange/images/Documents/C-Change_Cancer_Career_Promotion_Grant_Request_For_Proposalv4.pdf)

## American Cancer Society Requests Applications for Community-based Participatory Research Grants

The Midwest Division of the American Cancer Society – in collaboration with its National Home Office in Atlanta – announces a request for applications (RFA) for community-based participatory research (CBPR) projects focused on reducing the cancer disparities found in vulnerable and medically underserved populations across the entire cancer continuum. Researchers located in Iowa, Minnesota, South Dakota, and Wisconsin are invited to apply.

Application deadline: April 1, 2012 | More information: <http://bit.ly/i5pH2P>

## The Examined Life: Writing and the Art of Medicine

A three-day conference focusing on the links between the science of medicine and the creative arts.  
April 19-21, 2012 | More information: [www.medicine.uiowa.edu/theexaminedlife/](http://www.medicine.uiowa.edu/theexaminedlife/)

## Upcoming ICC Meetings and Events

### Quality of Life Implementation Group (Teleconference)

Feb. 23<sup>rd</sup> | 10-11 a.m.

[More info...](#)

### Program Planning and Evaluation

Feb. 27<sup>th</sup> | 1-4:30 p.m. | Des Moines

[More info...](#)

### ICC New Member Orientation (Teleconference)

March 1<sup>st</sup> | 1-1:30 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.

## 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](mailto:Comstock@CancerIowa.org)  
**Katie Jones** | MPH Student | (319) 467-4568 | [Jones@CancerIowa.org](mailto:Jones@CancerIowa.org)  
**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)  
**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:



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

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

