



January 2012  
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# Iowa Cancer Consortium *News*

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**Seven in ten homes in Iowa have radon levels above the EPA's action level.**

## 2012 Board Election Results

Congratulations to Dr. George Weiner, Dr. Dick Deming, and Ron Nielsen who were all re-elected to the ICC Board of Directors for 2012.

A special congratulations and welcome to new Board member, Kimberly Ivester. Kimberly is Director of Cancer Services at ICC organizational member St. Luke's Hospital in Cedar Rapids.

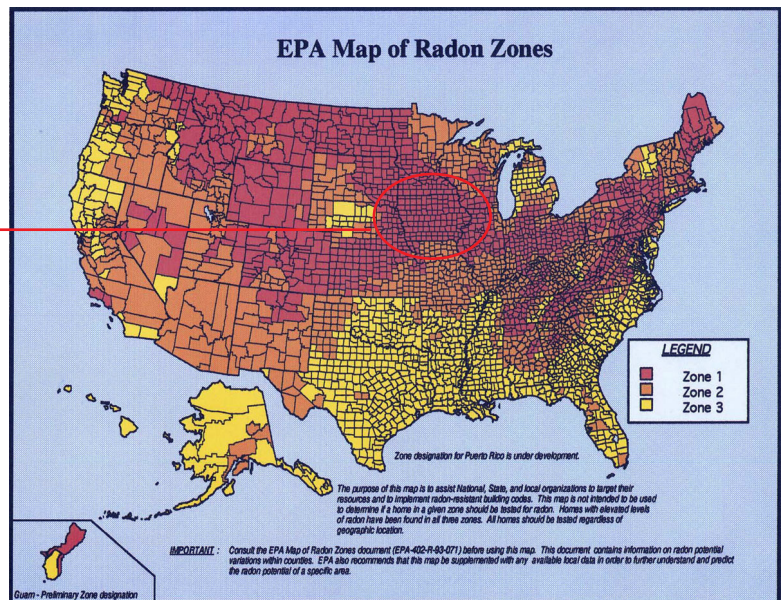
## January is National Radon Action Month

As a comprehensive cancer control advocate, you hopefully know that radon is a serious public health problem, especially in Iowa.

What will you do to take action against radon this month and into the future? Find ideas and resources, and share the action you're taking, at <http://bit.ly/RadonActionMonthInfo>.

Short-term test kits can cost as little as \$10, but currently Iowans can get a free test kit from the University of Iowa Holden Comprehensive Cancer Center's Cancer Information Service. Due to a grant from the ICC, the free test kits are available while supplies last by calling Holden's Cancer Information Service at (800) 237-1225.

The Holden Comprehensive Cancer Center is an ICC organizational member.



## Cancer Control P.L.A.N.E.T. - Is it in Your Toolbox?

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":

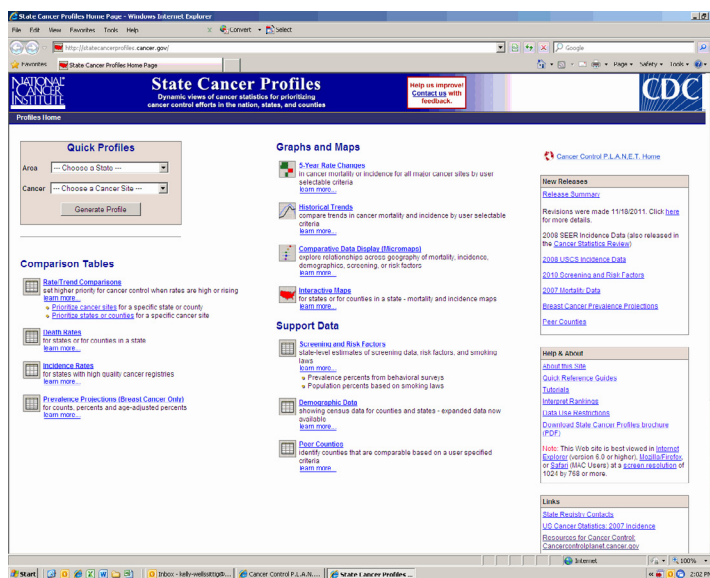
1. Assess program priorities
2. Move from research to practice
3. Determine effectiveness of different intervention approaches
4. Find research-tested intervention programs and products
5. Plan and evaluate your program.

Over the next few months, this newsletter will bring you information about these five steps and the tools Cancer Control P.L.A.N.E.T provides online.

Step 1 - "Assess program priorities" - provides cancer profiles for each state. Entering a state and cancer site generates a "quick profile," outlining death-rate trends for each of the state's counties.

Additionally, users can also quickly generate interactive maps and graphs by entering desired demographics and locations.

Comparison tables can be generated for cancer rates and trends, death rates, incidence rates, and breast cancer prevalence projections. Support data is also available for screening and risk factors, demographics, and peer counties.



The NCI hopes these tools will help cancer control advocates "identify high-risk populations and prioritize cancer control efforts."

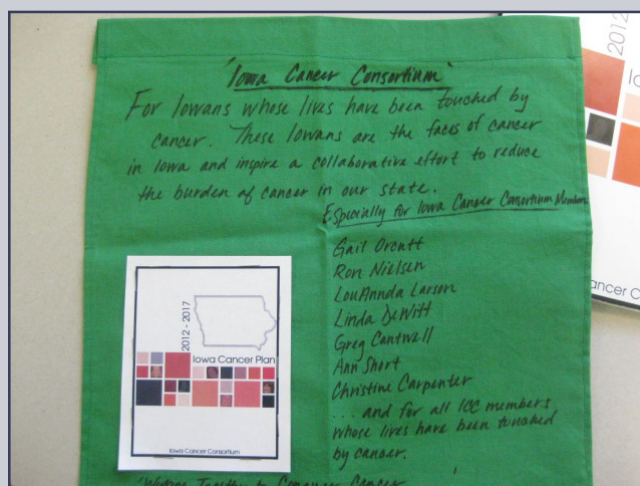
Check out all that Cancer Control P.L.A.N.E.T has to offer at <http://cancercontrolplanet.cancer.gov/>, and learn more about how cancer affects your county and our state at <http://statecancerprofiles.cancer.gov>.

## Truly 'Above and Beyond Cancer'

If you haven't taken a moment to catch up with the amazing cancer survivors and care givers (including the ICC's own Dr. Dick Deming and Jeanna Jones) climbing to the summit of Mount Killimanjaro, treat yourself to a few moments of inspiration and follow their journey at <http://aboveandbeyondcancer.org/>.

On January 11, 2012 the group completed the world's highest Relay for Life. More than 700 memorial prayer flags now hang at the Summit, where the Relay was held. The flags, including the one pictured here, hold stories, names, and photos of people whose lives have been touched by cancer.

Congratulations to the entire Above & Beyond team for an amazing and inspiring adventure!





## Fiscal Year 2012 Iowa Cancer Plan Grant Projects Reach Mid Year

By Rachel Schramm, Outreach Specialist

Iowa Cancer Consortium fiscal year 2011 grantees have been very busy over the past year – take a look at what they have accomplished in the first half of their grant period!

### Community and Worksite Mentoring

- 46 participants from 29 counties attended a community nutrition and physical activity webinar on November 16, 2011.
- Worksite Health Conference to take place on March 27, 2012 at the Brown Deer Golf Club in Coralville, IA.

### Confronting a Silent Killer: Radon Awareness Lessons for Iowa High School Science Teachers

- Lessons about radon have been taught to 12 chemistry classes and one AP chemistry class in the Southeast Polk High School near Des Moines, IA.
- Thus far, approximately 543 Iowans have been reached through this project.

### Promoting & Educating Iowans on Testing Homes for Radon

- An estimated 507 Iowans have received Radon test kits as a result of this grant (at the Iowa State Fair, Johnson County Fair, and University of Iowa Staff Health Fair).
- More Radon test kits have been purchased and will be released in January to coincide with Radon Action Month.

### Smoke-Free Casinos

- In addition to the county fairs in casino districts during the summer, the Iowa Tobacco Prevention Alliance (ITPA) exhibited, educated, and distributed fact sheets on the dangers of secondhand smoke for casino workers, at service club meetings and several fall events and conferences. An estimated 2,000 Iowans have been reached by this project thus far.
- In partnership with other groups, the ITPA sent letters to 18 casino general managers, asking them to make their casinos smoke-free for one day – the Great American Smoke Out. Although none of the 18

general managers agreed to make their casinos smoke-free, a lot of positive press was generated from the request.

### Sun Safety: Skin Cancer Prevention, Education, and Screening

- Over 360 Iowans have used a skin scope analyzer at various community outreach events in Linn, Johnson, and Cedar Counties, which had projected attendance totaling at least 1,675 participants.
- Mercy Medical Center is developing a sun-safety quiz for children and their parents that can be accessed via the internet: [www.mercycare.org/healthy-living/wellness-tools/safety-tools/sun-safety/](http://www.mercycare.org/healthy-living/wellness-tools/safety-tools/sun-safety/).

### Increasing Screening Rates in Primary Care Clinician's Practices

- Currently drafting a training program based on the existing evidence-based toolbox and guide, *How to Increase Preventive Screening Rates in Practice*, which will provide clinicians practical action-oriented assistance that can be used in the office to improve colorectal cancer screening rates.
- Group is working to identify and recruit pilot training sites.

### Iowa Commission on Cancer (CoC) Professional Network Development

- A CoC Leadership Dinner was held on October 3, 2011 and was attended by 15 people from five cancer centers and four organizations.
- A luncheon was held for clinical trials coordinators and was attended by 14 people.

### Bringing Together Cancer Health Educators to Improve Patients' Quality of Life

- Partnered with the Leukemia & Lymphoma Society to hold a Pre-Summit Cancer Educator event held October 3, 2011 in conjunction with the 2011 Iowa Cancer Summit in West Des Moines. 84 cancer educators registered for the event.

## Plan Ahead for Collaborations in Fiscal Year 2013



It may be the middle of winter in Iowa, but spring is right around the corner, and with it comes the Iowa Cancer Plan Grants invitation for proposals. The funding applications for fiscal year 2013, which will be released in March 2012, will be the first to focus on the newly revised Iowa Cancer Plan.

Examples of current projects and partnerships are available at [www.CancerIowa.org](http://www.CancerIowa.org). Use the next few months to start planning with your partners, and as always, the ICC staff is happy to help in any way.

E-mail Rachel Schramm at [Schramm@CancerIowa.org](mailto:Schramm@CancerIowa.org) with questions.

## Cancer Plan Outreach Forums

The ICC is planning a series of forums to promote the 2012-2017 Iowa Cancer Plan. Sessions will be guided by ICC staff, and topics include the Iowa Cancer Plan and opportunities for community members to ask questions about cancer.

To schedule a forum in your community e-mail Rachel Schramm at [Schramm@CancerIowa.org](mailto:Schramm@CancerIowa.org).

## Breast Health Summit to Focus on African American Women

A Breast Health Summit will be held at the African American Museum of Iowa in Cedar Rapids from 9 a.m.-3 p.m. on March 10, 2012. African American women, health-care providers, and public health workers are invited to attend the event, which hopes to develop and complement existing relationships between local health-care and public health providers and the African American community, and to empower and educate African Americans on breast health and breast cancer.

The event is a collaboration between the Iowa Affiliate for Susan G. Komen for the Cure, the ICC, American Cancer Society, Hall-Perrine Cancer Center, Linn County Public Health, the Office of Minority and Multicultural Health at the Iowa Department of Public Health, the Patient Advocacy Foundation, St. Luke's Hospital, and What's Going On Girl.

More information and registration is available at [www.canceriowa.org/About-the-ICC/Breast-Health-Summit.aspx](http://www.canceriowa.org/About-the-ICC/Breast-Health-Summit.aspx).



## ICC Member Honored with Award

Congratulations to ICC member Betty Johnson who has been awarded the 2012 Reverend Martin Luther King, Jr. Achievement Award.

Betty will receive her award on January 16, 2012 in Des Moines.

Congratulations, Betty! The award is very well deserved!

## ICC Organizational Partner Spotlight: Partnership for Better Health



### What is your organization's mission?

The mission of the Partnership for Better Health (PBH) is to educate the public, inform policymakers, and engage political candidates about the need to invest in health in order to save on health care; ultimately reducing the cost of care through a **Triple Solution** of prevention, intervention and innovation.

### In your own words, what do you do?

The Partnership for Better Health is a network of 53 health care organizations, providers, advocates and consumers. Through this partnership, PBH focuses our efforts to ensure that federal health care policy includes the **Triple Solution**. We do this by linking our partners to presidential candidates, the Iowa Congressional delegation, state legislature, media, and key opinion leaders in the health care arena. We attend events such as the Republican Straw Poll, Harkin Steak Fry and the Iowa State Fair to spread our message that the only way to lower the cost of health care is to reduce the prevalence of the main cost driver in the system, chronic disease.

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

Cancer is one of the most prevalent and expensive chronic diseases in the system. It is also one of the most preventable. The National Cancer Institute believes that 50 -75 percent of cancers are caused by tobacco use, lack of exercise and poor diet. So our message of proper nutrition, weight loss, exercise and tobacco cessation fit nicely with the Iowa Cancer Plan. We also want to ensure when Iowans are diagnosed with cancer, it occurs early in the disease progression making it easier to treat and those diagnosed have access to quality care. Finally we work to support new cures and treatments to increase survival rates and eventually find a cure.

### Who do you serve?

PBH works with our current 53 partners and thousands of advocates who rally around the need to have comprehensive health care reform that addresses reducing cost. These partners range from business, labor, non-profit health organizations, medical schools, providers and insurers. This large conglomeration of various interests and perspectives highlights how salient our message of prevention, intervention and innovation is. Ultimately, we serve Iowans as we strive to make our state healthier and more productive. Health care is an important issue and by keeping it at the forefront of public policy agendas we are able to demonstrate there is a personal and financial cost associated with cancer and other chronic disease.

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

The goals and objectives of the Iowa Cancer Consortium dovetail nicely with the Partnership for Better Health. Cancer screenings, access to care, reducing risky behavior and innovative treatments will be the key to reducing cancer prevalence in Iowa. The more our organizations can engage Iowans in this message, the more successful we will be in becoming the healthiest state in the nation, eliminating cancer, and ultimately reducing the burden of chronic disease.

### Connect with PBH



On the Web at  
[www.PartnershipForBetterHealth.org](http://www.PartnershipForBetterHealth.org)



[Facebook](#)



[Twitter](#)



[You Tube](#)



Sign up for PBH's electronic newsletter by e-mailing [becky@advocacyiowa.com](mailto:becky@advocacyiowa.com)

The ICC recently received the Partnership for Better Health's Award for **Outstanding Community Partner!**

## Webinar: Taking Action to Support the Public Health and Prevention Fund in 2012

Provided by the American Public Health Association, PolicyLink, Prevention Institute, Public Health Institute, and Trust for America's Health

Jan. 18 | 1:30-3 p.m. CT | To register: <http://bit.ly/HealthAndPreventionFundWebinar>

## R2R Cyber-Seminar: Ensuring the Delivery of Patient-Centered Cancer Care

Jan. 24 | 2-3 p.m. ET | Details and registration information: <https://researchtoareality.cancer.gov/cyber-seminars>

## Cultural Competency Webinar

Provided by Iowa Department of Public Health Bureau of Substance Abuse Division of Behavioral Health  
Feb. 2 | 10-11:30 a.m. CT | FREE (Charges apply for Continuing Education Credits)

Register by Jan. 30: <https://www.trainingresources.org/Events.aspx>

## First Annual Komen Siouxland Breast Health Symposium

Feb. 11 | Sioux City, IA | Details and registration: <http://bit.ly/ydi887>

## June E. Nylen Cancer Center Seeks Star and Angel Award Nominations

Awards honor extraordinary cancer survivors and caregivers.

Nominations due: Jan. 31 | More information: [www.nylencancercenter.com/archives/1912](http://www.nylencancercenter.com/archives/1912)

## Abstracts Being Accepted for the 2012 CDC National Cancer Conference

Details: <http://www.cvent.com/events/2012-cdc-national-cancer-conference/>

## 2010 BRFSS Report Data Released

<http://www.idph.state.ia.us/brfss/common/pdf/2010BRFSSannual.pdf>

## American Public Health Association Policy Innovation Contest

Win up to \$40,000 for your health department's innovative policy idea.

Details: <http://www.apha.org/programs/cba/CBA/policycontest/>

## Body and Soul Funding Available for Churches

The Iowa Department of Public Health hopes to award \$500 to at least six African American churches.

Deadline: March 1, 2012 | Details: [www.CancerIowa.org/BodyAndSoulFunding2012](http://www.CancerIowa.org/BodyAndSoulFunding2012)

## Applications Being Accepted for 2012 American Public Health Association (APHA) Public Health Fellowship in Government

Application deadline: April 9, 2012 | More information: [www.apha.org/advocacy/fellowship](http://www.apha.org/advocacy/fellowship)

## Upcoming ICC Meetings

### ICC Health Equity & Disparities Committee Teleconference

Jan. 17<sup>th</sup> | 2-3 p.m.

### ICC Treatment Implementation Group Teleconference

Jan. 25<sup>th</sup> | 10-11 a.m.

### ICC Prevention Implementation Group Teleconference

Jan. 26<sup>th</sup> | 11 a.m. - 12 p.m.

### Iowa Radon Coalition Teleconference

Feb. 6<sup>th</sup> | 11 a.m. - 12 p.m.

### ICC Screening Implementation Group Teleconference

Feb. 7<sup>th</sup> | 10-11 a.m.

**Teleconference number and pass code for each of the meetings listed above are:**

888-290-7502 | 9648762#

ICC Spring Meeting: April 25, 2012  
Mercy Medical Center, Des Moines

Iowa Cancer Summit: Oct. 3-4, 2012  
West Des Moines Marriott, West Des Moines





## ICC Capacity-Building Series: Registration is Open!

Recently, you should have received an e-mail from the ICC regarding sessions in the upcoming Capacity-Building Series. Sessions include *Bi-Partisan Messaging*, *Persuasive Presentations*, *Program Planning & Evaluation*, *Grant Writing for Success*, *Effective Meetings*, *Storytelling to Inspire Change*, and *Help Your Data Tell A Story*.

**If interested, register soon - space is limited!** More information and registration can be found on-line at <http://bit.ly/CapacityBuilding>. (Please note: Some presentations are webinars, while others are in person.)

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  
**Kimberly Ivester** | Cedar Rapids

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

### ICC Staff:

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