



# Iowa Cancer Consortium *News*

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PhD, professor of occupational and environmental health in the University of Iowa College of Public Health. "It's imperative to proactively address this risk factor for lung cancer by measuring radon in homes and, if elevated, taking action to reduce the radon levels. It's something everyone can and should do – a simple test could quite literally save your life."

Supplemental support for the video was provided by the NIEHS-funded Environmental Health Sciences Research Center in the College of Public Health at the University of Iowa.

[BreathingEasier.info](http://BreathingEasier.info) also features Iowa-specific and national posters that can be downloaded and printed for clinic and/or exam rooms. Links with additional radon information are also available on the site.

## "Breathing Easier" Video Urges Physicians to Learn About, Relay Radon Risks

**Bill Barker**, University of Iowa College of Public Health Office of Communications and External Relations

A new video, made possible by a grant from the Iowa Cancer Consortium, aims to educate physicians on the dangers of radon and the link between the radioactive gas and lung cancer.

The video, "Breathing Easier," is available at [www.breathingeasier.info](http://www.breathingeasier.info) and asks physicians the simple question: "Do you know about radon?" Radon is the leading environmental cause of cancer mortality in the United States. It is the number one cause of lung cancer among individuals who have never smoked, the second leading cause of lung cancer overall, and is responsible for an estimated 21,000 lung cancer deaths each year in the U.S.

The video focuses in part on the story of Dr. Richard Williams, a renowned University of Iowa urologist who passed away two years ago from what he considered radon-induced lung cancer. Williams' goal was to raise awareness among physicians on the issue of radon exposure and its serious health consequences.

"We need physicians and other healthcare professionals to educate patients about the risk and promote the use of radon test kits," concludes Dr. Bill Field,



## Download the 2012 Iowa Cancer Summit Brochure

Check out the 2012 Iowa Cancer Summit brochure, available [here](#), for information about

- A Pre-Summit event focusing on communications.
- Outstanding keynote speakers Tom Kean (President and CEO of [C-Change](#)) and Sue Curry (Dean of the [University of Iowa College of Public Health](#)).
- Engaging outbreak sessions.
- Networking opportunities.
- Continuing education opportunities.

Haven't registered yet? Do it here:

## Register

2012 Iowa Cancer Summit  
October 3-4, 2012 | West Des Moines Marriott

## Partnership for Better Health and Des Moines University to Host "A Healthy Discussion"

Partnership for Better Health and Des Moines University will host a series of bipartisan forums this August to give Iowa Congressional Delegation members their own platform for discussing critical health, wellness, and workforce policy topics with Iowans. The following "Healthy Discussions" will be held at Des Moines University's Medical Education Center:

- August 14<sup>th</sup> | 12 p.m. | Senator Charles Grassley
- August 20<sup>th</sup> | 3 p.m. | Congressman Tom Latham
- August 21<sup>st</sup> | 12 p.m. | Congressman Leonard Boswell

For more information contact Becky Brdicko at 515-246-3077 or [becky@advocacyiowa.com](mailto:becky@advocacyiowa.com).

## Resources for Combating Obesity in the Workplace

### Promising Practices for the Prevention and Control of Obesity in the Worksite

This article from [The Community Guide](#) recommends interventions to promote weight loss. The "promising practices" described in the paper, along with specific examples from the articles cited, can help spark ideas when talking with employers about possible weight-loss interventions in their populations. <http://www.ncbi.nlm.nih.gov/pubmed/21192740>

### The Weight of the Nation

The documentary "The Weight of the Nation," now available online, provides obesity facts, figures, and causes. The structure of the film is based on the Institute of Medicine report, "Accelerating Progress in Obesity Prevention." <http://theweightofthenation.hbo.com>

### New National CDC Healthy Worksite Newsletter

The CDC National Healthy Worksite program has started a quarterly newsletter, featuring information about webinars, and updated facts and figures. Check out the most recent issue [here](#).



## APHA Annual Meeting Registration and Housing Now Open

The 140<sup>th</sup> meeting of the American Public Health Association (APHA) takes place October 27-31 in San Francisco, CA. More information, including a link to registration, is available at <http://www.apha.org/meetings/registration>.

## New Name for the ICC Government Relations Committee

In an effort to more accurately reflect its work, the ICC Governmental Relations Committee has changed its name to the Environmental Change Committee.

Want more information about this committee? Contact Sara Comstock at [Comstock@CancerIowa.org](mailto:Comstock@CancerIowa.org).

## Data Set Available from the Lance Armstrong Foundation

The Lance Armstrong Foundation (LAF) conducted surveys of cancer survivors and their caretakers in 2006 and 2010 to find out more about their experiences.

Now that data collection is complete, the LAF is committed to making the anonymous survey data publicly available for use by other researchers committed to people affected by cancer.

To learn more about accessing this survey data, please email [research@livestrong.org](mailto:research@livestrong.org).



## In the News...



### Many Survivors of Adolescent and Young Adult Cancers Have Chronic Health Problems, Unhealthy Behaviors.

*Compared with people who had no history of cancer, the researchers found that those who'd had cancer as [Adolescents and Young Adults] were more likely to be current smokers, be obese, have various chronic conditions, be disabled, and have poor mental and physical health. Survivors of an [Adolescent and Young Adult] cancer were also more likely than those with no cancer history to be unemployed or unable to work and to report not seeking medical care due to concerns about cost. [Read the article...](#)*



### Anti-Smoking Ads Have Increased Quit Attempts: CDC

*(From HealthDay News) National ads featuring people living with the effects of smoking-related diseases may have worked better at prompting smokers to kick the habit than expected, according to the U.S. Centers for Disease Control and Prevention. [Read the article...](#)*



### Nearly Half of U.S. Adults Were Not Receiving Preventive Health Services Before 2010

*Only about half of U.S. adults received selected preventive services such as screenings, consultations and prescriptions, from a health care professional before 2010, according to a study by the Centers for Disease Control and Prevention. [Read the article...](#)*



## Check Out This Site

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

This site from the National Council on Skin Cancer Prevention provides recent and relevant information about skin cancer research, prevention, early detection, and advocacy.



## ICC Organizational Member Spotlight: John Stoddard Cancer Center



# JOHN STODDARD CANCER CENTER

## IOWA METHODIST MEDICAL CENTER

### What is your organization's mission?

*The John Stoddard Cancer Center will provide compassionate, quality, comprehensive care for our patients and their families.*

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

*We are proud to say that John Stoddard Cancer Center remains at the forefront of cancer care in Iowa and the entire Midwest. Our philosophy of family-centered care enables us to wrap all of our modern treatment technology into an atmosphere that reflects the importance of having family and friends involved in the treatment process. An interdisciplinary, holistic and family centered approach is central to our care delivery.*

*We provide a wide range of support services and offer one of the most technologically advanced and diverse radiation oncology departments available. In 2011, Stoddard became one of the first in the world to offer patients TrueBeam STx Technology — a revolutionary new radiation device capable of treating even the smallest tumors. Our Inpatient Unit offers outstanding care that is provided by experienced and dedicated staff.*

*Cancer education and outreach also extends far outside the walls of John Stoddard Cancer Center. We organize and attend many events through central Iowa to provide cancer information and free screenings to the community. We dedicate our time and resources to education and outreach because we know that they are vital in the fight against cancer.*

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

*The goals and mission of John Stoddard Cancer Center align very well with the key areas that make up the Iowa Cancer Plan – Prevention, Screening, Treatment and Quality of Life.*

- *Prevention - An active advocate for cancer prevention, John Stoddard Cancer Center supported a variety of events during 2011, increasing awareness for the importance of screening and early detection of cancer, promoting healthy living, and raising funds for cancer research. Among the events hosted by John Stoddard Cancer Center were: Cancer Survivors Day, Girls Night in the Village, the Rally Against Cancer fundraiser, Stoddard Oncology Nursing Conference, and free community educational events for breast, lung, colon, and oral, head and neck cancers.*

*In addition, John Stoddard Cancer Center supported a number of community-based fundraising events, including: American Cancer Society's Daffodil Days, Making Strides Against Breast Cancer, Relay for Life and DetermiNation, Susan G. Komen's Race for the Cure, Leukemia and Lymphoma Society's Light the Night, National Ovarian Cancer Coalition's Walk for the Whisper, Get Your Rear in Gear, Pancreatic Action Network's Purple Stride Walk, and the National Lung Cancer Alliance's Free to Breathe.*

- *Screening – Each year Stoddard works with area physicians and clinics to provide hundreds of free cancer screening events to the community and those in need. Free screenings included colonoscopies, mammograms, skin cancer screenings, prostate exams, and oral, head and neck screenings. Providing free screenings is a vital part of our organization because early detection is so important in the fight against cancer.*
- *Treatment – At Stoddard we are proud to offer state-of-the-art technology and only the latest treatment options to our patients. Whether it is advanced technology offered in our radiation oncology department, access to the latest research and clinical trials, or the support services needed during the cancer journey – we are working in close partnership with our cancer physicians to ensure that patients are receiving the treatment they need to fight their disease. Stoddard also supports the team concept of patient care through the use of multidisciplinary care teams made up of physicians, nurses, care coordinators, social workers, psychologists, and dieticians. We believe this approach leads to many benefits for patients and their families, including the combined expertise of all members of the multidisciplinary team. They work together to ensure that comprehensive, coordinated care is available to each patient and that each patient is uniquely treated for their type of cancer, its stage, lifestyle needs and overall health.*
- *Quality of Life – Stoddard provides a number of services and support programs that support our patient's quality of life. Two specifically that we'd like to point out are the Survivorship and Care Coordinator Programs.*

*Cancer survivorship is an important part of the cancer journey and John Stoddard has brought together a team of experts and community resources to offer cancer survivors the support they need following treatment. The Survivorship Program begins with a survivorship interview session offered to those who have completed cancer therapy and depending on needs other survivorship services may be offered, including a free exercise program, counseling services, support groups, or genetic counseling/testing.*

**Continued on p.6**

## Continued from p. 4

*The Care Coordinator Program is staffed by five oncology certified nurses who have an understanding both of the technical aspects of cancer and the emotional aspects of the journey. The care coordinators help bridge and connect patients and their families with resources within the cancer center. Their goal is to educate and support patients and families throughout the cancer journey.*

## Who do you serve?

*Our primary service area is Polk, Dallas and Warren counties and 66% of our patients come from those counties. 96% of our patients come from a 30-county area in central Iowa.*

## Why are you an ICC organizational member?

*John Stoddard Cancer Center's mission is to provide compassionate, quality, comprehensive care for our patients and their families. In order to accomplish our mission, it is important that we collaborate with others, learn best practices and be well educated on what is happening in our communities. We appreciate the opportunity work with and learn from ICC.*

## Connect with John Stoddard



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



eNewsletter  
[www.JohnStoddardCancer.org/enews](http://www.JohnStoddardCancer.org/enews)



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



On Pinterest  
[www.pinterest.com/stoddardcancer](http://www.pinterest.com/stoddardcancer)



On YouTube  
[www.youtube.com/iowahealthdesmoines](http://www.youtube.com/iowahealthdesmoines)

## Welcome, ICC Members!

The ICC extends a warm welcome to its newest members and to previous members who have renewed since March 2012 (bold denotes organizational members):

**Sarah Banks, Holden Comprehensive Cancer Center, Iowa City**

**Robert Behrens, MD, Iowa Oncology Research Association, Des Moines**

Jill Bergstrom, Montgomery County Memorial Hospital, Red Oak

Victoria Brenton, Iowa Department of Public Health, Des Moines

Jackie Brock, Vidacare, Ankeny

**Kathy Burris, McCreery Cancer Center, Ottumwa**

**Mary Ellen Carano, William R. Bliss Conacer Center, Ames**

**Roger Dahl, Komen Iowa, West Des Moines**

**Dee Eadie, Mercy Medical Center, Cedar Rapids**

Amy Ganske, Physician's Clinic of Iowa, Cedar Rapids

**Marci Hays-Larson, Physician's Clinic of Iowa, Cedar Rapids**

**Bradley Hiatt, DO, Iowa Oncology Research Association, Des Moines**

Liddy Hora, American Cancer Society, Fort Dodge

**Mary Loots, Iowa Oncology Research Association, Des Moines**

**Rae Anne Marner, Trinity Regional Medical Center, Fort Dodge**

Carrie McGuire, Teva Oncology, Rock Island

Heather McKelvey, Mercy Medical Center Centerville, Centerville

Gayla Moore, Thongs for Him, Ames

Carol Moss, University of Iowa Department of Family Medicine, Iowa City

Jerilyn Oshel, Iowa Department of Public Health, Des Moines

**Barbara Patschke, Physician's Clinic of Iowa, Cedar Rapids**

**Craig Phinney, Cops Against Cancer, Ankeny**

**Sherri Rickabaugh, Iowa Oncology Research Association**

Ali Schissel, Amgen, Jesup

Sabi Singh, University of Iowa Hospitals and Clinics, Iowa City

**Augusta Sires, Covenant Cancer Center/Wheaton Franciscan Healthcare, Waterloo**

Christopher Squier, PhD, DSc, University of Iowa College of Dentistry, Iowa City

**Missy Stravers, Iowa Oncology Research Association, Des Moines**

Cheryl Valenta, American Cancer Society, Cedar Rapids

Cari Waters, Abben Cancer Center, Spirit Lake

## Funding Opportunities

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

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.

Deadline: 3:00 p.m. EDT, August 29, 2012 | More information is available [here](#).

### Walmart Foundation State Giving Program

The Walmart Foundation's State Giving Program awards grants starting at \$25,000 to nonprofit organizations that serve a particular state or region. Focus areas include education, workforce development/economic opportunity, environmental sustainability, and health and wellness.

Applications accepted until August 10, 2012 | More information: [www.walmartstores.com/CommunityGiving/8168.aspx](http://www.walmartstores.com/CommunityGiving/8168.aspx)

## Training, Events, and Information

### Webinar: Developing Standard Operating Procedures for Language Access in Cancer Clinical Trials

The adult cancer patient population is increasingly diverse, with many facing significant language barriers in accessing care. Adopting clear, consistent policies and procedures to address limited-English-proficient patient recruitment and retention in cancer clinical trials reduces trial team uncertainty, enhances patient safety and effectively utilizes site resources.

3-4 p.m. ET | July 19, 2012 | Information and registration [here](#).

### Call for Speakers: 2012 Iowa's Healthy Farms, Healthy People State Meeting

The Iowa Food Systems Council in cooperation with the Iowa Public Health Association and other partner groups will organize and host an Iowa Healthy Farms, Healthy People meeting that will examine the intersection between agriculture and human health. Abstracts are currently being accepted.

Deadline for submission: 5 p.m., August 2, 2012

More information is available at: <http://www.iowafoodsystemscouncil.org/healthy-farms-healthy-people-s/>

### Psychosocial Oncology Care Conference

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

### William R. Bliss Cancer Center Offers Retreat Weekend for Couples Celebrating Life: October 5-7, 2012

William R. Bliss Cancer Center invites women living with metastatic breast cancer, along with their spouses or partners, to attend a weekend of education, meditation, recreation, and refreshment. Metastatic breast cancer can affect daily routines, quality of life, and relationships. Women and partners attending this retreat will receive support and encouragement from medical professionals to deal with these effects. Attendance is limited to ten couples. This free retreat includes meals, lodging, use of the facility, and educational programs. For more information, contact Mary Ellen Carano at (515) 956-6410 or [carano@mgmc.com](mailto:carano@mgmc.com). Registration deadline is September 15, 2012.

### Joint Fall Meeting: Iowa Rural Health Association & Iowa Association of Rural Health Clinics

September 20, 2012 | Hilton Garden Inn, Johnston, IA | [More information...](#)

### National Prevention Council Action Plan: Implementing the National Prevention Strategy

Read the recently released report [here](#).

## Upcoming ICC Meetings & Events

### Iowa Cancer Plan Outreach Forum

Jul 17<sup>th</sup> | Council Bluffs | 11:30 a.m.-1 p.m.

[More info...](#)

### Iowa Radon Coalition Teleconference

Jul 19<sup>th</sup> | 1:30-2:30 p.m.

[More info...](#)

### Screening Implementation Group Teleconference

Jul 17<sup>th</sup> | 10-11 a.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:

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

## Organizational Members:



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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).

