



June 2012
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Iowa Cancer Consortium *News*

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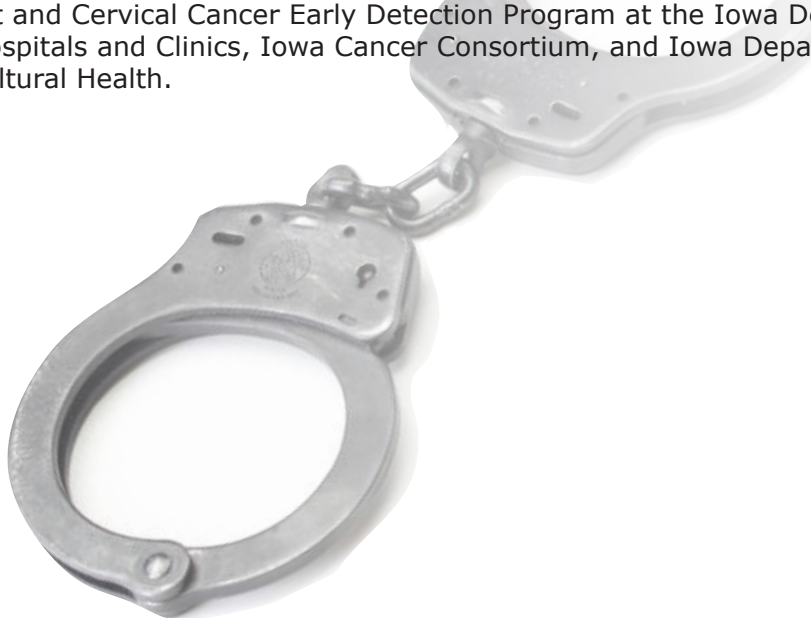
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Bringing Breast Cancer Screening to the Women of Mitchellville

For many women over forty, a busy schedule and insurance coverage are common barriers when scheduling and following-through with an annual mammogram. Iowa's incarcerated women face additional, more unconventional barriers. To receive a mammogram, inmates at the Iowa Correctional Institution for Women (ICIW) in Mitchellville must travel nearly 100 miles with a guard to the University of Iowa Hospitals and Clinics in Iowa City while wearing an orange jumpsuit and shackles. Feelings of fear, anxiety, and embarrassment often deter these women from obtaining mammography services.

In 2012, ICIW and a number of other partner organizations (including the ICC) came together to organize the second Mitchellville Screening Project, providing on-site breast-health education and mammography services to the women. In April, more than 120 inmates learned about cancer prevention, breast health, and recommended breast cancer screening guidelines. Additionally, in May 2012 more than 45 women received mammograms on-site via Mercy Medical Center's (Cedar Rapids) mobile mammography unit.

A special thank-you to partner organizations involved in this project including ICIW, Mercy Medical Center - Cedar Rapids, the Breast and Cervical Cancer Early Detection Program at the Iowa Department of Public Health, University of Iowa Hospitals and Clinics, Iowa Cancer Consortium, and Iowa Department of Public Health's Office of Minority & Multicultural Health.



Mt. Zion and ICC Partner to Encourage Healthy Living

If you visit Mt. Zion Missionary Baptist Church on a Sunday morning, don't be surprised to find fresh fruit instead of doughnuts or hear an exercise class promoted during announcements. Over the past two years, leaders at Mt. Zion have incorporated wellness into church activities, including healthy cooking demonstrations, exercise classes, and yoga sessions.

The activities started when some members of Mt. Zion became trained in the Body & Soul program. Body & Soul is an evidence-based program designed by the National Cancer Institute specifically for predominately African American churches to encourage healthy living. Paulette Clark, Body & Soul coordinator for Mt. Zion, has worked closely with the ICC and other partners to ensure the program continues to be successful and grow.

Mt. Zion has a multi-ethnic congregation and its leaders are well aware that African Americans are disproportionately at risk for developing serious chronic diseases, including cancer, diabetes, heart disease, and stroke. Through grants provided by the American Cancer Society, ICC, Iowa Department of Public Health, and most recently the Greater Cedar Rapids Community Foundation (GCRCF), Mt. Zion has been able to reduce the burden of these diseases. The ICC assisted Mt. Zion in applying for a GCRCF grant, which will allow the church to purchase fitness equipment and

host 20 healthy cooking demonstrations. Eight of these demonstrations will be specifically for youth. The ICC congratulates Mt. Zion for their recent funding award!



2012 Iowa Cancer Summit: A Decade of Collaboration

October 3-4, 2012

West Des Moines Marriott | West Des Moines, IA

The Iowa Cancer Summit is Iowa's only state-wide comprehensive cancer control conference. The Summit connects health-care providers, researchers, public health officials, private sector representatives, survivors, social workers, caregivers, and other Iowans to talk about cancer and exchange best practices.

Featuring Keynotes by:

Sue Curry, PhD

Dean, University of Iowa College of Public Health

Tom Kean

Executive Director, C-Change

Exhibit your cancer- or health-related materials to more than 100 Summit participants.

[Learn more...](#)

*Click
HERE
for more information
& to register!*

Congratulations, Gail!

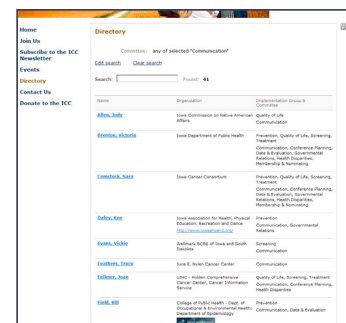
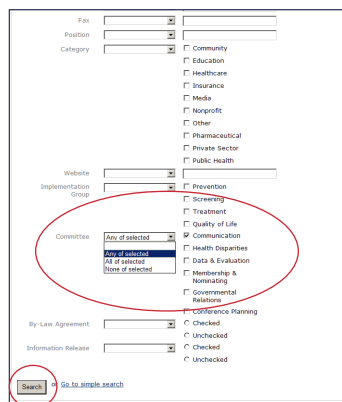
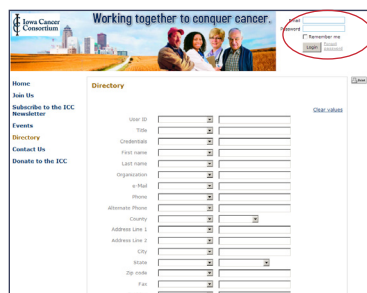


Many of you know ICC member Gail Orcutt and her passion for radon awareness and education.

The American Lung Association recently recognized Gail for her tireless efforts by presenting her with the 2012 American Lung Association Volunteer Award for her commitment to educating Iowans on the harms of radon and encouraging the testing of homes.

Connie Perry (right) of the American Lung Association in Iowa presents ICC member Gail Orcutt with the 2012 American Lung Association Volunteer Award.

Simple Search Directions to Keep in Touch with Fellow ICC Committee and Group Members



1. Visit www.CancerIowa.org. Follow the menu to the ICC Membership List page, and click the link to the complete searchable directory (circled here in red).

2. Make sure you're logged in! Don't know your password? Click on the "Forgot password" link.

3. Scroll down to select your committee and/or implementation group. Click "Search."

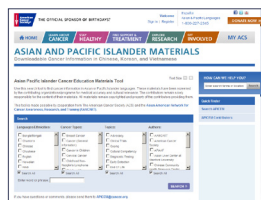
4. Enjoy your nice, neat list of committee/group members. Click on individual names for contact information.

Helpful Websites and Online Tools



<http://hints.cancer.gov>

"HINTS is a national survey uniquely dedicated to learning how people find, use, and understand health information."



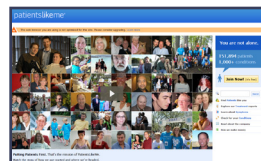
<http://www.cancer.org/apicem>

This American Cancer Society search tool allows users to find specific cancer information in Pacific Islander languages.



<http://www.healthcommworks.com>

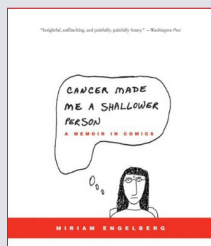
Coming soon, this site includes MessageWorks, SocialWorks, ProofWorks, and other tools to help communicators craft effective messages, develop strategy, and evaluate communications.



<http://www.patientslikeme.com>

"PatientsLikeMe is a free online community where thousands of patients with life-changing conditions share real-world experiences."

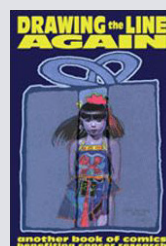
Graphic Novels Illustrate Cancer Journeys



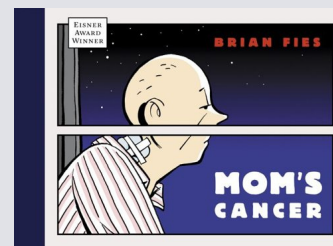
Cancer Made Me a Shallower Person
By Miriam Engelbert



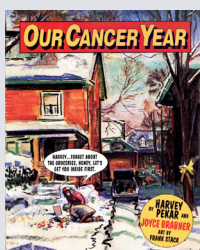
Cancer Vixen: A True Story
By Marisa Acocella Marchetto



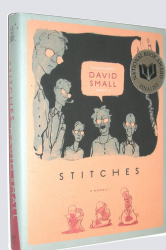
Drawing the Line Again: Another Book of Comics Benefiting Cancer Research
Published by Drawing the Line



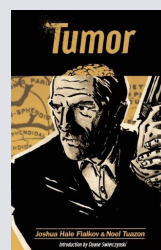
Mom's Cancer
By Brian Fies



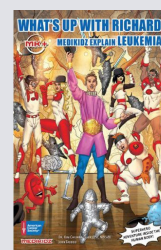
Our Cancer Year
By Harvey Pekar and Joyce Brabner



Stitches: A Memoir
By David Small



Tumor
By Joshua Hale Fialkov & Noel Tuazon



What's Up With Richard?
By Kim Chilman-Blair

ICC Organizational Member Spotlight: Iowa Oncology Research Association



What is your organization's mission?

Established in 1978, the Iowa Oncology Research Association (IORA) is a designated Community Clinical Oncology Program (CCP) funded by the National Cancer Institute. The mission of the IORA is to offer central Iowans the opportunity to participate in national and international cancer research studies; ensure research data integrity, and educate both professionals and the public on the research process and availability of clinical trials.

In your own words, what does your organization do?

The CCOP is a network for conducting cancer treatment and cancer prevention clinical trials by community physicians. This network connects academic centers (research bases that design and oversee the trials) with local physicians who enroll patients to those trials. The CCOP national network includes 47 CCOPs in 34 states and Puerto Rico. Through the IORA CCOP, research trials involving chemotherapy, radiation therapy, cancer surgery, immunotherapy, and cancer prevention are available on a local level. With offices in Des Moines, Mason City, Ottumwa, Ames, and

Council Bluffs, the IORA provides Iowans a link to many cancer treatments not yet available for general use. IORA physician membership includes medical oncologists, radiation oncologists, surgical oncologists, general oncologists, gynecology oncologists, as well as pathologists, urologists, and neurologists. IORA physicians, research associates, nurses, and participating hospitals work together to provide central Iowans state-of-the-art cancer care and cutting edge research.

How does your work support the Iowa Cancer Plan?

The five IORA CCOP offices work with rural and urban health care institutions within their areas to improve access and availability to oncology clinical trials. In addition to cancer treatment studies, IORA has offered cancer prevention studies in the recent past for prostate cancer and breast cancer, and continue to offer cancer control studies for which the goal is to improve the quality of life of cancer patients. These activities serve local communities well, support the ICC in reducing the cancer burden in Iowa, and improve the quality of life of cancer patients.

Who do you serve?

The entire IORA CCOP catchment area encompasses 59 of Iowa's 99 counties and a population of 1,527,853 which is 50% of the state's total population.

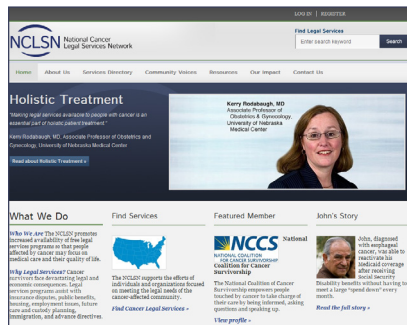
Connect with IORA

IORA: www.iora.org

NCI: www.cancer.gov

NCI Clinical Trials: <http://cancer.gov/clinicaltrials/>

National Cancer Legal Services Network Launches New Website



There's a new resource for people and families affected by a cancer diagnosis. The National Cancer Legal Services Network (NCLSN)'s new website, www.nclsn.org, features a national directory of organizations that provide free legal assistance to cancer survivors and their loved ones. The site also provides training materials and resources for new legal advocates, and illustrates the many legal issues survivors and providers often face that underscore the importance and need for cancer legal advocacy programs.

ICC Organizational Member Spotlight: William R. Bliss Cancer Center at Mary Greeley Medical Center



What is your organization's mission?

We provide high-quality, cost-effective health care services that advance the health of central Iowans through specialized care and personal touch.

In your own words, what does your organization do?

The William R. Bliss Cancer Center is a service of Mary Greeley Medical Center and McFarland Clinic PC. Mary Greeley Medical Center (MGMC) is a publicly owned 220-bed regional medical center located in Ames, Iowa. MGMC has established itself as the single largest medical center in its primary six-county service area, serving a population of approximately 193,000.

The Cancer Program at MGMC has been accredited by the American College of Surgeons Commission on Cancer (CoC) since 1993. It was recently awarded three-year approval with contingency as a Community Hospital Comprehensive Cancer Program.

At the William R. Bliss Cancer Center patients receive the full range of services, from the detection, diagnosis and treatment of cancer, to follow-up and survivorship care, at a single location. We provide advanced treatment options in a compassionate, respectful environment. Our recently designed facility coordinates cancer care in one location with easy access to medical oncologists, radiation oncologists, surgeons and the Cancer Resource Center. This ensures integrated and comprehensive cancer services for all our patients. Additionally, MGMC and the McFarland Clinic share an electronic health record, further enhancing the ability to provide seamless cancer care services to central Iowans.

The William R. Bliss Cancer Center continues to provide and support services within our Cancer Resource Center including: patient navigation, cancer genetic education, survivorship programs, cancer support groups, clinical trials, and a dedicated cancer boutique offering breast cancer services, swimwear and a wig program.

In April 2012, the William R. Bliss Cancer Center installed a TrueBeam Linear Accelerator, one of only two hospitals in Iowa to offer this state-of-the-art radiation technology. TrueBeam provides radiotherapy technol-

ogy, offering an advanced system that uses noninvasive tumor-destroying radiation to treat cancers throughout the body, while minimizing damage to surrounding healthy tissue.

Why are you an ICC organizational member?

Through our continued involvement with the Iowa Cancer Consortium, we have been able to work with state and national partners in reducing the burden of cancer. We are proud to be an organizational member of the Iowa Cancer Consortium, using evidence-based research to ensure a healthy future for all Iowans. The goals of the Consortium connect well with the William R. Bliss Cancer Center, which are captured our tag line "Specialized Care, Personal Touch." This philosophy drives our mission as we care for our friends, our families and our communities.

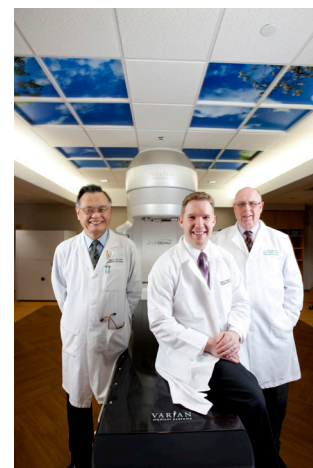
What else should readers know about your organization?

Mary Greeley Medical Center has launched a major \$130-million capital project, which will enhance our patient care. A new six-story patient tower will feature larger patient rooms and a dedicated oncology floor with access to a rooftop garden.

A later phase in the project will significantly expand our Emergency Department.

MGMC has received a 2011 Iowa Recognition for Performance Excellence (IRPE) Silver Award. The IRPE process, awards and examiner training are coordinated by the Iowa Quality Center, an independent nonprofit organization, based in Marion.

Radiation oncologists Dr. Gregory Yee, Dr. Shane Hopkins, and Dr. Joseph Rhoades pose with Mary Greeley Medical Center's new TrueBeam linear accelerator.



Connect with Mary Greeley



Funding Opportunities

PPHF 2012: Community Transformation Grants

According to www.grants.gov, "The overarching purpose of this program is to prevent heart attack, stroke, cancer, diabetes and other leading chronic disease causes of death or disability through implementation of a variety of evidence based programs, policies, and infrastructure improvements to promote healthy lifestyles in small communities that improve health and health behaviors among an intervention population. The program aims to achieve this goal by supporting governmental and nongovernmental agencies and organizations, from multiple sectors, to implement evidence based strategies that align with their mission and to partner with agencies and organizations in other sectors to improve community health."

Application closing date: July 31, 2012 | More information and a application are available [here](#).

Wellmark Foundation 2012 Healthy Communities Grant Program

The Wellmark Foundation is soliciting funding proposals up to \$20,000 for childhood obesity prevention and community-based wellness and prevention.

Letters of Interest Due: August 14, 2012 | www.wellmark.com/foundation/apply/2012RFP.pdf

Prairie Meadows Community Betterment Grant Program

Applications due: 5 p.m. on September 14, 2012 |

http://www.prairiemeadows.com/downloads/community_betterment/pmrc_grant_program_guidelines.pdf

Training Opportunities

Meeting: Reducing Tobacco-Related Cancer Incidence and Mortality

June 11-12, 2012 | Washington D.C. | Webinar participation available.

Register at www.iom.edu/Activities/Disease/NCPF/2012-JUN-11.aspx

Research to Reality Cyber-Seminar: Bridging Local and State Cancer Control Efforts through Evidence

June 12, 2012 | 1-2 p.m. CST

<https://researchtoreality.cancer.gov/cyber-seminars/bridging-local-and-state-cancer-control-efforts-through-evidence>

Webinar or Teleconference: Changing Roles and Responsibilities for Care Takers

Part III of the The Tenth Annual Cancer Survivorship Series: Living With, Through, and Beyond Cancer.

June 19, 2012 | 1:30-2:30 p.m.

Register at www.cancercare.org/connect_workshops/280-roles_caregivers_2012_06_19_2012-06-19

Managing Post-Treatment Neuropathy

Part IV of the The Tenth Annual Cancer Survivorship Series: Living With, Through, and Beyond Cancer.

July 17, 2012 | 1:30-2:30 p.m.

Register at www.cancercare.org/connect_workshops/281-post_treatment_neuropathy_2012_07_17_2012-07-17

Upcoming ICC Meetings & Events

Membership & Nominating Committee Teleconference

Jun 18th | 2-3 p.m.

[More info...](#)

Conference Planning Committee Teleconference

Jun 19th | 10-11 a.m.

[More info...](#)

Screening Implementation Group Teleconference

Jul 17th | 10-11 a.m.

[More info...](#)

Iowa Cancer Plan Outreach Forum

Jul 17th | Council Bluffs | 11:30 a.m.-1 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:

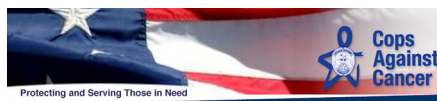
George Weiner | Iowa City | *President*
Richard Deming | Des Moines
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Ron Nielsen | Des Moines
Norm Van Klompenburg | Newton

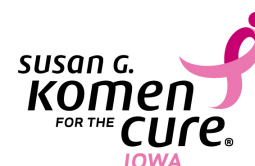
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Organizational Members:



State Health
Registry of Iowa



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

www.CancerIowa.org

Please send corrections or suggestions for future issues to Sittig@CancerIowa.org.

