



March 2012
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Iowa Cancer Consortium *News*

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Want assistance with your IFP?

Consortium staff, including evaluator Kellee McCrory, will be available to answer questions and offer assistance at the ICC Spring Meeting on April 25th. See page six for registration information.

Now Accepting Proposals for FY 2013 State Plan Implementation Grants

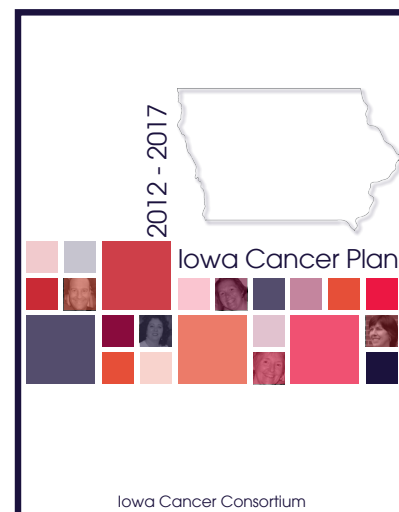
The ICC recently released its FY 2013 State Plan Implementation Grant invitation for proposals (IFP). Although proposals are requested every year, this release holds special significance because FY 2013 funded projects will be the first to address the new Iowa Cancer Plan.



The intent of the Invitation for Proposals (IFP) is to fund collaborative projects that address identify gaps in Iowa's cancer prevention and control efforts.

Proposals are due May 4, 2012. The period for funded projects runs July 1, 2012-June 1, 2013.

For detailed information and to download an application, visit www.canceriowa.org/About-the-ICC/State-Cancer-Plan/Grants/FY2013-Grants.aspx. Contact Sara Comstock at comstock@canceriowa.org or (319) 335-8144 with any questions.



Show Your Commitment to Cancer Control in Iowa: Sponsor the 2012 Iowa Cancer Summit

Sponsorship of the Iowa Cancer Summit (October 3-4, 2012) comes with many benefits, including a captive audience passionate about fighting cancer in Iowa.

Learn more about the 2012 Summit and sponsorship benefits at www.canceriowa.org/2012-Iowa-Cancer-Summit.aspx.

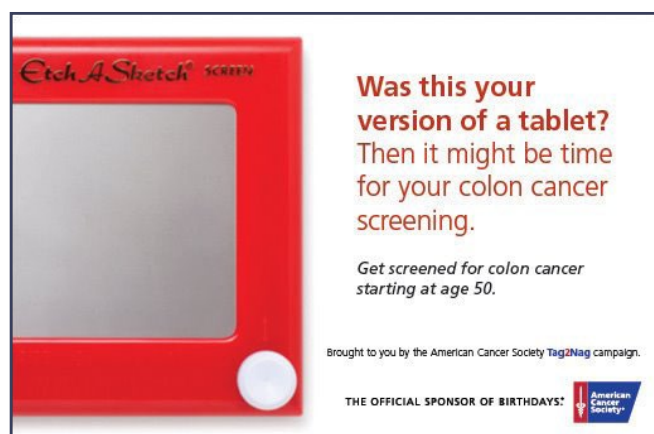
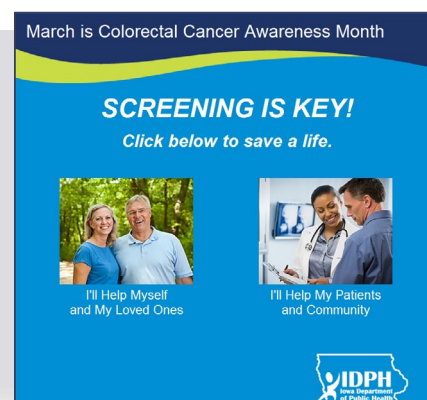


No Excuses, Iowa!

March is Colorectal Cancer Awareness Month, and a website from the Iowa Department of Public Health educates Iowans about colorectal cancer, and encourages them to get screened. The site also helps providers connect their patients to important colorectal cancer screening resources.

Check it out at www.NoExcusesIowa.com.

Find a map of low-cost colorectal cancer screening locations at <http://bit.ly/2012LowCostCRCMapIOWA>.



Speaking of Colorectal Cancer Awareness Month...

Do you know someone 50 or older who you want to encourage to get an important colorectal cancer screening? Tell them in a humorous way using the American Cancer Society's "Tag2Nag" campaign.

Visit www.facebook.com/media/set/?set=a.10151357533415301.815155.15726030300&type=3 to choose from a variety of funny images, and simply tag your friends over 50 to give them a cute reminder about a serious subject.

Film It to Fight It!

One Voice Against Cancer (OVAC) is asking you to put your creative talents to work during their *Film It to Fight It!* competition.

Participants are invited to "submit an original and creative video in support of federal funding for cancer research." Videos should be two minutes or less, and are due April 16, 2012.

Information and guidelines are available at www.ovaonline.org/videocontest/.



CancerCare Offers Free Cancer Survivorship Series

The Tenth Annual Survivorship Series: Living With, Through, & Beyond Cancer, begins April 24, 2012. The free series will be presented in four monthly sessions, through which individuals can participate via phone or live Internet streaming.

Sessions include: 1. Using Mind/Body Techniques to Cope with the Stress of Survivorship; 2. Recapturing Joy and Finding Meaning; 3. Changing Roles and Responsibilities for Caregivers; and 4. Managing Post-Treatment Neuropathy.

Pre-registration is required. More information is available at www.cancercare.org/connect.

Cancer Control P.L.A.N.E.T. Step : Determine Effectiveness of Different Intervention Approaches

Step 3 Research reviews of different intervention approaches

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

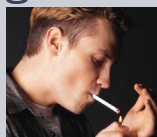
This month, we take a look at Step 3.

The success of a program or project can be the direct result of careful review of research determining what interventions are or are not effective. Luckily, Cancer Control P.L.A.N.E.T. put this crucial information right at your fingertips.

Step 3 includes links to several sources that can help program planners choose effective interventions. These sources include the [Guide to Community Preventive Services](#) (a.k.a. The Community Guide), [U.S. Preventive Services](#)

2012 Surgeon General's Report: Preventing Tobacco Use Among Youth & Young Adults

Read the [Complete Report](#)
Read the [Executive Summary](#)
Read an [Overview of Key Findings](#)



Task Force, [Evaluation of Genomic Applications in Practice and Prevention](#), and [Additional Research Evidence Reviews](#).

The recommendations found within these sources can be used to guide health-care providers, public health professionals, community workers, and others in planning for effective outreach and prevention efforts.

For more information about finding evidence-based recommendations for intervention planning, or any of the five cancer control P.L.A.N.E.T. steps, visit <http://cancercontrolplanet.cancer.gov/>.

ICC Members on the 'Today' Show!



ICC members Dr. Bill Field and Gail Orcutt were recently featured on NBC's 'Today' show, discussion radon testing in schools. Watch the video clip [here](#).

Welcome, New Members!

The ICC extends a warm welcome to its newest members! The following individuals have joined the ICC since December 2011:

Julie Barkema, Fort Dodge
Kristin DeNike, Davenport
Janice Edmunds-Wells, Des Moines
Adrienne Johnson, Cedar Rapids
Michele Johnson, Fort Dodge
George Kovach, Davenport

Megan Lessard, Iowa City
Marina Ludwigson, Osage
Cindy McGee, Davenport
Christina Nall, Davenport
Lucy Shiplely, Des Moines
Dennis Tibben, West Des Moines

Katie Towers, Scranton
Deb VanderPlas, Orange City
Kris VanKleek
Sally Werner, Davenport
Jennifer Witt, Des Moines

ICC Organizational Member Spotlight: State Health Registry of Iowa

What is your organization's mission?

The State Health Registry of Iowa (SHRI) is a population-based cancer registry that has served the State of Iowa since 1973. The mission of the SHRI is to assemble and report measurements of cancer incidence, survival, and mortality among Iowans; provide information on changes over time in the extent of disease at diagnosis, therapy, and patient survival; promote and conduct studies designed to identify factors relating to cancer etiology, prevention, and control; respond to requests from individuals and organizations in the state of Iowa for cancer data and analyses; provide data and expertise for cancer research activities and educational opportunities.

In your own words, what do you do?

The SHRI collects cancer information on all Iowans diagnosed with cancer since 1973. We have 21 field representatives who are responsible for casefinding in their areas. Data are edited and submitted to the National Cancer Institute every November. These data are used in publications as well as for research and for prevention and control purposes. They provide information on frequency, incidence, mortality, and survival for cancer overall and by specific types.

How does your work support the Iowa Cancer Plan?

The data collected by the SHRI provides information specific for Iowans regarding the burden of cancer and trends over time. These data have been used in The Face of Cancer in Iowa report, to set goals for the Iowa Cancer Plan, and to determine whether these goals have been met. The data have also been used in reports such as the Iowa Cancer Health Disparities Report and the Healthy Iowans reports.

Who do you serve?

*We serve all Iowans and provide access to data provided on our website (<http://cph.uiowa.edu/shri/>) under the "Iowa Cancer Data" tab. These data are also available through State Cancer Profiles at the Cancer Control Planet (<http://cancercontrolplanet.cancer.gov/>) and through SEER*Stat statistical software (<http://www.seer.cancer.gov/seerstat/index.html>).*

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

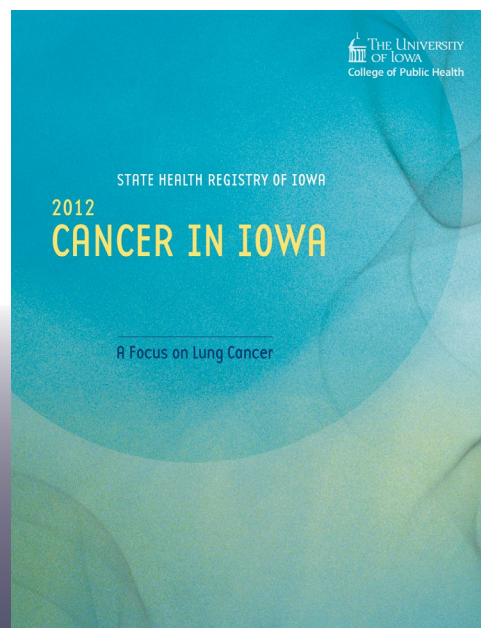
The SHRI is an ICC organizational member because we want to be a part of the cancer control and prevention efforts for the state of Iowa. We want to provide data to help the consortium know where to put forth their efforts to reduce the burden of cancer and provide data to evaluate progress toward ICC cancer goals.

Connect with the State Health Registry



On the web

<http://cph.uiowa.edu/shri>



2012 Cancer In Iowa Report Release

The State Health Registry's 2012 Cancer in Iowa annual report will be released on March 28th. It contains projections for the year 2012, including a special section on lung cancer. Look for the report on the Registry's website, or call (319) 335-8609 to request a hard copy.

ICC Organizational Member Spotlight: American Cancer Society



What is your organization's mission?

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

In your own words, what do you do?

The American Cancer Society helps people stay well, get well, find cures through research, and fight back against cancer.

How does your work support the Iowa Cancer Plan?

Much like the Iowa Cancer Plan, the American Cancer Society is dedicated to the fight against cancer and reducing its toll on our state.

Who do you serve?

The American Cancer Society serves all Iowans. Our organization wants to reduce the amount of cancer, assist those facing cancer, help cancer caregivers, and improve the quality of life for all cancer survivors.

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

The American Cancer Society is an organizational member because together we can do more in reducing the cancer burden in Iowa.

What else should people know about the American Cancer Society?

As the largest voluntary health organization in the United States, the American Cancer Society is passionately committed to saving lives from cancer. We're working to create a world with less cancer and more birthdays – a world where cancer never steals another year from anyone's life. We combine our relentless passion with the wisdom of nearly a century of experience to make this vision a reality,

and we get results. We save lives by helping people stay well, helping people get well, by finding cures, and fighting back. Thanks in part to this work, nearly 12 million cancer survivors and countless others who have avoided the disease will celebrate a birthday this year.

The American Cancer Society is a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem. Headquartered in Atlanta, Georgia, the ACS has 12 chartered Divisions, more than 900 local offices nationwide, and a presence in more than 5,100 communities.

The American Cancer Society has dedicated more than \$3.6 billion towards cancer research. Forty-six American Cancer Society-funded researchers have gone on to win the Nobel Prize. Currently in Iowa, 12 cancer researchers are being funded at \$6.95 million.

Connect with the American Cancer Society



On the web
www.cancer.org



[Facebook](#)



[Twitter](#)



Call to receive a newsletter:
Call 515-253-0147



Call tollfree:
800-ACS-2345

2012 American Cancer Society Youth Scholarship Program

The American Cancer Society provides higher-education assistance to young cancer patients and survivors through its annual Youth Scholarship Program.

Learn about eligibility and application guidelines for 2012 at www.cancer.org/MyAcs/Midwest/youthscholarship.

American Cancer Society Looking for Personal Stories

The American Cancer Society is looking for stories of people who have been affected by healthcare reform. Examples, include

- Young adult cancer survivors who have been able to stay on their parent's insurance
- Parents with children who are childhood cancer survivors who were able to get services

If you know of someone who would be willing to share their story, please contact Peggy Huppert at Peggy.Huppert@cancer.org.

C-Change Cancer Career Promotion Grants

C-Change has released a Request for Proposal for Career Promotion Grants, which will be awarded to organizations to help develop new, unique programs that raise awareness, influence choice, and/or retain individuals in careers in cancer.

Deadline: March 23, 2013 | More information: [here](#).

Call for Abstracts: Sixth Annual National Conference on Health Communication, Marketing, and Media

Abstracts are being accepted for both oral and poster presentations in addition to panel sessions focusing on the areas of health communication, social marketing, media, partnerships, public health policy communication, and other topic areas that relate to the multi-disciplinary nature of this conference.

Submission deadline: March 27, 2012. | More information is available at www.cdc.gov/NCHCMM.

Healthy Iowa Worksites: Creating a Culture & Environment to Support Employee Health

March 27, 2012 | 9 a.m.-3 p.m. | Brown Deer Golf Club, Coralville, IA

Featuring Dr. Richard Deming, Medical Director, Mercy Cancer Center; and Jon Morgan, MS, Wisconsin Nutrition & Physical Activity Program

Space is limited. Register by March 16 by emailing mattie.mouw@idph.iowa.gov.

APHA Public Health Fellowship

The American Public Health Association (APHA) is calling for applications for the 2013 Public Health Fellowship in Government.

Applications are due April 9, 2012. | More information is available at www.apha.org/advocacy/fellowship/.

Cancer, Culture & Literacy Conference

May 17-19, 2012 | Clearwater Beach, FL | More information at www.moffitt.org/ccl.

Upcoming ICC Meetings & Events

Conference Planning Committee (Teleconference)

March 19th | 11 a.m.-12 p.m.

[More info...](#)

Quality of Life Implementation Group (Teleconference)

March 20th | 3-4 p.m.

[More info...](#)

Webinar: Effective Meetings

March 21st | 10-11 a.m.

[More info...](#)

Workshop: Storytelling to Inspire Change

March 30th | 9 a.m.-12 p.m.

Raccoon River Park Nature Lodge | West Des Moines

[More info...](#)

Webinar: Community Health Worker 101

April 3rd | 11 a.m.-12 p.m.

[More info...](#)

Webinar: Help Your Data Tell A Story

April 18th | 10-11 a.m.

[More info...](#)

ICC Spring Meeting

April 25th | 9 a.m.-3:30 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.

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:

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Lorrie Graaf | Des Moines
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Amber Leed-Kelly | Council Bluffs
Ron Nielsen | Des Moines
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Wheaton Franciscan Healthcare



State Health
Registry of Iowa



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www.CancerIowa.org



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