



May 2012  
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# Iowa Cancer Consortium *News*

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## May is Skin Cancer Awareness Month: ICC and Partners Team Up to Prevent Skin Cancer

When families go to the baseball stadium this season, they plan on eating popcorn and having fun – not developing skin cancer. However, exposure to the sun can increase the risk of developing skin cancer, the most common type of cancer. To prevent skin cancer among Iowans, Iowa's Minor League Baseball teams and local organizations are working together to enhance sun-safety awareness. They plan to increase awareness of sun-safety practices at local stadiums throughout the 2012 baseball season by offering sunscreen and educational resources for fans at the ballpark.

Teams involved in this initiative include the Iowa Cubs, Cedar Rapids Kernels, Clinton LumberKings, and the Burlington Bees. Additional partners include the ICC, Iowa Department of Public Health, Mercy Cancer Center (Des Moines), Helen G. Nassif Community Cancer Center (Cedar Rapids), Hall-Perrine Cancer Center (Cedar Rapids), Mercy Medical Center (Clinton), Medical Associates (Clinton), and Genesis Health System (Davenport).



## 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

Click  
**HERE**  
for more information & to register!

**Exhibit your cancer- or health-related materials to more than 100 Summit participants. [Learn more...](#)**

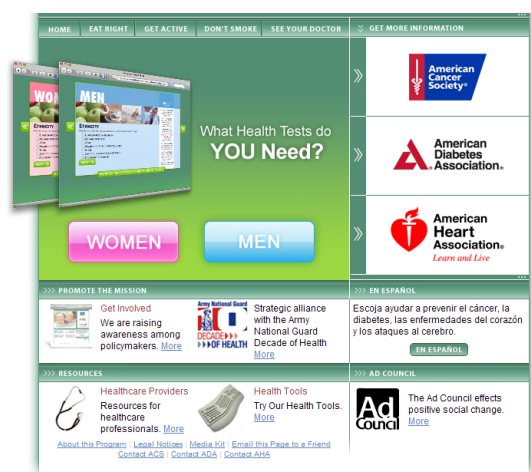
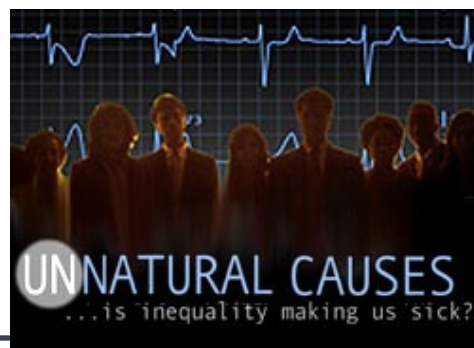
## Unnatural Causes... is inequality making us sick?

Unnatural Causes is an acclaimed documentary series broadcast by PBS and now used by thousands of organizations around the U.S. The series tackles the root causes of socio-economic and racial inequities in health, and uncovers new findings that suggest there is more to our health than bad habits, healthcare, or unlucky genes. The series includes the following documentaries:

- **In Sickness and In Wealth** (56 min.) | How does the distribution of power, wealth, and resources shape opportunities for health?
- **When the Bough Breaks** (29 min.) | Can racism become embedded in the body and affect birth outcomes?
- **Becoming American** (29 min.) | Latino immigrants arrive healthy, so why don't they stay that way?
- **Bad Sugar** (29 min.) | What are the connections between diabetes, oppression, and empowerment in two Native American communities?
- **Place Matters** (29 min.) | Why is your street address such a strong predictor of your health? (This episode is available as a stand-alone DVD with English, Lao, Hmong, Vietnamese, Mandarin and Cantonese audio, as well as English and Mandarin subtitles.)
- **Collateral Damage** (29 min.) | How do Marshall Islanders pay for globalization and U.S. military policy with their health?
- **Not Just a Paycheck** (30 min.) | Why do layoffs take such a huge toll in Michigan but cause hardly a ripple in Sweden?

## Borrow the DVDs

These DVDs are available for loan to Iowa organizations from the Iowa Office of Multicultural Health. Please contact Janice Edmunds-Wells for more information at 515-281-4904 or [Janice.Edmunds-Wells@idph.iowa.gov](mailto:Janice.Edmunds-Wells@idph.iowa.gov).



## Check Out This Website...

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

This site from the American Cancer Society, American Diabetes Association, and American Heart Association provides personalized health screening recommendations based on gender, age, and ethnicity.



## Mobilizing to End Health Disparities



The U.S. Department of Health and Human Services (HHS) has produced the HHS Action Plan to Reduce Racial and Ethnic Health Disparities in response to a community-driven National Stakeholder Strategy for Achieving Health Equity. Together, these plans will guide public and private efforts to reduce disparities in health care and health outcomes.

For more information about the National Partnership for Action, visit: <http://minorityhealth.hhs.gov/npa/>

## We Need Your Support - use the National Partnership for Action: Toolkit for Community Action. The Toolkit will help you:

- **Raise awareness about health disparities** - It includes descriptions of health disparities and their causes.
- **Engage others in conversations about the problem and solutions** - It provides tools to guide efforts to promote programs and policies for change.
- **Take action for change** - It provides information and tools to help individuals and organizations address health in their communities.

Get your National Plan for Action: Toolkit for Community Action at [http://minorityhealth.hhs.gov/npa/files/Plans/Toolkit/NPA\\_Toolkit.pdf](http://minorityhealth.hhs.gov/npa/files/Plans/Toolkit/NPA_Toolkit.pdf)



Iowa Department of Public Health



Dr. Dick Deming addresses participants of the 2012 ICC Spring Meeting in Des Moines on April 25<sup>th</sup>. Dr. Deming spoke about his experiences with the organization he founded, Above & Beyond Cancer.

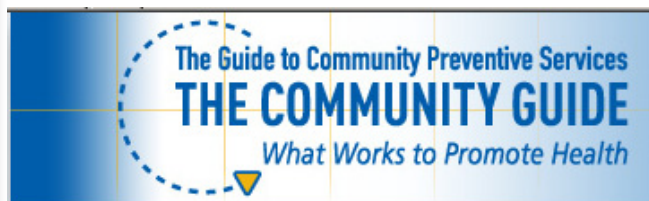
Seventy-six ICC members and partners attended the meeting.

## The Community Guide Website is Easier to Use!

It just got easier to find the information you need on [The Community Guide website](http://www.thecommunityguide.org)! All the original helpful content is there, but with easier navigation.

The attractive homepage format includes a quick-reference, rotating news feature. The homepage also more prominently displays [Community Preventive Services Task Force meeting information](#).

The improved layout allows selection of the topics you are looking for from either the body of the homepage or from a drop-down menu. All information on the website is quickly accessed by hovering over the new drop-down menu that appears across the top of all pages. Comments on the new functionality of the website are welcome via "Contact Us" in the right margin of [www.thecommunityguide.org](http://www.thecommunityguide.org).



## Recording of ICC Capacity-Building Webinar Now Available

### Help Your Data Tell a Story

Working with data is essential to our work, but it can be challenging and time consuming to both find data and then express it in a powerful manner. Get practical strategies to make complex data compelling and understandable. To view the recording, click [here](#).

## ICC Organizational Member Spotlight: Gilda's Club Quad Cities



### What is your organization's mission?

To ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community.

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

When someone is diagnosed with cancer, their world changes forever. Not only must they come to terms with the physical component of a diagnosis, but the financial and emotional impact of life with cancer. Every member of the family is affected and must begin to cope with changing family dynamics, potential loss of income, new responsibilities, depression, and fear. Countless studies conducted on the social and emotional impact of diagnosis prove that those that receive emotional support follow protocols better, have reduced rates of depression, tolerate treatment and its side effects, and generally voice an improved quality of life. Gilda's Club Quad Cities provides social, emotional, and educational support to men, women, and children with a cancer diagnosis, and to their entire family. Additionally, Gilda's Club offers a continuum of care for cancer survivors who have completed treatment. As an example, "Cancer Transitions", addresses, nutrition, exercise, emotional needs, and communication skills to assist survivors in moving to the next stage of survivorship.

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

All programs at Gilda's Club support the Iowa Cancer Plan to increase awareness of quality of life issues and skills to effectively engage survivors in decisions related to treatment and quality of life. We follow guidelines established by the 2007

*Institute of Medicine report "Cancer Care for the Whole Patient: Meeting Psychosocial Health Needs".*

### Who do you serve?

We serve men, women, and children of all ages and all socio-economic levels. All programs are offered free of charge to assure availability to all.

### Why are you an ICC organizational member?

Basically we believe we are better together. It will take all of us, working together to reduce the rate of cancer in Iowa. When many come to together and lend their talents and expertise in a common goal we have impact and truly make a difference.

## Connect with Gilda's Club



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



On Facebook



On Twitter  
[@GildasClubQC](https://twitter.com/GildasClubQC)

"Gilda's Club Quad Cities averages 16,000 contacts per year. In addition to our on site programs, we have active school programs, and are present in area cancer centers and oncology offices."

## ICC Organizational Member Spotlight: Trinity Regional Medical Center



### Trinity Cancer Center

Trinity Regional Medical Center is a not-for-profit facility, acute care regional rural referral center serving the inpatient and outpatient health care needs of Fort Dodge and the surrounding communities in northwest central Iowa.

#### Trinity's Mission

*To improve the health of citizens in our community and region by providing quality health care in an efficient and cost-effective manner.*

#### Trinity's Vision

*To be the preferred provider of healthcare services in NW Central Iowa.*

#### About Trinity Regional Medical Center

*Trinity Regional Medical Center is a licensed 200 bed non-profit hospital that serves Fort Dodge and surrounding communities. As a designated regional referral center, Trinity serves an eight county area with a population of approximately 100,000. Offering a wide range of primary and secondary care services. Trinity employs over 1,000 healthcare professionals, technicians, and employees and boasts a medical staff of 65 physicians.*

*Trinity Regional Medical Center is accredited by DNV Healthcare Inc.*

*In 2003, with the goal of bringing quality health care to people with cancer, Trinity Regional Medical Center opened the Trinity Cancer Center and was recognized as an approved cancer program through the American College of Surgeons Commission*

*on Cancer (CoC). As a CoC approved program, the Trinity Cancer Center provides patients with state-of-the-art cancer care in a healing and family-centered environment. Our last survey in July, 2009, Trinity Cancer Center was again recognized as a Community Hospital Cancer Program (CHCP) with commendation. We are currently under construction to provide a comprehensive cancer center with the addition of radiation therapy.*

*By belonging to the Iowa Cancer Consortium, we hope to be a part in reducing the burden of cancer in Iowa.*

*Trinity Regional Medical Center offers a wide range of services to provide for the healthcare needs of our patients and community. In 2008, Trinity received two prestigious honors - we were named a 100 Top Hospital for Cardiovascular by Thomson Reuters and Trinity Home Care was ranked among the Top 25 Percent of home health providers in the country by HomeCare Elite.*

*Trinity Regional Medical Center is among the nation's Best Regional Hospitals 2011-12, according to U.S. News & World Report, publisher of Best Hospitals. U.S. News annually publishes the Best Hospitals rankings in July. At the midpoint of the 2011-12 year, its editors have now recognized 247 hospitals outside major metropolitan areas, including Trinity Regional Medical Center, as Best Regional Hospitals.*

#### Connect with Trinity



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



On Facebook



## Cancer Control P.L.A.N.E.T Step 4: Find Research-Tested Intervention Programs and Products



### Research-tested Intervention Programs (RTIPs)

RTIPs- Moving Science into Programs for People

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 explore Step 4.

Using evidence-based, research-tested interventions and programs is key to ensuring your work will be effective. Fortunately, the National Cancer Institute (NCI) has made searching for these programs easy by developing a search tool called RTIPs.

RTIPs is a searchable database of cancer control interventions and program materials. NCI designed RTIPs specifically to be easy to use and provide immediate access to materials for program planners and public health practitioners. RTIPs is [available online](#). Search criteria include topic, age, setting, race/ethnicity, and gender.

You should not choose programs only because they are effective, however. The programs you choose should also fit within the specific priorities you have identified for the community you serve (Step 1).

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/>.

## Body & Soul Training

Please join us for an interactive Body & Soul training from 9-2 on June 5th at the Racoon River Nature Lodge in West Des Moines.

Developed for African-American churches, 'Body & Soul' is an evidence-based program encouraging congregations to adapt policies promoting healthier diets rich in fruits and vegetables in order to prevent chronic disease and live healthier lives!

After attending this FREE training, participants will be able to train others to implement the Body & Soul program in their local church/community. Wellness incentives will be given to communities/churches who attend this training. Space is limited. Download a registration form [here](#).

## ICC Members: Manage Your Online Membership Profile

Hopefully you've had a chance to log in and check out the ICC's new online membership tool. It has a lot of great features, one of which is an online membership directory. ICC members can control how much of their information is viewable to the public and to other ICC members through this directory.

You can modify your directory settings at any time by logging on to the ICC online membership directory using the email you received this newsletter

through and your password. Forgot your password? Click [here](#) to reset it or create a new one.

To view or search the membership directory, click [here](#).

Enjoy using this handy tool to stay in touch with other members, contact fellow committee or group members, and put faces to the names and voices you hear on ICC teleconferences!

## Nutrition and Physical Activity Guidelines for Cancer Survivors

Published April 26, 2012 in *CA: A Cancer Journal for Clinicians*.

<http://onlinelibrary.wiley.com/doi/10.3322/caac.21142/abstract>

## American Cancer Society's Cancer Facts & Figures - 2012

<http://www.cancer.org/acs/groups/content/@epidemiologysurveillance/documents/document/acspc-031941.pdf>

## Data Surveillance and Data Exchange: A Tool for Comparative Effectiveness

May 17, 2012 | Webinar | To register, click [here](#).

Sponsored by: The Network for Public Health Law

## Community Health Worker Best Practices Conference

May 30, 2012 | Milwaukee Airport Crowne Plaza Hotel | 6401 S. 13th Street, Milwaukee, WI 53221

For more information, click [here](#).

## Social Determinants of Health: Implications for Cancer Control

June 5, 2012 | Webinar | To register, click [here](#).

Sponsored by: National Cancer Institute

## Making the Case for Worksite Health, Leadership & Culture

June 18, 2012 | Webinar | To register, click [here](#).

Sponsored by: Centers for Disease Control and Prevention

## NIMDH Community-Based Participatory Research Initiative in Reducing and Eliminating Health Disparities: Planning Phase (R24 Grant)

Application Due: June 27, 2012

To learn more or apply, click [here](#).

## Upcoming ICC Meetings & Events

### Iowa Radon Coalition In-Person Meeting

May 16<sup>th</sup> | 9:30-Noon

[More info...](#)

### Iowa Cancer Plan Outreach Forum

May 17<sup>th</sup> | Ottumwa | 11:30-1:00

[More info...](#)

### Iowa Cancer Plan Outreach Forum

May 21<sup>st</sup> | Cedar Rapids | 8-9:30 a.m.

[More info...](#)

### Iowa Cancer Plan Outreach Forum

May 22<sup>nd</sup> | Waterloo | 1-2:30 p.m.

[More info...](#)

### New Member Orientation

Jun 7<sup>th</sup> | 1-1:30 p.m.

[More info...](#)

### Screening Implementation Group Teleconference

Jun 12<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:

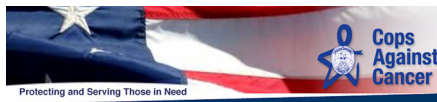
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**Richard Deming** | Des Moines  
**Lorrie Graaf** | Des Moines  
**Kimberly Ivester** | Cedar Rapids

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

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

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

Please send corrections or suggestions for future issues to [Sittig@CancerIowa.org](mailto:Sittig@CancerIowa.org).

