



November 2012
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Iowa Cancer Consortium *News*

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Happy 'Movember'!

The month of October is full of discussions of women's health and breast cancer. This November, it's men's turn. 'Movember' is a movement of moustaches and health discussions, and you're invited to join! Here's how to get involved:

- 1 **Grow a Mo!** Commit to growing a moustache for the 30 days of Movember, and your 'Mo' becomes a symbol of awareness—much like a ribbon. Use your facial hair to generate discussions about men's health issues like prostate and testicular cancer.
- 1 **Support the Mo-growers!** Women have a huge role in men's health. Maybe you can't grow a mustache, but you can sure support your Mo-growin' friends and family, and get them talking about their health.
- 1 **Share Your Mo!** Men, let us see your Mo before you grow, your mid-month Mo, and your full-grown Mo. [Post your photo](#) and a note about why awareness of men's health issues is important to you on the Iowa Cancer Consortium's Facebook page. Women, we want to hear from you, too! [Post your photo](#) (maybe sporting a faux Mo?) and a note of encouragement.

Regardless of what role you chose in Movember, be sure to give the [Iowa Cancer Consortium's Facebook page](#) a 'like,' and check in often to see pictures and join in the conversations happening there. Most importantly, use Movember and your moustache (or the moustaches you see on others) as reminders to talk to the men around you about important health issues, including prostate and testicular cancer. (While you're at it, why not chat about colonoscopies, that funny looking mole on your back, eating fruits and veggies, getting plenty of exercise....)

Happy Movember from the Iowa Cancer Consortium!

Note: The ICC supports and participates in the great discussions generated in Movember, but does not participate in any related fundraising activities. Find the official Movember movement at <http://us.movember.com>.





2012 Capacity-Building Series

The ICC is pleased to kick off this year's FREE Capacity-Building Series with a webinar at the end of this month:

I Iowa Cancer Data Tools

12-1 p.m. | November 28th

Find more information and register at
<http://bit.ly/2012ICCDDataWebinar>.

Information about the remaining sessions in this year's series will be posted online at www.CancerIowa.org/CapacityBuildingSeries.aspx as available. Topics planned include evaluation, making use of the ICC, quality-of-life issues, cultural competency, and more.

Watch for Your ICC Board Ballot

In early December, ICC members will receive an electronic ballot in their e-mail in boxes, and will be asked to vote on the following 2013 Board of Directors slate:

- I **Lorrie Graaf**, American Cancer Society, Des Moines At-Large | Term: 1/1/13–12/31/14
- I **Amber Leed-Kelly**, Alegant Creighton Health Cancer Center | Council Bluffs, Iowa Secretary | Term: 1/1/13–12/31/14
- I **Norm Van Klompenburg**, Newton Treasurer | Term: 1/1/13–12/31/14

Questions? Contact Tina Devery at (319) 335-8114 or Devery@CancerIowa.org.

Have You Checked Out the Online Iowa Cancer Plan Lately?

Several new projects have been posted to the online Iowa Cancer Plan recently, including several projects funded through ICC cancer plan implementation grants. Visit www.CancerIowa.org/IowaCancerPlan.aspx to learn about these and other projects going on throughout the state:

- I [Cancer Clinical Trials Awareness Month](#)
- I [Caregivers Quality-of-Life Retreat](#)
- I [Commission on Cancer Leadership Education](#)
- I [A Conversation on Spirituality and Cancer](#)
- I [Early Colorectal Cancer Screening](#)
- I [Increasing Screening Rates in Primary Care Clinician's Practices: A Quality Improvement Toolkit](#)
- I [Psycho-Social Care Conference: Integrating Treatment of the Whole Person](#)
- I [Rediscovering the Joy in Eating: A Tasting and Learning Event-Eastern Iowa](#)
- I [Smoke-Free Casinos/Economic Impact Research](#)
- I [Sun Safety and Cancer Screening at the 2012 Iowa Farm Progress Show](#)
- I [Telemedicine Dysphagia-Related Clinical Interventions in Patients with Head and Neck Cancers](#)
- I [Tobacco-Free Schools](#)

Iowa Cancer Consortium

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How are Iowans working on the Iowa Cancer Plan?

The Iowa Cancer Plan identifies the most pressing issues that need to be addressed in Iowa to conquer cancer. Follow the links below to learn more about the important work that Iowans are doing to make headway on each of the plan's four goals:


- Goal 1:** Whenever Possible, Prevent Cancer from Occurring.
- Goal 2:** If Cancer Does Occur, Find It In Its Earliest Stages.
- Goal 3:** Improve the Accessibility, Availability, and Quality of Cancer Treatment Programs and Services.
- Goal 4:** Ensure Optimal Quality of Life for People Impacted by Cancer.

View work being done to address the Iowa Cancer Plan's overarching issues:

Collaboration Disparities Workforce	Policy and Systems Research Evaluation
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Share Your Own Work!

Are you or your organization doing work that supports a goal, priority, strategy, or action step in the Iowa Cancer Plan? [Share your work here.](#)



Iowa Cancer Plan

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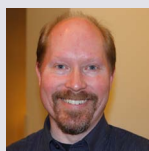



Members Step into Leadership Roles



Carma Herring is the new chair of the ICC Systems & Environmental Change Committee. Carma

is the Executive Director of John Stoddard Cancer Center at Iowa Methodist Medical Center in Des Moines, and has been an oncology nurse for over 30 years. She is also involved as a volunteer in many cancer-related organizations.



Brad McDowell will serve as co-chair of the ICC Data & Evaluations Committee alongside Michele West. Brad

is the Director of the Population Research Core at the University of Iowa Holden Comprehensive Cancer Center. In addition to working in cancer epidemiology he serves as a liaison between the research community and the ICC.



Karen Van De Steeg will serve as co-chair of the ICC Treatment Implementation Group alongside Joan

Felkner. Karen is the Executive Director of June E. Nylen Cancer Center in Sioux City.

Welcome, ICC Members!

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

Bikal Adhikari, Above + Beyond Cancer, Charlotte, NC

Justin Anderson, Above + Beyond Cancer, Charlotte, NC

Jill Bergstrom, Montgomery County Memorial Hospital, Red Oak, IA

Becky Brdicko, Partnership for Better Health, Des Moines, IA

Holly Carlson, VA Central Iowa Health Care System, Indianola, IA

Cassandra Furlong, American Cancer Society, Des Moines, IA

Cindy Gates, June E. Nylen Cancer Center, Sioux City, IA

Lauren Hansen, Hall-Perrine Cancer Center, Cedar Rapids, IA

Jenny Hodges, Iowa Department of Public Health, Des Moines, IA

Justin Huck, American Cancer Society, Des Moines, IA

Amy Hussel, Genomic Health, Marion, IA

Laurie Jensen-Wunder, American Cancer Society, Sioux Falls, SD

Tracy Lacina, Skin Deep Salon & Spa, Coralville, IA

David McCluskey, Davids Fight.org, West Des Moines, IA

Ruth Merchant, Winnebago County Public Health, Forest City, IA

Linda Rae Placek, South Dakota Comprehensive Cancer Control Program, Pierre, SD

Sieglinde Prior, Iowa Department of Public Health, Des Moines, IA

Taylor Schroeder, Wendt Regional Cancer Center—Iowa Mind Body Institute, Dubuque, IA

Adam Shanks, West Des Moines, IA

Erin Sullivan Wagner, Sex Intimacy Cancer, Cedar Rapids, IA

Dave Tatman, Hall-Perrine Cancer Center, Cedar Rapids, IA

Mary Van Heukelom, Above + Beyond Cancer, Charlotte, NC

Cari Waters, Abben Cancer Center, Spirit Lake, IA

Lynn Winters, Cedar County Public Health, Tipton, IA

Charlie Wittmack, Above + Beyond Cancer, Charlotte, NC

Karen Workman, Great Plains Tribal Chairmen's Health Board, Rapid City, SD

New Member Orientation

New and prospective ICC members—and those who just want to brush up on what the ICC is about—are encouraged to participate in the next new member orientation teleconference:

December 6th | 1-1:30 p.m.

[Register here.](#)

To participate, call:

888-290-7502

Enter pass code: **9648762#**



Beyond Pink TEAM Supports Breast Cancer Deadline 2020®

By Christine Carpenter, Beyond Pink TEAM

The Beyond Pink TEAM (BPT), the only breast cancer coalition in Waterloo/Cedar Falls, is working with the National Breast Cancer Coalition (NBCC) to end breast cancer by January 1, 2020. BPT is one of more than 600 independent breast cancer and women's health organizations and tens of thousands of individuals who are members of NBCC. Since NBCC's inception in 1991, the mission has been to end breast cancer. Now, NBCC has developed a strategic plan for meeting Breast Cancer Deadline 2020® and is engaging all stakeholders around the goal. No one who can help will be excluded.

By endorsing Breast Cancer Deadline 2020® an organization commits to:

- 1) Becoming educated about the issues and solutions to end breast cancer by January 1, 2020
- 2) Communicating to others about Breast Cancer Deadline 2020®, and asking them to join the campaign.

Endorsement of Breast Cancer Deadline 2020® is a show of support only. It is not meant to indicate a financial arrangement nor a sanction of NBCC's position.

To endorse Breast Cancer Deadline 2020® as an individual, visit www.breastcancerdeadline2020.org and click on "I'll Sign Now!" To sign as an organization, enter "organizational endorsement" into the site's search bar.

Questions? Contact Christine Carpenter, Beyond Pink TEAM, at (319) 266-0194 or christine.carpenter@cfu.net.

DauidsFight.Org Announces 2012 Snow Angels

This winter, DauidsFight.Org will again offer its Snow Angels program to provide snow removal for patients undergoing Oxaliplatin chemotherapy treatments during the winter months in Iowa. According to the organization, there are no financial restrictions or requirements to qualify for this assistance—all patients undergoing treatment with Oxaliplatin will qualify if they are a citizen of Iowa.

Information and an application are available at www.dauidsfight.org/snow-angels.html.

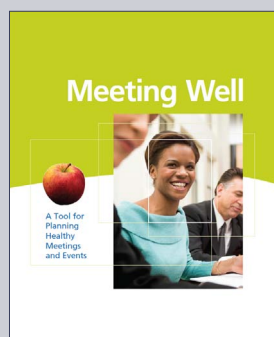


ICC Receives Grant from Northern Plains Comprehensive Cancer Control Program

The ICC was recently notified that it has received a grant from the Northern Plains Comprehensive Cancer Control Program. The grant will fund a gathering in Sioux City, Iowa, in the Spring of 2013 for Native American community leaders, Native Support Circle leaders, and public health professionals to learn about Native-specific cancer control initiatives in their areas. This one-day conference will include sessions related to survivorship and cancer prevention as it relates to policy, systems, and environmental change.

To learn more about this program, please contact Rachel at Schramm@CancerIowa.org.

Are You 'Meeting Well'?



The American Cancer Society's Meeting Well tool can help you plan healthy meetings and events.

Download your copy [here](#).



ICC Organizational Member Spotlight: American Lung Association in Iowa



What is your organization's mission?

The American Lung Association (ALA) in Iowa is committed to saving lives by improving lung

health and preventing lung disease. Through research, education and advocacy we are dedicated to the Fight For Air.

In your own words, what does your organization do? The American Lung Association in Iowa is fighting for your healthy lungs and healthy air through the following programs.

- | **Advocacy:** ALA in Iowa is committed to public policy that improves air quality and promotes lung health. Get involved at www.LungAction.org.
- | **Asthma Educator Institute** is a two-day workshop for healthcare providers who want to improve their ability to provide asthma education to patients and their families. Many attendees go on to take the Asthma Certification Exam to become a Certified Asthma Educator (AE-C).
- | **Better Breathers Clubs** promote education on respiratory health to patients across the state. This program teaches patients and families how to live a more complete life with their disease while giving individuals an opportunity to share ideas and solutions.
- | **Chronic Obstructive Pulmonary Disease:** ALA has formed a coalition of professionals in health to address the needs of Chronic Obstructive Pulmonary Disease patients and providers in Iowa. The coalition meets several times a year in person or via webinar.
- | **CT Screenings:** New research has provided hope in the fight against lung cancer. Based on results of the National Lung Cancer Screening Trial (NLST), ALA in Iowa recommends new screening guidelines for at-risk individuals. NLST research showed that low-dose CT screening, versus chest X-rays, reduced lung cancer deaths among older, heavy smokers by 20 percent. Improved detection at earlier stages, when lung cancer is more easily treated, is key to increased survival.
- | **Freedom From Smoking®:** Freedom From Smoking® is a state-of-the-art cessation program developed to help tobacco users at all stages in the quitting process. The American Lung Association offers classes to train professionals to facilitate Freedom From Smoking® in their community or at their worksite. Tobacco users can enroll in the online version at www.ffsonline.org.

- | **Facing Lung Cancer: Support from Day One**, is a new online resource designed to guide and support those living with lung cancer and their loved ones during every stage of their disease. The site also allows users to design a customized guide to use during conversations with their lung cancer care team. www.MyLungCancerSupport.org
- | **Lung HelpLine:** When you are looking for answers to your lung health questions, the ALA's Lung HelpLine will provide you with immediate, clear, and accurate information at no cost. By calling 1-800-LUNG-USA you will be connected directly to a registered nurse or respiratory therapist.
- | **Radon Education and Awareness:** Radon is the number one cause of lung cancer among individuals who have never smoked. ALA manages the Iowa Radon Hotline at 800-383-5992 and the Iowa Radon Website at www.healthhouse.org.

How does your work support the Iowa Cancer Plan? Our work aligns with the prevention, early detection, treatment, and quality of life goals of the Iowa Cancer Plan.

Whom do you serve?

We serve all Iowans and their families.

Why are you an Iowa Cancer Consortium organizational member?

ICC provides us with timely information, current cancer statistics and opportunities to network with potential partners from across the state. ICC connects the American Lung Association with others working on the same goals.

Connect with American Lung Association in Iowa



Frankly Speaking About Cancer: Lung Cancer
November 28th | 6:30-8:30 p.m. | Urbandale
[Info and registration...](#)

2013 Fight For Air Climb
April 7th, 2013 | Downtown Des Moines
[Info and registration...](#)

ICC Organizational Member Spotlight: Hall-Perrine Cancer Center

HALL-PERRINE CANCER CENTER



What is your organization's mission? To care for the sick and enhance the health of the communities we serve, guided by the spirit of the Sisters of Mercy.

In your own words, what does your organization do?

■ **Care Focused on Quality:** Mercy's shared legacy with the Hall and Perrine families to provide the best possible cancer care in our community began in 1956 when it became the first treatment center west of the Mississippi to offer Cobalt-Beam Radiation treatment. In April 2011, Mercy broke ground for the new Hall-Perrine Cancer Center. With the center's opening in March 2012, Mercy provides world-class cancer care to its patients, right here in Cedar Rapids.

■ **New Technology:** Mercy was the first hospital in Iowa to offer low-dose *Molecular Breast Imaging (MBI)*, the first FDA-cleared technology used for breast imaging as a complement to mammography.

Mercy will soon be home to the *True Beam Radiotherapy System*, the latest advancement in radiation technology available in the U.S.

The Hall-Perrine Cancer Center is the first and only cancer center in the U.S. to compound and dispense ready-to-administer IV chemotherapy medications with a *new robotic system*. Multiple automated checks throughout the process guarantee that the right drug in the right dose is compounded at the right time—with the right label for the right patient.

■ **Support Services:** Not only does Mercy Medical Center/Hall-Perrine Cancer Center invest in equipment technology, but also in support services. Support services include the Nurse Navigator program, social workers, dietitians, and massage therapists. A ReNew Image Center offers massage, skin services, cosmetologist, mastectomy fitter, and a lymphedema specialist. A Resource Center is filled with educational materials, and a Patient Navigator from the American Cancer Society provides additional support for patients and their families. Additionally, elements of survivorship were enhanced by the growth of Mercy's Thrive program and the development of a Cancer Transitions program. A survivorship retreat is held annually under the direction of a Mercy social worker. Cancer genetics counseling is offered along with a robust multi-disciplinary breast clinic, which provides patients with the opportunity to see all specialists in one visit.

How does your work support the Iowa Cancer Plan?

The Hall Perrine Cancer Center views the Iowa Cancer Plan as having similar goals, priorities, strategies, and vision. Sponsorship and involvement in cancer-related community events allows the Hall-Perrine Cancer Center to give back to the community while raising cancer awareness. In conjunction with the American Cancer Society and other community or non-profit agencies, the Hall-Perrine Cancer Center sponsors annual cancer screenings, support groups, and educational programs for the community at large. Our recent Sun Safety Grant, through the Iowa Cancer Consortium, provided Mercy with the opportunity to offer Dermascan screenings to the community, provide sun safety education, and distribute sunscreen to lifeguards at community pools.

Whom do you serve?

Mercy's programs and services reach patients in 27 counties in four states. Thousands of cancer patients are served each year—each. Each patient has a special, unique story, and our goal is to treat each individual with genuine warmth, compassion, and understanding.

Mercy provides cancer care regardless of an individual's ability to pay and offers financial assistance with radiology, laboratory, and inpatient care services.

Mercy provides more than \$500,000 annually in un-reimbursed support services to cancer patients and their families. Those expenses include everything from cancer screenings, early detection and education programs, to patient support groups and a survivor wellness program.

Medical oncologists at the Hall-Perrine Cancer Center travel to outreach clinics in the surrounding areas, including Anamosa, Independence, Manchester, and Vinton. This mobility enables the continuity of high-quality oncology care for patients with limited access, or limited transportation.

Why are you an Iowa Cancer Consortium organizational member?

The opportunities that the ICC can provide the Hall-Perrine Cancer Center are endless. Mercy enjoys networking with other professionals and organizations and realizes we are all advocates for patients living with cancer. The partnerships that can be formed through the ICC can only enhance patient care and reduce the burden of cancer in Iowa.

Connect with Hall-Perrine Cancer Center



The Adaptation Effect: Engaging Community Partners to Adapt and Implement Evidence-based Interventions

This R2R cyber-seminar is the third in a three-part series exploring practice-based evidence and how it can inform your own community's efforts to engage partners in the adaptation of evidence-based interventions.

Nov. 13, 2012 | 2-3 p.m. Eastern | [Registration](#)

Centers for Medicare & Medicaid Services Educational & Partnership Meeting

The Centers for Medicare & Medicaid Services invites you to join them for a morning or afternoon session to receive information and resources on Medicare, Medicaid, and the Children's Health Insurance Program.

9 a.m.-12:30 p.m. OR 1:30-5 p.m. | Nov. 14 | Holiday Inn Downtown Mercy Campus | 1050 6th Ave., Des Moines, IA | [Information and registration...](#)

Webinar: Welcome to SocialWorks!

The Centers for Disease Control and Prevention has launched its newest tool at www.HealthCommWorks.com: SocialWorks. The one-hour webinar will introduce you to the new web-tool that leverages expert guidance to create a customized social media strategy.

1-2 p.m. EST | Nov. 15, 2012 | [More information and registration...](#)

Workshop: Frankly Speaking About Lung Cancer

This FREE, two-hour workshop presented by the American Lung Association will cover the latest treatments for lung cancer. Experts will also discuss side effects, side-effect management, and tools to overcome the social and emotional challenges of the diagnosis. Featuring ICC member Gail Orcutt!

6:30-8:30 p.m. | Nov. 28 | American Lung Association in Iowa | 2530 73rd Street, Urbandale, IA

[Info and registration...](#)

Iowa Public Health Association Advocacy Forum

The Iowa Public Health Association invites you to an upcoming Advocacy Forum. The forum will present priority public health issues and will feature a presentation on Medicaid Expansion in addition to panel presentations from Iowa legislators and agency directors.

10 a.m.-3:30 p.m. | Dec. 4 | Iowa Laboratories Facility, 2220 S. Ankeny Blvd., DMACC Ankeny Campus

[Agenda](#) | [Registration](#)

Holden Comprehensive Cancer Center Melanoma Symposium and Call for Abstracts

Registration is now open, and a call for abstracts is in effect, for the Holden Comprehensive Cancer Center's Melanoma Symposium.

Call for abstracts: Submit a one-paragraph idea of an existing or potential research project relevant to melanoma to carmen-tillman@uiowa.edu no later than 5 p.m. on December 14, 2012.

Conference: Jan. 19, 2013 (Register by Jan. 14, 2013) | 8 a.m.-6 p.m. | FREE | [More information.](#) | [Registration form.](#)

Strategic Planning for Local Public Health Agencies—Post Workshop Tools

In September, 2012, four workshops were held around Iowa to offer training and tools to local public health agencies to support their development of a strategic plan. A toolkit, developed from the workshop, is now available online as a resource. [View the toolkit here.](#)

Eliminating Breast Cancer Health Disparities: Communicating to At-Risk Populations

Friends of Cancer Research recently released a new report during breast cancer Awareness Month. The report, [*Eliminating Breast Cancer Health Disparities: Communicating to At-Risk Populations*](#), outlines the best ways to communicate with members of at-risk populations through existing and new outlets; how to address common misconceptions that result in inferior cancer care; how to build relationships of trust and create expectations between the medical and under served communities; and how to diversify the fields of cancer research and the health sciences as another way to improve outreach to the most vulnerable groups of patients.

Effectiveness of Health Communication Campaigns That Include Mass Media and Health-Related Product Distribution

The Community Guide recently released findings that show the "effectiveness of health communication campaigns that promote healthful behavior when combined with distribution of related products necessary to perform" that behavior. [More information...](#)

Upcoming ICC Meetings & Events

Iowa Radon Coalition | Nov. 14th | 9:30-11:30 a.m. | [More info...](#)

ICC Prevention Implementation Group | Nov. 30th | 11 a.m.-12 p.m. | [More info...](#)

New Member Orientation | Dec. 6th | 1-1:30 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:

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

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Tina Devery | Executive Director | (319) 335-8144 | Devery@CancerIowa.org

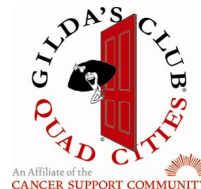
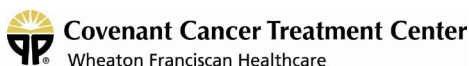
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State Health
Registry of Iowa



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www.CancerIowa.org

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

