



October 2012
Volume 7 | Issue 10

Iowa Cancer Consortium *News*

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Save these Important Dates

Iowa Cancer Consortium Spring Meeting

April 23, 2013
John Stoddard Cancer Center
Des Moines, Iowa

2013 Iowa Cancer Summit

October 10-11, 2013
Mercy Cancer Center
Des Moines, Iowa

2012 Iowa Cancer Summit Highlights

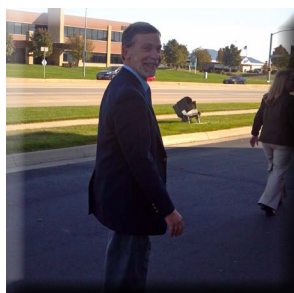
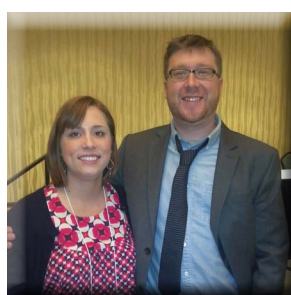
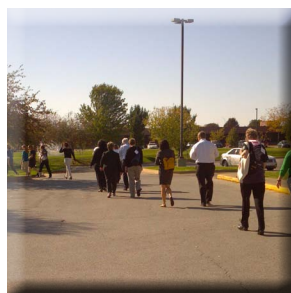
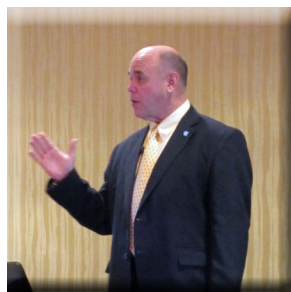
- | The ICC welcomed back Kyle Pfister and Sarah Apple from Wisconsin to lead a communications-focused Pre-Summit event, which included sessions on storytelling, persuasive presentations, and tools for health communicators.
- | Sue Curry, Dean of the University of Iowa College of Public Health, talked about fulfilling the potential for cancer prevention in Iowa during a lunch keynote on October 3rd.
- | More than 25 individuals attending the ICC Fall Meeting participated in a Healthiest State Initiative 1K walk.
- | Peggy Huppert received the 2012 Iowa Cancer Champion Award. Daniel Hoffman-Zinnel and Judy Morrison each received the 2012 Karen Packer Spirit of Collaboration Award.
- | Tom Kean, president and CEO of C-Change (www.c-changetogether.org) gave an inspiring opening keynote on October 4th about collaborating for the future of comprehensive cancer control.
- | Representatives Lisa Heddens and Kevin Koester, and Senator Jack Hatch discussed the role of policy in state comprehensive cancer control during a panel discussion on October 4th.

Summit Materials Available!

Get inspired all over again, or check out what you might have missed, by visiting www.canceriowa.org/2012SummitPresentations.aspx, where you'll find slide decks and handouts from this year's Summit presentations.

The 2012 Iowa Cancer Summit in Pictures

Click on any of the photos below to see a larger version with caption, or click [here](#) to view the entire album.



A Message to Read and Share During Breast Cancer Awareness Month

By Polly Carver-Kimm, Iowa Department of Public Health Director of Communications

October is Breast Cancer Awareness Month. Check out—and share!—this message addressing some of the most common excuses for not getting recommended mammograms:

I know I'm supposed to get a yearly mammogram, but...

It hurts.

A mammogram is not the most comfortable experience in the world, but it should not be painful. Some women aren't bothered at all by the exam. Others, especially those who are tender-breasted, might have more discomfort. But think of it this way: a routine screening mammogram usually consists of four images – two on each breast. The total time of compression for those four images is about 45 seconds. You can do just about anything for 45 seconds, can't you? Especially if it could save your life?

It's embarrassing.

Get over it. Mammography technicians see hundreds of breasts a day. They are health professionals who care deeply about your health, and your dignity. They're interested in what your breasts look like on the inside, not the outside.

I don't feel any lumps, so there's no need to go through a mammogram.

Mammograms detect potentially cancerous cell clusters before they become a lump you can feel. That's exactly why mammograms are so important. Waiting until you feel a lump just means you are waiting until a potential cancer has progressed. Early detection means early treatment, and much higher survival rates.



It's hard to work in a mammogram appointment. I'm too busy.

Really? Did you work in that stop at the coffee shop? Did you work in a lunch with friends? Routine screening mammogram appointments from start to finish usually last half an hour or less – and you only have to do it once a year.

It's scary.

Yes, it is scary. Everyone who has ever had a mammogram has had a least a momentary concern that 'they will find something.' That's natural. What's scarier is deliberately avoiding a routine health screening that could save your life.

I don't really want to know.

Why? First of all, only six to eight percent of screening mammograms find a potential abnormality. And most of those cases are found to be benign (no disease). Maybe you are afraid you will be part of the small minority. Maybe you know someone who has battled breast cancer and you know first-hand about the disease. Thoughts of possible surgery or chemotherapy and radiation are not pleasant. But not knowing is not better. Early treatment can save your life.

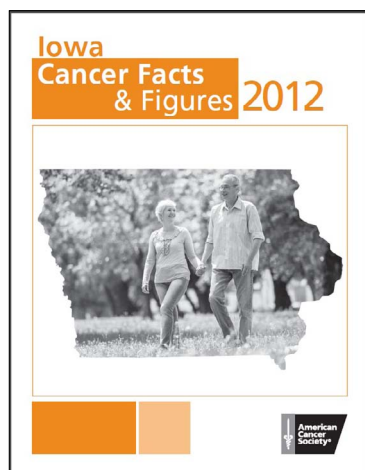
Don't Forget: Mini-Grant Applications Due October 22!

ICC FY13 mini-grant proposals are due at 5 p.m. on October 22, 2012. The project period for the mini grants begins November 15, 2012. Download an application at www.canceriowa.org/Files/IFP/FY13-Mini-Grant-Application.aspx. For more information contact Tina Devery at devery@canceriowa.org or 319-335-8144.

Remembering Senators Pat Ward and Arlen Specter

We lost two champions of cancer control recently with the deaths of Iowa state Senator Pat Ward and United States Senator Arlen Specter from Pennsylvania, both from cancer. Senators Ward and Specter—and their passion for the people they served—will be missed.

American Cancer Society Releases 2012 Iowa Cancer Facts & Figures



The American Cancer Society (ACS) in Iowa has partnered with the State Health Registry, the Iowa Cancer Consortium, and the Iowa Department of Public Health (IDPH) to create a publication focused on cancer in Iowa.

Iowa Cancer Facts & Figures 2012 is a first for the state, and allows comparison between Iowa-specific data and national statistics.

Download an electronic version of Iowa Cancer Facts & Figures [here](#). To request a hard copy, contact Lorrie Graaf at 515-727-0068 or lorrie.graaf@cancer.org.

To provide feedback about the 2012 report, or make suggestions for future versions, click [here](#).

Welcome Health Equity & Disparities Co-Chair: Daniel Hoffman-Zinnel



The ICC welcomes Daniel Hoffman-Zinnel as the newest co-chair of the Health Equity & Disparities Committee. Daniel currently works at Proteus in Des Moines, and also serves as the Community Assistant for Central Iowa as part of the Iowa Community-Based Cancer Prevention Project.

Daniel is excited to provide additional leadership to the Health Equity & Disparities committee alongside Bobbie Bohnsack from the American Cancer Society. This year, the committee plans to hold a Latino Cultural Competency Training for healthcare providers, organize a community health stakeholder meeting for leaders across the state of Iowa, and contribute thoughts and ideas to reduce health disparities in Iowa through their work with other ICC implementation groups.

Iowa Community-Based Cancer Prevention Project (RC4) Training for Community Assistants

A training was held on September 5-6, 2012 for community assistants and staff associated with the Iowa Community-Based Cancer Prevention Project, also known as the RC4 Project. The purpose of this grant is to enhance the health-research infrastructure within Iowa's medical practices and communities. To align with the goals of the project, community assistants were able to meet with five community-based researchers from the University of Iowa College of Public Health to discuss community concerns and future areas for collaboration.

The training also featured presentations from ICC members including Brad McDowell, who spoke to the group about tools to dispel cancer myths. Dr. Chuck Lynch presented about the relationship between specific pesticide exposure and cancer. Kellee McCrory provided tips and tricks to facilitate effective community meetings.

Resources from the Training:

- ▮ **Interactive Cancer Atlas (CDC):**
www.cdc.gov/features/canceratlas/
- ▮ **Agricultural Health Study:**
<http://aghealth.nci.nih.gov/>
- ▮ **Iowa Cancer Maps** (Colorectal Cancer Maps updated through 2009): www.uiowa.edu/iowacancermaps2/



Back row left to right: Daniel Hoffman-Zinnel, Brad McDowell, Tami Mohr, Laura Wynohrad, Raul Calderon, Jeanna Jones
Front row left to right: Rachel Schramm, Barcey Levy

ICC Organizational Member Spotlight: Susan G. Komen for the Cure Iowa



What is your organization's mission?

To save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

In your own words, what does your organization do?

We seek to change knowledge, attitudes, beliefs, and perceived risks about breast cancer at an individual and interpersonal level through education and screening services offered by a network of grantees in our 81-county catchment area.

Moreover, we work to improve the quality of life and social support for people going through diagnosis and/or treatment at an organizational, community and policy level.

In addition, we financially support scientific research efforts through a competitive granting process that will ultimately lead to a cure and eradicate breast cancer forever.

How does your work support the Iowa Cancer Plan?

We use evidence-based material to educate people about risk factors for breast cancer and encourage them to make healthy lifestyle choices, including the use of a proper diet and exercise habits to affect weight control and risk reduction.

We also utilize print, broadcast and electronic media to supplement our individual and interpersonal contacts to emphasize the importance of breast self awareness and mammography as the best steps to take in early detection of anomalies that can be eradicated and thus prevent the growth of metastatic tumors.

We provide funding support to institutions and organizations that will increase the access people have to screening services and eliminate barriers to these services.

We also provide a network and outlet for breast cancer survivors and those who care about them to create and maintain contacts for purposes of mutual support and information sharing about treatment and quality of life services that enhances their recovery and survivorship interventions.

Whom do you serve?

We put a great deal of emphasis on at-risk populations who face fundamental, conscious, and conquerable barriers in accessing screening, diagnostic, treatment and follow up care services. These barriers may have to do with cost, convenience, visibility, existing conditions, and beliefs about health care. At-risk populations are those defined by demographic and statistical data as indicative of high levels of late-stage diagnosis and mortality.

Why are you an Iowa Cancer Consortium organizational member?

ICC provides us with invaluable resources for networking, research, and planning. The Iowa Cancer Plan is evolving into a significant piece for our long-range focus, and the information sharing that takes place among Consortium partners is a great deal of help to us in understanding the experiences people face in moving through the Continuum of Care. Moreover, the Consortium gives us access to data about cancer incidence, prevalence, diagnosis, and mortality that helps us tremendously in making decisions about allocation of resources.

Connect with Komen Iowa



On the web at www.komeniowa.org



On [Facebook](#)

Komen Iowa Grants

Since 1997, Komen Iowa has contributed more than \$3 million in the fight against breast cancer in Iowa through its grant program.

Race for the Cure

Komen Iowa Race for the Cure is October 27, 2012 at the State of Iowa Capitol Grounds in Des Moines. Registration is available on-line at www.komeniowa.org.

First Webinar Planned for FY13 ICC Capacity–Building Series

Save the date for the first webinar of the ICC's free FY2013 capacity-building series! Michele West, PhD, of the State Health Registry, will present *Iowa Cancer Data Tools* on November 28, 2012 from Noon-1 p.m. By attending the webinar, participants will be able to: 1. Identify web-based cancer data sources; 2. Discuss the effective use of cancer data in program planning; and 3. Identify gaps in Iowa cancer data.

Registration information for this session and other webinars in the series will soon be available at www.canceriowa.org.

Training, Events, and Funding Opportunities

RCHN Community Health Foundation Workforce & Training Grants

The RCHN Community Health Foundation is interested in funding proposals that develop recruitment and retention initiatives across the full spectrum of entry-level workforce positions, including administrative, clinical, and allied health workers. The Foundation expects to fund up to five awards under this request for proposals. Submission deadline: 5 p.m. Eastern, Wednesday, October 31, 2012 | [More information...](#)

FREE Breast Cancer Conference for Community Health Workers

Do you work to promote women's health in the community? Join the American Cancer Society for this free professional-development conference for individuals who work as outreach specialists, case managers, promotoras, community health representatives, navigators, or lay health educators.

November 10, 2012 | 8 a.m.-2 p.m. | Milwaukee, WI | [Registration and more information...](#)

Rebalancing Health Care in the Heartland: Shaping Iowa's Health Care Landscape

Join the University of Iowa Health Sciences Policy Council for this non-partisan, one-day conference focused on significant changes and resulting challenges in health services delivery today.

November 13, 2012 | [Registration](#) | Des Moines, IA | For more information, contact Shari Heick at 319-335-4455 or shari-heick@uiowa.edu.

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.

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

ICC Board of Directors Elections

The Iowa Cancer Consortium will soon hold elections for the 2013 Board of Directors. Nominations are now being accepted for three seats.

Board members up for re-election are Lorrie Graaf, Amber Leed-Kelly, and Norm Van Klompenburg.

Nominate yourself or someone you know by emailing



Tina Devery at devery@canceriowa.org. The official Board slate will be announced later this month or in early November. ICC members will be asked to vote electronically on the Board slate in December 2012.

Upcoming ICC Meetings & Events

Iowa Radon Coalition

Nov. 14th | 9:30-11:30 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 | Special Projects | (319) 335-4609 | Comstock@CancerIowa.org
Tina Devery | Executive Director | (319) 335-8144 | Devery@CancerIowa.org
Katie Jones | Project Coordinator | (319) 467-4568 | Jones@CancerIowa.org
Kelly Rollins | Project Assistant | (319) 384-1741 | Rollins@CancerIowa.org
Rachel Schramm | Outreach Specialist | (319) 467-4569 | Schramm@CancerIowa.org
Kelly Sittig | Communications & Membership Coordinator | (319) 335-8816 | Sittig@CancerIowa.org

Organizational Members:

