

Iowa Cancer Consortium News

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www.CancerIowa.org



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Registration is Open for the 2013 Iowa Cancer Summit

The Iowa Cancer Summit is a familiar event for many Iowa Cancer Consortium (ICC) members and partners. But the 2013 event promises a fresh feel along with old favorites.

What's New?

- Location! This year's event will be held at Mercy Medical Center in Des Moines.
- PSE Pre-Summit! This year's Pre-Summit event will focus on Policy, Systems, & Environmental change (PSE), including sessions on evaluation, coalition building, and communicating.
- Keynotes! The ICC and partners will welcome Otis Brawley, MD, FACP, chief medical and scientific officer of the American Cancer Society, and author of *How We Do Harm*, to present the opening keynote. Then, stick around to hear ICC President George Weiner, MD, present *Cancer Research Today*.
- Physical activity breaks! Judith Allen will lead participants through a 15-20 minute Tai Chi break during the membership meeting on October 10th. Then, Tomoko Yajima will offer a free 45-minute Yin Yoga session before the day of learning and networking begins on October 11th (no prior yoga experience needed!).

What's Familiar?

- Breakout sessions covering the continuum of cancer control.
- ICC Fall Membership meeting full of collaboration and inspiration.
- Networking opportunities.
- Continuing education credits.
- More!

Otis Brawley, MD, FACP



2013 Iowa Cancer Summit

October 10-11, 2013

Mercy Medical Center—Des Moines

Find more information and register [here](#).

Sponsored by:





Check Out This Site: Creative For Good

The Creative for Good initiative—a project of the World Economic Forum—uses “the power of creativity and media to spark social change.”

According to www.weforum.org/best-practices/creative-good, “As much as world change may be about politics or economics, at its heart it’s a creative proposition. It’s about insight, engagement, and persuasion. It’s about ideas that are imagined, communicated and delivered in ways that move individuals, communities, and whole societies to change the way they think and act.”

“Creative For Good is an online initiative that serves as a repository of brilliant, inspiring and effective public education campaign case studies worldwide, as well as a brief ‘how-to’ guide and resources for organizations embarking on such efforts.”

Check
it Out

CDC Recruiting for Tobacco Education Campaign

The Centers for Disease Control and Prevention’s (CDC’s) Office on Smoking and Health is recruiting individuals to feature in the next wave of its national tobacco education campaign.

Individuals across all population groups are sought, but especially those who are Asian or Spanish speaking. All applicants must be tobacco-free for at least six months.

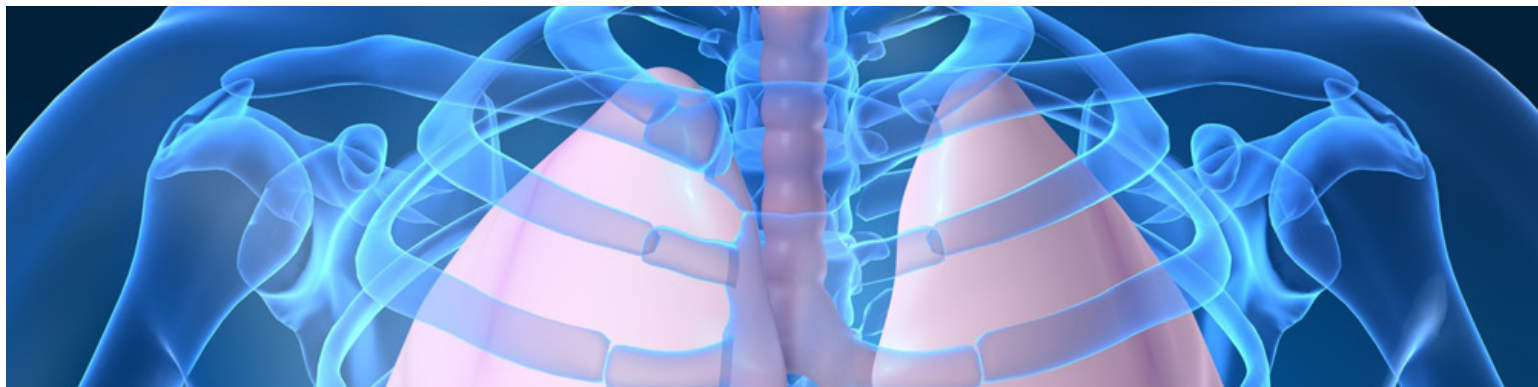
For specific qualifications and information about compensation, visit www.CancerIowa.org/CDCTipsRecruitment.aspx.

Open for Comment: USPSTF Draft Recommendations for Lung Cancer Screening

Recently, the United States Preventive Services Task Force’s (USPSTF’s) draft Recommendation Statement on lung cancer screening opened for public comment.

The statement’s Summary of Recommendation and Evidence “recommends annual screening for lung cancer with low-dose computed tomography (LDCT) in persons at high risk for lung cancer based on age and smoking history.”

Read more about the decision and provide feedback at www.uspreventiveservicestaskforce.org/draftrec.htm. Comments will be accepted until 5:00 p.m. ET on August 26, 2013.



ICC Funds Iowa Cancer Plan Implementation Projects and Events for FY2014


The ICC Board of Directors has funded seven implementation projects and three events that address priorities, strategies, and/or action steps within the [2012-2017 Iowa Cancer Plan](#). Applicants competed for up to \$25,000 each for fiscal year 2014 (July 1, 2013-June 30, 2014).

Funded projects for fiscal year 2014 include

- **Be Sun Safe**

Collaborators: June E. Nylen Cancer Center, Westside and Northwest Little Leagues, American Cancer Society.

Objective: To educate the community and youth about the importance of sun safety and the use of sunscreen to help protect the skin and prevent skin cancer. The targeted audience is children who participate in the Sioux City youth baseball and softball leagues and their families.

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- **A Conversation About HPV**

Collaborators: Iowa Immunization Coalition, Iowa Department of Public Health Bureau of Immunization and TB, and Iowa Public Health Association.

Objective: To increase community awareness of the human papilloma virus (HPV) vaccine. Educational materials will be developed with the overall goal of increasing rates of HPV vaccine uptake while decreasing the incidence of HPV in Iowa. The project will create "A Conversation About HPV" educational materials for health care professionals, public health staff and the public. The messages will be available in print, radio, electronic, and display formats to reach a variety of venues and audiences. A patient brochure will be developed to allay fears of HPV vaccine and offer an understanding of the magnitude of HPV disease. A physician champion has been identified to lead the provider communication delivery.

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- **FluFIT**

Collaborators: American Cancer Society, Primary Health Care at Marshalltown Medical Center, Telligen.

Objective: As one of five national pilot sites, implement the FluFIT pilot program at a Federally Qualified Health Center to increase colorectal cancer screening rates. Healthcare professionals will have the opportunity to increase access to colorectal cancer

screening by offering home tests to patients at the time they receive their annual flu vaccination.

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- **Iowa Radon Project**

Collaborators: American Lung Association of the Upper Midwest, Iowa Department of Public Health, and USEPA Region 7.

Objective: To increase radon awareness and provide education to prevent radon-induced lung cancer. In collaboration with the Iowa Radon Coalition, outreach will be conducted at home shows, health fairs, and other venues. Educational materials will be distributed on radon, healthy homes and indoor air quality. The annual Iowa Radon Poster Contest will be conducted.

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- **Lung Cancer Screening**

Collaborators: Alegent Creighton Health Cancer Center, Alegent Creighton Health Occupational Health Department, Mayo Clinic Department of Pulmonary and Critical Care Medicine.

Objective: To provide education regarding the new lung cancer screening guidelines for healthcare providers and people at high-risk for developing lung cancer. Provide assistance with best practice methods for identifying patients eligible for lung cancer screening and other procedures/protocols related to a lung cancer screening program by offering a CME program on Lung Cancer Screening.

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- **Tobacco-Free Schools/New Product Education**

Collaborators: Iowa Tobacco Prevention Alliance, American Lung Association, American Heart Association.

Objective: To continue to work with school administrators and collaborate with community partners to revise or adopt comprehensive tobacco-free schools (TFS) policies. Encourage state parent-teacher organizations to advocate for adoption of comprehensive TFS policies. This policy change initiative will help reduce the number of students that try tobacco for the first time before age 18.

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• **WEB-QOL: Development and Testing of a Web-Based Quality of Life Intervention for Ovarian Cancer Survivors**

Collaborators: University of Iowa, Northwestern University Center for Behavioral Intervention Technologies, and Fred Hutchinson Cancer Research Center.

Objective: To develop a web platform for implementing the quality-of-life (QOL) interventions for ovarian cancer patients and will conduct field usability testing. Ovarian cancer is the second most common gynecologic cancer and the most lethal. Because of the high likelihood of recurrence and high levels of distress that accompany the disease, development of interventions that address psychosocial needs of ovarian cancer survivors is critical.

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Funded events for fiscal year 2014 include

• **Radon: The Silent Killer**

Collaborators: Linn County Public Health, Mercy Hall Perrine Cancer Center.

Description: Targeted education for the general public including Iowa citizens, builders, realtors, elected officials, and building code reinforcement officials. A second event will target medical professionals and will offer continuing education units and continuing medical education for attendance.

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• **“Celebrating Survivorship” Blood Cancer Symposium**

Collaborators: Linn County Public Health, Mercy Hall Perrine Cancer Center.

Description: Host a survivorship-focused blood cancer symposium. Targeted audience is survivors of leukemia, lymphoma, Hodgkin’s lymphoma, and myeloma as well as their caregivers and family members. Healthcare providers attend on a continuing education track. Efforts are made to promote the event to Spanish-speaking communities. Promotional materials in Spanish are developed and medical interpretation in Spanish is made available.

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• **Iowa Palliative Care Project: Enhancing Clinical Communication Skills**

Collaborators: American Cancer Society, Holden Comprehensive Cancer Center, Mercy Medical Center-Des Moines.

Description: Person-centered communication skills are essential for ensuring cancer treatment and survivorship care planning aligns with patients’ care goals and preferences. This project includes innovative, hands-on clinical communication skill-building workshops as well as tools and resources for Iowa oncology practitioners and medical school students. A skills training workshop, led by national and local palliative care experts will be implemented at The University of Iowa. The original OncoTalk faculty will be consulted to provide an enhanced person-centered and family-focused clinical communication skills workshop similar to the intensive OncoTalk workshops. More information and updates about these projects will be available at www.CancerIowa.org within the next months.

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ICC Events

Screening Implementation Group Teleconference

August 20, 2013 | 9-10 a.m.
888-290-7502 | Pass code: 9648762#

Tobacco Topic Team Teleconference

August 20, 2013 | 10-11 a.m.
888-290-7502 | Pass code: 9648762#

Radon Topic Team Teleconference

August 21, 2013 | 11 a.m.-12 p.m.
888-290-7502 | Pass code: 9648762#

UV/Sun-Safety Topic Team Teleconference

August 22, 2013 | 9-10 a.m.
888-290-7502 | Pass code: 9648762#

Nutrition/Physical Activity Topic Team Teleconference

August 22, 2013 | 10-11 a.m.
888-290-7502 | Pass code: 9648762#

Health Equity Committee Teleconference

August 22, 2013 | 12-1 p.m.
888-290-7502 | Pass code: 9648762#

Conference Planning Committee Teleconference

September 4, 2013 | 1-2 p.m.
888-290-7502 | Pass code: 9648762#

Quality of Life Implementation Group Teleconference

September 13, 2013 | 10-11 a.m.
888-290-7502 | Pass code: 9648762#

Health Equity Committee Teleconference

September 19, 2013 | 12-1 p.m.
888-290-7502 | Pass code: 9648762#

Opportunities and Resources

Enhancing Access to Cancer Clinical Trials: What Will it Take? (Webinar Series)

Referring providers have not traditionally been regarded as key stakeholders in cancer clinical trials access and participation, but prevailing attitudes around this are shifting, recognizing the pivotal role that referring providers can play at the point of patient encounter, referral, and beyond. This webinar from ENACCT will discuss the experiences of distinct community initiatives to engage referring providers as partners in cancer clinical trials to strengthen communication and relationship building with oncologists and research teams.

August 21, 2013 | 2-3:30 p.m. | [Registration](#).

Implementation and Implications: The Impact of the Affordable Care Act on Cancer Control (R2R Cyber Seminar)

It has been three years since the Affordable Care Act (ACA) was signed into law. Most of the provisions will have been implemented by the start of 2014. The September National Cancer Institute (NCI) Research to Reality cyber-seminar will explore the major provisions of the ACA and Medicaid changes and their implications for cancer control, and will examine how cancer control coalitions and organizations are addressing these changes. September 17, 2013 | 1-2 p.m. CST | [More information](#).

Tobacco Control Network Community Leadership Award

Legacy has announced a call for nominations for the 2013 Legacy Community Activist Awards. The Community Activist Award recognizes an individual committed to tobacco prevention and cessation at the community level with an award for spearheading innovative and influential tobacco control projects.

Deadline for nominations: September 17, 2013 | [More information](#).

23rd National Radon Training Conference

September 22-25, 2013 | President Abraham Lincoln Hotel and Conference Center | Springfield, Illinois | [More information](#).

Call for Abstracts: 2014 Iowa Governor's Conference on Public Health

The Iowa Public Health Association (IPHA) has announced a call for abstracts for oral and poster presentations for the 2014 Iowa Governor's Conference on Public Health.

Deadline: October 1, 2013 | [More information](#).

2013 Healthiest State Walk

October 9, 2013 | [More information](#).

Save the Date for Rebalancing Health Care in the Heartland: Public-Private Sector Strategies

The University of Iowa has announced the sixth in a series of forums that support Iowa's policy makers in their efforts to improve the health of all Iowans.

October 15, 2013 | Des Moines, Iowa | [More information](#).

Thoracic Oncology Nurses Conference

Join the American Lung Association of the Upper Midwest to discuss the latest in diagnostic approaches, state-of-the-art treatment practices, advances in palliative care, and a wealth of hands-on tools for nurse navigators, nurse coordinators, and nursing staff providing care to patients with lung cancer.

October 18-19, 2013 | Bloomington, Minnesota | [More information](#).

Registration Open: Cancer Survivorship Conference

Register now for this FREE event for health care professionals, hosted by Covenant Cancer Treatment Center. CEU's and contact hours available. October 29, 2013 | 8 a.m.-12:45 p.m. | Waterloo Center for the Arts | Waterloo, IA | [Information and registration](#).

CancerCare Education Workshops

CancerCare educational workshops are presented on cancer-related topics by oncology experts. Free of charge, but pre-registration is required.

[Topics and Registration](#).

LIVESTRONG Foundation Sponsors Free Education for Healthcare Professionals

The LIVESTRONG Foundation collaborates with partners for planning and development of course outlines and sponsorship of free continuing education courses for healthcare providers.

[More information](#).

RGK Foundation Grant Program

The RGK Foundation awards grants in the broad areas of education, community, and health/medicine. The Foundation's current interests in the area of Health/Medicine include programs that promote the health and well-being of children, and programs that promote access to health services.

Rolling deadline. | [More information](#).

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 www.cancerIowa.org/Membership.aspx for membership information. Scholarships are available.

ICC Board of Directors:

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