

Iowa Cancer Consortium News

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www.CancerIowa.org



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New ICC Membership Opportunities for Organizations

Some ICC members will soon find renewal emails in their inboxes, as 2013 memberships expire on December 31st. To log in and check your membership status, visit <http://iowacancerconsortium.wildapricot.org>.

Current and prospective organizational members will want to take note of a significant change in the membership policy that will go into effect for 2014: **organizational membership will now include up to ten individuals (current policy allows up to five) for \$250**. This change will allow more broad participation from organizational representatives and ultimately increase the number of collaborators engaged in ICC work.

If you have an organization with two or fewer staff members, please contact the ICC about organizational membership options.



Questions about renewing your membership?

Kelly Rollins

Rollins@CancerIowa.org

Plus, a New Opportunity for All Members

In addition to outreach, awareness, and educational events, ICC members may now submit fundraiser event information to be published in the ICC newsletter. Guidelines follow:

- Fundraisers must pertain to cancer control in Iowa, and be submitted by an ICC member with a direct relationship to the benefitting organization.
- Events must be submitted to sittig@canceriowa.org by the first day of the month in which the event is to be published.

ICC Funds Concept Grant Projects

The ICC Board of Directors has funded seven Concept Grant projects that address priorities, strategies, and/or action steps within the [2012-2017 Iowa Cancer Plan](#). Applicants could request up to \$5,000 each for a project to be implemented December 1, 2013 through June 1, 2014.

Funded concept-grant projects for fiscal year 2013 include

- **Addressing HPV Vaccine Disparities in Iowa**
Applicant: Brianna Woods-Jaeger, University of Iowa College of Public Health
- **An Academic-Community Partnership to Promote Cancer Health Equality Among Latinos in Iowa**
Applicant: Jason Daniel, University of Iowa College of Public Health
- **HPV Vaccines for Teens: Taking Shots Against Cancer**
Applicant: Kara Vogelsson, Cerro Gordo Public Health
- **LGBT Cancer Project**
Applicant: Daniel Hoffman-Zinnel, One Iowa
- **Native American Cancer Grants**
Applicant: Lou Brown
- **Obesity, Physical Inactivity, & Cancer: Let's Raise Awareness**
Applicant: Dr. Praveen Vikas, McCreery Cancer Center
- **Sunscreen at the Ballpark**
Applicant: Scott Wilson, Cedar Rapids Kernels
- **Teen Skin Cancer Awareness & Prevention Campaign**
Applicant: Emi Chapman, Helen G. Nassif Cancer Center

Radon Education Events Draw Crowds



Photo courtesy of Linn County Public Health

On November 12th and 13th the Linn County Public Health Department and Mercy Hall-Perrine Cancer Center partnered through a grant from the Iowa Cancer Consortium to present *Radon: the Silent Killer*, a two-evening event held at Hall-Perrine Cancer Center. The purpose of the event was to educate the public and healthcare professionals about the dangers of radon, and inform them how to protect their families and patients. Nearly 190 people attended both evening sessions.

Presenter Gail Orcutt—a radon-induced lung cancer survivor—shared with the audience how learning about radon after her lung cancer diagnosis changed her life. Gail had never smoked.

Additionally, Dr. William Field, PhD, University of Iowa College of Public Health, spoke about the science of radon. Ruby Perin of the Linn County Public Health Department discussed current radon-control efforts in Linn County, including school testing and providing test kits to the community at a nominal fee. Robert Dye, EPA Region 7, was the final speaker of the evening, sharing radon-control efforts across the country.

The event had an overwhelming turnout and the responsiveness to the program was incredible. The event coordinators are currently pursuing future event ideas due to the tremendous public interest.

Share Your Messaging Resources!

January is **Radon Action Month & Cervical Cancer Awareness Month**. If you have resources that would help in developing coordinated social media messages on these topics, or if you want to participate in creating these messages, contact Kelly Sittig at Sittig@CancerIowa.org or (319) 335-8816.

Time to Vote!

If your ICC membership is current, you should have recently received a link to an electronic ICC Board ballot in your inbox. If you did not receive your ballot, please contact Tina Devery at Devery@CancerIowa.org.

Voting ends December 23, 2013.



Capacity-Building Series Continues

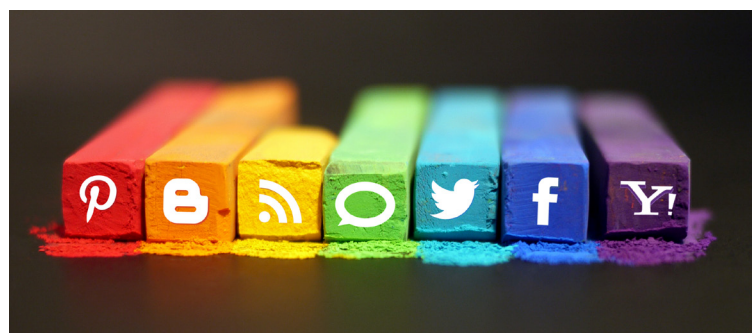
The following webinars have been added to the ICC's FREE Capacity-Building Series:

- **Worksite Wellness—Preventing Chronic Disease**
Noon | January 28, 2014
- **Public Health Collaboration**
Noon | March 11, 2014

Read about the sessions, register, and view recordings of past webinars at

www.CancerIowa.org/CapacityBuildingSeries.aspx.

(P.S.—Don't miss the next session coming right up: **Twitter 101: #DontFearTheTwitterverse!**)



Creating Equity Through “Health in All Policies”

By Rachel Schramm, Outreach Specialist

“Diversity and independence are important because the best collective decisions are the produce of disagreement and contest, not consensus or compromise.”

—James Surowiecki, *The Wisdom of Crowds*

For public health professionals in Iowa, a changing landscape is upon us: the implementation of the Affordable Care Act, renewed emphasis on disease prevention and healthy communities, and the continued momentum to reduce health disparities among our communities.

While we know access to clinical care plays a vital health role, it is estimated a mere 15-20% of an individual's health and longevity is attributable to this care. One of the greatest predictors of healthy communities are the social, physical, and economic environments and conditions we create—also known as the “social determinants of health.” The social determinants of health are the key drivers of health equity. Therefore, there has been increased recognition nationally that the environments in which we live, work, learn, and play have a tremendous impact on our health (APHA, 2013).

Changes to the social determinants of health can be complicated for public health agencies because many of our organizations lack the authority to mandate or enact high-level policy change. These complexities mean that the responsibility for the social determinants of health fall onto many non-traditional health partners such as housing, transportation, and environmental organizations. As public health entities, it is our responsibility to work across sectors and all levels of government, business, and community to create solutions to these complex problems.

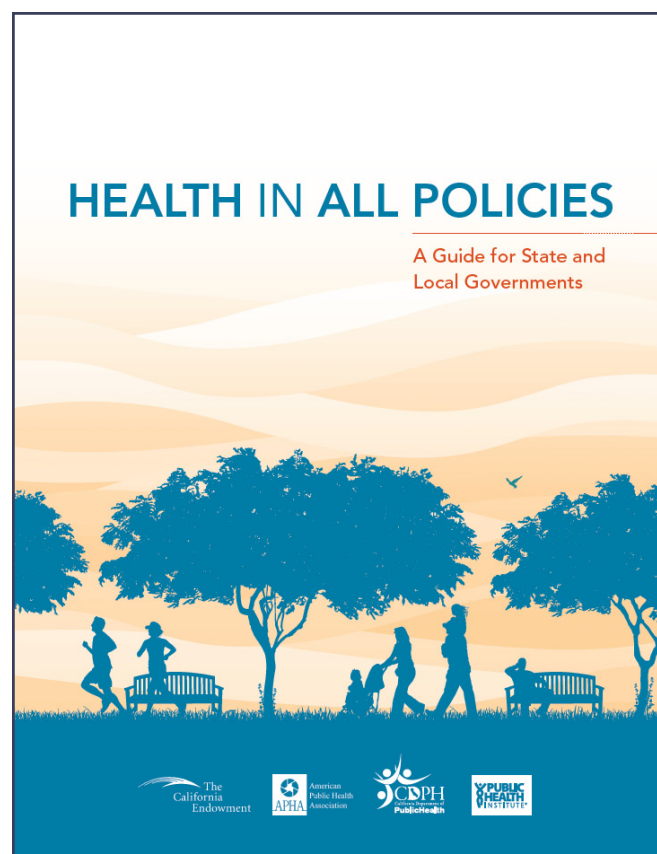
Designed specifically for public health agencies best positioned to create policies that promote healthy communi-

ties, the American Public Health Association has created the “Health in All Policies Guide”. This guide provides a framework which seeks to institutionalize considerations of health, equity, and sustainability as part of all decision-making processes across various sectors. The five key elements of the framework are below:

1. Promote health, equity, and sustainability.
2. Support intersectoral collaboration.
3. Benefit multiple partners.
4. Engage stakeholders.
5. Create structural or procedural change.

[Download the guide](#) to explore these elements further, and consider these examples of work done in Iowa:

- **Healthy Vending in Public/Private Worksites**
www.CancerIowa.org/HealthyVending.aspx
- **Academic-Community Partnership to Promote Cancer Health Equity Among Latinos**
www.CancerIowa.org/AcademicCommunityLatino-HealthPartnership.aspx
- **Radon-Free Homes Initiative**
www.CancerIowa.org/RadonFreeHomesInitiative.aspx



Komen Iowa Seeks Community Profile Team Members

The Community Profile is an assessment process used by all Susan G. Komen Affiliates to better understand the state of the breast cancer burden and needs in each of its service areas. These assessments in turn are foundational to Komen affiliates for developing funding and programming priorities.

Community Profiles are built based on the collection and examination of secondary data on breast cancer trends. These include incidence, mortality, screening, and stage of diagnosis within a community. The Profile also explores the social, demographic, and geographic characteristics that influence breast cancer outcomes, such as race/ethnicity, socioeconomic status, educational attainment, and population density. With the help of quantitative data analysts and epidemiologists, priority regions or communities can be identified through the use of this data to highlight areas with the greatest needs.

In turn, a Health Systems Analysis is conducted, and includes asset mapping to draw a picture of the breast cancer continuum of care and delivery of services in a community.

In order to gain the voice of the community, a qualitative survey process is used with lay members to learn more about the strengths, challenges, and opportunities to

improving breast cancer outcomes in each community. The Profile concludes with a statement of Priorities and Action Plan, which emphasizes the overarching themes of the report, identifies specific needs based on the data in the target communities, and lays out the strategies and objectives to be implemented by each Komen Affiliate in response to those needs.

Komen Iowa is currently forming a team to develop and complete the Community Profile, which will be published in March, 2015. Epidemiology, public health, data analysis, and opinion polling expertise is specifically sought. The initial Health Systems Analysis phase is expected to be initiated in January, 2014, and concluded no later than March 31 of the same year. The next phase of qualitative data gathering and analysis will take place during spring and summer of 2014 and conclude with a Narrative Report to Komen Headquarters in September, 2014. By this time next year, the team will be asked to help draft the Statement of Priorities, Action Plan, and Executive Summary preparatory to final submission for Komen Headquarters in March of 2015.



Questions?

Roger Dahl, Executive Director, Komen Iowa
rdahl@komeniowa.org

The ICC Staff Thanks You for a Fantastic 2013!



Opportunities and Resources

CDC Health Disparities and Inequalities Report—United States, 2013

This is the second report from the Centers for Disease Control and Prevention (CDC) that highlights differences in mortality and disease risk for multiple conditions related to behaviors, access to health care, and social determinants of health. <http://www.cdc.gov/DisparitiesAnalytics/>

2012 Iowa Behavioral Risk Factor Surveillance System (BRFSS) Report Released

<http://www.idph.state.ia.us/brfss/common/pdf/2012BRFSSannual.pdf>

2014 Public Health Day on the Hill

Join Iowa's public and environmental health community for refreshments and a chance to interact with professionals and constituents from across Iowa. 11:30-1:00 | February 4, 2014 | Room 116, Iowa State Capitol | Free | Register at <http://iowapha.org/events>.

Online Caregivers Chat

Live, weekly chats provide a friendly forum to share experiences and chat with others about anything from the initial phase of diagnosis to treatment and survivorship. Each chat is moderated by an oncology social worker. More information at <http://www.ils.org/#/diseaseinformation/getinformationsupport/onlinechats/>



AMERICAN LUNG ASSOCIATION.

Freedom

FROM SMOKING™

Facilitator Training

Thursday, December 12, 2013
8:30 a.m. to 4:00 p.m.
American Lung Association in Iowa
2530 73rd Street | Des Moines, Iowa

Freedom From Smoking® is designed to offer the group support and encouragement many need to quit smoking for good. Freedom From Smoking is an 8-session program and uses an addiction-based model to help smokers understand their addiction and ways to break the habit. This training is for facilitators interested in implementing the Freedom From Smoking program in your worksite or community. **To register for the December 12th training, please contact Christy Hillman at Christy.Hillman@Lung.org or 515-309-9507, ext. 224.**

www.LungIA.org | 515-309-9507



ICC Events

Webinar: Twitter 101

December 11, 2013 | 12-1 p.m. | [Register](#)

Health Equity Committee Teleconference

December 19, 2013 | 12-1 p.m. | 888-290-7502, 9648762#

Radon Topic Team/Iowa Radon Coalition Teleconference

January 9, 2014 | 1-2 p.m. | 888-290-7502, 9648762#

Tobacco Topic Team Teleconference

January 21, 2014 | 10-11 a.m. | 888-290-7502, 9648762#

Webinar: Worksite Wellness—Preventing Chronic Disease

January 28, 2014 | Noon-1 p.m. | [Register](#)

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.

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

Meet the ICC staff at www.CancerIowa.org/Staff.aspx.

Organizational Members:



Public Health



State Health
Registry of Iowa



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