

Iowa Cancer Consortium News

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Iowa Cancer Consortium

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Partnership to Provide Free Sunscreen on RAGBRAI Route

In just a couple weeks, 10,000 bicyclists (including many ICC members) will take to the Iowa roads in the 41st Register's Annual Great Bike Ride Across Iowa—better known as RAGBRAI.

This year, a partnership between the ICC, [Alegent Creighton Health](#), [Beekman's Homemade Ice Cream](#), the [Iowa Department of Public Health](#), [McCreery Cancer Center](#), [Mercy Cancer Center—Des Moines](#), and the [Skin Cancer Foundation](#) will make sunscreen available for FREE to RAGBRAI riders and spectators.

Sunscreen pumps will be available at the popular mid-day Beekman's Homemade Ice Cream stand along the route, and signs—like the one below—will direct people to the free cancer-preventing resource.

Cancer centers participating in the project will also hand out sun screen lip balm and sunscreen packets in select towns where RAGBRAI riders stay overnight.



Help Spread the Word!

Pre-written messages and images about sun safety during RAGBRAI and the availability of free sunscreen along the route can be downloaded and plugged straight into social media, newsletters, websites, and more.

And Help Make it Social!



RAGBRAI riders are encouraged to use the hash tag **#SunSafeRAGBRAI** to tweet pictures of themselves or others taking advantage of the free sunscreen.

Download

Understanding New Sunscreen Labels

From www.Cancer.org:

Look closely at the sunscreen you buy this summer, and you may notice some different wording on the label. This is the first summer that the US Food and Drug Administration (FDA)'s new labeling requirements are in effect. The new rules affect products that carry an SPF (sun protection factor) number, including not only sunscreen, but also makeup, moisturizer, and lip balm. Taking the time to learn about the new labels can help you better protect your skin from sun damage that can cause premature aging and skin cancer.

Learn how to interpret the new labels [here](#).

Screening Implementation Group Leadership Change

Roger Dahl is the new co-chair of the ICC's Screening Implementation Group. Roger has been executive director of Susan G. Komen for the Cure Iowa Affiliate for about one year. He came to Komen after a 35-year career with the American Red Cross, where he served in a variety of leadership capacities. Roger has been an active member of the Screening group, and is also a key member of the Raise the Rates partnership—a collaborative group of organizations working to increase breast cancer screening rates in Iowa.

Roger joins co-chair Lorrie Graaf, of the American Cancer Society.

A huge thank you to Jenny Hodges and Jeanna Jones, both of the Iowa Department of Public Health's Iowa Get Screened Program, who are stepping down after years of hard work as tri-chairs of the group. Jenny and Jeanna will remain active in the group, promoting colorectal cancer awareness.



Roger Dahl



Lorrie Graaf



Jenny Hodges



Jeanna Jones

Additional Leadership Opportunity

The Prevention Implementation Group will divide into topic teams for FY14 to help increase collaboration between those who are interested in a particular cancer prevention topic. Topic teams will include radon, sun safety, tobacco, and physical activity and nutrition.

Dennis Haney will lead the physical activity and nutrition topic team, Jerilyn Oshel will lead the tobacco team, and Josh Larsen will lead the UV/Sun Safety team. A leader is still needed for the radon topic team. Leaders will

- ▮ Work alongside ICC staff to develop meeting schedules and agendas.
- ▮ Encourage brainstorming, sharing, and discussion among members.
- ▮ Help develop the team's strategic plan.
- ▮ Share the team's work with the full implementation group at in-person meetings.
- ▮ Communicate with Implementation Group co-chairs about the team's activities, as needed.

ICC staff will support team leader efforts.



For more information:
alamb@canceriowa.org
319-335-4609

Do You Know a Public Health Hero?

Nominations are being accepted for the Iowa Public Health Heroes Awards, which recognize individuals who have worked to promote a healthier state through wellness and disease prevention initiatives.

Nominations are sought from across all fields of public health and from a range of career paths.

Nominations are due September 13, 2013. Recipients will be recognized at the Institute for Public Health Practice 2013 Fall Colloquium in Iowa City.

Nominate



Questions?
chris-atchison@uiowa.edu

ICC Cancer Control Award Nominations Due July 31st

There's still time to nominate an outstanding Iowan for a 2013 ICC Cancer Control Award. Nominations for the two awards—the Iowa Cancer Champion Award and the Karen Packer Spirit of Collaboration Award—are due July 31st. Awards are presented each year at the [Iowa Cancer Summit](#).

Nominate



(Psst...Follow the ICC, too!)

Are You Part of the Conversation on Social Media?

Using social media platforms like Facebook and Twitter allows individuals and organizations to engage in instant and on-going information sharing and dialogue. The comprehensive cancer control and public health realms in Iowa are no exception. Connect with these ICC organizational members to stay current on important comp cancer work in our state. And, keep your eye on future editions of the ICC newsletter for more recommendations about who to follow.



Above + Beyond Cancer

www.facebook.com/aboveandbeyondcancer
[@ABCancer](https://twitter.com/ABCancer)

American Cancer Society

www.facebook.com/AmericanCancerSociety
www.facebook.com/ACSCANIOWA
[@ACS_Iowa](https://twitter.com/ACS_Iowa)
[@ACS_CAN_IA](https://twitter.com/ACS_CAN_IA)

American Lung Association

www.facebook.com/ALAIowa
[@ALAIowa](https://twitter.com/ALAIowa)

Cedar County Public Health

www.facebook.com/pages/Cedar-County-Public-Health/236378449715420
[@CedarCoPubHealt](https://twitter.com/CedarCoPubHealt)

Covenant Cancer Treatment Center

www.facebook.com/WheatonIowa

Family Planning Council of Iowa

www.facebook.com/pages/Family-Planning-Council-of-Iowa/117001738391426

Gilda's Club of the Quad Cities

www.facebook.com/GildasClubQC
[@GildasClubQC](https://twitter.com/GildasClubQC)

Hall-Perrine Cancer Center

www.facebook.com/MercyCedarRapids
[@HallPerrine](https://twitter.com/HallPerrine)

Iowa Department of Public Health

[@IAPublicHealth](https://twitter.com/IAPublicHealth)

John Stoddard Cancer Center

www.facebook.com/JohnStoddardCancer

June E. Nylen Cancer Center

www.facebook.com/NylenCancerCenter

Leukemia & Lymphoma Society

www.facebook.com/LLSIowa

Linn County Public Health

www.facebook.com/LCPublicHealth
[@LCPublicHealth](https://twitter.com/LCPublicHealth)

Mercy Cancer Center

www.facebook.com/MercyDesMoines
[@MercyDesMoines](https://twitter.com/MercyDesMoines)

St. Luke's Hospital

www.facebook.com/UnityPointCedarRapids
[@StLukesCR](https://twitter.com/StLukesCR)

Susan G. Komen for the Cure—Iowa Affiliate

www.facebook.com/KomenIowa
[@KomenIowa](https://twitter.com/KomenIowa)

Trinity Cancer Center

www.facebook.com/UnityPointFortDodge
[@UnityPointFD](https://twitter.com/UnityPointFD)

Holden Comprehensive Cancer Center

[@UIHealthcare](https://twitter.com/UIHealthcare)

William R. Bliss Cancer Center

www.facebook.com/marygreeleymedicalcenter
[@MaryGreeley](https://twitter.com/MaryGreeley)



Plus...

Follow ICC President George Weiner, MD, on Twitter at [@WeinerG](https://twitter.com/WeinerG), and read his blog post encouraging you to try tweeting [here](#).

Welcome, ICC Members!

The ICC extends a warm welcome to new and renewing members since April 2013 (bold denotes organizational members):

Lilian Buch, Bristol Myers Squibb, Ankeny, IA

Joseph Friedman, Iowa City, IA

Amy Geiger, Hall-Perrine Cancer Center, Cedar Rapids, IA

Kim Howard, Buckingham, IA

Kim Hugen, Monroe County Public Health, Albia, IA

Julie Kurt, University of Iowa Holden Comprehensive Cancer Center, Iowa City, IA

Kathy Larson, Mercy Medical Center North—Cancer Center, Mason City, IA

Jen Lee, University of Iowa, Iowa City, IA

Susan Lutgendorf, University of Iowa, Iowa City

Katherine Melbourne, Pleasant Valley High School, Bettendorf, IA

Kandice Nedved, Mercy Medical Center—North, Mason City, IA

Lori Parsons, Iowa Immunization Coalition, Pleasant Hill

Meaghan Rooney, Genentech, Des Moines, IA

Micki Sandquist, American Lung Association in Iowa, Des Moines, IA

Julie Sikorski, Champaign, IL

Opportunities and Resources

Integrating Primary Care Across the Cancer Continuum (Research to Reality Cyber Seminar)

This free webinar explores the role of primary and community care across the cancer care continuum. The session will highlight recent research and resources designed to better integrate cancer prevention, early detection, and survivorship from both international and domestic perspectives. July 16, 2013 | 1-2 p.m. CST | [More information.](#)

A Celebration of Hope, Support, and Inspiration

You are invited to a special event celebrating the strength and courage of people living with cancer. July 23, 2013 | 7 p.m. | Mary Greeley Medical Center—North Addition A&B | [More information.](#)

Call for Abstracts for November 2013 R2R Cyber-Seminar

Share your experiences implementing cancer control and prevention programs/interventions that use new and social media tools in an innovative and effective way. Deadline: August 15, 2013 | [More information.](#)

Save the Date: Cancer Survivorship Conference

Save the date for this FREE event hosted by Covenant Cancer Treatment Center for health care professionals, cancer survivors, and caregivers. October 29, 2013 | 5-8:30 p.m. | Waterloo Center for the Arts | Waterloo, IA | [More information coming soon.](#)

NEHA Radon Resistant New Construction Training

The National Environmental Health Association (NEHA) is sponsoring a two-and-a-half-day all-expenses-paid training for environmental health professionals to implement radon resistant new construction (RRNC). November 19-21, 2013 | Washington, DC | [More information.](#)

Cancer Survivorship E-Learning Series for Primary Care Providers

The National Cancer Survivorship Resource Center's new E-Learning Series, designed to heighten the awareness of the ongoing needs of cancer survivors, gives primary care providers FREE continuing education credits with first-hand patient experiences, presentations by national leaders on survivorship issues, and case studies. [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:

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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Organizational Members:

ABOVE+BEYOND
CANCER

American Cancer Society

AMERICAN LUNG ASSOCIATION
IN IOWA

Public Health
Prevent. Promote. Protect.
Cedar County

Covenant Cancer Treatment Center
Wheaton Franciscan Healthcare

Family Planning Council
of Iowa

GILDA'S CLUB
QUAD CITIES
An Affiliate of the
CANCER SUPPORT COMMUNITY

HALL-PERRINE
CANCER CENTER

HELEN G. NASSIF
COMMUNITY
CANCER CENTER
of Iowa

IDPH
Iowa Department
of Public Health

IORA

UnityPoint Health
John Stoddard Cancer Center

June E. Nylen
CANCER CENTER

LEUKEMIA & LYMPHOMA SOCIETY
fighting blood cancers

McCreery Cancer Center
at Ottumwa Regional

Mercy
CANCER CENTER
A service of Mercy Medical Center—Des Moines

PHYSICIANS' CLINIC
of Iowa, P.C.
Together in health.

UnityPoint Health
St. Luke's Hospital

State Health Registry of Iowa

susan G. Komen
FOR THE cure
IOWA

TRINITY REGIONAL MEDICAL CENTER
IOWA HEALTH SYSTEM
Trinity Cancer Center

UNIVERSITY OF IOWA
HOLDEN
COMPREHENSIVE
CANCER CENTER
University of Iowa Health Care

William R. Bliss
Cancer Center

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