

2014-2015 Implementation Grantees Represent Diverse Projects and Goals

The project period for the next round of Iowa Cancer Plan implementation grants began July 1, bringing with it a group of projects—some new, some familiar—addressing the gamut of cancer control in Iowa. The next few issues of the Iowa Cancer Consortium newsletter will each introduce several of the new funding recipients, starting with the following projects:



The **Plan Not To Tan** program provides sun/ultraviolet-safety classroom education to high school students. Students are encouraged to sign a pledge not to tan, to wear sunscreen, and to complete regular skin checks. After-prom committees will help promote the initiative, and community-donated cash prizes will be offered as incentive.

Collaborators: June E. Nylen Cancer Center, Morningside College, Sioux City Community School District, Bishop Heelan High School

Contact: Karen Van De Steeg at vandesteeg@gencc.com



Taking Shots Against Cancer will use interventions such as client reminder and recall systems, manual outreach and tracking of clients, mass and small media, and expanded access to vaccination services to increase the number of HPV vaccinations given in identified public health clinics by 25%.

Collaborators: Cerro Gordo County Department of Public Health, Mercy Medical Center North Iowa, Iowa Immunization Coalition, North Iowa Area Community College

Contact: Karen Crimmings at disprev@cghealth.com



The **Web-Quality of Life** project aims to provide the foundation for a web-based quality-of-life program for ovarian cancer survivors. The project will field test the intervention with patients enrolled from Iowa medical facilities.

Collaborators: University of Iowa, Northwestern University Center for Behavioral Intervention Technologies, Fred Hutchinson Cancer Research Center, Northwestern University Department of Medical Social Sciences, Robert H. Lurie Comprehensive Cancer Center, Mercy Cancer Center—Des Moines

Contact: Susan Lutgendorf, PhD, at susan-lutgendorf@uiowa.edu

(Continued on page 2)

Contents

Page 2: Register for the Iowa Cancer Summit

Page 2: Snag your Summit exhibit table

Page 3: Welcome back, Sara!

Page 3: Check Out This Site: www.iahealthlink.gov

Page 3: Surgeon General Makes Skin Cancer Call to Action

Page 4: In Brief

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www.CancerIowa.org

(Continued from page 1)



The **Iowa Palliative Care Project: Enhancing Clinical Communication Skills** will enhance person-centered communication skills to clinicians to ensure cancer treatment and survivorship care planning aligns with patient care goals and preferences. The project will include a skills-training workshop led by national and local palliative care experts.

Collaborators: [American Cancer Society](#), [Holden Comprehensive Cancer Center](#), [Mercy Medical Center—Des Moines](#)

Contact: Christy Thurman at Christy.Thurman@cancer.org

Iowa Cancer Summit Registration is Open!

The winding down of summer can only mean one thing at the Iowa Cancer Consortium—the Iowa Cancer Summit is right around the corner! **Registration** for the 2014 event scheduled for October 21-22 is now open. What's new this year?

- **Location:** This year's event will be held at the beautiful FFA Enrichment Center on the DMACC campus in Ankeny. Check it out at www.ffaenrichmentcenter.com.
- **Pre-Summit:** This year's Pre-Summit is a health equity workshop focusing on Health in All Policies (www.phi.org/resources/?resource=hiapguide), featuring a keynote by M. Lelinneth L. B. Novilla, MD, MPH, of Brigham Young University.
- **Main keynote:** Patricia Ganz, MD, is UCLA's director of cancer prevention and control research, and director of the patients and survivors program. She chaired an Institute of Medicine committee producing a report titled *Delivering High-Quality Cancer Care: Charting a New Course for a System in Crisis* (read it at <http://goo.gl/qStBLB>), and will provide a keynote address by the same name at the Summit.
- **Continuing education credits:** The Iowa Cancer Summit will once again offer continuing education credit for CHES, nursing, and social work. New this year, CME's (Continuing Medical Education) will also be offered at no additional charge.

And of course the Summit will once again offer engaging breakout sessions, a collaborative fall ICC membership meeting, networking opportunities, and more! Register today at www.canceriowa.org/IowaCancerSummit/Register.aspx. Early registration ends October 9.



Patricia Ganz, MD, of UCLA is this year's Iowa Cancer Summit keynote speaker.

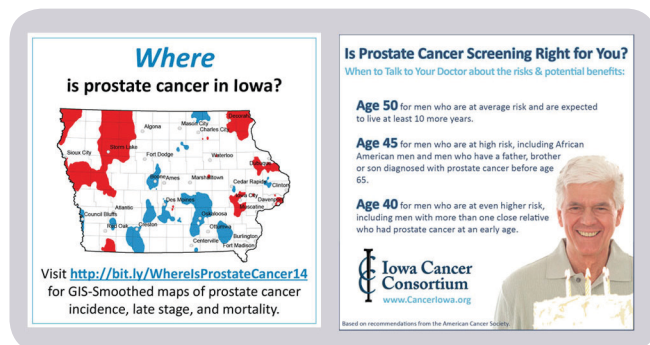
Summit Sponsors:



Don't Forget to Snag Your Summit Exhibit Table!

Exhibitors at the Iowa Cancer Summit receive a six-foot display table for the two-day event, plus complimentary registration and meals for one person. For pricing and additional information visit www.canceriowa.org/SummitExhibitRequest.aspx.

September Cancer Awareness Social Media Messages



September is Prostate Cancer Awareness Month, Leukemia and Lymphoma Awareness Month, and Ovarian Cancer Awareness Month. The ICC, American Cancer Society, and Iowa Department of Public Health are sharing pre-written social media messages and images to make it easy for anyone to share accurate and timely information about these important topics.

Download the message set at <http://bit.ly/Sept2014Messages>.

Surgeon General Makes Call to Action for Skin Cancer Prevention

A new document from the office of the U.S. Surgeon General calls skin cancer a “major public health problem,” and says that partners across the public and private sectors have a role in reducing its incidence.

Read the report’s executive summary at <http://goo.gl/sx37Ba>, or download the full document at <http://goo.gl/hSOKIV>.

Check Out This Site: www.iahealthlink.gov



From the Iowa Department of Human Services, www.iahealthlink.gov provides resources and benefit details to Iowans eligible for coverage through the Iowa Health and Wellness Plan.

To be eligible for the Iowa Health and Wellness Plan, a person must be an adult ages 19-64, have income that does not exceed 133% of the Federal Poverty Level, live in Iowa and be a U.S. Citizen, and not otherwise be eligible for Medicaid or Medicare.

Welcome Back, Sara!

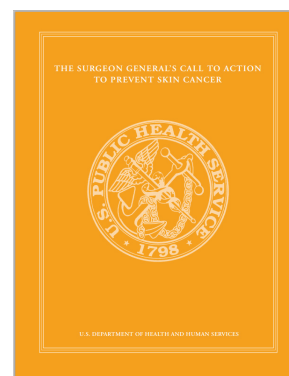


A familiar face has returned to comprehensive cancer control in Iowa! Sara Comstock, former Iowa Cancer Consortium executive director, is now account representative, state health systems, at the American Cancer Society Midwest Division. In her new position she will work with state health systems, focusing primarily on evidence-based initiatives to increase breast and colon cancer screening rates.

Sara comes to the American Cancer Society after serving as program manager for the Nebraska Cancer Coalition.

Sara is happy to be a member of the Iowa Cancer Consortium in her new role, and has recently agreed to begin serving as a Screening Implementation Group co-chair alongside current Co-Chair Roger Dahl.

Contact Sara at sara.comstock@cancer.org. Welcome back, Sara!



In Brief

Preventive Services Task Force Provides Guidance on Immunizations and Skin Cancer

The Community Guide has made a recommendation for using immunization information systems to increase vaccination rates: <http://goo.gl/JqhQPC>.

The group's *What Works: Skin Cancer Fact Sheet* has also been updated to include new recommendations on sun protective behavior in outdoor settings: <http://goo.gl/wFjc8l>.

Study Finds that Almost One in Ten Cancer Survivors Still Smoke

Nearly one in 10 cancer survivors reports smoking years after their diagnosis, according to a new study from the American Cancer Society. <http://goo.gl/Pr0l2D>

USPSTF Posts Final Breast Cancer Screening Research Plan

The U.S. Preventive Services Task Force has posted a final research plan on screening for breast cancer, a draft of which was posted for public comment in 2013.

<http://goo.gl/j1k2AN>

Leukemia & Lymphoma Society (LLS) Offers Patient Travel Assistance

The Iowa Chapter of the LLS is offering travel assistance to blood cancer patients who have significant travel expenses associated with cancer treatment. <http://goo.gl/H4byT4>

Community Health Workers Toolkit

The Rural Assistance Center's Community Health Workers (CHW) Toolkit is designed to help evaluate opportunities for developing a CHW program and to provide resources and best practices developed by successful CHW programs. <http://goo.gl/61Pfou>

New Resource: *Total Worker Health*

The Centers for Disease Control and Prevention (CDC) has launched a new practitioner's guide intended to "serve as a gateway to state-of-the-art guidelines and tools for employers, enabling them to use an integrated approach

toward creating and enhancing an organizational culture of safety and health." <http://goo.gl/0rUA6t>

Request for Application: Avon Breast Health Outreach Program

Submission deadline: August 22. <http://goo.gl/z8Sf5G>

2014 Iowa Caregivers Conference

An educational conference especially for Certified Nursing Assistants, Certified Medication Aides, Home Care/Health Aides, Hospice Aide, Patient Care Technicians, Nutrition Aides, Restorative Aides, Direct Care/Support Professionals, Personal Assistants, Consumer Directed Attendant Care Workers, Universal Workers and family caregivers. Altoona, Iowa. September 8-9. <http://goo.gl/zw922B>

Webinar: EatPlayGrow!

Sponsored by Let's Move and the Children's Museum of Manhattan, this webinar will explore "EatPlayGrow!," a program that teaches young children and their parents how to make healthy eating and physical activity choices. September 15. 11-12:30 CST. <http://goo.gl/Ae45IP>

Webinar: Growing and Funding Equitable Food Hubs

Hosted by PolicyLink, this webinar will highlight examples of organizations involved in creating equitable food hubs in California, North Carolina, and the Delaware valley region. September 15. 11-12:30 CST. <http://goo.gl/CgshC1>

Call for Applications: 2015 RWJF Culture of Health Prize

This annual award celebrates communities that have placed a priority on health and that are creating powerful partnerships and deep commitments to make change. Up to 10 communities will receive \$25,000. Deadline: September 17. <http://goo.gl/443ahU>

Call for Abstracts: 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 2015 Iowa Governor's Conference on Public Health.

Deadline: October 1, 2014. Conference: April 14-15, 2015.

<http://goo.gl/dYdEDS>

Iowa Primary Care Association Annual Conference

October 16-17. West Des Moines Marriott, West Des Moines, Iowa. <http://goo.gl/cxvDPm>

Update: Lung Force Expo

The American Lung Association has postponed its Lung Force Expo. Save the new date: May 27, 2015.

ICC Events & Meetings

Communications Committee Teleconference

September 3. 10 a.m. Dial 888-290-7502, and enter pass code 9648762#. <http://iacancerconsortium.adobeconnect.com/communications/>

Conference Planning Committee Teleconference

September 5. 1 p.m. Dial 888-290-7502, and enter pass code 9648762#. <http://iacancerconsortium.adobeconnect.com/conferenceplanning/>

Quality of Life Implementation Group Teleconference

September 11. 9 a.m. Dial 888-290-7502, and enter pass code 9648762#.

HPV Work Group Teleconference

September 11. 11 a.m. Dial 888-290-7502, and enter pass code 9648762#.

Colorectal Cancer Work Group Teleconference

September 12. 11 a.m. Dial 888-290-7502, and enter pass code 9648762#.

Breast Cancer Work Group Teleconference

September 17. 11 a.m. Dial 888-290-7502, and enter pass code 9648762#.

Let Us Hear from You!

Please send corrections, submissions, article ideas, and other comments for the ICC newsletter to Kelly Sittig at Sittig@CancerIowa.org.

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Public Health



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