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A New Look for the ICC

By now, you've likely noticed that this edition of the ICC News looks a little different than the last. This change is just one piece of a new look for the Iowa Cancer Consortium, driven primarily by a revamp of our website, www.CancerIowa.org.

Officially unveiled at the ICC's Spring Meeting on March 27th (check out page 2 for details about this productive and inspiring event!), the website changes include a new color scheme and updated fonts, as well as a more modern layout and dynamic features.

Next steps for the website include evaluating content and restructuring menu items to be more intuitive, and ultimately more useful for ICC members, partners, and all Iowans.

We'd love your feedback now or any time along the way. Send your thoughts and ideas about the website's look, features, and content to ICC staff member Kelly Sittig at Sittig@CancerIowa.org.

Be social with us...



www.CancerIowa.org



Spring Meeting Recap

It was record attendance for the 2014 ICC Spring Meeting, held on March 27th at **Mercy Medical Center** in Cedar Rapids—100 people from across Iowa (and beyond!) gathered to discuss ICC business, plan **implementation grant proposals**, learn about the relationship between obesity and cancer, and network with other cancer control advocates.

American Cancer Society Cancer Action Network (ACS CAN) representatives and ICC members Jill Struyk and Jen Schulte provided an update on the 2014 Iowa legislative session. Linda Snetse-laar, RD, PhD, from the University of Iowa College of Public Health shared information about the



science between obesity and cancer, and was followed by a panel discussion of the obesity work that is left to do in Iowa. Updates were also provided by two projects that received funding from the ICC this past year: the Teen Skin Cancer Awareness Project from the **Helen G. Nassif Community Cancer Center**, and A Conversation about HPV from the **Iowa Immunization Coalition**.

Nearly 86% of attendees who completed an evaluation rated the Spring Meeting as “Excellent” or “Very Good.” Comments from participants included

- “Great meeting! So much energy and a great mix of health professionals.”
- “Learned about the great work around the state and how groups are working together.”
- “Thank you—it was a day well spent.”

Find committee and implementation group minutes, as well as other materials from the meeting at www.CancerIowa.org/SpringMeeting.aspx.

Looking Ahead...

With ideas and inspiration fresh from this meeting, the Conference Planning Committee and ICC staff are already looking ahead to 2015. Evalua-



View the whole Spring Meeting gallery at bit.ly/SpringMeeting14.



tion comments from 2014 indicate that members enjoyed the meeting location, but also like attending meetings in Central Iowa to make it easy for friends to attend from all corners of the state.

Evaluations also reflected an interest in learning about topics like the continued evolution of Affordable Care Act implementation, the impact of social determinates of health on cancer incidence and mortality, the current state of cancer research in Iowa, and topics related to cancer survivorship and care.

Your feedback will be thoughtfully considered as we look ahead to next year! If your organization or city is interested in hosting the Spring Meeting in 2015, contact the ICC staff at staff@canceriowa.org.



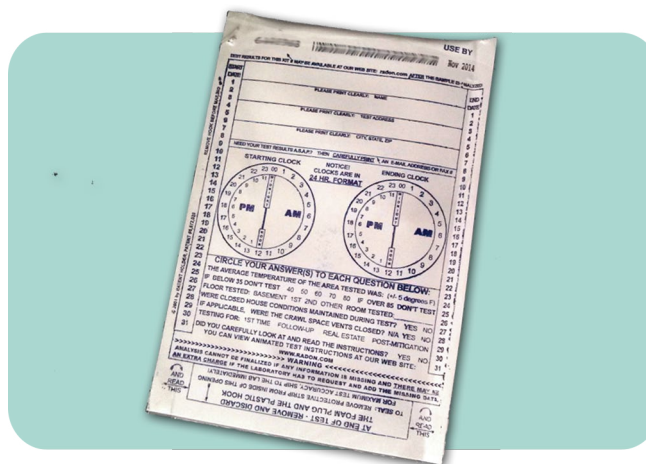
Don't Miss Important Deadlines for Invitation for Proposals (IFP)

Deadlines for fiscal-year 2015 Iowa Cancer Plan Implementation Grant project and event proposals are quickly approaching.

New this year, **applicants must submit a letter of intent (LOI) by 5 p.m. on April 11, 2014**. Full event/project proposals are due by 5 p.m. on May 9, 2014.

Full instructions and applications can be downloaded at www.CancerIowa.org/CancerPlanImplementationGrants.aspx.

Questions about the application process? Contact Tina Devery at Devery@CancerIowa.org or (319) 335-8144.



Free Radon Test Kits Available to Cancer Centers

The ICC's Radon Topic Team is offering free radon test kits to cancer centers to share with patients and their families. Some facilities may choose to direct the test kits to their lung cancer programs, but use is left to the discretion of the center.

A brochure with information about radon will be provided with each test kit to assist with radon education.

Each cancer center may receive up to 20 test kits and unlimited brochures. Additional test kits may be available based on participation.

Cancer centers should contact Allie Bain at ABain@CancerIowa.org to request test kits and brochures.



April Messages Cover Three Timely Cancer Awareness Topics

April is Cancer Clinical Trials Awareness Month and National Minority Health Month. In addition, Oral, Head, and Neck Cancer Awareness Week is observed April 20-22.

The ICC, American Cancer Society, and Iowa Department of Public Health have released pre-written social media messages regarding these topics to make it easy for anyone to share accurate and timely information.

Download this and message sets covering other cancer- and health-awareness topics observed throughout the year by visiting www.CancerIowa.org/AwarenessMessaging.aspx.

Spotlight on



What is your organization's mission?

Genesis Health System exists to provide compassionate, quality health services to all those in need. The Genesis Cancer Care Institute seeks to improve lives as a leader in comprehensive cancer care.

Who do you serve?

Genesis serves a 17-county region of Eastern Iowa and Western Illinois with comprehensive health care services.

What does your organization do?

The Genesis Cancer Care Institute delivers cancer care with the next generation of cancer-fighting technology, spacious and attractive facilities, and a focus on services for cancer patients and their families. We support patients throughout their continuum of care with a Center for Breast Health, dedicated inpatient unit, surgical oncology, radiation therapy, infusion services, and support services including nurse navigation, social work, spiritual care, nutritional counseling, genetic counseling, oncology rehabilitation services, and cancer research.

In collaboration with Gilda's Club and the Scott County YMCA, Genesis offers an annual specialty summer camp for children and teens directly impacted by a cancer diagnosis in their family. The week-long residential camp is free and each year hosts approximately 60 campers.

Genesis also offers Cancer Couple's Retreats twice per year to bring couples battling cancer together. The weekend retreats, hosted by the Genesis Cancer Care Institute and Gilda's Club of the Quad Cities, are free. Room and meals are provided. Throughout the weekend, activities include couples yoga, massage, healthy steps, journaling, meditation, art therapy, and speakers on sexuality, intimacy and nutrition. Retreats are offered in the spring and fall.

How does your work support the Iowa Cancer Plan?

We bring the latest life-saving services closer to home for our local patients here in the Iowa/Illinois Quad Cities who need to be near their families and friends. Additionally, we offer a multitude of cancer screening and prevention programs.

Why are you an ICC organizational member?

To network within the Iowa cancer community and ensure that Genesis is participating in and supporting state-wide cancer initiatives.

Connect with Genesis



www.genesishealth.com/services/cancer

Genesis Cancer Care's ICC Members

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In Brief

Integrating Cancer Control into Chronic Disease Frameworks: What Works and Why?

A free R2R Cyber-Seminar from Cancer Control P.L.A.N.E.T. April 15. 1-2 p.m. (CST). <http://goo.gl/svP9DC>

The Science Behind Personalized Cancer Care: Mini Medical School Series

The University of Iowa Carver College of Medicine presents this three-week series open to anyone over the age of 15. Tuesdays, April 15, 22, and 29. 6:30-8:30 p.m. \$15/person for entire series. <http://goo.gl/9CdoYk>

E-Cigarettes: Challenges for Clinicians

This free webinar is hosted by the Smoking Cessation Leadership Center and the Association for the Treatment of Tobacco Use and Dependence. CMEs/CEUs available. April 23. Noon (CST). <http://goo.gl/h1YNLL>

Above + Beyond Cancer 2014 Transformational Journey

The Above + Beyond Cancer journeys continue. Apply to be a part of the 2014 Transformational Journey by May 2 at www.AboveAndBeyondCancer.org/Application.

APHA Region VII 2014 Annual Meeting

The American Public Health Association (APHA) Region VII (Missouri, Iowa, Nebraska, Kansas) Meeting will be held May 8-9 at multiple sites in Iowa City and Coralville. Information at <http://www.iowapha.org/Events>.

LIVESTRONG: Big C Competition

LIVESTRONG is looking for big thinkers to create innovations and solutions to improve the daily lives of people facing cancer. Submit your project by May 15. <http://bigc.livestrong.org/#/home>

2014 Passenger Transportation Summit

This event will provide a better understanding of common transportation issues, including those faced by cancer patients, and an opportunity to work towards shared solutions. May 15. Marshalltown, Iowa. <http://goo.gl/JxhgJW>

Culturally Responsive Health Care in Iowa

The University of Iowa presents this multidisciplinary, inter-professional conference to improve culturally responsive care of increasingly diverse patient populations. CMEs/CEUs available. June 6. Coralville, Iowa. <http://goo.gl/pY8MV1>

Cancer Survivorship Research Conference

A forum for researchers, clinicians, cancer survivors, advocates, program planners, policy-makers, and public health experts to learn about current and emerging cancer survivorship research. June 18-20. Atlanta, Georgia. <http://goo.gl/wmndIC>

Subscribe: Updates on the Iowa Health Insurance Marketplace

Receive free weekly email updates from the Iowa Insurance Division, by emailing "subscribe" and your name/organization to affordablecareact@iid.iowa.gov.

Rates of New Cancer Cases in U.S. Drop Slightly

Invasive Cancer Incidence—United States reports rates of new cancer cases among U.S. men and women dropped slightly from 459 per 100,000 persons in 2009 to 446 per 100,000 in 2010. <http://goo.gl/8PKSYE>

The State of Cancer Care in America, 2014

This report from the American Society of Clinical Oncology includes recommendations intended for policy makers, cancer care professionals, researchers, and others with a stake in improving our nation's cancer care system. <http://goo.gl/9nLuDC>

Uneven Progress in Expanding State Medicaid Coverage for Smoking Cessation

According to a CDC study more smokers would quit if state Medicaid programs covered more cessation treatments and removed barriers to coverage. <http://goo.gl/iJVVe9>

2014 County Health Rankings

The *County Health Rankings* from the Robert Wood Johnson Foundation (RWJF) offer an easy-to-use snapshot of overall health for nearly every county in the U.S. <http://goo.gl/KCy7x>

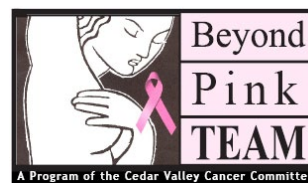
Health Reform Quiz

Test your knowledge of health reform by taking this short 10-question quiz from the Kaiser Family Foundation. <http://kff.org/quiz/health-reform-quiz/>

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.

Organizational Members



Public Health



State Health
Registry of
Iowa



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Iowa City, Iowa
www.CancerIowa.org/Staff.aspx

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