

# Iowa Cancer Consortium News

February 2014 | Volume 9 | Issue 2

[www.CancerIowa.org](http://www.CancerIowa.org)



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## Registration is Open for the 2014 ICC Spring Meeting

ICC members and other Iowans can now register to attend the 2014 ICC Spring Meeting. This year's event is scheduled for March 27<sup>th</sup> at Mercy Medical Center's Hal-lagan Education Center in Cedar Rapids.

In addition to the usual opportunities to network with partners in person, meet with implementation groups and committees, and get updates on ICC programs and initiatives, the meeting will include multiple components focusing on the link between obesity and cancer.

Registration is free for ICC members. Non-members may attend by paying \$20 for an annual individual member-

ship, or may pay the \$25 non-member registration fee. After March 19<sup>th</sup>, registration is \$25 regardless of membership status.

Continental breakfast and lunch, and free parking will be provided.

Free exhibit tables are available for ICC organizational members, and can be reserved by emailing Kelly Rollins at [rollins@canceriowa.org](mailto:rollins@canceriowa.org).

**More information and registration is available at [www.CancerIowa.org/SpringMeeting.aspx](http://www.CancerIowa.org/SpringMeeting.aspx).**



## Iowa Cancer Summit: Save the Date!

**October 21-22, 2014**

**Featuring Patricia Ganz, MD**

Dr. Patricia Ganz is UCLA's director of cancer prevention and control research and of the patients and survivors program. Recently, she chaired an Institute of Medicine committee producing the report entitled *Delivering High-Quality Cancer Care: Charting a New Course for a System in Crisis*. ([Read the report.](#))

Dr. Ganz will provide the keynote presentation at the Iowa Cancer Summit on Oct. 22, 2014.



Patricia Ganz, MD

## ICC Requests Input on Iowa Cancer Plan Revisions



When the 2012-2017 Iowa Cancer Plan was created, it was with the intention that it would be a living document, able to change and evolve as the state of comprehensive cancer control did the same.

Now, two years after the plan's initial release, the ICC is requesting feedback and suggestions for revisions and updates. Input is requested by March 1st, 2014.

### Read the plan:

[www.CancerIowa.org/IowaCancerPlan.aspx](http://www.CancerIowa.org/IowaCancerPlan.aspx)

### Suggest updates or revisions:

[www.CancerIowa.org/IowaCancerPlanUpdateForm2014.aspx](http://www.CancerIowa.org/IowaCancerPlanUpdateForm2014.aspx)

## Upcoming Capacity-Building Sessions

Registration is open for the following webinars in the ICC's FREE Capacity-Building Series:

### Lung Cancer Screening in Iowa

Noon | February 18, 2014

### Public Health Collaboration

Noon | March 11, 2014



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

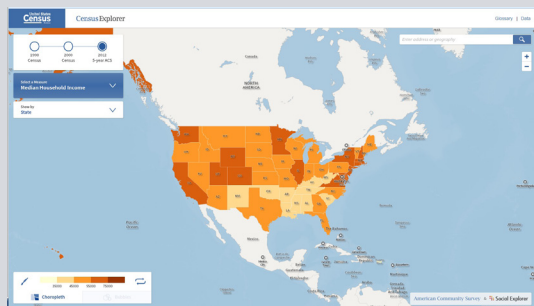
[www.CancerIowa.org/CapacityBuildingSeries.aspx](http://www.CancerIowa.org/CapacityBuildingSeries.aspx).



*Note: The ICC's Capacity-Building Webinars are also being archived on our YouTube channel:*

[www.youtube.com/user/CancerIowa](http://www.youtube.com/user/CancerIowa)

## Check Out This Site: Census Explorer



The new Census Explorer interactive mapping tool from the U.S. Census Bureau gives users easier access to neighborhood-level statistics, including total population, percent 65 and older, foreign-born population percentage, percent of the population with a high school degree or higher, percent with a bachelor's degree or higher, labor force participation rate, home ownership rate, and median household income.

Check it out at [www.census.gov/censusexplorer/](http://www.census.gov/censusexplorer/).

## IPOST Focuses on Patient Wishes

IPOST, or Iowa Physician Orders for Scope of Treatment, allows a patient with a chronic, critical illness to communicate their own preferences for key, life-sustaining treatments.

- **Mission:** To promote community care coordination and advance care planning.
- **Vision:** Seamless communication and execution of individual patient care choices across the healthcare continuum.
- **Facilitator Course:** March, 14, 2014 at UnityPoint Hospice in Cedar Rapids. Course includes six Advance Care Planning modules that must be completed prior to class attendance, and a one-day eight-hour class. Cost is \$99. CEUs are available for an additional \$10. Contact Sandy Parsons at [sandra.parsons@unitypoint.org](mailto:sandra.parsons@unitypoint.org) or (319) 369-8482 for more information or to register.
- **Resources:**
  - Website: [www.idph.state.ia.us/ipost/default.aspx](http://www.idph.state.ia.us/ipost/default.aspx)
  - IPOST toolkit: <http://www.ihconline.org/asp/general/page.aspx?pid=82>
  - Webcast: <http://iha.mediasite.com/mediasite/Play/16a5aec5994c406ca2ea94a1a80752a91d>

## ICC Organizational Member Spotlight: Johnson County Public Health



### Public Health

#### What is your organization's mission?

Johnson County Public Health (JCPH) works to assure a healthy community through community assessment and health planning, policy development and enforcement, health education,

access to quality services, preventing epidemics, protecting the environment, and responding to disasters.

#### What does your organization do?

The majority of our work is program and service oriented. Our largest division, Women's Infants and Children (WIC), assists clients with immunizations, oral health, nutrition, and accessing the healthcare system. Staff in the Environmental Health section maintain food safety, prepare for emergencies, maintain water and waste water safety, and educate residents on environmental issues such as radon. Our Community Health division works in tobacco and alcohol prevention, sexual health and HIV testing, and wellness and community assessments.

#### Who do you serve?

Our clients bridge all ages, ethnicities, and lifestyles. We broadly serve all Johnson County residents through policy development and environmental changes, as well as directly serving clients in our clinics.

#### How does your work support the Iowa Cancer Plan?

The work of local public health falls into the first goal: prevent cancer from occurring. Through our radon awareness efforts to our tobacco and alcohol prevention work, we strive to educate and partner with the community to promote a lifestyle that reduces the chance of cancer.

#### Why are you an ICC organizational member?

We believe that by supporting the Iowa Cancer Consortium's goals, we are assisting our community in reducing cancer rates through prevention. We feel strongly that local public health is a piece of the prevention solution, and we would like to be an example to other local public health agencies to join as an

organizational member. The practice of public health involves more than just JCPH as the governmental unit of public health. Other organizations such as ICC, whose missions are to prevent disease and promote health, are part of a larger public health system. One of our functions is to help coordinate those efforts as much as possible and communicate with others in order to provide synergy and avoid duplication.

### Connect with Johnson County Public Health



Email [dkoch@co.johnson.ia.us](mailto:dkoch@co.johnson.ia.us) to sign up to receive Johnson County Public Health's e-newsletter.

#### Johnson County Public Health's ICC Members:

Doug Beardsley, Director

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Andy Weigel, Disease Prevention Specialist

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### Cancer Awareness Messages Available

February, **Cancer Prevention Month:** [www.CancerIowa.org/Feb2014CoordinatedMessages.aspx](http://www.CancerIowa.org/Feb2014CoordinatedMessages.aspx)

March, **Colorectal Cancer Awareness Month:** <http://bit.ly/ColorectalCancerMessages2014>



## Is it a Man Thing?

This article is part of a series guest authored by members of the ICC Health Equity & Disparities Committee.



**By Janice Edmunds-Wells, MSW**

Executive Director

Office of Minority and Multicultural Health  
Iowa Department of Public Health

**And by Jacquie Easley McGhee**

Director, Community and Diversity Services  
Mercy Medical Center

February is National African-American History Month, and a great time to talk about the men we love in our lives. Within the African American community, we

find that many partners offer words of encouragement, love, and respect to encourage our men to receive cancer screenings—but this is often met with great challenge. Maybe it is the same for all partners with their men folk regardless of race, religion, or creed. Maybe it is just a “man thing”.

Alarming, African Americans have the highest mortality rate of any racial and ethnic group for all cancers combined, contributing in part to lower life expectancy among African Americans compared to their non-Hispanic white counterparts.

Below are some facts outlining the cancer disparities experienced by African-American men:

- 2.5 times as likely to die from prostate cancer, as compared to non-Hispanic white men.
- Experience lower 5-year cancer survival rates for lung, colon and pancreatic cancer, as compared to non-Hispanic white men.
- 1.3 times and 1.6 times, respectively, more likely to have new cases of lung and prostate cancer, as compared to non-Hispanic white men.

To address inequities related to prostate cancer, programs including the Iowa Department of Public Health—Office of Minority & Multicultural Health and Mercy Cancer Center/Mercy Diversity Services joined together in 2010 to implement the first African American male prostate cancer screening in Polk County. The event was held at

well-known Corinthian Baptist Church and was designed to ensure a free and comfortable environment for men folk to receive services. It was promoted through various media outlets including the Ministerial Alliance, community events, faith-based services, and local radio advertising. Our role as African American women did not end with just providing the resources for the event—we were also present the day of to provide words of support and to thank the gentlemen that came for the screening to let them know how important they are to our community. Our target was 20 African American males to be screened, and we exceeded our goal by 5.

February is called African American History Month, but it is also the month of love. In keeping with that theme, our desire to impact the disparate rate of incidence of prostate cancer in our community does not stop with just this one event. It continues through and is guided by our continued love, support, and respect of our African American males. We continue to encourage, bring awareness to, and support efforts to address this form of cancer within our community. We do so through our devotion and dedication to working in collaboration with our two programs. By maintaining an on-going conversation and resource sharing, we hope to see a decrease in prostate cancer deaths.

## Related Information and Resources

**Evidence-based health programs for African-American males:** <http://rtips.cancer.gov/rtips/programSearch.do>

***Breaking the Silence on African-American Men's Health*, by Keon Gilbert, DrPH, MA, MPA:**

[http://www.rwjf.org/en/blogs/human-capital-blog/2013/05/breaking\\_the\\_silence.html](http://www.rwjf.org/en/blogs/human-capital-blog/2013/05/breaking_the_silence.html)

**Black (African-American) History Month: February 2014:**

[http://www.census.gov/newsroom/releases/archives/facts\\_for\\_features\\_special\\_editions/cb14-ff03.html](http://www.census.gov/newsroom/releases/archives/facts_for_features_special_editions/cb14-ff03.html)

## Celebrating Survivorship: Patient and Provider Education Events

The Leukemia & Lymphoma Society Iowa Chapter will hold its annual Blood Cancer Symposium on February 22, 2014. [Patient information.](#) [Professional information.](#)

## Opportunities and Resources



### R2R Cyber Seminar: Tobacco Control Strategies for the Next Generation

February 18, 2014, 1-2 p.m. CST. More information and registration at <https://cyberseminar.cancercontrolplanet.org/register.aspx?ID=45>.



### American Cancer Society Cancer Action Network (ACS CAN) 2014 Iowa Day at the Capitol

This event features special guest Dave Woodmansee, ACS CAN's associate director of Affordable Care Act implementation and access to care issues. February 19, 2014 | 8 a.m.-3 p.m. | Holiday Inn Mercy Campus, 1050 6th Ave., Des Moines, IA 50314

Register at [http://action.acscan.org/site/Survey?ACTION\\_REQUIRED=URI\\_ACTION\\_USER\\_REQUESTS&SURVEY\\_ID=29810](http://action.acscan.org/site/Survey?ACTION_REQUIRED=URI_ACTION_USER_REQUESTS&SURVEY_ID=29810).



### 2014 GI Symposium Update: Personalized Medicine in Colorectal Cancer

Each Year, the American Society for Clinical Oncology (ASCO) brings together internationally renowned cancer researchers, doctors, and medical professionals to discover and discuss the latest in cancer research and patient care. This webinar, presented by Dr. Allyson Ocean, will highlight the key colorectal cancer findings from the 2014 meeting and what these advances mean for you. February 19, 2014, 3-4 p.m.

Register at <https://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventid=738929&sessionid=1&key=B88D8DA99A30E305D1D8C16EED4C6506&sourcepage=register>.



### Webinar: Questions and Answers on the Affordable Care Act (ACA)

February 20, 2014, Noon. This webinar will answer questions that have been submitted in advance as well as new questions asked during the webinar. Submit questions to [ACA101@hhs.gov](mailto:ACA101@hhs.gov) by 9 a.m. on February 20th. Register at <https://www4.gotomeeting.com/register/635927095>.



### Call for Abstracts: National Conference on Health Communication, Marketing, Media

The Centers for Disease Control and Prevention (CDC) and the National Public Health Information Coalition (NPHIC) invites abstracts for both oral and poster presentations and panel sessions focusing on the areas of health communication, social marketing, media, partnerships, public health policy communication, and other topic areas. Abstract submission deadline: Sunday, March 16, 2014.

<http://www.cdc.gov/NCHCMM/abstracts/>



### Call for Abstracts: First International Symposium to Advance TOTAL WORKER HEALTH

The NIOSH Total Worker Health™ Program has announced that abstracts are now being accepted for the International Symposium to Advance TOTAL WORKER HEALTH™, which will take place October 6-8, 2014 at the Natcher Conference Center on the National Institutes of Health campus in Bethesda, MD. Abstract submission deadline is March 24, 2014. More information: <http://www.eagleson.org/conferences/total-worker-health>.



### Registration Open for the 2014 Iowa Governor's Conference on Public Health

April 1-2, 2014 | Scheman Conference Center, Ames, IA | Information and registration at <http://www.iowapha.org/IGCPH>.



### New Cancer Cluster Communications Toolkit

A new cancer cluster communications toolkit from the Centers for Disease Control and Prevention (CDC) and the National Public Health Information Coalition (NPHIC) outlines the most essential communication needs surrounding cancer clusters and the most effective ways to address them. <http://cancercluster.nphic.org>



### Health Disparities Among Children in Iowa: Results from the 2010 Iowa Child and Family Household Survey

Conducted by the University of Iowa Public Policy Center.

<http://ppc.uiowa.edu/news/2014/01/21/study-shows-health-disparities-among-minorities-iowa>

## ICC Events

### Tobacco Topic Team Teleconference

February 18, 2014 | 10-11 a.m. | 888-290-7502, 9648762#

### Webinar: Lung Cancer Screening in Iowa

[Details and registration.](#)

### Health Equity & Disparities Committee Teleconference

February 20, 2014 | 12-1 p.m. | 888-290-7502, 9648762#

### UV/Sun-Safety Topic Team Teleconference

February 20, 2014 | 9-10 a.m. | 888-290-7502, 9648762#

### Nutrition/Activity Topic Team Teleconference

February 20, 2014 | 10-11 a.m. | 888-290-7502, 9648762#

### Systems & Environmental Change Committee Teleconference

February 24, 2014 | Noon-1 | 888-290-7502, 9648762#

### Conference Planning Committee Teleconference

March 5, 2014 | 1-2 p.m. | 888-290-7502, 9648762#

### Radon Topic Team/Iowa Radon Coalition Teleconference

March 6, 2014 | 1-2 p.m. | 888-290-7502, 9648762#

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](http://www.canceriowa.org/Membership.aspx) for membership information. Scholarships are available.

**Board of Directors:** George Weiner | Iowa City | President  
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 Richard Deming | Des Moines  
 Lorrie Graaf | Des Moines  
 Kimberly Ivester | Cedar Rapids  
 Amber Leed-Kelly | Council Bluffs  
 Ron Nielsen | Des Moines  
 Vincent Reid | Cedar Rapids  
 Norm Van Klompenburg | Newton

Meet the ICC staff at [www.CancerIowa.org/Staff.aspx](http://www.CancerIowa.org/Staff.aspx).

## Organizational Members:



State Health  
Registry of Iowa



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