

Second Group of 2014-2015 Implementation Grantees Announced

Last month we announced four projects receiving Iowa Cancer Plan grant funding for the 2014-2015 cycle. This month, we are pleased to announce four more recipients addressing the gamut of cancer control in Iowa:



Increasing HPV Vaccination Among African American and Latino Youth Living in Iowa aims to increase acceptance for the human papillomavirus (HPV) vaccine and boost the percentage of parents planning to vaccinate their children. The project team will recruit parent-child pairs in West Liberty and Iowa City to participate in a two-session intervention designed to increase HPV vaccination rates by promoting awareness, communication, and problem-solving barriers.

Collaborators: [University of Iowa College of Public Health—Department of Behavioral Health](#), My Health Iowa/[Kirkwood Community College](#), St. Joseph's Church, [Johnson County Public Health](#)

Contact: Jason Daniel-Ulloa, PhD, at Jason-Daniel@uiowa.edu



The colorectal cancer screening initiative using the **FluFOBT** model from the National Colorectal Cancer Roundtable and the American Cancer Society will take place with employees at Mercy Medical Center in Des Moines. This innovative project will offer easy, inexpensive colorectal cancer screenings to all screening-eligible employees as they receive their mandatory flu shots.

Collaborators: [Mercy Cancer Center—Des Moines](#), [American Cancer Society](#), [Colon Cancer Foundation of Iowa](#)

Contact: Sandra Swanson at sswanson@mercydesmoines.org



Tobacco-Free Schools (TFS)/New Product Education encourages school districts to establish or update their TFS policies to include E-cigarettes and emerging dissolvable and smokeless nicotine products. This initiative will target geographic areas that do not have a Community Partner funded to address the issue.

Collaborators: [American Cancer Society](#), [Akron-Westfield Community School District](#), and [Palo Alto Community Health System](#). | **Contact:** Beverly Walsmith at Beverly.walsmith@gmail.com

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Radon: The Invisible Threat is a continuation of a very successful collaborative effort. New this year is a focus on on-site education to healthcare providers who administer well-child checks, and school nurses in the Cedar Rapids School District. The group will also hold a public forum featuring world-renowned radon expert Dr. Bill Field, a licensed mitigator, and Prairie City–Monroe Middle School Principal Steph Langstraat, who will share her story of lung cancer and radon in the home.

Collaborators: Hall-Perrine Cancer Center, Linn County Public Health, Mercy Physician Services

Contact: Kris Sargent, RN, OCN, at ksargent@mercyare.org

Iowa Cancer Summit Agenda

Want a peek at what's in store at the Iowa Cancer Summit on October 21-22 in Ankeny? The event agenda is now available for download at www.canceriowa.org/2014SummitAgenda.aspx.

The conference brochure with additional details will also be released soon.

Registration for the Iowa Cancer Summit is \$75 for Iowa Cancer Consortium (ICC) members, or \$95 for non-members (includes a one-year individual ICC membership). Beginning October 9, registration is \$115 regardless of membership status.

Register today at <http://goo.gl/PzzZDv>.

Correction & Apologies!

A list of Summit sponsors in last month's newsletter mistakenly left off **Covenant Cancer Treatment Center**. Our sincere apologies to our friends at Covenant. We appreciate your partnership and sponsorship tremendously!

Screening Toolkit Now Online, Continuing Education Credit Available



The Iowa Department of Public Health, American Cancer Society, and the Iowa Cancer Consortium, have launched a free, one-hour online training to teach providers and healthcare professionals how to implement policy and systems changes, use a continuous improvement model to measure practice progress, and access useful tools and resources to help increase cancer screening rates in busy practices.

The training uses interactive audiovisual demonstration to show providers how to engage a practice's entire staff to identify appropriate patients, provide recommended screenings, and encourage timely follow-up for recommended cancer screenings. The training can be used as a continual reference for implementing policy and system changes within a clinic setting.

The self-directed online course offers Continuing Medical Education (CME) credit, and 0.12 hours of nursing Continuing Education Units (CEUs).

Access the training—How to Increase Cancer Screening Rates: A Quality Improvement Toolkit for Busy Office Practices—at www.iacancerscreening.org.

Get to Know the ICC Staff

Staff introduction videos are now available on the Iowa Cancer Consortium YouTube page at www.youtube.com/CancerIowa.



Organizational Member Spotlight: Beyond Pink TEAM

A Q&A with Iowa Cancer Consortium member Christine Carpenter of the Cedar Valley's Beyond Pink TEAM



What is your organization's mission?

"The mission of Beyond Pink TEAM is to provide breast cancer prevention, education, support and advocacy for comprehensive, quality health care for all in the Cedar Valley and surrounding communities."

In your own words, what does your organization do?

"Beyond Pink TEAM is a diverse group of volunteers representing patients, businesses, health services, and educational organizations. The TEAM in our name means we have gone beyond awareness and pink ribbons to Take action, Educate, Advocate, and Make a difference."

We Take action through the Beyond Pink Fund to pay breast-care medical expenses for women in breast cancer treatment. Individuals, businesses, sports teams, and organizations donate to the Beyond Pink Fund so we are able to provide financial assistance to those in need.

We Educate women and men through our speakers bureau, support groups, Touch of Courage Newsletter, attending community health fairs, and our website: www.BeyondPinkTEAM.org.

We Advocate to end the disease. As an organizational member of the National Breast Cancer Coalition (NBCC), we support NBCC's Breast Cancer Deadline 2020, whose goal is to know how to end breast cancer by January 1, 2020.

We Make a difference, and have for the last 25 years, in the lives of Iowa women living with breast cancer."

How does your work support the Iowa Cancer Plan?

"Beyond Pink TEAM's work toward Breast Cancer Deadline 2020 supports the Iowa Cancer Consortium's mission 'to reduce cancer incidence and mortality through collaborative efforts.'

Breast Cancer Deadline 2020's goal is to know how to #1 Prevent breast cancer (that's right, a vaccine for breast cancer) and #2 Save lives (prevent metastasis) by January 1, 2020. Imagine a world where we do not have to worry about treatments because no one needs to be treated and no one dies of breast cancer."

Why are you an Iowa Cancer Consortium (ICC) organizational member?

"It is time to move from awareness to prevention. If much of the resources currently directed at breast cancer awareness were redistributed to prevention, imagine how much faster we could start saving lives."

Connect with the Beyond Pink Team

Beyond Pink TEAM on Facebook:

<http://goo.gl/JhN96M>

Beyond Pink TEAM online:

www.beyondpinkteam.org

Young Cancer Survivors Facebook Group:

<http://goo.gl/uo3Hoz>

Iowa Breast Cancer Deadline 2020 Action Network Facebook Group:

<http://goo.gl/M94b46>

Breast Cancer Deadline 2020 online:

<http://goo.gl/33tAaD>

Breast cancer advocates from the Beyond Pink TEAM, in collaboration with the National Breast Cancer Coalition, have mobilized the Iowa Breast Cancer Deadline 2020 Action Network Facebook group to engage all interested Iowans in advancing the mission of knowing how to end breast cancer by January 1, 2020.

The Beyond Pink TEAM invites you to join others in Iowa who have pledged their commitment to:

- Educate advocates and others who care about Breast Cancer Deadline 2020.
- Mobilize individuals to take action.
- Communicate with others in your area about Breast Cancer Deadline 2020.
- Recruit new individuals, organizations, and policy makers to support Breast Cancer Deadline 2020.
- Develop local outreach strategies with the help of Beyond Pink TEAM and the National Breast Cancer Coalition.

In Brief

Accelerating HPV Vaccine Uptake: What is Working and Why (R2R Cyber Seminar)

The September NCI Research to Reality cyber-seminar will present key goals and high-priority research interventions to increase human papillomavirus (HPV) vaccine uptake, and will highlight promising interventions that have created substantive changes in accelerating HPV vaccine uptake. September 23. 1-2 p.m. CST. <http://goo.gl/i3kZJS>

Governor to Proclaim Breast Cancer Awareness Month

Governor Terry E. Branstad will sign an official proclamation of October as Breast Cancer Awareness Month in Iowa. Anyone is welcome to attend the signing at the Governor's office. 10 a.m. October 2.

Couples Celebrating Life Retreat Weekend

Couples living with metastatic cancer s are invited to join the William R. Bliss Cancer Center for a weekend of education, meditation, recreation, and refreshment. The FREE retreat includes meals, lodging, use of the facility, and educational programs. October 3-5. Iowa House Inn, Ames. <http://goo.gl/OxN72T>

2014 Healthiest State Walk

Organized by the Healthiest State Initiative. October 8. <http://goo.gl/Rp0BLr>

2014 Iowa Environmental Health Association Fall Conference

October 14-15. Best Western Regency Motel, Marshalltown. <http://goo.gl/ey53KQ>

Rebalancing Health Care in the Heartland

This non-partisan one-day conference from the University of Iowa Health Sciences Policy Council is focuses on the promise of healthcare innovation, emerging models, health plans and their markets, and population health tools and

strategies. November 20. Embassy Suites, Des Moines. <http://goo.gl/5yluur>

Request for Proposals: Healthy Rewards Program

The Iowa Department of Human Services has announced a request for proposals (RFP) for the design, implementation, and operation of an evidence-based incentive program for the Iowa Health and Wellness population. The program will provide financially based incentives aimed at encouraging preventive care, adherence to medication regimes, wellness, and healthier behavior. Deadline: 3 p.m., March 1, 2015. <http://goo.gl/SbgxYm>

CDC Publishes Updated State Obesity Maps

The CDC has updated maps detailing the prevalence of obesity among U.S. adults for all states and the District of Columbia. <http://goo.gl/TKvQJ1>

U.S. Cancer Statistics Released for 1999-2011

A report recently release by the CDC and NCI provides state-specific and regional data for cancer cases diagnosed and cancer deaths that occurred each year from 1999 to 2011 and for 2007-2011 combined. The data from 2011 are the most recent year for which incidence data are available. <http://goo.gl/qXeWdh>

New Online Tool Targets Smoking, Physical Activity

HealthPartners Institute for Education and Research and Partnership for Prevention have introduced a new online tool, the Community Health Advisor, that provides customizable information about the potential health and cost impact of implementing evidence-based interventions. The Community Health Advisor starts with policies and programs recommended in The Community Guide, and generates national, state, and county-level estimates of the health and cost impact of implementing community interventions. <http://goo.gl/FsljGA>

New Healthy Behaviors Provider Materials Available

The Iowa Health and Wellness Plan Healthy Behaviors program is a financially based reward program to prevent illness and encourage wellness. The newly updated Healthy Behaviors Providers Toolkit offers outreach support materials to help providers educate patients and share wellness information. <http://goo.gl/Uqd7qr>

ICC Events & Meetings

Lung Cancer Work Group Teleconference

September 19. 11 a.m. Dial 888-290-7502, and enter pass code 9648762#.

Nutrition & Physical Activity Topic Team

September 22. 10 a.m. Dial 888-290-7502, and enter pass code 9648762#. <http://iacancerconsortium.adobeconnect.com/preventionig/>

Conference Planning Committee Teleconference

October 3. 1 p.m. Dial 888-290-7502, and enter pass code 9648762#. <http://iacancerconsortium.adobeconnect.com/conferenceplanning/>

Iowa Cancer Summit

October 21-22. Ankeny. www.canceriowa.org/IowaCancerSummit/Register.aspx

Organizational Members



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Registry of
Iowa



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

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