



2015 Concept Grants Underway

Six projects were recently funded following the Iowa Cancer Consortium's call for 2015 Concept Grant Proposals. Just like the Consortium's larger grant program, the intent of the concept grant program is to fund collaborative projects that address identified gaps in Iowa's cancer prevention and control efforts. The following projects are funded for fiscal year 2015:

Drink Coaster Campaign

Project Chair: David McCluskey, [Colon Cancer Foundation of Iowa](http://ColonCancerFoundationofIowa.org), david@coloncanceriowa.org

This project expands on a successful project at the Iowa Department of Public Health (IDPH). Drink coasters with a colorectal cancer screening message will be placed in bars and restaurants around the state to raise awareness of colorectal cancer, IDPH's Iowa Get Screened program, and the Colon Cancer Foundation of Iowa's screening resources and programs.

FIT for Farm Bureau

Project Chair: Mary Charlton, PhD, [University of Iowa](http://UniversityofIowa.edu), mary-charlton@uiowa.edu

This project sets the framework for implementing and evaluating a program of mailed Fecal Immunochemical Tests (FITs) among a select population of Iowa Farm Bureau members. Project outcomes will include creation of campaign materials, design of the mailing program intervention, and creation of implementation and evaluation plans.

Health in All Planning Policies

Project Chair: Denise Attard Sacco, MPH, CHES, public health consultant, deniseatsac@gmail.com

This project surveys planners, designers, commissioners, educators, and policy makers in Iowa to de-

termine needs, and provides them with educational resources to help understand how community design and development impact social determinates of health.

Safe Routes to School Northeast Iowa

Project Chair: Ashley Christensen, [Upper Explorerland Regional Planning Commission](http://UpperExplorerlandRegionalPlanningCommission.org), achristensen@uerpc.org

Partners on this project will collaborate with schools to teach pedestrian and bicycle safety education to prepare students for an active summer biking season. Partners will also engage students, parents, and community members in school travel through Walking School Bus programs, which boost physical activity.

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Tobacco Education and Prevention: Youth Activism at the Local Level

Project Chair: Nate Monson, [Iowa Safe Schools](#), nate@iowasafeschools.org

This project will result in the development of an online course on tobacco use and prevention with an emphasis on LGBTQ (lesbian, gay, bisexual, transgender, and questioning) youth and youth in general. The three-week course will examine basic knowledge about tobacco use among youth and specific populations, work to change perceived attitudes about tobacco use, and educate school staff about tobacco prevention and intervention efforts for students.

What's Going On?

Project Chair: Betty E. Johnson, First Light Christian Fellowship, btoday@msn.com

This project will result in the development of four cultural educational forums to encourage lifestyle changes, provide cancer prevention education, and increase opportunities for breast cancer early-detection and treatment in Linn County's underserved African-American population.

Attention Funded Projects...

...and anyone else implementing the Iowa Cancer Plan: send your implementation photos to sittig@canceriowa.org along with a brief description, and we'll publish them in the ICC newsletter when space permits.



Register for the 2015 Spring Meeting

April 2, 2015

Iowa Methodist Medical Center, Des Moines

Register at <http://goo.gl/OkisGo>.



Dr. Richard Wender to Headline 2015 Iowa Cancer Summit



Richard Wender, MD, chief cancer control officer for the American Cancer Society, will provide the keynote at the 2015 Iowa Cancer Summit.

Dr. Wender currently oversees and guides the national and global American Cancer Society cancer control programs, including cancer screening, tobacco control, access to care, and quality of life.

The 2015 Iowa Cancer Summit is scheduled for October 22-23 at Mercy Medical Center in Des Moines. More information about Dr. Wender is available at <http://goo.gl/aFKmlt>.

New 80% by 2018 Guidebook

A new tool from the National Colorectal Cancer Roundtable—The 80% by 2018 Communications Guidebook: Effective messaging to reach the unscreened—is designed to help educate, empower, and mobilize three key audiences who are not getting screened for colorectal cancer. Learn more and access the guidebook at <http://goo.gl/P5ezp5>.



In Brief

Tools of the Trade: Putting Public Health Evidence in Action (R2R Cyber Seminar)

This webinar will introduce the Putting Public Health Evidence in Action is Health seven-module training curriculum developed by the Cancer Prevention and Control Research Network. February 24. 1-2 p.m. CST. <http://goo.gl/tNKR79>

Call for Poster Presentations: Iowa Governor's Conference on Public Health

Deadline: March 3.

Event: April 14-15.

<http://goo.gl/d9mq2F>

Midwest Young Adult Cancer Conference

March 28. 9 a.m.-4 p.m. Gilda's Club Madison, 7907 UW Health Ct., Middleton, WI.

<http://goo.gl/Qk1XOK>

Public Health Nurse Leaders: Leveraging Nurse Leaders to Build a Culture of Health

RWJF has provided the Center for Creative Leadership with funding to select and support a new cohort of up to 24 Public Health Nurse Leaders (PHNL) to develop their leadership skills and connections with key influencers in organizations and communities to build and spread a Culture of Health across the county. Application deadline: 3 p.m. ET, April 17

<http://goo.gl/KI4JoQ>

Report: The Past, Present, and Future of Cancer Incidence in the U.S., 1975-2020

The authors of this new report expect cancer incidence rates/risk to stabilize for the majority of the population, yet they expect the number of cancer cases to increase by more than 20%.

<http://goo.gl/zJVrfK>

LLS Programs

The Leukemia & Lymphoma Society (LLS) has announced two travel assistance programs and a blood cancer conference:

LLS Iowa Chapter Travel Assistance Program:

<http://goo.gl/zzMLMy>

LLS National Patient Travel Assistance Program:

<http://goo.gl/6hlp79>

Where Do We Go From Here: New Paths to Treatment and Hope, Blood Cancer Conference

February 28. Des Moines. <http://goo.gl/E0GuOK>

Researchers Create A New Breast Cancer Risk Model

Boston University researchers have developed a new breast cancer risk prediction model that reportedly is more accurate at predicting breast cancer in African American women than the current standard model.

<http://goo.gl/4fsN75>

American Cancer Society Facts & Figures

The American Cancer Society has released its national 2015 Cancer Facts & Figures report:

<http://goo.gl/sS0gNm>

Iowa-specific Facts & Figures documents are available at <http://goo.gl/Da3oox>.

Dallas County Public Health Nursing Services Receives Award for HPV Vaccination Strategies

The National Association of County and City Health Officials (NACCHO) has awarded Dallas County Public Health \$15,000 in funding to support cancer prevention in the local community. The funds will be used to identify strategies to improve vaccination rates for Human Papillomavirus (HPV), the leading cause of cervical and several other types of cancers. Congrats to

Dallas County Public Health Nursing Services and their executive director and ICC member, Shelly Horak.

ICC Events & Meetings

Colorectal Cancer Workgroup

February 13. 11 a.m.-Noon <http://goo.gl/o6Hfgp>

Nutrition & Physical Activity Topic Team

February 16. 10-11 a.m. <http://goo.gl/yjyBxF>

Going Up: Using Elevator Speeches to Tell Your Tale Quickly and Effectively (Capacity-Building Webinar)

February 19. Noon-1 p.m. <http://goo.gl/mJ8e01>

Lung Cancer Workgroup

February 20. 11 a.m.-Noon <http://goo.gl/V5SymU>

Systems & Environmental Change Committee

February 23. 12-12:30 p.m. <http://goo.gl/04JUEx>

ICC Leadership Call

February 24. 10-11 a.m. <http://goo.gl/AloOj8>

Communications Committee

March 6. 10-11 a.m. <http://goo.gl/XMYXV6>

Conference Planning Committee

March 6. 1-2 p.m. <http://goo.gl/8PJ70m>

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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