

ICC Offers Colorectal Cancer Screening RFP

The Iowa Cancer Consortium's Board of Directors has released a request for proposals (RFP) to fund projects that increase state colorectal cancer screening rates through policy and systems change within Iowa's employers and health systems. Successful proposals will be awarded up to \$25,000.

This funding opportunity is offered in support of the National Colorectal Cancer Roundtable's initiative to see 80% of the eligible population screened for colorectal cancer by 2018.

Watch the video announcement [here](#):



A mandatory letter of intent is due August 3, 2015. Full applications are due September 30, 2015. [Click here](#) for complete information and application materials. Questions? Contact Rachel Schramm at schramm@canceriowa.org.

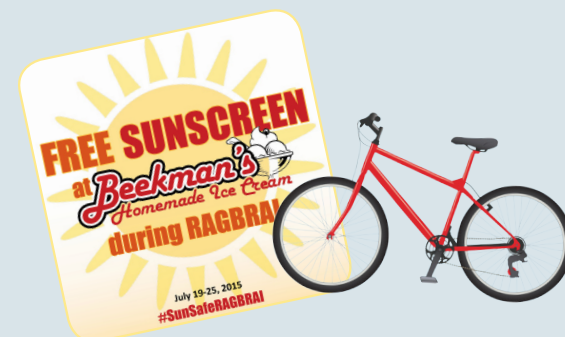
Help Make RAGBRAI Sun Safe

For the third year, free sunscreen will be offered each day of RAGBRAI at the mid-day Beekman's Homemade Ice Cream stand along the route.

You can help let others know about the free sunscreen by downloading a set of pre-written social media messages, including profile and cover images, [here](#). Just copy and paste the messages into your own social media accounts.

Additionally, RAGBRAI riders are encouraged to use #SunSafeRAGBRAI when posting pictures of themselves or friends using the sunscreen.

Contact Allie Bain at abain@canceriowa.org with questions.





FY 2016 Iowa Cancer Plan Implementation Grant Awardees

The following projects have been awarded FY 2016 Iowa Cancer Plan Implementation Grants:

- The **80% by 2018 Iowa** project will coordinate the energy and resources from multiple organizations to increase colorectal cancer screening rates in Iowa from 67% to 80% by 2018. This multi-level approach will focus on family practice physicians, public health professionals, healthcare leaders, and Iowans age 50+. All activities—including conferences, presentations, and web ads—will drive evidence-based changes in practice and policy to increase colorectal cancer screening statewide.
- With its project, **Colorectal Cancer Education and Screening in a Rural Community**, Grinnell Regional Public Health plans to promote early detection and prevention of colorectal cancer to rural residents in the Grinnell Regional Medical Center service area. Community organizations, physicians, and the public will receive education about screening and prevention using evidence-based materials. Since many colorectal cancers could be prevented through testing, project partners hope to increase screenings to prevent or find cancer at an early stage when treatment is less extensive and more successful. Fecal Occult Blood Tests will be distributed to some residents.
- The **Iowa Palliative Care Project**—implemented in partnership between Des Moines-area hospitals, including John Stoddard Cancer Center, Mercy Cancer Center, and Des Moines University—will include innovative, hands-on clinical communication skills-building workshops for medical students and oncology practitioners. Workshops will be led by local and regional palliative care experts. The project builds on efforts in Iowa to expand palliative-care awareness, integration with oncology, and accessibility for cancer patients by improving quality care delivery and quality-of-life services through development of person-centered communication skills among oncology professionals.
- **It's Your Skin Iowa** is a collaborative effort between John Stoddard Cancer Center, Mercy Cancer Center, and the American Cancer Society to educate high school students on the dangers of tanning beds and the importance of being safe in the sun. The project will build off of the ICC's Teen Tanning Education and Prevention Toolkit by facilitating some of the activities the toolkit outlines, including a tan-free prom pledge campaign and social media contest. Project partners will visit schools in 20 Iowa counties to educate about the dangers of tanning, and will use the DermaScan Machine to view damage already done to students' skin.
- The **Pledge Not to Tan** project provides sun/ultraviolet-safety classroom education in Ames-area high schools. Students are encouraged to sign a pledge to not tan, to wear sunscreen, and to complete regular skin checks. A DermaScan will be used to show students their current skin damage. Collaborators include Mary Greeley Medical Center, McFarland Clinic Department of Dermatology, School Nurses, and the American Cancer Society.
- **Taking Shots Against Cancer** project includes two components: creating change within local medical systems, and increasing community awareness of HPV risks and vaccination. Systems change will occur as project partners streamline the Immunization Registry Information System housed at the Iowa Department of Public Health for improved vaccines record keeping. Local clinics will be challenged to compete to show the most improved vaccination rates each quarter. Messages will be placed in a movie theater, high school gyms, and on Facebook, and will be consistent from the first year of the project and branded so it is recognizable and repetitive.

Place Your Nominations for the Iowa Cancer Consortium Awards

Nominations are now being accepted for two awards given annually at the [Iowa Cancer Summit](#):

- The **Iowa Cancer Champion Award** is given to an individual or organization who demonstrates commitment to reducing the burden of cancer in Iowa through work on policy, systems, and environmental change. The recipient may be, but is not required to be, a member of the Iowa Cancer Consortium.
- The **Karen Packer Spirit of Collaboration Award** honors an Iowan with an outstanding commitment to collaborative cancer control efforts in Iowa. The recipient *must be* a member of the Iowa Cancer Consortium.

Nominations are due by August 12. Both awards will be given out at the Iowa Cancer Summit on October 22-23 in Des Moines. [Click here](#) to place a nomination.

Find Your Place at the Iowa Cancer Summit

The Iowa Cancer Consortium currently offers two great ways to make your mark at the [Iowa Cancer Summit](#):

- **Sponsorship:** Your financial support of the Iowa Cancer Summit comes with fantastic benefits. [Click here](#) to see a menu of the many sponsorship opportunities available and make your selection.
- **Exhibiting:** Exhibit space is limited at this year's event, but a few spots are available (sponsoring is also a great way to get an exhibit table!). Find exhibit fees and claim your spot [here](#).

Questions? Contact us at staff@canceriowa.org.

Iowa Health & Social Media online Roundtables



The Iowa Cancer Consortium and Johnson County Public Health are maintaining the momentum from the [Iowa Health & Social Media Conference](#) with new bi-monthly tele/web conferences—an opportunity to ask social media questions, get answers, and share ideas with others doing similar work.

These discussions are designed for public health and nonprofit professionals, healthcare representatives, public health advocates, and other health-related professionals.

The sessions are free and open to the public. Registration is preferred, but not required. Questions and discussion topics may be submitted in advance to Kelly Sittig at sittig@canceriowa.org or brought along to the discussion.

Participants and those who are unable to attend can also join the discussion using #IAHSM15 on Twitter and Facebook.

Two sessions are planned based on social media experience level:

- **Beginner Health & Social Media Roundtable**
10 a.m. on July 30.
[More information and registration available here.](#)
- **Intermediate/Advanced Health & Social Media Roundtable**
11 a.m. on July 30.
[More information and registration available here.](#)

Questions? Contact Kelly Sittig at sittig@canceriowa.org.

Welcome, Members!

The ICC extends a warm welcome to new and renewing members since March 2015:

- Natoshia Askelson, University of Iowa, Iowa City
- Nikhil Batra, In Visible, Iowa City
- Betsy Chrischilles, University of Iowa, Iowa City
- Sara Cook, Unitypoint Trinity Regional Cancer Center, Fort Dodge
- Ethan Craig, MPH, Iowa City
- Sue Curry, PhD, University of Iowa College of Public Health, Iowa City
- Janet Duncan, University of Iowa College of Public Health, Iowa City
- Ryan Frisbie, Iowa City
- Stephanie Gilbertson-White, PhD, APRN-BC, University of Iowa, Iowa City
- Kripa Guram, Iowa City
- John Hall, Red Shamrock Foundation, Iowa City
- Sarah Lake, Emspace Group, Omaha, NE
- David Metzger, 1st Option Radon Measurement, Amherst
- Bridget Pargulski, Johnston
- Edith Parker, DrPH, MPH, University of Iowa College of Public Health, Iowa City
- Cyndy Powers RN, BSN, Dickinson County Public Health, Milford
- Laura Seegmiller, University of Iowa College of Public Health, Iowa City
- Aubrey Stetter-Hesselberg MS, CHES, Scenic Rivers AHEC, Cashton
- Jim Swanstrom, American Cancer Society, Des Moines
- Sarah Taylor Watts, Iowa Department of Public Health, Des Moines

Questions about membership? Contact Kelly Rollins at (319) 384-1741 or rollins@canceriowa.org.

Check Out This Site

National Cancer Institute
at the National Institutes of Health | www.cancer.gov

Know Your Chances

Interactive risk charts to put cancer in context.

Home About Big Picture Charts Create Custom Charts **Your Chances** Special Cancer Tables

What are Risk Charts?
It's difficult to read a newspaper or magazine, watch television, or surf the Internet without hearing about cancer. Unfortunately, these messages are often missing basic facts needed for people to understand their chance of cancer: the magnitude of the chance and how it compares with the chance of other diseases.

Risk charts present these basic facts by showing the chance of dying from a variety of cancer and other diseases over specific time frames. Because age, sex and race are so important in determining your chances, the charts let you account for these factors. **While other factors make an important difference (like smoking or having a serious disease run in your family), the numbers from the charts will get you into the right ballpark.**

Get Started
Choose from one of the four risk charts offered below.

Your Chance of Surviving Over the Next 10 Years

Sex	Age	Race	Survive	Die
Male	68	Black	67%	33%
Female	54	White	94%	6%

Big Picture Charts
Ready made charts with the 10-year chance of dying from major causes.
[View The Charts](#)

Create Custom Charts
Select the causes of death and time frame for the chart.
[Design A Chart](#)

Your Chances
Display the chances of dying from the most common causes based on age, race and sex.
[View Your Chances](#)

Special Cancer Tables
Compare the risk of diagnosis and death for specific cancers.
[View Comparisons](#)

Know Your Chances from the National Cancer Institute provides interactive risk charts to “put cancer in context.” Users can view big-picture charts, create custom charts, display chances of dying based on demographics, and view special cancer tables.

As the site explains, “It’s difficult to read a newspaper or magazine, watch television, or surf the Internet without hearing about cancer. Unfortunately, these messages are often missing basic facts needed for people to understand their chance of cancer: the magnitude of the chance and how it compares with the chance of other diseases.”

Check out the site at www.knowyourchances.cancer.gov.

In Brief

Drake Announces Launch of Statewide AmeriCorps Community Health Program

A new grant-funded health program will send 10 full-time and 10 part-time AmeriCorps members into rural and underserved urban areas across Iowa to develop practices that improve the health of residents in those communities. AmeriCorps members will serve as liaisons between Iowa's Healthiest State Initiative and local schools, businesses, and community organizations to foster the establishment of smarter lunchrooms, safer walking routes to schools, community gardens, and tobacco free workplaces. Non-profits, municipalities, schools, and government agencies interested in serving as host sites may apply until July 24. <http://goo.gl/9qepby>

RWJF Funding Opportunity: Data Across Sectors for Health

Data Across Sectors for Health (DASH) is a new national initiative supported by RWJF to identify and support community collaborations and initiatives that have used shared data and information to increase their capacity for planning, implementing, and evaluating health improvement activities. Application deadline: July 29. <http://goo.gl/snA4zF>

Save the Date: Rebalancing Health Care in the Heartland

Hosted by the University of Iowa Health Sciences Policy Council. October 14. Embassy Suites, Des Moines. <http://goo.gl/vBlwF4>

Webinar Recording: Taking on Tobacco

Alere Health and the American Cancer Society have made a recording of their recent webinar *Taking on Tobacco—Cessation, the ACA, and Establishing a Smokefree Workplace* available for viewing. <http://goo.gl/JtdTvX>

AARST Releases New Policy Statement

The Board of the American Association of Radon Scientists and Technologists (AARST), the nation's leading professional scientific radon association, recently released a new policy statement calling on the federal government to take serious and effective steps in addressing a very real health risk that causes, on average, a death every 25 minutes in the United States. <http://goo.gl/i4pqTa>

Free Colorectal Cancer Screening Educational Materials Available from IDPH

The Iowa Department of Public Health has free colorectal cancer postcards and posters available for order. Visit <http://goo.gl/eWip47> (under "Categories" click "Comprehensive Cancer Control") or call (319) 398-5133 to order.



ICC Events & Meetings

Iowa Health & Social Media Roundtable—Beginner

July 30. 10-11 a.m. <http://goo.gl/twPs5U>

Iowa Health & Social Media Roundtable—Intermediate/Advanced

July 30. 11 a.m.-Noon <http://goo.gl/WG3Lef>

Communications Committee

August 7. 10-11 a.m. <http://goo.gl/d428fR>

Quality-of-Life Implementation Group

August 10. 12-1 p.m. <http://goo.gl/XhFtF5>

Conference Planning Committee

August 14. 1-2 p.m. <http://goo.gl/JIH4Wv>

Share Your Thoughts

Send corrections, submissions, article ideas, and other feedback for the ICC newsletter to Kelly Sittig at sittig@canceriowa.org.

Organizational Members



Public Health
Prevent. Promote. Protect.
Calhoun County



Public Health
Prevent. Promote. Protect.
Cedar County

Colon Cancer Foundation of Iowa



Covenant Cancer Treatment Center
Wheaton Franciscan Healthcare



Grinnell Regional Public Health



HALL-PERRINE CANCER CENTER

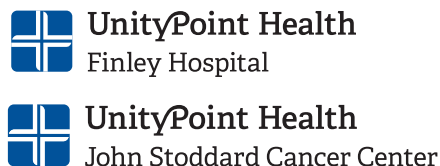


Public Health



oneiowa

State Health
Registry of
Iowa



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www.canceriowa.org

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