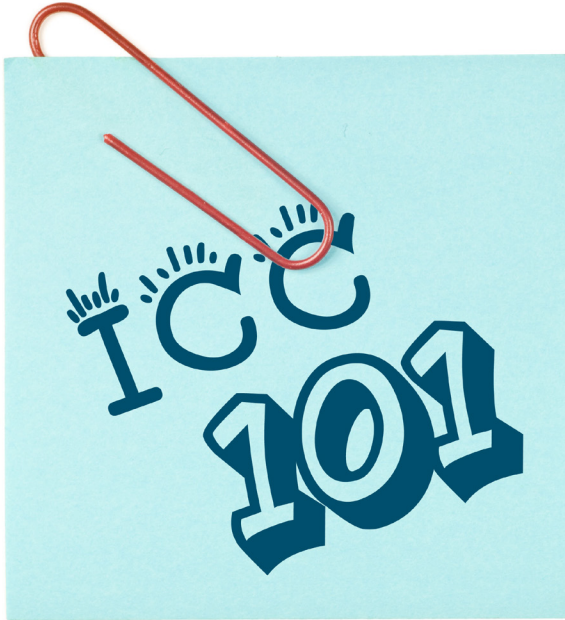


ICC: Back to Basics



Members and partners, it seems we owe you a huge thank you: in recent months, readership of this newsletter has gone up exponentially, which can only mean that you are sharing it with your colleagues, partners, and others in your network. THANK YOU for helping to spread the resources in these pages throughout the state!

We realize many of our new readers may not be familiar with the Iowa Cancer Consortium (ICC) and its work, so this month we would like to offer a brief “ICC 101” for newcomers who would like a better understanding of the ICC. Even old friends might learn something new in this brief brush up!

What is the Iowa Cancer Consortium (ICC)?

The ICC is a nonprofit organization driven by partnership. The collaborative work done by this diverse group of Iowans and Iowa organizations addresses cancer prevention, screening, treatment, and quality of life and results in more resources, bigger ideas, combined passion, and ultimately a reduced burden of cancer in Iowa.

What does the Iowa Cancer Consortium do?

- Establishes and grows partnerships between individuals and organizations, enhancing our partners’ abilities to help reduce the burden of cancer in Iowa.
- Provides a neutral setting for agencies competing for the same funding and patient base to work together to advance common cancer control issues.
- Leverages state funds to the fullest extent by using the expertise of volunteers and members.
- Provides technical assistance and capacity building for cancer control work at the local level.
- Implements the [Iowa Cancer Plan](#), and provides funding through a competitive grants process to programs and projects that advance priorities in the [Iowa Cancer Plan](#).
- Provides free or reduced-cost cancer control materials and trainings within Iowa.

How do I join the partnership?

The ICC is a membership-based organization. Annual **organizational memberships** are \$250 and include up to ten individuals. Organizations with two or fewer employees may contact rollins@canceriowa.org for additional organizational membership opportunities.

Annual **individual memberships** are \$20. Full scholarships are available upon request.

The ICC at your fingertips:

- [Membership benefits and enrollment](#)
- [Receive the ICC e-newsletter and updates](#)
- [Iowa Cancer Plan](#)
- [Iowa Cancer Summit](#)
- [Iowa Cancer Plan Implementation Grants](#)

Questions? Want to know more? Drop us a line at staff@canceriowa.org.



June E. Nysten and Partners Ask Teens to 'Plan Not to Tan'

By Barb Flynn, June E Nysten Cancer Center

Plan Not to Tan—Sioux City was a collaborative program between **June E. Nysten Cancer Center**, **Morningside School of Nursing**, and the **Sioux City Community Schools**. The program—made possible by a grant from the Iowa Cancer Consortium—used friendly competition to encourage teens not to tan, including for events like spring break and prom.

The goal of *Plan Not to Tan—Sioux City* was to change the environment in which teens live, to encourage them to accept their body image and their natural skin color, and to ultimately reduce the burden of skin cancer in Iowa.

Malignant melanoma is increasing in young people, largely due to an increase in sun and tanning bed exposure. The risk of melanoma increases by 75% for those who participate in indoor tanning before the age of 35. The risk is even higher when indoor tanning occurs before age 25.

Morningside nursing students spent time in each of four high schools during lunch hours. The education they provided included

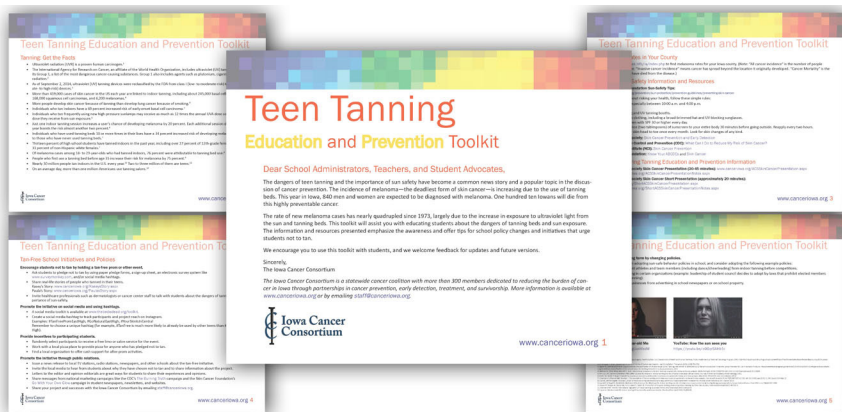
1. A PowerPoint presentation highlighting statistics and dangers of indoor and outdoor tanning.
2. A banner display and posters.
3. Use of a Derma-scan machine to help educate students about their own skin.
4. Pledge forms for students to sign asking them to agree to wear sunscreen, to get regular skin checks, and not to tan for prom or spring break.
5. Handouts on the risk of tanning, as well as a handout to promote a *Plan Not to Tan—Sioux City* Instagram contest.

Incentives were used to create interest. Students who signed the pledge form received a pair of neon UV-protectant sunglasses and a spray sunscreen. The school with the greatest number of pledges (per capita) received \$500 for its after-prom party. Other schools were given \$100 for an after-prom party for participating. Students posted pictures on Instagram, and a winning photo was selected. The student who posted the winning photo received a \$50 giftcard. A total of 1,576 pledge forms were signed.

"I wanted to emphasize to the high school students that ultraviolet radiation rays are very damaging to our skin cells," says Desiree Lee, senior nursing student at Morningside College. "Our skin is our largest organ in our body and tanning damages those skin cells and opens the door to pre-cancerous or malignant skin cells."

Questions about the project? Contact Barb Flynn at flynnb@jenc.com or (712) 252-9388.





Download: Teen Tanning Toolkit

The ICC Sun-Safety Workgroup has released a Teen Tanning Education and Prevention Toolkit directed at school administrators and teachers. The toolkit includes information, resources, and suggested policy changes that can be used to educate students about the dangers of tanning beds and sun exposure.

Download the toolkit at www.canceriowa.org/schooltanningtoolkit.aspx. Comments about the toolkit and ideas for future versions are welcome at abain@canceriowa.org.

Check Out This App: Instapeer



Created by stupidcancer.org, this new app instantly and anonymously connects patients, survivors, and caregivers affected by young adult cancer.

More information at instapeer.org.

Welcome, Members!

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

- Holly Adams, Dallas County Public and Environmental Health, Adel
- Brandi Alexander, Webster County Health Department, Fort Dodge
- Tina Anderson, LIVESTRONG, Bettendorf
- Brad Anderson, Above + Beyond Cancer, Des Moines
- Lisa Anderson, Dallas County Public and Environmental Health, Adel
- Holly Carlson, RN, MSN, OCN, VA, Central Iowa Health Care System, Indianola
- Kate Durda, CGC, Ambry Genetics, Iowa City
- John Hall, Red Shamrock Foundation, Iowa City
- Suzanne Hegarty, Dallas County Public and Environmental Health, Adel
- Richard Hoffman, MD, MPH, University of Iowa, Iowa City
- Lori Kimura, Red Shamrock Foundation, Iowa City
- Dawn Korinek, Guardant Health, Elk River
- Keyah Levy, Wheaton Franciscan Healthcare, Waterloo
- Cyndy Powers, RN, BSN, Dickinson County Public Health, Milford
- Kari Prescott, Webster County Health Department, Fort Dodge
- Lynn Royer, Dallas County Public and Environmental Health, Adel
- Ted Trewin, Dallas County Public and Environmental Health, Adel
- Jennifer Walters, Dallas County Public and Environmental Health, Adel

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

In Brief

USPSTF Releases Mammography Draft Recommendations

The U.S. Preventive Services Task Force (USPSTF) recently posted draft recommendations and evidence documents on screening for breast cancer, and is asking for public comment by May 18.

<http://goo.gl/Jox5PZ>

Medicare Proposed Decision Memo to Cover Cervical Cancer Screening with HPV Testing

The Centers for Medicare & Medicaid Services have proposed that “the evidence is sufficient to add Human Papillomavirus (HPV) testing once every five years as an additional preventive service benefit under the Medicare program for asymptomatic beneficiaries aged 30 to 65 years in conjunction with the Pap smear test.” <http://goo.gl/69P74P>

New CDC Vital Signs Report: Hispanics’ Health in the United States

This CDC report outlines the first national study on Hispanic health risks and leading causes of death in the United States. <http://goo.gl/3nDyle>

GW Cancer Institute’s Oncology Patient Navigator Training: The Fundamentals

This free online training is based on the Core Competencies for Patient Navigators and is available on an ongoing basis. <http://goo.gl/uM3VIP>

LLS Co-Pay Assistance Program Launches Waldenstrom’s Silo

The Leukemia & Lymphoma Society has announced the launch of a silo for Waldenstrom’s as part of their LLS Co-Pay Assistance Program. Approved patients may receive up to \$5,000 of financial assistance on a first-come, first-served basis. www.lls.org/copay

Patient Advocate Foundation (PAF) Transportation Aid Fund for Melanoma and Lung Cancer

The PAF has announced a new Transportation Financial Aid Fund for patients with metastatic melanoma and/or metastatic lung cancer. <http://goo.gl/LjGA1l>

Promoting Physical Activity and Healthy Eating in Latino Communities (R2R Cyber-seminar)

This cyber-seminar highlights two innovative and successful interventions designed to address creating environments where healthy behaviors are socially supported and accessible in Latino communities. May 19. 2-3 p.m. CST. <https://goo.gl/XuWBQl>

Prostate Cancer Awareness Day with the Iowa Cubs and ZERO Prostate Cancer Run/Walk

The Iowa Cubs will host Prostate Cancer Awareness Day to benefit the ZERO Prostate Cancer Run/Walk–Des Moines. June 14. Principal Park, Des Moines. The ZERO Prostate Cancer Run/Walk–Des Moines will feature a 5k run/walk, Kids Superhero Dash for Dad, and a virtual Snooze for Dudes program. September 19. Principal Park, Des Moines. Information on both events is available at <http://goo.gl/cwrkT8>.

Eighth Annual Community Health Worker Conference

Presented by Spectrum Health. 8 a.m.-4:30 p.m. August 19. Grand Valley State University, Grand Rapids, MI. <http://goo.gl/F2MwHW>

ICC Events & Meetings

Nutrition & Physical Activity Topic Team

May 18. 10-11 a.m. <http://goo.gl/LNSL9S>

Communications Committee

June 5. 10-11 a.m. <http://goo.gl/LCriSO>

Conference Planning Committee

June 5. 1-2 p.m. <http://goo.gl/vQoSQv>

Share Your Thoughts

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

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