

Who Should Use This Plan?

The simple, yet complete, answer to the question of who should use this plan is 'Iowans.' There is no better time than the present to confront cancer in Iowa, and no better way to fight cancer than as a collaborative network of passionate citizens. No one knows how to address Iowa's cancer burden better than Iowans.

To accomplish the goals in this plan, all Iowans need to be involved, including but not limited to⁹

- Business owners and employers
- Cancer survivors
- Caregivers
- Community-based organizations
- Consumers
- Corporations
- Educators
- Faith-based organizations
- Government agencies
- Health-care organizations
- Iowa residents
- Media
- Minority and under-served populations
- Payers and insurance providers
- Physicians and health-care providers
- Professional organizations
- Public health departments
- Public policy advocates
- Universities and researchers

Not sure where to start? Below are examples of actions Iowans can take to work toward the goals outlined in this plan:

Hospitals or health-care organizations can

- Acquire or maintain American College of Surgeons membership.
- Collaborate to sponsor community screening programs.
- Implement office-based reminders that identify patients due for cancer prevention and screening services.
- Offer clinical cancer research efforts across the state.
- Provide a meeting space for cancer support groups.

Health-care providers can

- Enroll patients in clinical trials.
- Learn about clinical cancer research studies available to patients.
- Make earlier referrals to hospice for end-of-life care.
- Provide cancer patients with a written summary of their care plan.
- Recommend appropriate cancer screening tests.
- Refer patients to smoking-cessation services and nutrition programs.
- Routinely ask patients about healthy lifestyle factors including tobacco use, physical activity, diet, and in-home radon testing.

Local health departments can

- Provide access to low-cost radon test kits and cancer screenings.
- Provide cancer awareness education to Iowans.
- Support community wellness campaigns.

9. *Wisconsin comprehensive cancer control plan 2010-2015*. (2010). Madison, WI: University of Wisconsin Carbone Cancer Center and Wisconsin Department of Health Services. Retrieved May 30, 2011 from www.wicancer.org.

Community-based organizations can

- Collaborate to provide community prevention programs.
- Create a local action plan to reduce barriers to cancer screenings.
- Provide cancer awareness information to Iowans.
- Provide community-based educational forums to address the specific and unique needs of cancer survivors.

Professional organizations can

- Inform professional members of the importance and benefits of providing cancer clinical trials.
- Provide education to members on survivor needs and best practices.
- Support policy changes and increased funding for survivorship services.

Businesses and employers can

- Encourage employees to increase physical activity.
- Encourage workplace participation in the **Live Healthy Iowa** program.
- Provide full financial coverage for recommended cancer screenings, and time off for employees to get screened.
- Provide healthy foods and beverages in vending machines and cafeterias.
- Provide information to cancer survivors and their co-workers about issues faced as survivors return to work.
- Provide protective clothing to employees applying fertilizers, pesticides, and insecticides.
- Provide sun-protective gear to individuals working outside.

Schools and universities can

- Include cancer prevention messages in health classes.
- Increase physical education requirements.
- Make campuses tobacco-free environments.
- Open facilities for walking in bad weather.
- Provide healthy foods and beverages in vending machines and cafeterias.
- Provide information to cancer survivors and schools about issues faced as survivors return to school.

Survivors can

- Consider joining an advocacy group or organization working to improve survivors' experiences.
- Mentor other survivors.
- Share personal experiences to help educate the public about the needs of survivors.

Legislators can

- Appropriate funding for comprehensive cancer control.
- Ensure that all Iowans have access to health care and to cancer screening services.
- Raise constituents' awareness about cancer prevention and control programs and help establish new programs where needed.
- Sponsor or support legislation that promotes cancer prevention and control.
- Support cancer research efforts across the state.
- Support full funding of all cancer prevention programs.
- Support or establish a cancer caucus in the Iowa General Assembly to provide the most up-to-date cancer information to all members of the legislature.

All Iowans can

- Ask organizations in your community what they are doing to support the Iowa Cancer Plan.
- Eat more fruits and vegetables, and maintain a healthy weight.
- If diagnosed with cancer, consider enrolling in a clinical trial.
- Increase daily physical activity.
- Know when to be screened and do it on a schedule.
- Show support and care for those who are diagnosed with cancer.
- Stop smoking or never start.
- Support cancer control legislation.
- Test homes for radon.
- Volunteer with organizations that support those living with cancer.
- Wear protective clothing when applying fertilizers, pesticides, and insecticides.
- Wear sunscreen, seek shade, and wear protective eye wear and clothing when outdoors.

Another simple, yet effective, way to fight cancer in Iowa is to become a member of the Iowa Cancer Consortium. Membership information and benefits can be found at www.CancerIowa.org.

Whatever action you choose to take, the most important thing is that you *do take action*. The Iowa Cancer Consortium, its members, and partners hope that you find inspiration and motivation within the pages of this plan. **Working together, we can conquer cancer.**

Live Healthy Iowa

Created by the Iowa Sports Foundation to help Iowans lose weight and be healthier. For more information, visit www.livehealthyiowa.org/default.aspx.

