Iowa Cancer Plan Implementation Grants

Application

FY26 Iowa Cancer Plan Implementation Grant Cycle

Iowa Cancer Consortium
www.canceriowa.org

Applicant Information:
Name of Project Lead: Dawn Brouwers
Project Lead Email Address: dawn@hishandsclinic.org
Project Lead Phone Number: 319 200 5073
Organization: His Hands Free Clinic
Street Address: 1245 2nd Ave SE
City: Cedar Rapids
Zip Code: 52403

Project Details:
Project Title: Cancer screening materials to improve screening rates for multiple ethnic groups
Total Amount of Funds Requested for FY26 (up to $25,000): $25,000

Provide a brief description of your intended project and any relevant background information about your organization. *(Suggested: 1,000 words or less.)*
His Hands Free Clinic aims to address disparities in cancer screenings in Linn County by distributing information on how to be screened for the top five cancers in the county: breast, cervical, lung, skin, colon/rectal. The target audience for this project includes individuals from Black, Latino, and Asian communities, who have lower screening rates and higher incidence rates of cancer. This initiative will be carried out by distributing information at the Hispanic Festival, Asian Festival, and Juneteenth festivals. Individuals that visit the booth will also receive information about where and how to get screened. Patients of His Hands Free Clinic will also be targeted since the clinic serves a higher rate of patients from these ethnic groups than the county average. In 2024 His Hands served 1279 unique patients with 3984 visits. By race patients of the clinic were: 61% white, 26% black, 1% Native American, 5% Asian, 1% Pacific Islander, and the rest chose not to report.

To facilitate this outreach, brochures will be created and purchased in various languages, including Spanish, French, Swahili, Arabic, Pashto, and Farsi. A significant portion of the grant funding has been allocated for translation services to ensure effective communication with our target populations since this is critical for compliance.

We are aware that the Susan B. Komen Foundation has materials in many languages for breast and cervical cancer awareness, and the Colon Cancer Coalition has materials in three of the six languages we need. The American Cancer Society only has materials in English. We also plan to investigate

resources from the American Lung Association, GO2 Foundation for Lung Cancer, and Skin of Color Society before creating or translating brochures.

Our nurses are interested in having one brochure in multiple languages that addresses the top cancers in Iowa, making it simple and easy to understand, rather than distributing multiple brochures.

Since 1992, His Hands has been providing medical, dental, chiropractic, women's health, physical therapy, durable medical equipment, spiritual care, patient advocacy/social work services, prescription assistance, and off-site optical services at no cost to individuals without insurance.

His Hands has been providing medical, dental, chiropractic, women's health, physical therapy, durable medical equipment, spiritual care, patient advocacy /social work services, prescription assistance and off-site optical without cost to individuals without insurance since 1992.

How many individuals in Iowa do you expect to reach through your project?
1000

In which Iowa counties do you expect to reach people through your project?
The counties we expect to serve in 2025 are Linn Benton, Johnson and Muscatine. In 2024 we served 26 different counties, but these are our top four.

- **Please describe how your project addresses one or more of these priority areas:** *(Suggested: 1,000 words or less.)*
- Addressing cancer disparities across the cancer continuum
- Addressing cancer prevention and/or early detection
- Expanding successful local projects statewide in Iowa
- Formalizing lasting and broad change in cancer control through policy and systems change within organizations, systems, and communities. (Funds may not be used for lobbying.)

His Hands Free Clinic's project directly addresses cancer disparities by sharing information with target audiences that have low rates of cancer screening, specifically communities of color. This project will also disseminate information about cancer prevention and early detection for breast, cervical, colon, lung, and prostate cancers, which are the top five cancers in Linn County. By providing culturally and linguistically appropriate materials, we ensure that these communities receive vital information about cancer prevention and early detection.

Individuals visiting the His Hands booth at fairs will be guided based on their insurance status:

- With Insurance: They will be advised to contact their physician for screening.
- Without Insurance: They will receive a business card with a phone number to call for an appointment to get screened. If they would like a reminder, their phone number will be recorded for follow-up calls or texts.

Screening process

- Appointment Scheduling: Patients will make an appointment, and, during their visit, they will be screened for colon and skin cancer.
- Female Patients: During the exam, female patients will be asked if they have had a mammogram or pap smear within the recommended screening guidelines. A pap smear will be

performed on-site, and a referral will be given to the Linn County Health Department for a mammogram.

Colon Cancer Screening:

- Physician Recommendations: Individuals recommended by physicians for colon cancer screening will receive a kit with instructions. Although Cologuard tests are more expensive, they are beneficial for individuals who have English as a second language, offering videos and oral instructions in over 50 languages.
- Funding: His Hands will use funds from the Iowa Cancer Consortium to purchase FIT or Cologuard kits based on language needs. Studies show that compliance is highest among individuals without English as a primary language when oral instructions are provided due to literacy issues in their first language.

Test Results and Follow-Up:

- Communication: His Hands Free Clinic will call patients with their test results. If a test is positive, the patient will be asked to make an appointment to meet with their physician.
- Positive Screening: If a patient screens positive with a FIT or Cologuard kit, funds will be allocated to ensure a colonoscopy can be completed at Mercy Medical Center, where patients can apply for financial assistance.

Please indicate which type of funding you are applying for (choose one):

☒ **Single Year** (applying for one year of funding only)

☐ **Multi-Year: Year 1** (applying for the first year of a two- or three-year project with the intention of applying for Year 2 in FY27, if awarded)

☐ **Multi-Year: Year 2** (FY25 Year 1 awardees only) *

☐ **Multi-Year: Year 3** (FY25 Year 2 awardees only) *

If you are applying for continued funding (funded last year for the same multi-year project), please describe your success and challenges in previous years of funding. *(Suggested: 250 words or less.)*
Click or tap here to enter text.

1. **Which goal(s) and strategy(ies) from the Iowa Cancer Plan will your project support/help to implement?** (*Suggested: 100 words or less.*) His Hands project will address the Iowa Cancer Plan goals and strategies of Health Equity and Early Detection and Screening. In order to address health equity and disparities among populations of color, His Hands will participate in four festivals in Linn County including: Juneteenth, the Hispanic Festival, and Asian Fest sharing culturally appropriate and language appropriate materials. Individuals with insurance will receive referrals for screening to their physician, while individuals without insurance will be given a card to call for an appointment and be signed up to receive a reminder call or text.

Project Objectives:
These objectives will serve as the grant deliverables for your project, if awarded. The Iowa Cancer Consortium Board of Directors may request to change, add, or remove objectives with your agreement

prior to funding. Where applicable, please include baseline (current) data. Please add additional objectives, if desired.

Objectives should be SMARTIE goals: **Specific, **M**easurable, **A**ttainable, **R**elevant, **T**ime-Based, **I**nclusive, and **E**quitable. The CDC's National Breast and Cervical Cancer Early Detection Program put together a helpful resource for SMARTIE objectives. (This and additional resources can be accessed at https://canceriowa.org/grants/ifp)*

***Objective #1:** By May 31, 2026, His Hands Free Clinic will share cancer screening materials with at least 1000 individuals by tabling at community cultural events and sharing with patients at the clinic.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* May 31, 2026
- Baseline data: The baseline data is 0, because we have not shared cancer screening materials in the past.
- Target by deadline: 1000

***Objective #2:** For individuals without insurance, His Hands will send follow up text for screenings.

- Deadline *(funding period is July 1, 2025-May 31, 2026):By May 31, 2026 HIs Hands will make 25 text messages or phone calls to patients eligible for screenings.*
- Baseline data: The baseline data is 0 because we have never offered calls to follow up on making appointments in the past.
- Target by deadline: 25

***Objective #3:** His Hands distribute 1000 pieces of cancer screening information to individuals in Linn County

- Deadline *(funding period is July 1, 2025-May 31, 2026):* By May 31, 2026 His Hands distribute 1000 pieces of cancer screening information to individuals in Linn County
- Baseline data: The baseline data is 0 because we have never shared cancer screening information in past.
- Target by deadline: 1000

Project Collaborators:
The Iowa Cancer Consortium seeks to fund collaborative proposals. **At least one collaborator is required per project.** A letter of support is required for each listed collaborator.

Collaborator #1
Name: Cindy Fiester
Organization: Linn County Public Health
Mailing Address: 1020 6th St. SE, Cedar Rapids IA 52401
Phone: 319-892-6000
Email: Cindy.Fiester@linncountyiowa.gov
Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)*

Linn County Public Health will provide mammograms (screening for breast cancer) for patients referred to the Especially for you and Care for Yourself programs. They are in the process of requesting more funds for their program. His Hands provides a high percentage of their clientele for testing.

Collaborator #2
Name: Monica Vallejos
Organization: Luci- Latino Festival
Mailing Address: PO Box 1675, Cedar Rapids, IA 52406
Phone: 319 431-9674
Email: monicavallejo3016@gmail.com
Please describe the collaborator's proposed responsibilities/role in the project.
The volunteers for the Latino Festival will put on the festival and gather people together. The festival will also provide space for His Hands Free Clinic to have a booth and share information about cancer screening and prevention.
(Suggested: 100 words or less)

Collaborator #3
Name: Emily Gruszczynski
Organization: African American Museum
Mailing Address: 55 12th Ave SE, Cedar Rapids IA 52401 Click or tap here to enter text.
Phone: 319 862-2101
Email: egruszczynski@blackiowa.org
Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)* The staff and volunteers from the African American Museum will put on the Juneteenth festival and gather people together. They will also provide space for His Hands Free Clinic to have a booth and share information about cancer screening and prevention.

Evidence & Evaluation:

Resources for Evidence-Based Interventions and Evaluation: (This and additional resources can be accessed at https://canceriowa.org/grants/ifp)

- *The Iowa Cancer Consortium has put together a blog post, A Public Health Professionals Guide to Evidence-Based Cancer Control Interventions (EBIs), which contains state and national resources for public health professionals to visit when selecting interventions.*
- *CDC's Program Evaluation Framework guides public health professionals in conducting program evaluation. It is a practical, nonprescriptive tool, designed to summarize and organize essential elements of program evaluation.*

What scientific evidence is there that your project will be effective? (*Suggested: 500 words or less.)* The effectiveness of His Hands project is supported by two studies published in 2017:

1. Cancer Screening Information at Community Fairs:
    a. Published in the *Journal of Public Health Research*, this article highlights that health fairs can be effective in increasing knowledge, changing attitudes, and influencing social norms
2. Process Evaluation of Health Fairs Promoting Cancer Screenings:
    a. This study found that 68% of fairgoers shared the information they received with family and friends, and 41% spoke to a provider about cancer screenings

However, the research did not measure how many people actually got screened. His Hands will focus on helping individuals make appointments to get screened.

How will you evaluate your project? How will you know if you have been successful? *(Suggested: 250 words or less.)* His Hands will evaluate its project based on several key criteria: meeting our goals and objectives, providing services within budget, and receiving satisfactory patient surveys. We will consider the project successful if we increase the number of people getting screened for the top five cancers in Linn County.

To measure success, we will track the number of screenings conducted and compare them to our targets. Additionally, we will analyze patient feedback to ensure that our services are meeting their needs and expectations. We will monitor our adherence to the budget to ensure efficient use of resources. By combining these metrics, we will have a comprehensive understanding of our project's impact and effectiveness.

How will you modify your project to meet the unique needs of certain populations? *(Suggested: 500 words or less.)* For each different population, we will ensure that our materials, including brochures and the interactive wheel, are available in the appropriate languages. Additionally, we plan to engage with individuals from various cultures before the events to understand any taboos or cultural considerations that could enhance the effectiveness of our outreach. We are also committed to having volunteers who reflect the demographics of the populations we are serving at each fair.

After each fair, we will evaluate our performance by identifying what went well and areas for improvement. Based on this assessment, we will make necessary adjustments to enhance future events.

Budget:

Please explain your budget in words: *(Suggested: 100 words or less) asking grantor*

Cost to translate brochures: $700 is a bid for 1 brochure for 1 language. It is estimated that 3 brochures will need to be translated into 6 languages: $12,600

Cost to print: $250 is the bid for 500 brochures. We estimate printing different quantities for different fairs and populations for a total of 1000 brochures or $.50 per brochure for $500

Staff cost: to prep for fairs 2 hours at $30 X4 fairs= $240 and "man" booth $30 X 8 hours x 4 fairs= $960: a total of $1200. Staff responsibilities include: Create needed brochures, making sure brochures are printed, creating and updating interactive wheel, prep materials for the fairs, making sure volunteers are recruited and oriented for fairs.

Other: Colorectal FIT screening kits are $50 a person. Cologuard will be used for patients that do not speak English as a first language. This grant allows for 204 kits for a total of: $10,200. If a patient tests positive, some funds will be used for treatment if needed.

Fees to participate: $50 x 4 fairs=$200

Volunteer hospitality: 32 volunteers (8 volunteers x 4 fairs) x $9.38: $300

It can be very warm at events. This will be to be sure volunteers drink and eat through the day

Use the table below to complete your proposed budget:

Budget Items and Explanation	Grant Funds Requested	Other Funding	Total Funds for Project
If possible, please divide them into categories. Examples include staff support, travel, supplies, equipment, etc. If service delivery or incentives are included within the budget, please include a statement of need along with each budget item.	*Funds being requested from the Iowa Cancer Consortium.*	*Include in-kind support, volunteer hours, collaborator financial support, and other types of financial support.*	*Include requested Iowa Cancer Consortium funds + items outlined in the Other Funding category.*
Staff Support			
Staff costs	$1,200		$1,200
Medical Staff time for screening appointments		$2,363	$2,363
Travel			
We do not expect more than 50 miles to fairs		$25	$25
Printing			
The bid is $250 for 500 brochures	$500		$500
Supplies			
Lamination and cardstock for the interactive wheel		$25	$25
Other			
Fair entry fees $25 x4	$200		$200
Volunteer hospitality	$300		$300
Translate brochures	$12,600		$12,600
In kind volunteer hours 64 hours x $20		$640	$640
Colorectal Screening kits	$10,200		$10,200
Indirect Costs		$2,044	$2,044
Totals:	**$25,000**	**$5,097**	**$30,097**

Submit your completed application, along with letters of support from all collaborators and resumes/CVs for anyone whose salary will be supported by requested funds, to orton@canceriowa.org by 11:59pm (CDT) on May 14, 2025.

Public Health
Prevent. Promote. Protect.
Linn County, Iowa

LINN COUNTY PUBLIC HEALTH
1020 6TH ST. SE
CEDAR RAPIDS, IA 52401
PH: 319-892-6000 | FAX: 319-892-6099

Pramod Dwivedi, DrPH, MS | Health Director

LinnCountyIowa.gov

LINN COUNTY

April 28, 2025

Iowa Cancer Consortium
Attn: Liz Orton
PO Box 859
North Liberty, IA 52317-0859

Dear Iowa Cancer Consortium Staff,

I write on behalf of Linn County Public Health (LCPH) in support of the His Hands Free Clinic's request for funds from the Iowa Cancer Consortium. Free clinics and local public health agencies continue to rise to the occasion and serve the needs of those who remain uninsured or underinsured in communities across Iowa and the nation. LCPH and His Hands Free Clinic partner to offer healthcare services to the most vulnerable residents as access to health care continues to be a concern.

LCPH has worked with His Hands Free Clinic for more than 20 years to provide breast and cervical cancer screening for His Hands Free Clinic patients. His Hands Free Clinic and LCPH work with the Care for Yourself (CFY) program and Especially for You (EFY) fund to provide screenings to individuals who meet program guidelines for age and income.

His Hands Free Clinic runs a women's clinic and works with LCPH, the local federally qualified health center, and major health systems to provide a continuum of services to their patients. Patients receive care they otherwise would not seek through the safety net of a free clinic and are enrolled into financial assistance programs for which they qualify to receive no-cost breast cancer and cervical cancer screening. His Hands Free Clinic has a strong partnership with the CFY program and is a contracted healthcare provider of the program.

His Hands Free Clinic has been in the Cedar Rapids community for more than 30 years and has a history of good fiscal management. This grant request is timely for the organization's growth and sustainability of services to the larger community.

Sincerely,

Pramod Dwivedi

Pramod Dwivedi, DrPH, MS, Health Director
Linn County Public Health

Dear Liz,

I hope this message finds you well.

The Latino Festival Committee is delighted to partner with His Hands Free Clinic once again. Over the past five years, the clinic has played an invaluable role in our Festival Latino by sharing essential health information. We fully support the initiative to have information about cancer screenings translated into Spanish, as our community faces significant disparities in accessing basic cancer screenings.

This outreach has the potential to connect with Spanish speakers throughout the region, positively impacting countless individuals and their families.

We look forward to our continued collaboration.

Best regards,

Monica Vallejo
President of Latinos Unidos for Community Inclusion
https://www.crluci.org/

AFRICAN AMERICAN MUSEUM OF IOWA

5/2/2025

Iowa Cancer Consortium

PO Box 859

North Liberty, Iowa 52317

Dear Iowa Cancer Consortium Board of Directors,

I write on behalf of the African American Museum of Iowa in support of the His Hands Free Clinic's project to create easy to read and understand materials to share cancer information with individuals at the Juneteenth, Hispanic, and Asian festivals proposed to the Iowa Cancer Consortium as part of the FY26 Iowa Cancer Plan Implementation Grant, Invitation for Proposals.

His Hands Free Clinic has attended the Juneteenth Festival over the past 5 years. We welcome their participation at the annual Juneteenth Festival to share cancer screening information. We look forward to continued collaboration in the future. Health and wellness are an important part of everyone's life and vital information can be shared through these community events.

Sincerely,

Jacqueline Hunter

Executive Director

Dawn Sloan

505 S 11th Street
Marion, IA 52302
(319) 693-6706
dawniedoodle13@gmail.com
www.dawnsloan.com

EDUCATION:

Kirkwood, Cedar Rapids — Digital Arts AAS

August 2021- May 2023

Received a degree in digital arts which encompasses photography, videography, graphic design, entrepreneurship and marketing

Marion High School, Marion — *High School Diploma*

August 2017 - June 2021

Graduated with leadership positions in both band

and choir.

EXPERIENCE:

His Hands Free Clinic, Cedar Rapids, IA — *Communications Specialist*

July 16, 2024 - present

Crafted appeals, social media posts, videos and letters in order to convey our message of hope and healing to patients, donors, volunteers, staff, and members of multiple media sources.

Sure Wood Tree Services, Central City, IA — *Marketing Consultant*

March 28, 2025 - present

Create social media posts, media plans, and edit the website as needed, getting our message and brand out to potential clients.

The Freeze, Marion, IA — *Server*

July 2021 - November 2022

Quickly made and provided goods in

exchange for money.

SKILLS

Create original designs.

Web Programming

Web design

Photography

Video production

Motion media

Sound design

Final Cut Pro

Canva

Social media Marketing

Graphics

Entrepreneurship

Marketing

Typography

Adobe Suite

AWARDS

Gold Cord

Silver Cord

Presidential Leadership Scholarship

Visual and Performing Arts Scholarship

Director's award for Chorus

Seal of Biliteracy

Media Specialist tasks for Iowa Cancer Consortium Grant

1. Create needed brochures
2. Delegate printing
3. Create update interactive wheel
4. Delegate translation needs
5. Prep materials for the fairs
6. Delegate getting volunteers for fairs
7. Orient or delegate orientation of volunteers for fairs