Application

FY26 Iowa Cancer Plan
Implementation Grant Cycle

Iowa Cancer Consortium
www.canceriowa.org

Applicant Information:

Name of Project Lead: Krista McCullough
Project Lead Email Address: mcculloughk@jencc.com
Project Lead Phone Number: (712) 252-9372
Organization: June E. Nylen Cancer Center
Street Address: 230 Nebraska Street
City: Sioux City
Zip Code: 51101

Project Details:

Project Title: Siouxland Community Cancer Coalition's Screening Awareness Campaign
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.)*

Per a February 2025 Community Cancer Profile Report put together by the Iowa Cancer Registry for the June E. Nylen Cancer Center (JENCC) which contains the most current cancer diagnosis and screening data for our catchment area, there are five Iowa counties in our service area with increasing cancer incidence rates. Woodbury County was one of them. Prostate cancer is the most common diagnosis in our area, and at a higher rate than in the U.S.. Breast cancer is the second highest diagnosed cancer in the JENCC service area, followed by lung cancer, and then colorectal cancer is fourth. Per 2022 Behavioral Risk Surveillance System (BRFSS) data, Woodbury County is below average for Mammograms (Woodbury 73% vs. Iowa 79%) and Colorectal Screenings (Woodbury 70% vs. Iowa 74%). There is an identified need for cancer screenings in Northwest Iowa and specifically in Woodbury County.

The 2025-2027 Community Health Improvement Plan (CHIP) for the Siouxland Community is a community-driven, strategic, and measurable work plan led by MercyOne Siouxland Medical Center, Siouxland District Health Department, Dunes Surgical Center, and UnityPoint Health - St. Luke's in coordination with nearly 40 diverse Siouxland community organizations. It defines how community partners across sectors will come together to address priority health issues identified through a comprehensive assessment of local data.

To develop the CHIP, community partners worked together to address identified health issues as well as identify conditions needed to support and improve health. Strong, effective partnerships are necessary for the community to create the conditions that will lead to improving the health and well-being of Siouxland area residents and the health of the community. The CHIP is a living document that will be implemented and monitored over a three-year period and continuously assessed, evaluated, and revised based on the evaluation results and feedback from community partners and community members. Five priority areas were identified in the 2025-2027 CHIP, one being addressing the rising cancer incidence rates in the Siouxland community.

As a result, a Siouxland Community Cancer Coalition was recently formed in March 2025, and the June E. Nylen Cancer Center was asked to chair it. It has 20 members from 12 different health and community organizations, including those that led the CHIP process. The Community Cancer Coalition has established the goal of decreasing the incidence and mortality rates of breast, colon, and cervical cancer in the community through enhanced prevention, early detection, and access to treatment through the objective of increasing screening rates for breast, colon, and cervical cancer by 3% from 2025 to 2027 in Siouxland. Siouxland, for the purposes of this Cancer Coalition's work, is defined as Woodbury County.

The Community Cancer Coalition has also determined two strategies to support reaching its objective: 1) Launch educational campaigns with culturally tailored materials through community partners and public avenues to emphasize the importance of cancer screenings across diverse populations. and 2) Partner with local businesses/large employers to promote preventative cancer screenings and provide employee incentives/rewards for participating in screenings.

The funds from this FY26 Iowa Cancer Plan Implementation Grant will be used to support a public awareness and education campaign around the importance of breast, colon, and cervical cancer screenings and the production costs associated with developing the materials for this campaign. Marketing tactics include traditional media of broadcast television, cable, and radio, as well as outdoor, targeted digital, and social media.

The Community Cancer Coalition has only had two planning sessions since it was formed. The third is scheduled for mid-June, which is when the call-to-action for the screening awareness campaign will be determined. The Coalition has discussed that because there are multiple health organizations involved in the efforts, it makes referring someone specifically where to go to get screened challenging. Additionally, there is a large portion of Woodbury County's population that is not "a patient" in any healthcare organization – many only utilize urgent care or an emergency department when needed. Therefore, the Coalition was not sure a call-to-action of "talk to your doctor" or "get screened" would be most effective. Members of the Coalition are researching options for a cancer risk assessment survey to bring to the June meeting. The Coalition has also discussed that it is important to build stronger awareness of the Care for Yourself program for free mammograms and cervical cancer screenings.

The Community Cancer Coalition realizes some of its materials will need to be translated, but is still in the process of assessing the top languages for our efforts. There may be additional costs associated with translating.

Following the implementation of the public screening awareness campaign, the Cancer Coalition will move on to planning its second strategy involving large employers, although it will circle back to continue advancing efforts within the public awareness strategy.

How many individuals in Iowa do you expect to reach through your project?
The focus area for the Community Cancer Coalition is Woodbury County, population 105,951 (2023). That said, Woodbury County sits on a tri-state border, and Sioux City is the largest metro area in a 60+ mile radius. Efforts focused in Woodbury County would positively impact several other counties' residents who would travel from within that radius to the community for medical appointments, employment, entertainment, and shopping. Many of the organizations that have representatives on the Cancer Coalition have a broader service area than just Woodbury County. For example, in addition to southeast South Dakota and northwest Nebraska, the June E. Nylen Cancer Center's "catchment area" includes at least eight other Iowa counties in addition to Woodbury County in Northwest Iowa. Media used, like television and radio, will also have an extended reach from Woodbury County throughout Northwest Iowa (and Northeast Nebraska and Southeast South Dakota). Some of the marketing tactics can also be targeted and can be specifically measured. An objective of the screening awareness campaign is to reach a minimum of 10,000 individuals. It is also projected that with the proposed marketing plan/budget that there would be 600,000 impressions in just one of the media tactics.

In which Iowa counties do you expect to reach people through your project?
The focus area for the Community Cancer Coalition's measurable objective is Woodbury County, but there will be additional Northwest Iowa counties whose residents will see the marketing and educational information and be impacted by the efforts of the Coalition. Other potential Iowa counties include Buena Vista, Cherokee, Ida, Monona, Plymouth, Sac, Sioux, and O'Brien.

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.)

The efforts of the Siouxland Community Cancer Coalition are addressing cancer prevention and early detection by aiming to increase screening rates for breast, colon, and cervical cancer by 3% from 2025 to 2027 in Woodbury County.

The Coalition intends to plan specific efforts to address cancer disparities across the cancer continuum seen in Woodbury County. Details for this have not been fleshed out yet due to only recently forming, but per the Catchment Profile Report prepared for the June E. Nylen Cancer Center by the Iowa Cancer Registry, two zip codes in Woodbury County are lagging in screenings more so than other zip codes. These zip codes tend to be where diverse and low-income individuals reside. Any specific strategies for these areas would need to include overcoming barriers such as language, cultural beliefs, and financial challenges, thus making the Care for Yourself Program a needed partner.

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.)*
n/a

Which goal(s) and strategy(ies) from the Iowa Cancer Plan will your project support/help to implement? *(Suggested: 100 words or less.)*
The efforts of the Siouxland Community Cancer Coalition are directly supporting Chapter 3, Priority #1's Strategies A & B under the 2023-2027 Iowa Cancer Plan which aims to increase the awareness of recommended cancer screenings: "Develop public awareness campaigns designed to reach communities and populations with the greatest need for cancer screening" and "Use community-based strategies to strengthen community education, trust, and utilization of cancer screening services and the healthcare system."

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)*

The Siouxland Community Cancer Coalition has its overall SMARTIE goal determined, but it is for three years (2025-2027), the time frame of the Community Health Improvement Plan.

- Increase screening rates for breast, colon, and cervical cancer by 3% from 2025 to 2027 in Woodbury County. Data indicators and baselines include:
    - Age-adjusted prevalence of women aged 50–74 years who report having had a mammogram within the previous 2 years, 2022 Behavioral Risk Surveillance System (BRFSS), Woodbury County = 73%
    - Age-adjusted prevalence of meeting colorectal cancer screening guidelines among adults aged 45–75 years, 2022 Behavioral Risk Surveillance System (BRFSS), Woodbury County = 70%
    - Age-adjusted prevalence of cervical cancer screening among adult women aged 21–65 years, 2020 Behavioral Risk Surveillance System (BRFSS), Woodbury County = 82%
    - HPV Completed Vaccination Rate 2024 Iowa Public Health Tracking Portal (IPHTP), Woodbury County = 47%

We cannot translate this goal into annual objectives for this grant because the BRFSS data is not released every year. Therefore, we have developed some "leading indicators" to be our Grant Objectives that are measurable in a year and should help us gauge the effectiveness of our efforts.

***Objective #1:** Execute a marketing campaign tailored to the needs and values of our community that delivers actionable messaging to drive a behavior change of getting a cancer screening.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* July 1, 2025 – May 31, 2026
- Baseline data: The Siouxland Community Cancer Coalition was only recently formed. There has not been a collaborative marketing effort for cancer screenings in our community before, so there is no baseline.
- Target by deadline: Reach at least 10,000 Woodbury County individuals with culturally relevant and linguistically appropriate messaging.

***Objective #2:** The Community Cancer Coalition will ensure that at least one marketing strategy or one screening awareness event specifically focuses on racial/ethnic groups and/or low-income residents.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* July 1, 2025 – May 31, 2026
- Baseline data: The Siouxland Community Cancer Coalition was only recently formed. There has not been a collaborative effort to increase cancer screenings in our community before, so there is no baseline.
- Target by deadline: Successfully have completed the implementation of this objective with known statistics on residents reached or screened, as well as additional outcomes.

***Objective #3:** Increase the number of cancer screenings in our community.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* July 1, 2025 – May 31, 2026
- Baseline data: While individual medical organizations will each have their volumes, a collaborative community approach has not been done before. So we do not have a baseline at this time, but it will be established to be able to measure the Community Cancer Coalition's work. Each member of the Coalition that has primary care providers will need to gather and share the number of new patients compared to previous years, as well as the volume of breast, colon, and cervical cancer screenings or the number of physician orders for them (if don't have actual screening capability in their clinic).
- Target by deadline: Without access to previous individual clinics' data and historical volumes, we will state the goal as an overall general increase from an average of all the previous clinics' new patient and screening volumes.

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 (required)

Name: Leah Knapp
Organization: UnityPoint Health – St. Luke's
Mailing Address: 2720 Stone Park Blvd. Sioux City, IA 51104
Phone: (712) 279-3824
Email: leah.knapp@unitypoint.org
Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)*
Leah Knapp is the UnityPoint Health – St. Luke's CFO and was the representative on the 2025-2027 Community Health Improvement Plan (CHIP) Steering Committee and is also serving on the Siouxland Community Cancer Coalition. Leah is the point person for accessing the support of UnityPoint Health's staff expertise and additional resources to aid with the Coalition's strategies and will help implement the strategies within their Sioux City hospital and clinics, as well as share with other partners they work with.

Collaborator #2 (optional)

Name: Tom Clark
Organization: MercyOne
Mailing Address: 801 5th St. Sioux City, IA 51101
Phone: (712) 279-2297
Email: Tom.Clark@trinity-health.org
Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)*

Tom Clark is MercyOne's Western Iowa President. MercyOne Medical Siouxland had representatives on the 2025-2027 Community Health Improvement Plan (CHIP) Steering Committee and also has members serving on the Siouxland Community Cancer Coalition. MercyOne will support the Coalition's efforts with their staff expertise and additional resources to aid with strategies, as well as help implement the strategies within their Sioux City hospital and clinics, and share with other partners they work with.

Collaborator #3 (optional)

Name: Michelle Lewis
Organization: Siouxland District Health Department
Mailing Address: 1014 Nebraska St. Sioux City, IA 51105
Phone: (712) 279-6119
Email: mlewis@siouxlanddistricthealth.org
Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)*
Michelle Lewis is the Director of Health Promotions and Population Health at the Siouxland District Health Department and was the representative on the 2025-2027 Community Health Improvement Plan (CHIP) Steering Committee, and is also serving on the Siouxland Community Cancer Coalition. Michelle is the point person for accessing the support of Siouxland District Health's staff expertise and additional resources to aid with the Coalition's strategies and will help implement the strategies within their organization and in their network. Siouxland District Health Department has also already allocated $2,000 from their Public Health Initiatives funding to support the Coalition's screening awareness campaign and will be adding a specific webpage on their organization's website to house the Community Cancer Coalition's educational information.

Collaborator #4 (optional)

Name: Ana Lopez and Elizabeth Hanson
Organization: Care for Yourself Program at Siouxland District Health
Mailing Address: 1014 Nebraska St. Sioux City, IA 51105
Phone: (712) 279-6119
Email: alopez@siouxlanddistricthealth.org & ehanson@siouxlanddistricthealth.org
Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)*
The Care for Yourself Program at the Siouxland District Health is staffed by Ana Lopez and Elizabeth Hanson. They provide case management services for breast and cervical cancer screenings to eligible individuals throughout nine counties in Northwest Iowa. Both are members of the Siouxland Community Cancer Coalition and will be actively involved in helping promote the Care for Yourself Program as part of the Coalition's efforts, and assist and enroll qualified individuals identified as a result of the Coalition's work.

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.)*
Increasing awareness of recommended cancer screenings and supporting strategies to increase access to cancer screening and diagnostic services are both identified priorities within the current Iowa Cancer Plan. Promoting cancer screenings to the public is supported by substantial scientific evidence demonstrating their effectiveness in reducing cancer mortality and improving patient outcomes. Early detection through screening allows for timely diagnosis and treatment, leading to better survival rates and reduced healthcare costs. Numerous studies, including those from the Centers for Disease Control and Prevention (CDC) and the National Institutes of Health (NIH), show that cancer screenings for breast, colorectal, and cervical cancers significantly reduce mortality rates. For example, a National Cancer Institute (NCI) study published Dec. 5, 2024 in *JAMA Oncology* and led by National Institutes of Health (NIH) researchers, "Estimation of Cancer Deaths Averted From Prevention, Screening, and Treatment Efforts, 1975-2020" found that that 80% of the averted deaths from breast, cervical, colorectal, lung, and prostate cancers between 1975 and 2020 were due to prevention and screening interventions.

Per the Community Preventive Services Task Force, a study published in the *American Journal of Preventive Medicine* in July 2012, "Effectiveness of Interventions to Increase Screening for Breast, Cervical, and Colorectal Cancers: Nine Updated Systematic Reviews for the Guide to Community Preventive Services," showed that patient reminders increased breast cancer screenings by 12% and cervical and colorectal screenings by 10%. The Siouxland Community Cancer Coalition has discussed that there is a large portion of the county's population that is not "a patient" in any healthcare organization. They do not have a designated provider, and they seek care at an urgent care clinic or emergency department only when needed. A targeted and deliberate public screening awareness campaign could assist in reaching the population not already under the care of a provider or those who have not regularly gone to their doctor, then enabling primary care providers to send patient reminders since they are shown to be effective.

The Siouxland Community Cancer Coalition has discussed and is prepared to try and address some known barriers and challenges that impede improving rates of participation in screening in this region within its three-year work plan. This is where the strategy of collaborating and partnering with

employers and additional partners in our community will be a potentially more effective opportunity than siloed organizations trying to overcome barriers on their own. Additionally, for the next planning meeting, members of the Coalition are reaching out to other counties' Public Health Departments and health organizations to identify previous strategies that successfully led to an overall increase in cancer screenings.

How will you evaluate your project? How will you know if you have been successful? (*Suggested: 250 words or less.)*

The metric the Community Cancer Coalition is focused on is to increase breast, colorectal, and cervical cancer screenings in Woodbury County by 3%. This is a three-year goal. That said, we will also use leading indicators to help identify the effectiveness of our strategies to have a better sense of whether we believe the screening rates are improving before the new screening data indicators are available. We will know the call-to-action rate compared to the impression/engagement rate for each marketing tactic to measure which is most effective. The organizations in the Cancer Coalition that have primary care clinics will be able to measure the number of new patients compared to previous trends, as well as the number of referrals for cancer screenings and the volume of cancer screenings done within their facilities.

How will you modify your project to meet the unique needs of certain populations? *(Suggested: 500 words or less.)*

At its first planning meeting, the Coalition discussed potential barriers to screenings and is prepared to try and work through addressing them. The JENCC Catchment Profile Report from the Iowa Cancer Registry indicates that two zip codes in Woodbury County are lagging in screenings more so than other zip codes. These zip codes tend to be where diverse and low-income individuals reside. Any specific strategies for these areas would need to include overcoming barriers such as language, cultural beliefs, and financial challenges. The Care for Yourself Program will be key. As the Siouxland Community Cancer Coalition partners with certain employers, we also may identify specific needs based on their employee makeup and their benefits plan.

Budget:

Allowable budget categories have been identified below. If funding is requested within a specific category, a brief explanation or funding justification is required.

Staff Support

- Applicants may request funds for key personnel. Funds may not be requested to supplant existing job responsibilities.
- For any staff support requests through this grant mechanism, a copy of staff resume/CV, estimate of project hours, and list of staff project-related responsibilities must be included along with the budget request. Resumes should be included as an attachment.

Travel

- Travel essential to the proposed project may be funded under this proposal.
- Travel reimbursement is allowed at the following rates: $0.50/mile; in-state travel reimbursements follow Iowa Department of Administrative Services (DAS) guidelines, which is $37/day for meals ($27.75/day for first and last day of travel); out-of-state travel reimbursements follow Iowa DAS guidelines, which varies by destination. Maximum lodging reimbursement for in-state hotels is $80 plus taxes per night (see the Iowa DAS travel webpage for more information and resources).

Printing and Copying

- Estimate the total number of document pages that will be copied or printed. Use $0.06/page for calculating costs. Example: 500 pages X $.06/page =$30.00

Supplies

- Estimate the unit cost for each item to be purchased and the total number of items needed. Example: 200 brochures X $1.25/brochure = $250.00

Indirect/Administrative Costs

- Applicants for whom the Iowa Cancer Consortium is not serving as a fiscal agent may charge an indirect rate limited to 8% of the direct costs proposed in the budget.
- The total budget, including indirect or administrative costs, may not exceed the total requested funds (maximum of $25,000).
- Administrative costs are those incurred for common or joint objectives and cannot be identified readily and specifically with a sponsored program but are still necessary to the organization's operations.
- For example, the costs of operating and maintaining facilities, depreciation and administrative salaries are generally treated as indirect/administrative costs.
- If there is a need for indirect funding beyond 8% of direct program costs, requests should be written into the applicant's budget and justified heavily.
- The applicant shall maintain documentation to support the administrative cost allocation. The Consortium reserves the right to request the documentation at any time.

Other:

- Equipment
    - Describe equipment needed for project implementation.
    - Equipment costs must be justified, and an explanation provided for equipment use after the grant period ends.
    - Items that cost $5,000 or more are not routinely funded but will be considered on an individual basis.
- Incentives
    - Incentives are an allowable expense only if proven to be effective as part of an evidence-based intervention. The research or evidence case must be outlined.

- Clinical Care/Service Delivery
    - Clinical care, including the provision of medication, vaccinations and/or treatment, is not an allowable expense. Service delivery, including radon mitigation and cancer screening test purchases, will be reviewed individually.
    - Community organizations and collaborators are encouraged to provide financial support for service delivery components.

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

The funds from this FY26 Iowa Cancer Plan Implementation Grant will be used to support a public awareness and education campaign around the importance of breast, colon, and cervical cancer screenings and the production costs associated with developing the materials for this campaign. Marketing tactics include traditional media of broadcast television, cable, and radio, as well as outdoor, targeted digital, and social media. The Community Cancer Coalition realizes some of its materials will need to be translated, but is still assessing the top languages. There may also be additional costs if the call-to-action for the campaign involves a subscription or fee for a cancer risk assessment/survey.

We have a proposed marketing plan and budget for July 1, 2025 – May 31, 2026 that includes production costs. The grant funds would cover most of the production costs and half of the purchased media costs. The Siouxland District Health Department has already allocated $2,000 from its Public Health Initiatives funds towards this awareness campaign, and they may have additional funds available. It is also being proposed that the other participating organizations within the Siouxland Community Cancer Coalition share in the remaining balance or take on the cost of a certain aspect of the screening campaign. This has not been solidified with all the participating organizations yet, but it is a similar request to previous Coalitions formed from prior three-year Community Health Improvement Plans.

The Community Cancer Coalition also intends to ask local television and radio stations to donate additional marketing, at a minimum of matching anything paid. Unofficial conversations occurred as the Coalition was just forming, and there was willingness, but more concrete and comprehensive planning needed to occur first. If media partners would at least match what is paid for, the total value of the screening awareness campaign (including production) would be $78,300 for 11 months.

In addition to this comprehensive public screening campaign, each participating organization within the Siouxland Community Cancer Coalition will use the awareness materials within its own organization's marketing, promotion, and patient education opportunities.

Use the table below to complete your proposed budget:

Reminder: Funding period is July 1, 2025, to May 31, 2026. This is an 11-month period, not a full year.

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			
Any staff involved in helping develop campaign materials, planning and holding screening events, and all efforts of the Siouxland Community Cancer Coalition are being paid by their respective organization, donated in-kind in support of the Community Coalition.	0	Staff time is in-kind from the participating organizations	0
Travel			
Printing			
20,000 Recommended Cancer Screenings & Preventative Information Brochures	0	$1,200	$1,200
Supplies			
Shipping			
Other			
Total Proposed Marketing Budget (includes donated in-kind by media) – See attached document for more details	$19,500	$51,600	$71,100
Total Proposed Production Budget – See attached document for more details	$5,500	$1,700	$7,200
Potential Cancer Risk Assessment Tool	0	Not Known Yet	Not Known Yet
Totals:	$25,000	$54,500	$79,500

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.

UnityPoint Health
St. Luke's

Leah Knapp
Vice President of Finance

2720 Stone Park Blvd.
Sioux City, Iowa 51104
(712) 279-3824
FAX: (712) 279-7958

Leah.Knapp@unitypoint.org

May 12, 2025

Iowa Cancer Consortium
PO Box 859
North Liberty, IA 52317

Dear Iowa Cancer Consortium Board of Directors:

I am writing on behalf of the June E. Nylen Cancer Center in support of their application to the Iowa Cancer Consortium as part of the FY26 Iowa Cancer Plan Implementation Grant, Invitation for Proposals. The request for funding is to support one of the strategies of the recently formed Siouxland Community Cancer Coalition.

UnityPoint Health – St. Luke's is one of the health care organizations that coordinated the 2025-2027 Community Health Improvement Plan (CHIP) that the Community Cancer Coalition was formed as a result of this plan. I personally serve on the CHIP Steering Committee as well as the Community Cancer Coalition. St. Luke's will fulfill the following roles in this partnership:

- Agreeing to use the same screening guidelines for the purposes of the Coalition's work, in alignment with our system guidelines.
- Offering staff expertise to aid in the needs of the Coalition (e.g. providers, marketing, etc.).
- Providing assistance to access additional resources that the Coalition may need to accomplish its strategies that support the overall objective.
- Working with the other members of the Coalition to share our experiences and expertise to help produce successful strategies with positive outcomes that will improve our community.
- Promoting and implementing the Coalition's strategies into our organization, as well as sharing with additional partners we work with.

The Siouxland Cancer Coalition's proposed project addresses a key issue in the Iowa Cancer Plan, defines how community partners across sectors will come together to address priority health issues, and is an outstanding opportunity to increase cancer screenings and improve cancer diagnoses in Northwest Iowa. My team and I strongly support this application and look forward to working with this community-driven project.

Sincerely,

Leah Knapp

Leah Knapp
Vice President of Finance

MERCYONE

Siouxland Medical Center
801 Fifth Street
Sioux City, IA 51101

MercyOne.org

Iowa Cancer Consortium
PO Box 859
North Liberty, IA 52317

May 8, 2025

Dear Iowa Cancer Consortium Board of Directors,

I write on behalf of the June E. Nylen Cancer Center in support of their application to the Iowa Cancer Consortium as part of the FY26 Iowa Cancer Plan Implementation Grant, Invitation for Proposals to request funding to support one of the strategies of the recently formed Siouxland Community Cancer Coalition.

MercyOne Siouxland Medical Center is one of the health care organizations that coordinated the 2025-2027 Community Health Improvement Plan (CHIP) that the Community Cancer Coalition was formed as a result of. MercyOne Siouxland Medical Center serves on the CHIP Steering Committee as well as the Community Cancer Coalition. MercyOne Siouxland Medical Center will fulfill the following roles in this partnership:

- Agreeing to use the same screening guidelines for the purposes of the Coalition's work, even if different from what our system uses.
- Offering staff expertise to aid in the needs of the Coalition (e.g. providers, marketing, etc.).
- Providing assistance to access additional resources that the Coalition may need to accomplish its strategies that support the overall objective.
- Working with the other members of the Coalition to share our experiences and expertise to help produce successful strategies with positive outcomes that will improve our community.
- Promoting and implementing the Coalition's strategies into our organization, as well as sharing with additional partners we work with.

The Siouxland Cancer Coalition's proposed project addresses a key issue in the Iowa Cancer Plan, defines how community partners across sectors will come together to address priority health issues, and is an outstanding opportunity to increase cancer screenings and improve cancer diagnoses in Northwest Iowa. My team and I strongly support this application and look forward to working with this community-driven project.

Sincerely,

Tom Clark
Western Iowa President

SIOUXLAND
DISTRICT HEALTH
DEPARTMENT

May 7, 2025

Iowa Cancer Consortium
PO Box 859
North Liberty, IA 52317

Dear Iowa Cancer Consortium Board of Directors:

I write on behalf of the June E. Nylen Cancer Center in support of their application to the Iowa Cancer Consortium as part of the FY26 Iowa Cancer Plan Implementation Grant, Invitation for Proposals to request funding to support one of the strategies of the recently formed Siouxland Community Cancer Coalition.

Siouxland District Health Department, the local public health agency for Woodbury County, is one of the health care organizations that coordinated the 2025-2027 Community Health Improvement Plan (CHIP) that the Community Cancer Coalition was formed as a result of. I personally serve on the CHIP Steering Committee as well as the Community Cancer Coalition. Siouxland District Health will fulfill the following roles in this partnership:

- Agreeing to use the same screening guidelines for the purposes of the Coalition's work, even if different from what our organization uses.
- Offering staff expertise to aid in the needs of the Coalition (e.g. data, marketing, etc.).
- Allocating $2,000 from our Public Health Initiatives funding to this public awareness campaign.
- Adding a specific webpage to our organization's website to house the Community Cancer Coalition's educational information.
- Providing assistance to access additional resources that the Coalition may need to accomplish its strategies that support the overall objective.
- Working with the other members of the Coalition to share our experiences and expertise to help produce successful strategies with positive outcomes that will improve our community.
- Promoting and implementing the Coalition's strategies into our organization, as well as sharing with additional partners we work with.

The Siouxland Cancer Coalition's proposed project addresses a key issue in the Iowa Cancer Plan, defines how community partners across sectors will come together to address priority health issues, and is an outstanding opportunity to increase cancer screenings and improve cancer diagnoses in Northwest Iowa. My team and I strongly support this application and look forward to working with this community-driven project.

Sincerely,

Michelle Lewis

Michelle Lewis
Director of Health Promotions & Population Health
Siouxland District Health Department
mlewis@siouxlanddistricthealth.org

SIOUXLAND
DISTRICT HEALTH
DEPARTMENT

May 13, 2025

Iowa Cancer Consortium
PO Box 859
North Liberty, IA 52317

Dear Iowa Cancer Consortium Board of Directors:

We write on behalf of the June E. Nylen Cancer Center in support of their application to the Iowa Cancer Consortium as part of the FY26 Iowa Cancer Plan Implementation Grant, Invitation for Proposals to request funding to support one of the strategies of the recently formed Siouxland Community Cancer Coalition.

The Care for Yourself program is staffed by two employees at Siouxland District Health Department. We provide case management services for breast and cervical cancer to eligible individuals throughout nine Northwest, Iowa counties. Both of us are members of the Siouxland Community Cancer Coalition and will fulfill the following roles in this collaborative effort:

- Offering expertise of the Care for Yourself program to the Coalition.
- Providing Care for Yourself information to add to the specific webpage that the Community Cancer Coalition will have for educational information.
- Assisting and enrolling qualified individuals into the Care for Yourself program for free mammograms and cervical cancer screenings that are identified as a result of the awareness efforts of the Community Cancer Coalition.
- Providing assistance to access additional resources that the Coalition may need to accomplish its strategies that support the overall objective.
- Working with the other members of the Coalition to share our experiences and expertise to help produce successful strategies with positive outcomes that will improve our community.

The Siouxland Cancer Coalition's proposed project addresses a key issue in the Iowa Cancer Plan, defines how community partners across sectors will come together to address priority health issues, and is an outstanding opportunity to increase cancer screenings and improve cancer diagnoses in Northwest Iowa. Financial challenges are a barrier to people getting screened, and therefore, Care for Yourself staff are proud to be a part of the Siouxland Cancer Coalition's efforts. We strongly support this application and look forward to working with this community-driven project.

Sincerely,

Ana Lopez and Elizabeth Hanson
Care for Yourself Program Staff
Siouxland District Health Department
712-279-6119

ADMINISTRATION	ENVIRONMENTAL	DISEASE/EPIDEMIOLOGY	FAMILY & COMM. HEALTH	WIC
(712) 279-6119	(712) 279-6119	(712) 279-6119	(712) 279-6119	(712) 279-6636
Fax (712) 255-2601	Fax (712) 255-2604	Fax (712) 255-2601	Fax (712) 255-2605	Fax (712) 255-2677

1014 Nebraska Street • Sioux City, Iowa 51105

Grant Proposal: Increasing Cancer Screenings Through Community-Based Marketing

Prepared by: Bass Advertising

Project Title:
Screen Smart: Increasing Colorectal, Breast, and Cervical Cancer Screenings Through Strategic Outreach
Funding Requested: $25,000

Applicant Organization:
June E. Nylen Cancer Center
230 NEBRASKA ST. SIOUX CITY, IA 51101
Christie Finnegan - Marketing Director
finneganc@jencc.com – 712.252.9444

Executive Summary:

Cancer screenings are critical tools for early detection and life-saving intervention, yet participation rates—especially among underserved populations—remain below recommended levels. We seek a $25,000 grant to launch a targeted marketing campaign aimed at increasing colorectal, breast (mammogram), and cervical cancer screening rates in Woodbury County. Using culturally competent messaging, community partnerships, and multi-channel outreach, this campaign will raise awareness, dispel myths, and drive individuals to take preventive health actions.

Background and Need:

Despite the proven benefits of early detection, many individuals delay or forgo cancer screenings due to lack of awareness, cultural stigma, fear, or limited access to healthcare information.

Barriers to screening in our community include:

- Lack of culturally appropriate information
- Misunderstanding about screening guidelines
- Mistrust of the healthcare system
- Limited visibility of low-cost or no-cost screening programs
- Lack of understanding if/how insurance covers (preventative vs. diagnostic)
- Transportation
- Availability outside work schedule
- Don't want to know/Have no symptoms so must be fine

A well-designed marketing campaign tailored to the needs and values of our community can overcome these barriers by delivering actionable messages that drive behavior change.

Project Goals and Objectives:

Goal:
Increase the number of adults in Woodbury County who receive colorectal, breast, and cervical cancer screenings by at least 3% over 36 months.

Objectives:

1. Develop and launch a multi-channel health marketing campaign focused on cancer screening.
2. Partner with local clinics and organizations to disseminate information and track impact.
3. Reach at least 10,000 community members with culturally relevant and linguistically appropriate messaging.
4. Increase traffic to local screening appointment scheduling platforms by 3% within 36 months.

12-Month Marketing Strategy:

1. Audience Targeting:

- Adults aged 45+ for colorectal screenings
- Women aged 40+ for mammograms
- Women aged 21–65 for cervical screenings
- Focus on historically underserved racial/ethnic groups, low-income communities, and rural residents

2. Channels and Tactics:

- Partnership with local Broadcast Television Station: $14,000 + $14,000 in matching advertising value provided by television partner
- Partnership with local Radio Group: $9,000 + $9,000 in matching advertising value provided by Radio Partner
- Partnership with local Outdoor Advertising company: $5,295 BOGO for 2 board locations
- Digital Connected Television Ads that can specifically target age groups and low income on a household level: $12,000 | **600,000 Commercial Views** all in Woodbury County

GEO	FLIGHT	AD LENGTH	IMPRESSIONS	CPM	MONTHLY BUDGET	TOTAL BUDGET
CONNECTED TV/OVER THE TOP						
Woodbury County, IA	TBD: 6 MONTHS TOTAL	:30s Video	600,000	$20.00	$2,000	$12,000

- Production of TV/Radio ad(s) for broadcast and digital: $5,500 (1-3 ads/medium)
- Social done internally: Boosted Facebook and Instagram: $2,000

Funding Breakout

Medium	Grant $	Consortium $	Partner In-Kind	Total Value
Broadcast TV	$7,000	$7,000	$14,000	**$28,000**
Broadcast Radio	$4,500	$4,500	$9,000	**$18,000**
Outdoor	$2,000	$3,300	$5,300	**$10,600**
Targeted Digital CTV	$6,000	$6,000		**$12,000**
TV/Radio Production	$5,500			**$5,500**
Outdoor Design/Production/Install 2x		$1,700		**$1,700**
Social Boosted Internally		$2,500		**$2,500**
Totals	**$25,000**	**$25,000**	**$28,300**	**$78,300**

Digital CTV Strategy:

Addressable Geofencing would be utilized to target lower-income households within Woodbury County since this is the market that avoids these screenings the most. We will also put some emphasis on minorities.

In addition, we would target by age if each screen (Colorectal, Breast and Cervical) gets their own spot so that Breast and Colorectal screening could be focused on 40+ and not wasted on those less likely to need a screening.

Conclusion:

With Iowa Cancer Consortium's support, we can empower thousands of individuals in the Siouxland community to take control of their health through lifesaving cancer screenings. This $25,000 investment will fund an impactful, data-driven campaign that makes early detection accessible, understandable, and actionable.