Application

FY26 Iowa Cancer Plan Implementation Grant Cycle

Iowa Cancer Consortium
www.canceriowa.org

Applicant Information:

Name of Project Lead: Corey Lewis
Project Lead Email Address: corey@mycity.health
Project Lead Phone Number: 515-943-0122
Organization: My City My Health INC
Street Address: 10002 Catalina Drive
City: Johnston
Zip Code: 50131

Project Details:

Project Title: Save the Homies: Prostate Cancer Awareness in Black Communities
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.)*

Save the Homies is a culturally grounded prostate cancer awareness initiative created to address one of the deadliest health issues affecting Black men in Iowa. Black men are more than twice as likely to die from prostate cancer compared to white men. In Iowa, Black men are often diagnosed at later stages and have lower screening rates due to medical mistrust, access issues, and stigma.

This project will use storytelling, community engagement, and culturally resonant messaging to increase awareness and encourage early detection. We will produce a documentary centered on Black fathers in Iowa, host community screenings, and facilitate live conversations that create safe spaces for education and support.

My City My Health, a Black-led nonprofit based in Des Moines, leads this project. We have organized public health events across Iowa and developed culturally relevant health equity programming. This grant will help us reach more men and families with life-saving education and action.

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

500–1,000 through screenings, events, and digital outreach.

In which Iowa counties do you expect to reach people through your project?

Polk, Johnson, Linn, Black Hawk, Scott, and Story Counties.

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.)

• Cancer **Disparities:** This project targets prostate cancer disparities among Black men in Iowa using culturally competent tools and storytelling that reflects lived experiences.

• Early **Detection:** Events will offer direct education about prostate cancer screening guidelines and encourage PSA testing.

• Local **to Statewide Scale:** The project begins in Polk County and expands through screenings and online promotion to reach urban and rural Black communities across the state.

• Systems **Change:** By elevating narratives and creating lasting educational media, this project supports institutional awareness and helps influence future outreach strategies statewide.

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.

Which goal(s) and strategy(ies) from the Iowa Cancer Plan will your project support/help to implement? (*Suggested: 100 words or less.)*

☐ **Goal 1:** Increase awareness and prevention of prostate cancer.

☐ **Strategy:** Promote culturally appropriate early detection outreach to high-risk populations.

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: Host 3 documentary screening events with facilitated discussions in Iowa communities with significant Black populations.**

- Deadline *(funding period is July 1, 2025-May 31, 2026):* **May 31, 2026**
- Baseline data: 0 events held
- Target by deadline: 3 community events with 75+ attendees per event

***Objective #2: Distribute 500 digital and printed prostate cancer awareness guides tailored to Black men in Iowa.**

- Deadline *(funding period is July 1, 2025-May 31, 2026):* **May 31, 2026**
- Baseline data: **0 guides distributed**
- Target by deadline: **500 guides distributed**

***Objective #3: Engage 5 community partners (barbershops, churches, or orgs) to serve as awareness hubs.**

- Deadline *(funding period is July 1, 2025-May 31, 2026):* **May 31, 2026**
- Baseline data: **0 partners engaged**
- Target by deadline: **5 hubs activated**

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: Nalo Johnson
Organization: Mid-Iowa Health Foundation
Mailing Address: 3900 Ingersoll Avenue Suite 104 Des Moines, Iowa 50312
Phone: 515-277-6411
Email: admin@midiowahealth.org

Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)*

Strategic advisor and connector to resources

Collaborator #2 (optional)

Name: Click or tap here to enter text.

Organization: Click or tap here to enter text.

Mailing Address: Click or tap here to enter text.

Phone: Click or tap here to enter text.

Email: Click or tap here to enter text.

Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)*

Click or tap here to enter text.

Collaborator #3 (optional)

Name: Click or tap here to enter text.

Organization: Click or tap here to enter text.

Mailing Address: Click or tap here to enter text.

Phone: Click or tap here to enter text.

Email: Click or tap here to enter text.

Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)*

Click or tap here to enter text.

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.)*
Black men face the highest prostate cancer mortality rates. Studies show that culturally targeted education and media can increase screening rates and health-seeking behaviors. Visual storytelling, like documentaries, is an effective medium to engage men who may not attend traditional health events.

How will you evaluate your project? How will you know if you have been successful? (*Suggested: 250 words or less.)*
We'll track event attendance, collect pre/post feedback surveys, monitor guide distribution, and gather testimonials. Success will be defined by awareness growth, screening intent, and partner engagement.

How will you modify your project to meet the unique needs of certain populations? *(Suggested: 500 words or less.)*
Our content and outreach are designed specifically for Black men and families, featuring relatable stories and trusted messengers. We'll engage barbers, pastors, and community leaders to reach those typically left out of health conversations.

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 Iowa Cancer Consortium funds will support staffing, outreach events, awareness materials, and media production. An additional $20,000 in support from Mid-Iowa Health Foundation—$5,000 of which is dedicated to strategy implementation through the Health Connect Fellowship—will deepen impact and sustainability.

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			
Project Manager	$6,000	**$6,000**	$12,000
Travel			
screenings	**$2,000**	**$1,500**	**$3,500**
Printing			
guides, posters	**$1,500**	$500	**$2,000**
Supplies			
event materials	$1,000	**$2,000**	**$3,000**
Shipping			
Other			
Equipment	**$3,000**	**$2,000 (donated)**	**$5,000**
Incentives	**$2,000**	**$2,000**	**$4,000**
Admin/Indirect	**$1,600**		**$1,600**
editing, videography	**$7,900**	**$6,000**	**$13,900**
Totals:	$$25,000	$$20,000	$$45,000

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.

Iowa Cancer Consortium
PO Box 859
North Liberty, Iowa 52317

May 13, 2025

Dear Iowa Cancer Consortium Board of Directors,

On behalf of the My City My Health organization, I write to share my support for their application to the FY26 Iowa Cancer Plan Implementation Grant to fund their Save the Homies project. As a community-based initiative focused on increasing cancer prevention and treatment efforts among the Black community, I believe the Save the Homies project absolutely meets the Iowa Cancer Plan Implementation Grant goals around increasing cancer prevention and early detection, reducing disparities, and ensuring long-term impact.

Mid-Iowa Health Foundation is excited to support My City My Health's Save the Homies project through the participation of its President, Corey Lewis, in our HealthConnect Fellowship. As a Fellow, Corey will learn strategic advocacy skills and utilize those skills in My City My Health's Save the Homies effort to address prostate cancer awareness among Black fathers focusing on reducing the stigma associated with preventive testing, treatment, and education. We are excited to support Corey's project through providing financial resources, access to local and regional experts, as well as exposing him to a network of potential collaborators to further his cancer prevention and awareness goals.

As a member of the Iowa Cancer Consortium, a former Community Advisory Board member of the Holden Comprehensive Cancer Center, and a public health professional, I strongly support the Save the Homies project as an initiative developed by a health disparate population to speak directly to its community to address and improve their cancer-related needs. I strongly encourage the Iowa Cancer Consortium to fund this important work that seeks to reduce cancer disparities within our state.

Respectfully,

Nalo Johnson, PhD
President and CEO
njohnson@midiowahealth.org

COREY DION LEWIS

Email: cdlewis34@gmail.com
Phone: 515.943.0122
website: www.coreydionlewis.com
Address: 10002 Catalina Drive Johnston, IA 50131

PROFESSIONAL EXPERIENCE

Broadlawns Medical Center - Clinical Health Coach Des Moines, Iowa **April 2017- Present**

- Play an integral role within a multidisciplinary care team, dedicated to enhancing patient health outcomes through targeted health education and effective behavior change strategies.
- Leverage my expertise in patient engagement and wellness, I conduct comprehensive Medicare Annual Wellness visits for our Medicare population, ensuring personalized preventative care plans that address the unique needs of each individual. Additionally, I manage Transition of Care calls for patients recently discharged from the hospital, facilitating smooth transitions back into their daily lives and reducing the likelihood of readmission through careful monitoring and support.
- Developed and implemented a pioneering Health Literacy Program designed for the community. This initiative aims to empower individuals with the knowledge and resources necessary to navigate the healthcare system effectively, make informed health decisions, and adopt healthier lifestyles.

The Healthy Project - Founder Des Moines, Iowa **May 2020- Present**

- Founder of The Healthy Project, a pioneering health equity media company dedicated to amplifying the voices and concerns around health equity, social determinants of health, and social justice.
- Spearheaded the launch and growth of The Healthy Project Podcast, achieving a remarkable ranking of #182 in the US Medicine category on Apple Podcasts, showcasing the project's impact and reach in health communication.
- Expert in leveraging LinkedIn for networking, adept at connecting with top public health and health equity professionals through strategic cold messaging, expanding the company's network and influence in the public health community.
- Leads the conversation on critical topics around social determinants of health, health equity, and social justice, ensuring that these crucial issues are brought to the forefront of public discourse and policymaking.
- Instrumental in creating a platform that not only educates but also advocates for the implementation of health equity principles, aiming to bridge the gap in healthcare disparities through informed media.

My City My Health inc 501c3 - Founder Des Moines, Iowa **January 2021- Present**

- Spearhead the strategic planning and execution of the My City My Health conference, ensuring a platform for discussing the latest issues in public health and healthcare equity.
- Establish and nurture partnerships with community leaders, healthcare professionals, and other stakeholders to promote health equity and address public health challenges.
- Facilitate collaborations between diverse groups, including local government agencies, non-profit organizations, and healthcare institutions, to drive positive change in community health.
- Coordinate with experts and thought leaders in public health and healthcare to curate a comprehensive conference agenda that addresses current health equity issues.
- Leverage relationships with community leaders and healthcare professionals to gather insights, trends, and innovative practices in health equity.
- Engage in community outreach to raise awareness about health disparities and mobilize resources for health equity initiatives.
- Advocate for policies and practices that promote health equity and access to quality healthcare for underserved populations.
- Monitor and evaluate the impact of the conference and its initiatives on promoting health equity, adjusting strategies as necessary to meet community needs.
- Serve as the primary spokesperson for My City My Health, representing the conference in public forums, media engagements, and professional networks to amplify its mission.

Education

University of Iowa | Bachelor of Arts in Interdepartmental Studies — **Iowa City, IA | May 2009**
Concentration: Health Coaching

Additional Experience

- Des Moines Business Record Forty under 40 - 2023
- Iowa Healthiest State "Make it OK" Back the Black campaign committee member
- Iowa Public Health Association Board of Directors
- United Way of Central Iowa Health and Wellbeing Cabinet member
- UI Holden Comprehensive Cancer Center Advisory Board member
- Des Moines Business Record Racial Equity Advisory Board member
- Director's Council 2023 African American Leadership Academy Fellow
- Iowa Public Health Association 2024 Health Equity Advocate of the Year
- 2024 NAACP Organization of the Year
- 2025 Iowa Public Health Association Board Member