Application

FY26 Iowa Cancer Plan Implementation Grant Cycle

Iowa Cancer Consortium
www.canceriowa.org

Applicant Information:

Name of Project Lead: Dana Neemann
Project Lead Email Address: dneemann@ccmhia.com
Project Lead Phone Number: 712-265-2795
Organization: Crawford County Memorial Hospital
Street Address: 100 Medical Parkway
City: Denison
Zip Code: 51442

Project Details:

Project Title: Prostate and Colorectal Task Force of Crawford County, IA
Total Amount of Funds Requested for FY26 (up to $25,000): $20,450

Provide a brief description of your intended project and any relevant background information about your organization. *(Suggested: 1,000 words or less.)*

Crawford County Memorial Hospital (CCMH) is launching the Prostate and Colorectal Task Force to increase screening rates for prostate and colorectal cancer among underserved populations in Crawford County, Iowa. This initiative builds on the proven success of CCMH's annual Wellness Screening program, which has engaged approximately 1,000 community members each year since 2012. Recognizing the opportunity to expand the reach and impact of these events, CCMH will enhance its screening capabilities and outreach to address gaps in early cancer detection.

The Task Force will implement expanded prostate-specific antigen (PSA) screenings and integrate evidence-based colorectal cancer screening using the fecal immunochemical test (FIT), specifically the Hemosure test. An initial risk assessment questionnaire will be used to determine screening eligibility. Individuals classified as low to moderate risk will be offered the FIT onsite. Those deemed high risk or who meet exclusion criteria will receive additional education and a referral for further diagnostic evaluation, including colonoscopy when medically appropriate.

Crawford County's demographic profile illustrates the critical need for expanded screening efforts. According to the Iowa Department of Health and Human Services, there are approximately 9,571 adults aged 18 to 65 in the county. The population is racially and ethnically diverse: 44% White, 49.1% Hispanic/Latino, 3.3% Asian, and 3% Black. Additionally, an estimated 32% of residents are uninsured

or underinsured, creating significant barriers to preventive healthcare access, including cancer screening.

To reduce financial barriers and promote equitable access, the Task Force will provide 165 screening scholarships over an 11-month cycle—15 per event. These scholarships will support individuals who are ineligible for Medicaid but still face economic challenges. The goal is to ensure that income status does not prevent individuals from receiving timely, potentially life-saving cancer screenings.

The Task Force will conduct a multi-channel outreach campaign to raise awareness and drive participation. This will include mailed invitations, bilingual educational materials, and targeted social media messaging. Collaborative partnerships will further extend the initiative's impact. Key partners include Crawford County Community Health, the Crawford County Veterans Affairs Office, and Angels Home Health. These organizations will assist with outreach, logistics, and culturally appropriate engagement strategies.

A vital component of this initiative is its integration with CCMH's Care Support Group, a long-standing community resource offering emotional, practical, and educational support. Originally created after a local veteran's wife sought help caring for her husband following a cancer diagnosis, the group has evolved into a hub for community resources and wellness. It now serves individuals and families navigating complex care needs, providing monthly meetings focused on topics such as grief counseling, medication safety, estate planning, mindfulness, and nutrition.

The Care Support Group will collaborate with the Task Force to support cancer survivors and caregivers throughout their journey. Through joint programming, participants will gain access to resources and education designed to improve physical, emotional, and spiritual well-being. This component directly addresses survivorship and quality of life—key pillars of comprehensive cancer care.

This initiative is closely aligned with the Iowa Cancer Plan and its strategic goals. It supports key state priorities, including:

- Increasing access to cancer screening and early detection
- Promoting prevention and risk-reduction strategies
- Supporting survivorship and end-of-life care
- Reducing health disparities in rural and underserved communities

By targeting high-risk and under-screened populations, the Task Force addresses longstanding inequities in healthcare access and outcomes. The focus on culturally appropriate outreach, financial assistance, and community partnerships ensures that this program not only increases screening rates but also strengthens the overall healthcare ecosystem in Crawford County.

In summary, the Prostate and Colorectal Task Force represents a proactive, community-centered approach to cancer prevention and early detection. Through expanded access to screenings, targeted outreach, and integrated support services, this initiative aims to reduce cancer-related disparities and improve long-term health outcomes for residents across Crawford County.

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

The Prostate and Colorectal Task Force is committed to increasing community-wide awareness and access to cancer prevention resources across Crawford County. Through targeted outreach efforts, the Task Force aims to distribute educational materials and messaging to all 9,500 households within the county. The initiative anticipates reaching approximately 9,571 adults aged 18 to 65 with evidence-based information on prostate and colorectal cancer risk factors, prevention, and screening guidelines. Of these, the screening component of the program is designed to serve an estimated 6,600 eligible residents through direct access to PSA and fecal immunochemical testing, referrals, and follow-up care.

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

The Prostate and Colorectal Cancer Task Force is primarily focused on serving adults in Crawford County, Iowa, while also recognizing the regional impact of Crawford County Memorial Hospital (CCMH). In addition to reaching residents within Crawford County, the Task Force anticipates extending its outreach and screening efforts into portions of neighboring counties, including Harrison, Monona, Ida, Shelby, and Carroll. Collectively, CCMH serves a regional population of more than 18,000 adults aged 45 to 75—an age group at increased risk for prostate and colorectal cancers. This expanded geographic reach enhances the program's potential to address cancer prevention and early detection across a broader rural population.

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 Prostate and Colorectal Cancer Task Force directly aligns with and advances several priority areas outlined in Iowa's comprehensive cancer control framework:

1. Addressing Cancer Disparities Across the Cancer Continuum
This initiative targets rural, underserved, and racially and ethnically diverse populations in Crawford County and surrounding areas, where screening rates remain below state benchmarks. With approximately 32% of county residents uninsured or underinsured, and nearly half identifying as Hispanic/Latino, the Task Force is strategically designed to address cancer disparities by removing financial and access barriers to screening, education, and follow-up care. Through culturally responsive outreach and scholarship-supported screening, the program aims to reduce gaps in prevention, detection, survivorship support, and quality of care.

2. Addressing Cancer Prevention and Early Detection
The Task Force integrates evidence-based approaches to promote early detection of prostate and colorectal cancer, two of the most preventable yet often under-screened cancers. By implementing structured PSA and FIT testing, the program enhances access to life-saving screenings for residents aged 45–75. Additionally, public awareness campaigns, bilingual educational materials, and engagement through community partners will strengthen prevention efforts by empowering individuals to understand their risk factors and seek timely care.

3. Expanding Successful Local Projects Statewide in Iowa
This initiative builds upon over a decade of success through CCMH's Wellness Screening program, which has consistently served approximately 1,000 participants annually. The Task Force formalizes and expands this proven local model by incorporating enhanced cancer screening protocols and cross-county outreach. The program's structure—combining education, clinical services, and community partnerships—offers a scalable framework that could be replicated across other rural communities in Iowa facing similar challenges.

4. Formalizing Lasting and Broad Change in Cancer Control Through Policy and Systems Change
While not engaging in lobbying, the Task Force advances sustainable systems-level change within CCMH and its partner organizations. By embedding evidence-based screening criteria, integrating survivorship services into the Care Support Group, and establishing routine outreach to high-risk populations, the program institutionalizes preventive care practices. These changes are designed to persist beyond the funding period, contributing to a long-term shift in how rural healthcare systems address cancer risk and support community health.

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.)*
NA

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

This project supports key goals of the Iowa Cancer Plan by increasing access to cancer prevention and early detection (Goal 2), promoting health equity and reducing disparities (Goal 4), and improving survivorship and quality of life (Goal 6). Strategies include expanding evidence-based screening for prostate and colorectal cancers, delivering culturally responsive education, and strengthening care

coordination through community partnerships. The integration of survivorship support and system-level improvements at CCMH ensures alignment with the plan's focus on sustainable, community-driven cancer control efforts.

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: Expand Screening Access. Goal:** Increase access to early detection for prostate and colorectal cancers among underserved populations in Crawford County.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* By May2026, provide free or low-cost prostate (PSA) and colorectal (FIT) cancer screenings to at least 700 eligible adults aged 45-75 in Crawford County. Priority will be given to uninsured, underinsured, Hispanic/Latino, and rural residents. The initiative will integrate FIT screenings into the established Wellness Screening Events, which currently serve approximately 1,000 community members annually. The expanded screening effort will include the use of a standardized, evidence-based risk assessment tool to identify individuals at low, moderate, or high-risk colorectal cancer. This tool will guide appropriate screening recommendations and referrals.
- Baseline data: Currently, CCMH Wellness Events reach approximately 1,000 individuals annually but do not include standardized FIT cancer screening protocols for colorectal cancer.
- Target by deadline: By April 2026: All 1,000 Wellness Event attendees will receive paper-based colorectal cancer risk assessments. At least 700 eligible individuals aged 45-75 will receive free prostate (PSA) and/or FIT colorectal cancer screenings.

***Objective #2:** Raise Community Awareness Goal: Increase community knowledge and engagement in prostate and colorectal cancer prevention through culturally responsive education and outreach.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* By February 2026, Crawford County Memorial Hospital (CCMH) will deliver bilingual, culturally relevant educational materials on prostate and colorectal cancer to 100% of Crawford County households (approximately 9,500). Outreach effort will be designed to ensure accessibility for all racial and ethnic groups, including individuals with limited English proficiency, with a particular focus on the county's Hispanic/Latino population. This initiative aims to increase awareness of risk factors, screening

recommendations, and available resources, encouraging broader participation in preventive health services.

- Baseline data: Currently, CCMH promotes its annual Wellness Event primarily through social media campaigns, local radio (KDSN), and internal digital signage. These efforts, while effective, do not provide household-level educational outreach or materials in multiple languages.
- Target by deadline: By February 2026, bilingual educational materials will be mailed or hand-delivered to all 9,500 households in Crawford County. Materials will be developed to reflect the cultural and linguistic needs of the community, ensuring inclusivity and equitable access to cancer prevention information.

***Objective #3:** Strengthen Survivorship and Support Services Goal: Enhance access to survivorship resources and caregiver support through structured, community-based programming.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* By May 2026, Crawford County Memorial Hospital (CCMH), in collaboration with its Care Support Group, will conduct 10 monthly survivorship workshops designed to engage at least 75 total participants. These sessions will offer emotional, physical, and informational support tailored to the needs of cancer survivors and care givers, with an emphasis on equitable access for individuals from underserved and rural communities. Workshop topics will grief and stress management, nutrition, caregiver skills, advance care planning and resource navigation. Sessions will be open to the public and include participation from local agencies and healthcare professionals.
- Baseline data: The Care Support Group currently hosts monthly meetings with an average attendance of 20 individuals, including community members and representatives from partner agencies. Participation has steadily increased over the past four years.
- Target by deadline: By May 2026, a cumulative total of no fewer than 75 unique participants will have engaged in at least one survivorship or caregiver support workshop hosted through this initiative.

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: Kim Fineran, Administrator Crawford County Community Health
Organization: Crawford County Community Health
Mailing Address: 105 North Main St., Denison, IA 51442
Phone: 712.263.3303
Email: kfineran@crawfordcounty.iowa.gov
Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)*

Crawford County Community Health will serve as a key collaborator by continuing its active role in the Care Support Group and related programming. The organization will help identify individuals in need, connect them with appropriate services, and support educational outreach and advocacy efforts. Leveraging a multifaceted approach, they will engage experts, community advocates, and local partners to enhance awareness, increase screening rates, and reduce health disparities related to prostate and colorectal cancer across Crawford County.

Collaborator #2 (optional)

Name: Louise Galbraith, Veterans Service Officer

Organization: Crawford County Veterans Affairs

Mailing Address: 115 North 14th Street, PO BOX 32, Denison, IA 51442

Phone: 712.263.2720

Email: lgalbraith@crawfordcounty.iowa.gov

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

The Crawford County Veterans Affairs Office will support the Prostate and Colorectal Task Force by contributing to the Care Support Group and connecting Veterans to essential community resources. Recognizing the elevated cancer risks among Veterans—particularly those with toxic exposures such as Agent Orange—the office will promote awareness, education, and routine screenings. Through continued advocacy, strategic partnerships, and targeted outreach, including media campaigns, the office aims to improve health outcomes for local Veterans while reducing stigma and increasing early detection efforts.

Collaborator #3 (optional)

Name: McKenna Murphy, Account Executive

Organization: Angels Care home Health

Mailing Address: Click or tap here to enter text.

Phone: 712.263.2266

Email: Click or tap here to enter text.

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

Angels Care Home Health proudly supports the Prostate and Colorectal Task Force and remains committed to increasing awareness of preventive measures and available resources. As an active contributor to the Care Support Group and a sponsor of local Wellness Events, Angels Care provides patient and caregiver education, nutritious post-screening refreshments, and community engagement. Through this initiative, Angels Care will help identify individuals at increased risk, promote screening participation, and connect them with appropriate services. The organization will also support outreach and advocacy efforts by fostering partnerships, engaging health experts, and leveraging media campaigns to reduce disparities and improve health outcomes.

*E*vidence & 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 Prostate and Colorectal Cancer Task Force aligns with the evidence-based strategies endorsed by the **Iowa Cancer Plan**, **Iowa Cancer Consortium**, and the **National Cancer Institute (NCI)** to reduce cancer incidence and mortality through expanded access, education, and survivorship support. Scientific research strongly supports the effectiveness of multicomponent community-based interventions that address barriers to screening, enhance public awareness, and provide comprehensive survivorship resources—particularly in underserved rural areas like Crawford County.

1. Expanding Screening Access
Numerous studies demonstrate that increasing access to early detection significantly reduces mortality from both colorectal and prostate cancer. The **National Polyp Study** and **UK Flexible Sigmoidoscopy Trial** confirm that colorectal cancer screening reduces incidence by removing precancerous polyps and lowers mortality through early detection. For prostate cancer, the **European Randomized Study of Screening for Prostate Cancer (ERSPC)** showed a 20–30% reduction in mortality with PSA screening. The Task Force will build on this evidence by offering free or low-cost screenings during Community Wellness Events, directly addressing financial, geographic, and information barriers. This strategy aligns with the Iowa Cancer Plan's goal to increase screening among rural and medically underserved populations.

2. Raising Community Awareness
Health literacy and community engagement are critical drivers of cancer prevention. Research compiled by the **Community Preventive Services Task Force** shows that culturally tailored educational campaigns—combined with reminders and outreach—are effective in increasing screening uptake. The Task Force will implement a comprehensive awareness strategy using multilingual mailers, faith-based partnerships, and trusted community channels to reach diverse populations, including Veterans and individuals with limited English proficiency. These approaches are consistent with NCI and Iowa Cancer Consortium recommendations to reduce health disparities through targeted communication and community engagement.

3. Strengthening Survivorship and Support Services
The importance of survivorship support is well documented in cancer care literature. The **National**

Cancer Survivorship Resource Center emphasizes the role of ongoing psychosocial and practical support in improving quality of life and long-term outcomes for survivors and caregivers. The Task Force's collaboration with the Care Support Group is rooted in this evidence. By offering structured, monthly workshops and peer-led programming, the initiative will provide essential emotional, physical, and informational support tailored to the needs of survivors. This objective mirrors the Iowa Cancer Plan's call to enhance survivorship care and caregiver engagement through coordinated, accessible services.

In summary, the Prostate and Colorectal Cancer Task Force leverages proven, evidence-based methods that directly reflect the priorities of leading cancer authorities. By expanding screening access, raising culturally responsive awareness, and strengthening survivorship care, the Task Force will contribute meaningfully to cancer prevention, early detection, and support in Crawford County.

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

Using the **CDC's Program Evaluation Framework**, the Prostate and Colorectal Cancer Task Force can be effectively evaluated through six key steps:

1. **Engage Stakeholders**: Collaborate with identified partners and community members to ensure diverse perspectives and community investment.
2. **Describe the Program**: Clearly define the Task Force's mission to expand screening access, raise community awareness, and strengthen survivorship support. Specify activities (screening events, outreach campaigns), outputs (number of mailers, workshops), and desired outcomes (increased screening rates, improved survivorship engagement).
3. **Focus the Evaluation Design**: Prioritize process and outcome measures such as number of individuals screened, demographic reach, changes in screening knowledge, and participation in survivorship programming. Define success indicators aligned with the Iowa Cancer Plan.
4. **Gather Credible Evidence**: Use mixed methods—quantitative data (e.g., screening rates, event attendance) and qualitative data (e.g., participant feedback, stakeholder interviews)—to assess implementation fidelity and community impact.
5. **Justify Conclusions**: Analyze data to determine whether objectives were met. Compare results to baseline rates and established benchmarks from the Iowa Cancer Consortium and National Cancer Institute guidelines.
6. **Ensure Use and Share Lessons Learned**: Disseminate findings to stakeholders through reports, community meetings, and partner newsletters. Use results to refine programming, inform policy, and sustain funding support.

This structured approach ensures accountability, continuous improvement, and measurable public health impact.

Overall Success is determined by meeting or exceeding the **targets** (e.g., 700 screened individuals, 10 support workshops, 9,500 mailers distributed) and demonstrating **improved community outcomes** such as earlier detection, increased awareness, and enhanced support for survivors.

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

To meet the unique needs of underserved populations in Crawford County, the Prostate and Colorectal Cancer Task Force will implement targeted modifications to ensure equitable access, culturally responsive outreach, and consistent support services.

1. Increase Low- or No-Cost Screenings

The Task Force will expand access to **free or reduced-cost prostate and colorectal cancer screenings** by partnering with Crawford County Memorial Hospital, local clinics, and Federally Qualified Health Centers (FQHCs). These partnerships will secure screening resources such as PSA tests, fecal immunochemical tests (FIT), and diagnostic follow-ups. Outreach will prioritize uninsured, underinsured, and low-income residents, with eligibility screening and streamlined referral pathways to remove financial barriers.

2. Colonoscopy Assistance Options

To further address disparities in colorectal cancer detection, the Task Force will collaborate with local healthcare providers to offer **colonoscopy navigation support**. This includes helping patients schedule appointments, providing translation services, offering transportation vouchers, and coordinating with financial assistance programs. In partnership with local social service agencies, the Task Force will work to reduce patient anxiety and logistical challenges that often prevent colonoscopy completion, especially among rural, non-English-speaking, and elderly populations.

3. Increase Frequency and Accessibility of Programming

Currently, programming is offered monthly through the Care Support Group. To enhance accessibility, the Task Force will **expand programming to multiple times per month** and diversify locations across the county (e.g., community centers, faith-based organizations, senior housing). Partnering agencies, including Angels Care Home Health, the Veterans Affairs Office, and Crawford County Public Health, will co-host events tailored to their populations. For example, veteran-focused events will highlight toxic exposure risks, while bilingual sessions will address language barriers in Hispanic communities.

4. Culturally Responsive Education and Outreach

Educational materials and messaging will be adapted to meet the **cultural, linguistic, and literacy needs** of the community. This includes developing bilingual mailers, culturally relevant presentations, and using trusted messengers such as faith leaders, community health workers, and Veteran

advocates. Outreach will be data-driven, targeting neighborhoods and populations with historically low screening rates.

5. Flexible Scheduling and Extended Hours

To better serve working families and shift workers, the Task Force will coordinate with partners to offer **screenings and workshops during evenings and weekends**, removing time-related access barriers. Additionally, virtual options will be explored to maintain engagement and education for those unable to attend in person.

These modifications directly support the goals of the Iowa Cancer Plan by improving access, reducing disparities, and increasing early detection among high-risk groups. By working collaboratively with trusted partners and tailoring services to community needs, the Task Force will ensure its impact is inclusive, sustainable, and aligned with evidence-based best practices.

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 Prostate and Colorectal Cancer Task Force requests $20,450 from the Iowa Cancer Consortium to support outreach, education, and screening initiatives in Crawford County. Funds will cover printing, postage, and mailing list acquisition for 9,500 educational mailers ($6,950); honoraria for guest speakers ($2,500); and screening/event supplies for 60 free wellness event participants ($8,400). An additional $2,500 will support educational handouts and resources. CCMH will provide in-kind support totaling $985,000, including $25,000 in staffing and a $960,000 annual community benefit by offering screenings at a deeply discounted rate. This initiative aligns with Iowa Cancer Plan goals to increase screening and survivorship support.

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			
Community Wellness Event participants. This is a breakdown of the current staffing budget annually. CCMH will continue to cover the staffing wages for the Wellness Events.		$25,000	
Travel			
Guest Speakers & Presenters, Honoraria for educational speakers and facilitators.	$2,500		$2,500
Printing			
Outreach and Communication Printing & Copying: 9,500 educational mailers	$1500		$1,500
Design & Project Management 5 hours of graphic design/project oversight from Blue Space (local graphic design company)	$850		$850
Other Supplies, Programming Materials. Health Education handouts, screening tools, event materials	$2,500		$2,500
Supplies			
Per-Attendee Supplies and screening tools. $140 per attendee x 15 attendees x 4 events+ 60 total attendees (free wellness event testing)	$8,400		$8,400
CCMH offers the wellness screening at a discounted rate. Attendees are charged $140 per person for the entire wellness event. The actual cost if billed through secondary insurance would be $1,000 per attendee for testing. CCMH provides this community benefit. **Current State:** Cost of testing $1,000. Attendees charged $100 per person prior to colorectal screening.		$960,000	

Future State: Attendees will be charged $140 per person after the colorectal screening has been implemented. 1000 attendees x $1,000 (testing cost) = $1.1 million when processed via insurance. 1000 attendees x $140 (fees for wellness) = $140,000 testing cost at discounted rate. The $960,000 figure listed is the community benefit write off for the CCMH Wellness Event annually. CCMH will continue to offer the Wellness Event at a reduced rate to promote screening and compliance.			
Shipping			
Postage mailing to 9,500 households	$3,500		$3,500
Mailing list Purchase: Targeted mailing list acquisition	$1,200		$1,200
Other			
Totals:	$20,350	$985,000	$20,450

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.

Crawford County Community Health
Home Health, Hospice, & Public Health

Crawford County Community Health
105 N Main St
Denison, IA 51442
712.263.3303

4-30-2025

Iowa Cancer Consortium
PO Box 859
North Liberty, IA 52317

To Whom It May Concern:

I write in support of Crawford County Memorial Hospital's (CCMH) PSA & Colorectal Task Force proposal to the Iowa Cancer Consortium as part of the FY26 Iowa Cancer Plan Implementation Grant, Invitation for Proposals.

Crawford County Community Health will fulfill the following roles in this partnership:
• Continue to contribute to our Care Support Group and programing connecting community resources.
• Assist in effectively identifying individuals with increased risk factors, promoting screening, connecting them with resources, and collaborating with CCMH to provide access to necessary support and services.
• Provide additional support with education outreach and advocacy, leveraging a multifaceted approach that includes building community partnerships, engaging experts and advocates, and utilizing media campaigns.

Crawford County Memorial Hospital has been a trusted collaborator in addressing cancer prevention and screening in our community. Their commitment to accessible, patient-centered care and their leadership in cancer-related initiatives make them an ideal lead for this project. We believe this effort will enhance screening uptake, reduce health disparities, and ultimately save lives through early detection and coordinated care.

Sincerely,

Kim Fineran, Administrator

Letter of Support

FY26 Iowa Cancer Plan Implementation Grant Cycle

April 30, 2025

Iowa Cancer Consortium
PO Box 859
North Liberty, Iowa 52317

Dear Iowa Cancer Consortium Board of Directors,

I write on behalf of **Crawford County Memorial Hospital (CCMH)** in support of **PSA & Colorectal Task Force** proposed to the Iowa Cancer Consortium as part of the FY26 Iowa Cancer Plan Implementation Grant, Invitation for Proposals.

Angels Care Home Health will fulfill the following roles in this partnership:

- **Continue to contribute to our Care Support Group and programing connecting community resources.**
- **Assist in effectively identifying individuals with increased risk factors, promote screening, and connecting them with resources, and collaborating with CCMH to provide access to necessary support and services.**
- **Provide additional support with education outreach and advocacy, leverage a multifaceted approach that includes building community partnerships, engaging experts and advocates, and utilizing media campaigns.**

Angels Care Home Health supports this project as it is imperative that area residents are aware of preventative measures and resources that are available. Angels Care Home Health provides education to patients and caregivers, and this would allow for us to expand on that to give them the tools they need to be proactive in their health care.

Sincerely,

McKenna Murphy
McKenna Murphy, Account Executive
Angels Care Home Health
712-263-2266

Crawford County Veterans Affairs

115 North 14th Street
PO Box 32
Denison, Iowa 51442

Phone: (712) 263-2720
Fax: (712) 263-8351
lgalbraith@crawfordcounty.iowa.gov

April 29, 2025

Iowa Cancer Consortium
PO Box 859
North Liberty, Iowa 52317

Dear Iowa Cancer Consortium Board of Directors,

On behalf of Crawford County Veterans Affairs, it is an honor to write a letter in support of PSA & Colorectal Task Force proposed to the Iowa Cancer Consortium as part of the FY26 Iowa Cancer Plan Implementation Grant, Invitation for Proposals.

Crawford County Veterans Affairs will fulfill the following roles in this partnership:

- **Continue to contribute to our Care Support Group and programing connecting community resources.**
- **Assist in effectively identifying individuals with increased risk factors, promote screening, and connecting them with resources, and collaborating with CCMH to provide access to necessary support and services.**
- **Provide additional support with education outreach and advocacy, leverage a multifaceted approach that includes building community partnerships, engaging experts and advocates, and utilizing media campaigns.**

Our office is in complete support of this program. As you are aware Veterans with toxic exposures are at high risk for several cancers. Veterans exposed to agent orange are applying for compensation due to prostate cancer at a high rate in our county. We do our best to encourage Veterans to have screening and regular health exams, however, many do not like to see doctors and or avoid them. The more awareness, outreach and education we can provide the better we all are.

Sincerely,

Louise Galbraith
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Veterans Service Officer