

THE COALITION VOICE

A newsletter of the
Texas Comprehensive Cancer Control Coalition
MAY 2005



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NEWS BRIEFS

HHS ANNOUNCES \$95 MILLION TO IMPROVE THE HEALTH OF MINORITIES

HHS Secretary Mike Leavitt has announced \$95 million in grants to develop a new program that will reduce the number of cancer deaths in minority and poor populations.

This new initiative, Community Networks Program (CNP), was developed by HHS' National Cancer Institute (NCI), part of the National Institutes of Health. Its aim is to reduce cancer disparities through community participation in education, research and training. Up to 25 grantees will develop programs to increase the use of cancer interventions in underserved communities. Interventions will include proven approaches including smoking cessation, increasing healthy eating and physical activity, and early detection and treatment of breast, cervical and colorectal cancers.

Programs will be designed to reach communities and populations experiencing a disproportionate share of the cancer burden, and will address African Americans, American Indians/Alaska Natives, Hawaiian Natives and other Pacific Islanders, Asians, Hispanics/Latinos, and rural underserved populations.

CNP grantees also will work closely with local communities, policymakers and non-governmental funding sources. Together, CNP grantees and NCI will train investigators, identify potential research opportunities, and work to ensure that best practice models are widely disseminated.

The CNP builds on advances from a previous initiative called the Special Population Networks program. It will be administered through individual cooperative agreements between NCI and the CNP grantees and will be directed by NCI's Center to Reduce Cancer Health Disparities.

For additional information about the Community Networks Program and grantees, go to: <http://crchd.nci.nih.gov>. For more information about cancer, visit the NCI Web site at <http://www.cancer.gov> or call NCI's Cancer Information Service at 1-800-4 CANCER (1-800-422-6237). The list for awards issued to date is at <http://www.hhs.gov/news/press/2005pres/20050506b.html>.

June 5 is National Cancer Survivors Day

CONFERENCES

July 24-27 Sunday –Wednesday **NEW LISTING**

The Texas Teen Tobacco Summit & Comprehensive Tobacco Prevention Conference, The Woodlands Conference Center. The conference will highlight best practices in tobacco prevention, education and cessation. <http://www.csc.txstate.edu>

WORKSHOPS AND TRAININGS

June 8 Wednesday

Informed Consent and Decision Making as relates to Prostate Cancer [Ethics]. United Regional Health Care System, Wichita Falls. Speaker: Evelyn Chan, MD. For more info, contact Leslie Jones at POEP 512/370-1671.

June 18

Genetics and Cancer, Bedford. Sponsored by the Nurse Oncology Education Program. For more info visit www.noeptexas.org or call 800.515.6770.

July 11-15

All Well Conference, Navasota. For more information visit www.schoolhealth.info

NEWS FROM COALITION PARTNERS

NCI OFFERS CONSUMER HEALTH PROFILES

Consumer product companies successfully sell their goods by identifying priority audiences and tailoring their marketing messages. Now, with the help of a National Cancer Institute resource called Consumer Health Profiles (CHPs), cancer organizations can apply these same strategies to "sell" vital health messages to priority populations most in need of information.

The CHP is a market research and development tool that enables organizations to use limited resources through targeted outreach. CHPs are based on 31 demographically distinct "lifestyle clusters" identified as most in need of cancer education and outreach. Clusters with high smoking rates and high rates for cancers of the breast, cervix, prostate, colon, rectum, and skin are also identified.

By combining cancer statistics, population demographics, national and proprietary surveys and market research data, organizations can use CHP to help design appropriate cancer education and outreach programs for specific cancers, populations or tobacco cessation.

CIS Partnership Program staff can provide CIS partners with CHPs as well as technical assistance with program planning and design. CHPs offered may include:

- Maps highlighting geographic areas with significant proportions of people most at risk for cancer or tobacco use.
- Profiles of typical socioeconomic and health behavior characteristics for people within specific clusters, such as housing choice, family structure, race/ethnicity, media habits, shopping preferences, hobbies, income, density (rural to urban), cancer rates, health knowledge, and health habits, such as smoking and cancer screening behaviors.
- Market-driven suggestions on how to best reach groups with health information.

For more information about Consumer Health Profiles, contact: Ginny Thompson, MPH, CHES Partnership Program Coordinator, South Central Cancer Information Service, (713) 792-3363 or gthompson@mdanderson.org

Redes En Acción FUNDED BY CNP INITIATIVE

(SEE RELATED STORY ABOVE)

Redes En Acción (Networks in Action) is one of up to 25 projects to be funded by the CNP initiative targeting cancer disparities in Hispanics/Latinos, African Americans, American Indians and Alaska Natives, Asians, Hawaiian Natives and other Pacific Islanders, and the rural poor.

During the past five years, under the NCI's previous Special Populations Networks (SPN) initiative, *Redes En Acción* created a national and regional infrastructure for collaboration among grassroots leaders, local communities, researchers and public health professionals to stimulate cancer control research, training and awareness. Through network activities, the program established training and research opportunities for Latino students and researchers, generating research projects on key cancer issues impacting Latinos and supporting cancer awareness activities.

Under the new CNP initiative, *Redes En Acción* will maintain the infrastructure developed under the SPN initiative and expand network activities as part of NCI's ongoing efforts to understand why some population groups – often minorities and the poor – have higher cancer rates than others, and to eliminate disparities by involving local communities in education, research and training.

CNNT TO DEBUT “CANCER CARE TEAMS” VIDEO

The Cancer Nutrition Network for Texans is completing a video that will be released to community partners in the fall. This video will simulate the “Creating Cancer Care Teams” Workshop that the CNNT staff currently presents all over the state of Texas. The benefit of this video and facilitator's guide is that the CNNT workshop can be presented at any time, anywhere! This video will enable the CNNT to maximize resources and reach more individuals. For more information, please contact Libby Smith at easmith@utmb.edu or (409) 772-6602

SISTERS NETWORK GAINS NEW SPONSOR

Sisters Network Inc., the nations only National African American Breast Cancer Survivorship Organization announces Motrin iB as the new national sponsor of the annual Gift of Life Block Walk, the organizations signature breast cancer educational outreach initiative to the African American community. If you would like more information please contact the national office by e-mail: infonet@sistersnetworkinc.org

COMMUNITY RESOURCE CORNER

Practical information for busy local cancer control program, planning and service providers. Got a great resource to share? Tell us about it.

NEW PRINT RESOURCES FROM NCI

What You Need To Know About Oral Cancer

This booklet on oral cancer discusses possible causes, symptoms, diagnosis, treatment and emotional issues and suggests questions for patients to ask their doctor. This booklet is available to download or order at <http://cancer.gov/Templates/doc.aspx?viewid=4F069048-8E39-4465-9146-989DB3E67414>.

Facing Forward: Life After Cancer Treatment

This booklet discusses the cancer patient's post-treatment concerns, including follow-up medical care, physical and emotional changes, changes in social relationships and workplace issues. The Facing Forward series is designed to educate and empower cancer survivors as they face the challenges associated with life after cancer treatment. This booklet is available to download or order at <http://www.cancer.gov/CancerInformation/life-after-treatment>.

CREATE YOUR PERSONALIZED CANCER ACTION PLAN ONLINE

Cancers that can be prevented or detected earlier by screening account for about half of all new cancer cases. The 5-year relative survival rate for these cancers is currently about 85%, a percentage that has been improving as more Americans receive regular cancer screening. If all of these cancers were diagnosed at a localized stage through regular screening, the 5-year relative survival rate for people with these cancers would increase to about 95% (Source: Cancer Facts & Figures 2005).

The Great American Health Check (GAHC) is the third in a series of American Cancer Society promotional events that, along with the Great American Smokeout® and the Great American Weigh In®, aim to raise awareness of prevention and early detection behaviors that can affect an individual's cancer risk. By not smoking – or quitting if you do – maintaining a healthy weight, and getting appropriate early detection tests, Americans can reduce their risk for cancer. To encourage Americans to get the early detection tests for cancer that are right for them, the Society has launched the Great American Health CheckSM. The GAHC encourages prevention and early detection behaviors that address approximately two-thirds of U.S. cancer deaths.

Constituents can visit www.cancer.org/healthcheck to answer a few simple questions about themselves such as age, gender, and family history of cancer. Based on the information input, a personalized cancer action plan is generated detailing tests that should be discussed with one's physician. Constituents are encouraged to print their plan and use it to talk with their doctor.

In connection with this initiative, American Cancer Society is pleased to introduce a new electronic newsletter focusing on women's health and cancer. We encourage you to check it out and then share this with the women in your address book and encourage them to forward it as well. The link connects to our ongoing promotion of The Great American Health Check, the nationwide promotion to help people determine which cancer early detection tests they need.

Thank you for your interest in the Texas Comprehensive Cancer Control Coalition. Please direct your newsletter ideas to Susan Nenney, Project Coordinator, snenney@tcc.state.tx.us or call 512-289-8166. If you wish to be removed from this list please let Susan know at the above address. The *Coalition Voice* is produced by the Coalition Support Project which is funded by the Texas Cancer Council.