

THE COALITION VOICE

**A newsletter of the
Texas Comprehensive Cancer Control Coalition
November 2005**

Inside:

oriGENal voice
Hallelujah to Health
CATCHUM, CNNT
TCC Project Directors' Meeting
Great American Smokeout
Listen Up II Video
Creating Cancer Care Teams DVD



NEWS MAKERS

Dr. Vugrin Honored for Community Service



Davor Vugrin, M.D., (at left, holding award) was honored for outstanding volunteerism and community service on November 3 at an event sponsored by the Volunteer Center of Lubbock. The Volunteer Center called Dr.

Vugrin “the driving force behind colon cancer prevention, treatment, and awareness in the Lubbock community.” He has served as a volunteer with the American Cancer Society for more than 15 years and has been on its board of directors as well as board president. Dr. Vugrin has been instrumental in helping create awareness of colon cancer on the Southern Plains, believing that “everyone is part of the solution.” Through his leadership, he guided the establishment of the Lubbock Colon Cancer Prevention Task Force.

Dannenbaum Named to Governor’s Commission

Governor Rick Perry has named Texas Cancer Council chair, James D. Dannenbaum, to the Texas Tax Reform Commission, a bipartisan group of 24 Texans whose goal it will be to develop proposals to modernize the state tax system, provide long-term property tax relief, and sound funding for public schools. Dannenbaum, of Houston, is chairman, president and chief executive officer of Dannenbaum Engineering Corporation. He is a member and former finance committee chair of the M.D. Anderson Cancer Center Chaplaincy Fund Board and a member of the Chancellor’s Council of the University of Texas System.

NEWS FROM COALITION PARTNERS

2006 Texas Comprehensive Cancer Control Coalition Meeting Dates--**REVISED**

February 24, Austin
May 11, Austin

November Health Observances

Lung Cancer Awareness Month
www.lungcanceralliance.org

Pancreatic Cancer Awareness
Month www.pancan.org

Great American Smokeout
November 17: www.cancer.org

Sky's the Limit for oriGENal voice

The oriGENal voice girl's advisory group got off to a strong start during its first workshop with 21 girls in attendance. This year's new curriculum features topics that will encourage girls to examine their roles as women and as advocates of living healthy, smoke-free lives. In developing health-focused media campaigns through radio PSAs, websites and other mechanisms of advocacy, these young women learn to embrace their uniquely female skills and attributes. With guidance from women community leaders and oriGENal voice advisors, members will examine the differences between boys and girls in terms of social expectations, gender bias, and the evolution of women's professional roles. As the group is encouraged to embrace the special qualities of girlhood, they will explore career options in a program called *The Sky is the Limit*, scheduled to take place in late October. All of these topics will help oriGENal voice members to build the skills needed to think critically, become imaginative problem solvers, and educate their peers about the dangers of smoking.

Higher Powered: Hallelujah to Health!

County extension agents from 10 counties gathered in Anderson, Texas, outside of College Station last week to train on the new *Hallelujah to Health* curriculum developed by the *Cancer Risk Reduction Education* program this past year. The curriculum was developed to help reach African-American women with health education regarding breast and cervical cancers and is intended to be used primarily in faith-based outreach events. It is a beautiful, informative curriculum with collateral materials, and the agents had wonderful ideas about how to reach women with the new resources. They, along with several other extension agents, will be piloting the use of these materials for cancer education in their counties this next year, with later expansion of the program. If you would like more information, contact Courtney Schoessow at c-schoessow@tamu.edu or (979) 845-4224. In the photograph above, you can see the agents participating in a breast and cervical cancer trivia activity that is one of the fun, engaging components of the curriculum.



Great American Smokeout

On November 17, the American Cancer Society will host the 29th annual Great American Smokeout and help millions of smokers kick the habit and help youth understand the importance of never starting to smoke.

On that day, smokers are asked to put down their cigarettes, cigars, spit tobacco, or any tobacco product because they all have the potential to cause cancer.

The promise of an addiction-free life has led many smokers to join in and prove to themselves that they can live a day without cigarettes, and therefore the rest of their lives. Seventy percent of smokers have reported wanting to quit completely.

An estimated 11,210 Texans will be diagnosed with lung cancer in 2005, and of those, 10,620 will die. Nationwide, 172,570 will be diagnosed and 163,510 will die.

Smokers who are ready to quit can find help through the American Cancer Society's Quitline by calling toll-free 1-877-YES-QUIT.

Catching Up with CATCHUM, CNNT

The CATCHUM Project held a successful oral presentation titled "Techniques for Developing Case-Driven Online Cancer Education" at the American Association for Cancer Education 2005 Annual Meeting in Cincinnati, Ohio.

The CNNT continues to conduct workshops for healthcare professionals. The workshops teach professionals how to deliver the *Creating Cancer Care Teams* workshop and new materials are being developed for the FY06 project period. For more information on our train-the-trainer workshops, please contact Libby Smith at (409) 772-6602 or easmith@utmb.edu.

The Center for Population Health and Health Disparities continues to share exciting research updates with an oral presentation of "Cancer Control PLANET and Community Education: Are They in the Same Orbits?" at the most recent American Association for Cancer Education 2005 Annual Meeting in Cincinnati, Ohio. The Center also plans to present at the 133rd Annual Meeting for the American Public Health Association in Philadelphia, Pennsylvania.

Celebrating 20 Years of Partnership



Project directors and staff from all Texas Cancer Council-funded projects gathered in Austin on October 25-26. The theme of this year's meeting was "Celebrating Twenty Years of Partnership" in recognition of the Council's 20th year. Programs shared best practices and learned

about new resources, and Texas Cancer Council staff presented awards for exceptional performance over the past year. This photograph features project directors and staff whose projects have similar goals exploring the prospect of a collaborative grant proposal. The meeting was full of inspirational, energetic interactions and very promising ideas!

Community Resources

Listen Up II

Prostate cancer is the most common cancer among males over the age of 50 in the United States and the second-leading cause of cancer death in men. Every hour, three men in the United States will die from the disease. The University of Texas Prostate Outreach Project, in collaboration with the Texas Cancer Council, produced the *Listen Up II: Prostate Cancer Education through Awareness* video to:

- Impart the latest information about prostate cancer, new detection strategies, prevention, and treatment;
- Serve as an educational tool for physicians to discuss early detection of prostate cancer with their patients;
- Educate diverse populations about prostate cancer by making the video available in English, Spanish, Mandarin Chinese, and Vietnamese.

To request a copy of the video please fax your request to Jacqueline Frost (713) 794-4824 or send your request via email to: jfrost@mdanderson.org

Got Plan?

The *Texas Cancer Plan* is now available in Spanish. Contact tcc@tcc.state.tx.us to obtain copies.

CNNT DVD and Newsletter Available

The CNNT has created a DVD of the *Creating Cancer Care Teams* workshop and it is ready for distribution. The DVD comes with a facilitator's guide, handouts, and copies of PowerPoint presentations. Please contact Libby Smith (409) 772-6602 or easmith@utmb.edu to request a copy. The CNNT continues to produce the *NSights Nutritional Newsletter*. In addition to a feature story, nutrition notes, and current news items, the newsletter includes a new kitchen-tested recipe each month! Please visit www.utmb.edu/nsights to register for the newsletter.

CONFERENCES, WORKSHOPS & TRAINING

➤ **February 24, 2006**

STOPN's Spit Tobacco Cessation Conference, Tyler Junior College, Tyler TX. For registration information, contact info@nospit.com.

➤ **March 16-17, 2006**

Dialogue for Action in Colorectal Cancer Screening: Looking at the Big Picture While Keeping Our Eyes on the Ball. Presented by Cancer Research and Prevention Foundation. Renaissance Harborplace Hotel, Baltimore, Maryland. For program questions call Stephanie Guiffre (703) 830-8599.

➤ **July 8-12, 2006**

UICC World Cancer Congress, Washington, DC. Abstract submission deadline is 5 p.m. EST December 15, 2005. For more information about abstract submission, visit www.2006conferences.org/u-abstracts.php

Thank you for your interest in the Texas Comprehensive Cancer Control Coalition. Please direct your newsletter ideas to Stephanie Uecker, suecker@tcc.state.tx.us or call (512) 438-3096. If you would like to be removed from this mailing list, please contact Stephanie at the above address.