

# THE COALITION VOICE

**A newsletter of the  
Texas Comprehensive Cancer Control Coalition  
September 2006**

**Inside:**

*How Local Communities Use the Toolkit  
POEP & NOEP Fall Conferences  
CNNT Introduces Cancer Care Passport*



## NEWS MAKERS

### **TCCCC Holds Strategic Meeting**

The Texas Comprehensive Cancer Control Coalition (TCCCC) held a strategic meeting in Austin on August 24. The busy daylong agenda included Dr. Heather Becker of the University of Texas at Austin School of Nursing, who presented evaluative data on the toolkit. (Her article on this topic appears on page 2 of this newsletter.)

Later in the day, James Gray, American Cancer Society legislative and government relations director, Texas, High Plains Division, presented "Advocacy and You" and discussed the upcoming legislative session.



*L-R: CDC representatives Jamila Fonseca, Dana White, and Phyllis Rochester at the strategic meeting in Austin.*



*James Gray of ACS presents "Advocacy and You" at the strategic meeting.*

The meeting coincided with a site visit by the Centers for Disease Control (CDC). In addition to interviews with Texas comprehensive cancer control staff and stakeholders during their visit, CDC representatives Jamila Fonseca, Dana White, and Phyllis Rochester attended the Coalition strategic meeting.

## NEWS FROM COALITION PARTNERS

**September is  
Leukemia & Lymphoma  
Awareness Month**  
[www.lls.org](http://www.lls.org)

**September is  
Childhood Cancer  
Awareness Month**  
[www.candlelighters.org](http://www.candlelighters.org)

### ***How Local Communities are Using the Toolkit***

Two to four months after they attended workshops introducing them to the Texas Cancer Control Toolkit, Dr. Heather Becker and her research assistant, Lee Land, surveyed community members to determine how they were using the Toolkit. The majority of respondents (n=23) had at least glanced at each Toolkit section. They were most likely to report utilizing sections about using cancer statistics and planning meetings. At least one fourth also used information pertaining to plan development, finding resources, media/outreach, and working with priority populations.

Everyone agreed the Toolkit covers helpful information. Ninety-five percent indicated it provides guidance on how to implement the *Texas Cancer Plan*, and 90% agreed it addresses local issues. While they had only had the Toolkit for a few months, the majority of survey respondents had shared it with others in their organization and used it to improve pre-existing activities. Some have referred to the Toolkit for local and state resources, creation of presentations, evaluation, coalition building, and marketing guidance. One respondent invited the Komen Foundation to provide training for nursing staff--an idea that came from the Toolkit--while another is planning an outreach program aided by the Toolkit. Other participants reported successfully sharing it with partners, using it to help with program planning in collaboration with the local American Cancer Society program manager, and utilizing Toolkit resources in the planning and implementation of recent steering committee meetings, as well as an upcoming conference.

Five participants indicated the Toolkit helped them start planning for new projects. Thus, it appears that the Toolkit may be particularly helpful during early developmental stages. One respondent reported that they were able to use the Toolkit to identify the lack of local resources, create a resource directory, and train local medical professionals on cancer patient and survivor issues. Members of pre-existing organizations indicated that the Toolkit has been a helpful resource to double check fidelity of their programs and promote more effective program evaluation.

Open-ended survey responses suggested a desire for additional training geared toward program evaluation and development of logic models. Workshop participants suggested that useful additions to the Toolkit could include more information about financial resources, a screening checklist for providers (i.e., "a toolkit for doctors"), and creating a "resources" section to provide a model for the creation of local community resource handouts.



*The Texas Cancer Control Toolkit.*

### **DSHS CCC News**

In June, the Comprehensive Cancer Control Work Group in Wichita Falls met for the second time since it formed in April. The group has chosen to lead efforts to achieve a 100% smoke-free ordinance for the City of Wichita Falls. They are also working with the American Cancer Society to update an existing resource guide for persons with cancer and their families called *Key to Services*. The work group will convene again on October 4 at which time they will be offered a one-day training on the Texas Cancer Control Toolkit. For more Toolkit information, visit [www.texascancertoolkit.org](http://www.texascancertoolkit.org).



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

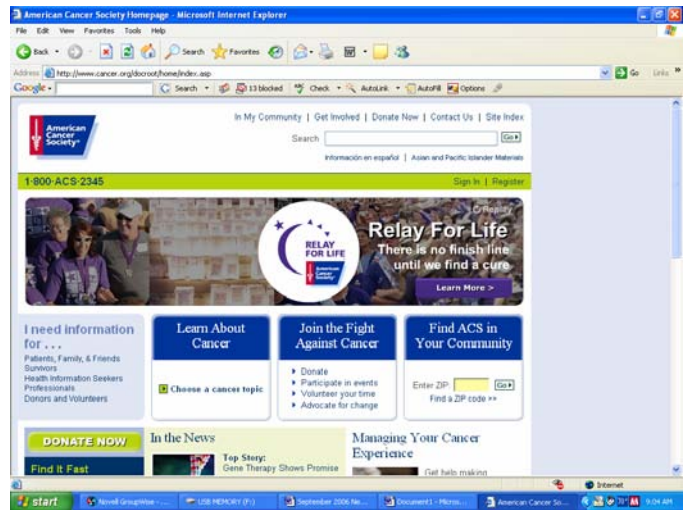
**November 9-Austin**  
[www.texascancercoalition.org](http://www.texascancercoalition.org)

The Val Verde Cancer Task Force held its most recent meeting in Del Rio on July 25. Current projects of the Task Force include: conducting a community inventory of cancer services; partnering with National Cancer Institute's (NCI) Cancer Information Service (CIS) to use the consumer health profiles; and partnering with the *Nurse Oncology Education Program (NOEP)* to offer a colorectal cancer training. The next meeting will be September 20.

### **ACS Website Gets Makeover**

The American Cancer Society's (ACS) website, [www.cancer.org](http://www.cancer.org) serves on average almost two million visitors a month, and the number of visitors is increasing. The website supports the society's information and quality of life leadership roles by providing patients, caregivers, family, friends, healthcare professionals, and others with the quality information they need to make better health care decisions.

New design is expected to result in more productive visits to the ACS homepage. As of August 9, visitors to [www.cancer.org](http://www.cancer.org) are now greeted by a new homepage specially designed to make their experience more meaningful for enhancing the efficiency and productivity of their visit to the website.



*The redesigned ACS homepage.*

Noteworthy in the new design is the prominent space dedicated to engaging animations that promote the society's major annual events, calling out to visitors to join the fight against cancer. In response to the new, fast pace of developments and the growing demand for visibility on the homepage, the new "find it fast" section will get the word out to website visitors quickly.

These new vibrant additions to the homepage and the completely new layout and more colorful palette, underscore the dynamism of the website and better reflect the dynamic changes taking place at the society and in the world of health and medicine.

The Food and Drug Administration (FDA) recently approved Anthelios SX, a sunscreen from L'Oreal to be sold over-the-counter for the prevention of sunburn and for protection against ultraviolet B (UVB) and ultraviolet A (UVA) rays. Anthelios SX is a sunscreen product that contains a combination of three active ingredients. One of the ingredients is a new molecular entity, ecamsule. Ecamsule has not been marketed in the United States, but has been marketed in Europe and Canada as Mexoryl SX since 1993.

## RESOURCES

### **Sun Safety Education for Texas Department of Transportation: A Collaborative Effort In North East Texas**

Claudia Irwin, Paris Regional Medical Center's cancer education project specialist, provides cancer education programs for *Project CHHIK Creating Healthy Habits In Kids* funded through the Texas Cancer Council (TCC). Mrs. Irwin approached Paris' Texas Department of Transportation (TxDOT) office to see if they would be interested in a skin cancer prevention program. Bobby Graves, Paris District safety officer, was interested, but the Paris District encompasses nine counties and *Project CHHIK* only covers four of them: Delta, Fannin, Lamar, and Red River.

TxDOT prefers that all nine counties receive similar educational opportunities during their safety presentations, so Claudia Irwin contacted Debra Warren, project director of another TCC-funded project, Lake Country Area Health Education Center's (AHEC) *Growing Healthy: Developing Healthy Lifestyles for Prevention Sake!* to see if she could present programs to the other five North East Texas counties: Franklin, Hopkins, Hunt, Rains, and Grayson. (Debbie Warren was gracious enough to provide a sun safety education program for Grayson County even though it is not one of the counties covered by her grant!)

In August, through the joint collaboration of two of TCC's funded projects, Paris District's TxDOT received sun safety educational programs for all nine of its counties. Bobby Graves, Paris District safety officer, forwarded the following complement to both project administrators, "Please accept my thanks for the job that you are both doing with our folks. Believe me when I say that you are having a very positive effect on everyone who sees your programs."

---

### **ICC Cultural Competence Pocket Guide Available**

In September, the Intercultural Cancer Council will release the second edition of the pocket guide *Cultural Competence in Cancer Care: A Health Care Professional's Passport*.



The 124-page pocket guide contains information that promotes cultural competency in health care professionals who work with racial/ethnic and disadvantaged populations

including African-Americans, Hispanic/Latinos, Asian-Americans, American Indians and Alaska Natives, Hawaiians, and Pacific Islanders, as well as rural communities. It is available for \$6.00 a copy plus shipping. The order form is available at [www.iccnetwork.org](http://www.iccnetwork.org) by using the following link.

[http://iccnetwork.org/news/Pocket\\_Guide\\_Order\\_Form.pdf](http://iccnetwork.org/news/Pocket_Guide_Order_Form.pdf).

---

### **New HPV Info on CDC Website**

Updates to the Centers for Disease Control's (CDC) HPV website include:

- The Advisory Committee on Immunization Practices (ACIP) provisional recommendations for the use of the quadrivalent HPV vaccine is now available at [www.cdc.gov/nip/recs/provisional\\_rec/hpv.pdf](http://www.cdc.gov/nip/recs/provisional_rec/hpv.pdf).
- An updated HPV Vaccine Q&A for the general public is available at [www.cdc.gov/std/hpv/STDFact-HPV-vaccine.htm](http://www.cdc.gov/std/hpv/STDFact-HPV-vaccine.htm).

Both of these documents are also available from CDC's HPV webpage, at [www.cdc.gov/std/hpv](http://www.cdc.gov/std/hpv).

---

### **President's Cancer Panel Report Available Online**

The President's Cancer Panel held a series of public meetings in 2005–2006 and their final report *Assessing Progress, Advancing Change*, can be found at <http://pcp.cancer.gov>. The panel's report presents progress toward implementing recommendations from prior reports, *Living Beyond Cancer: Finding a New Balance and Translating Research into Cancer Care: Delivering on the Promise*. For additional information on the panel, please visit <http://pcp.cancer.gov> or call (301) 451-9399.

## PROFESSIONAL DEVELOPMENT



To strengthen the fight against some of the most common and deadly cancers in women, the *Nurse Oncology Education Program (NOEP)* will educate nurses about the importance of early detection and prevention with a series of conferences beginning this month, Gynecologic Cancer Awareness Month. Gynecologic cancers include cancers of the female reproductive tract, such as ovarian, uterine, vaginal, cervical, vulvar, and tubal cancer. Each year over 77,000 women in the U.S. are diagnosed with gynecologic cancers (Gynecologic Cancer Foundation, 2006). Through education, early detection, and prevention, women can safeguard against these cancers and prevent them from becoming fatal.

The good news is that a vaccine against the leading causes of cervical cancer has been approved. Conference presenters will discuss the vaccine and HPV infection, cervical cancer, endometrial cancer, ovarian cancer, and survivorship, as well as provide an update on breast cancer. The first event will be held in Laredo on September 22 and subsequent events will be held in Corpus Christi, Harlingen, and Beaumont. Visit [www.noeptexas.org](http://www.noeptexas.org) or call (800) 515-6770 for more information or to register.

### ***NOEP 2006 Training Dates: CNE for Nurses in all Fields of Practice***

<b>September 15</b>	Survivorship, Pain and Palliative Care, Paris
<b>September 15-16</b>	Oncology Nurse Review Course, San Antonio
<b>September 22</b>	Breast and Gynecological Cancers, Laredo
<b>October 7</b>	Pain in Special Populations and Palliative Care, Austin
<b>October 27</b>	Pain, Nutrition, and Oral Care, Bryan
<b>November 4</b>	Head and Neck Cancers, Ft. Worth

For information or to register for *NOEP* training, visit [www.noeptexas.org](http://www.noeptexas.org) or call (800) 515-6770. Free CNE available online.



On October 21, the *Physician Oncology Education Program (POEP)* will host the Women's Cancer Conference at the TMA Building. The conference will offer seven AMA PRA Category I Credits (tm) including two hours of ethics and/or professional responsibility, and nine prescribed credits from the American Academy of Family Physicians. The following topics will be discussed:

- Breast Cancer Screening and Early Detection Guidelines
- Colorectal Screening Guidelines and Barriers to Screening
- Intimacy During and After Care
- Health Disparities
- Nutrition and Physical Activity
- Family Dynamics: Mom has Cancer. What Happens Now?
- Cervical Cancer and the HPV Vaccine

To register, visit [www.acteva.com/go/tmapoep](http://www.acteva.com/go/tmapoep). For more information, contact Laura Wells at (512) 370-1673 or [laura.wells@texmed.org](mailto:laura.wells@texmed.org).



### **CNNT Introduces the Cancer Care Passport**

The survivor's *Cancer Care Passport* has arrived. The *Cancer Care Passport* is a pocket guide resource developed by the *Cancer Nutrition Network for Texans (CNNT)* including information on coping strategies, nutritional guidelines, symptom management, and pages to keep up with current treatments and medications. Currently the passport has been disseminated to many of the Texas Oncology Cancer Centers. For your copy of the *CNNT Cancer Care Passport*, please contact Erin Brooks at (409) 772-9136 or [erbrooks@utmb.edu](mailto:erbrooks@utmb.edu).

### **Obesity and Cancer**

Dr. Billy Philips and the *CNNT* team have been traveling the state presenting the "Obesity and Cancer" workshop. The workshop has been well received in Tyler, Longview, and Ft. Worth. Additional presentations are scheduled in Lubbock, Victoria, and McAllen. To schedule a workshop in your community please contact Libby Smith at (409) 747-2239 or [easmith@utmb.edu](mailto:easmith@utmb.edu).



*Dr. Billy Philips presents "Obesity and Cancer."*

**Thank you for your interest in the Texas Comprehensive Cancer Control Coalition. Please direct your newsletter feedback to [Stephanie Uecker, suecker@tcc.state.tx.us](mailto:Stephanie.Uecker@tcc.state.tx.us) or call (512) 438-3096. News items are collected from a variety of sources including the media and our cancer-control partners throughout the state.**

### **The CATCHUM Project Scheduled to Release Online Cancer Education Modules in the Coming Months**

The *Cancer Teaching and Curriculum Enhancement in Undergraduate Medicine Project (CATCHUM)* is in the process of completing 16 online cancer education modules. The modules (listed below) have been created for use within medical school curriculums and will be available in the coming months. If you are interested in using our modules in your curriculum for undergraduate medical students or want more information on *CATCHUM*'s resources, please contact Erin Brooks (409) 772-9136 or [erbrooks@utmb.edu](mailto:erbrooks@utmb.edu).

- Smoking Cessation
- Prostate
- Toxicology
- Nutrition, Physical Activity, and Cancer
- Colorectal Cancer
- Melanoma
- Non-Melanoma
- Breast Cancer
- Cancer Informatics
- Gynecological System Cancers
- Adolescent Testicular Cancer
- Survivorship Issues
- Oral Cancer
- Lymphoma (Hodgkin's Disease)
- Lynch Family Syndrome
- Evidence-Based Medicine and Cancer Control in Special Populations