

THE COALITION VOICE

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

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Free Melanoma CME



NEWS MAKERS



Our Best Protection is Early Detection

Last week, Texas First Lady Anita Perry encouraged Texans across the state to observe Breast Cancer Awareness Month in October. The kick-off, which took place September 28 on the state capitol steps, promoted prevention and honored breast cancer survivors. Dr. Eduardo Sanchez and Dr. Mary Lou Adams joined the First Lady. Breast cancer survivors also attended and shared their personal stories and promoted awareness and education.



Dr. Mary Lou Adams, First Lady Anita Perry, Dr. Eduardo Sanchez and breast cancer survivors at the capitol.

“Our best protection against this disease is early detection,” the first lady said. I encourage all Texans to renew their commitment to keep each other accountable; we must be vigilant and mindful to make self-exams, mammograms, and regular physician’s visits part of our routine.”



First Lady Anita Perry presents Dr. Mary Lou Adams with Gov. Perry’s breast cancer awareness month proclamation.

The annual event was hosted by the Governor’s Commission for Women, the Texas Department of State Health Services, the American Cancer Society, the Susan G. Komen Breast Cancer Foundation Austin Affiliate, and the Texas Cancer Council.

NEWS FROM COALITION PARTNERS

October is
National Breast Cancer
Awareness Month
www.nbcam.org

October 20 is
National
Mammography Day
www.cancer.org

Project Phoenix Rises

The lack of understanding about breast cancer in the Asian American community is complicated by the fact that Asian women living in the United States come from a variety of ethnic backgrounds, and have varying levels of English proficiency, cultural integration, and economic status. As a result, breast cancer screening rates among Asian American women are generally very low. While breast cancer incidence and mortality rates for Asian American women are the lowest of all women in the United States, because of low screening rates, these rates are rising dramatically especially among acculturated Asian women. A "Community-Based Breast Cancer Education Program for Underserved Vietnamese Women in Houston," conducted by Dr. Jenny Yi of the University of Houston (1999) demonstrated that language barriers discouraged Vietnamese women from seeking preventive breast cancer screening. Most importantly, the Yi study demonstrated that quality partnerships with appropriate community organizations are a viable venue for reaching underserved, isolated populations. Since 2003, the Asian American Health Coalition (AAHC) has received a grant from Susan G. Komen Breast Cancer Foundation – Houston Affiliate to provide breast cancer screening, diagnostics, and access to treatment to 350 women annually.



The name of this Asian breast cancer outreach effort is *Project Phoenix* because in Asian folklore, the Phoenix is a mythological bird that often is used as a symbol for the female gender. According to legend, the phoenix is a bird that arises from the ashes of a fire. The phoenix is a fitting symbol and name for the project because it targets women and because breast cancer is such a devastating disease. *Project Phoenix* offers women hope of rising from the ashes of the devastation of being diagnosed with breast cancer.

The four major goals of *Project Phoenix* are:

- Increase capacity of community-based organizations to promote breast cancer awareness and screening
- Increase Asian women's awareness about breast cancer and preventive screening
- Affect behavior change in low-income Asian women regarding mammography screening
- Ensure continuity of care for women with adverse diagnoses

As of February 2006, using mobile vans and at the Rose Diagnostic Center over 1200 women received mammograms. *Project Phoenix* has educated more than 4,000 low-income, medically underserved women about the importance of breast cancer screening and early detection. For 10 women who were diagnosed with breast cancer, the project was able to provide the needed treatments through partnership with different non-profit organizations free of charge to the women. *Project Phoenix* also sponsored one of the cancer patients that had no legal status and helped her with chemo and radiation therapy treatments that she otherwise would not have received. Without this program, these women most likely would have remained unaware of their cancers and thus significantly reduced their chances of survival. This project has established a culturally competent, linguistically appropriate breast health care program that includes full access to breast cancer treatment at no cost for the economically disadvantaged client.

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

November 9-Austin
www.texascancercoalition.org

Team Health Pep Rally

Cancer Therapy & Research Center (CTRC) held a successful *Team Health* Pep Rally on September 14, at Ft. Sam Houston Elementary School in San Antonio, with their mascots, two pediatricians, and 831 children. The theme of the pep rally was "Good Choices at the Grocery Store." The mascots included Sea World's Shamu; the San Antonio Spurs' Coyote; H-E-Buddy from H-E-B; the *San Antonio Express-News* EN Eagle; and CTRC's Mr. Huggable T. Rabbit. CTRC's *Team Health* program promotes good health habits and positive lifestyle behaviors in elementary school age children in and around San Antonio and is funded in part by a grant from the Texas Cancer Council.



Rep. Ruth Jones McClendon and the Team Health mascots at the Team Health pep rally in San Antonio.

LAF & ACS Promoting Collaboration and Communication

The American Cancer Society High Plains Division (ACS) and the Lance Armstrong Foundation (LAF) recently hosted a meeting for Austin-area cancer organizations. The purpose of the meeting was to promote collaboration and communication among Austin-area cancer organizations. Prior to the meeting, participants were asked to complete an online survey measuring how well the objectives of Goal I & V of the *Texas Cancer Plan* are being met in the Austin area. Participants were also asked to identify the existing gaps regarding cancer prevention and survivorship services in Austin. As a result of the survey and meeting, quarterly meetings will take place in Austin and plans to address the existing gaps are being made.

For more information on the meeting or survey results, please contact Haley Justice at (512) 279-8388 or haley.justice@laf.org.

DSHS CCC News

The Val Verde Cancer Task Force met on September 20th. Members are working on collecting information about local resources to enter into the ACS e-tool. This will give them an accurate picture of the local cancer needs. After the assessment, they plan to use the tools in the Texas Cancer Toolkit to prioritize and plan activities. The next meeting is scheduled for October 18.

The next meeting for the Wichita Falls Cancer Control Workgroup is October 4. The group will take part in a full-day Texas Cancer Toolkit workshop and begin priority setting while continuing to work toward a smoke-free city ordinance.



L-R: Alice Gonzalez, NCI's Cancer Information Service; Vanessa Jones, Rio Bravo Cancer and Blood; Linda L. Morris, American Cancer Society Volunteer.

Coalition Members Participate in Texas Pain Summit

In 1989, Texas became the first state in the nation to pass an Intractable Pain Treatment Act (IPTA) designed to improve the treatment of pain. In concert with this effort, Texas regulatory boards also updated their policies and guidelines. However, mounting evidence indicates that both acute and chronic pain continue to be undertreated. By being the first state to enact an IPTA and other policies, Texas has now become the state with the most dated pain-related policies. Recent report cards show that Texas has lost its position as a pain management leader. Last Acts rated Texas' pain policies a "D" in 2002 and the Pain & Policy Studies Group (PPSG) in an analysis of Texas laws and regulations gave Texas a "C" in both 2003 and in its most recent report released on September 27, 2006. While twenty states improved their pain grade between 2003 and 2006, Texas was not among them.



Texas Pain Summit 2006 Steering Committee L-R: Gay Lindsey, Karen Torges, Stephanie Gonzalez, Andy Miller, Helen Ross Petty, Larry Driver, Kathy Enriquez, Suze Miller, and Mark Redrow.

On August 25, 2006 in an effort to return Texas to its standing as a national leader in quality pain management, more than 70 professionals, academicians, regulators, legislators, and law enforcement officers came together in Austin to address the central principle of balance in pain policy and regulation. Balance means policies and regulations that prevent abuse and diversion of pain medicines while minimizing barriers to legitimate prescribing and use of these necessary medications. Members of the Texas Comprehensive Cancer Control Coalition Dr. Mary Lou Adams, Sandra Balderrama, Dr. Lewis Foxhall, Stephanie Gonzales, Gay Lindsey, Andy Miller, Dr. Billy Philips, and Karen Torges participated in a full-day agenda that first defined the problem and then through focused working group discussions attempted to define possible solutions. The first of its kind in Texas, the Texas Pain Summit will continue its work by publishing its proceedings and presenting recommendations for improving Texas pain policies. The Summit Steering Committee, chaired by Dr. Larry Driver of MD Anderson Cancer Center, will seek input and guidance from key stakeholders across the state during the next several months before the proceedings and recommendations are published. For more information, please contact summit staff, Helen Ross Petty, MMIP & Associates, at hpetty@austin.rr.com or (512) 590-0975.

University of Wisconsin Pain Study Released

On September 27, the University of Wisconsin Pain & Policy Studies Group (PPSG) released *Achieving Balance in State Pain Policy: A Progress Report Card (Second Edition)*. The report was jointly funded by the nation's leading information and advocacy groups for people with cancer: the American Cancer Society, the Lance Armstrong Foundation and the Susan G. Komen Breast Cancer Foundation.

PPSG researchers evaluated whether state pain policies and regulations enhance or impede pain management. In the report, each state is assigned a grade from 'A' to 'F' that reflects the effectiveness of its pain policy. PPSG also evaluated policies in place in 2000 and 2003 to determine what changes have been made over time. Results show continued momentum for positive policy change over the six-year evaluation period.

The complete reports, *Achieving Balance in State Pain Policy: A Progress Report Card (Second Edition)* and accompanying *Achieving Balance in Federal and State Pain Policy: A Guide to Evaluation (Third Edition)* are available at the University of Wisconsin's Pain and Policy Studies Group website: http://www.painpolicy.wisc.edu/Achieving_Balance/index.html.

Where There's a Wil, There's a Way

The smiling face to the right belongs to Wilbert Kasper, an 83-year old member of the Red River Optimist Club that "adopted" Texas Cancer Council project director, Kathy Marshall's *Children's Cancer Prevention Program* in Wichita Falls last year. "Wil" Kasper is one of the volunteers who cuts leather and helps make the UV bracelets that Marshall's program distributes to kids at sun safety/skin cancer



Wil Kasper of Wichita Falls volunteers his time with the Children's Cancer Prevention Program.

prevention presentations at schools and camps. Wilbert is a retired postal worker currently battling cancer for the fourth time in twenty years. But that hasn't slowed him down; he's now invented a leather-cutting machine that helps him with his UV bracelet making. Despite his current bone marrow cancer and weakness from his low blood count, he can cut 100 yards of leather in just 40 minutes. Thanks to Wilbert for making a difference in preventing cancer!

NCI Grant Awarded to PACE

The National Cancer Institute (NCI) has awarded a five-year grant to the School of Allied Health Sciences and the Physician Assistant (PA) Program at Baylor College of Medicine (BCM). The *Physician Assistant Cancer Education (PACE)* project is an initiative focusing upon assessment of cancer risk, risk reduction, and risk management in targeted populations. The project is designed to ensure that PAs are prepared to deliver high quality, cancer-related care to patients.

The *PACE* project's principal investigator is J. David Holcomb, Ed.D., professor, Allied Health Sciences, director, School of Allied Health Sciences and associate dean at BCM. The *PACE* project coordinators are Carl Fasser, PA, associate professor, Allied Health Sciences and director, BCM PA Program and Laurel R. Spence, M.S., PA-C, instructor, Allied Health Sciences and Maternal and Child Health director, BCM PA Program. Cancer content specialists, health behaviorists, and educators from BCM and other institutions in the Texas Medical Center, in addition to liaisons from the *Cancer Teaching and Curriculum Enhancement in Undergraduate Medicine (CATCHUM)* will provide expertise throughout the *PACE* project.

Seven PA programs in Texas will participate in the *PACE* project, including PA programs located at BCM, Texas Tech University Health Sciences Center, The University of North Texas Health Science Center, The University of Texas Health Science Center at San Antonio (and its emerging satellite PA program in Laredo), University of Texas Medical Branch at Galveston, University of Texas Southwestern Medical Center and University of Texas – Pan American. In years four and five, project activities will be extended to regional PA programs located in Arkansas, Colorado, Louisiana, New Mexico, Oklahoma and Nebraska.

For more information about *PACE*, please contact Laurel Spence (713) 798-5411 or lspence@bcm.edu.

Jump-Starting a New School Year

The new school year brings changes and more than one reason to be excited. This year, two GENaustin programs, *oriGENal voice* and *Girl Talk*, have joined forces to reach more girls with their messages. So far, a total of 590 girls have benefited from a panel



Girls participate in a skit on cyber-bullying during the "Protect Yourself" presentation at Murchison Middle School in Austin.

discussion on peer-bullying at school and two personal safety workshops on cyber-bullying. Fun informational flyers that address how tobacco negatively affects the body from head to toe were distributed at each presentation. GENaustin will continue to hand out tobacco education flyers at *Girl Talk* presentations throughout the school year. Ultimately, we hope girls will understand how tobacco affects their health and decide for themselves that tobacco use will not make you "cool."

GENaustin Welcomes New Executive Director

GENaustin's board of directors is excited to announce that Julia Cuba will begin work as the organization's executive director on October 16. Julia was hired after an extensive search process and will fill the position vacated by Anita Mennucci.

Julia has consistently demonstrated her passion for cultivating self-esteem in women and girls. For the last nine years, she worked at the Girl Scouts – Lone Star Council, facilitating multi-agency programs to serve girls deemed "high risk" in various settings. She is perhaps best known for developing a program called *Enterprising Girl Scouts Beyond Bars*, or *Troop 1500*. *Troop 1500*, led by Cuba and a team of social work professionals, is a collaborative partnership that provides counseling, mentorship, case management, peer-support and education to girls whose mothers are in prison. This innovative and highly successful program was featured in an award-winning documentary called *Troop 1500*, which broadcast on PBS nationally to over 800,000 viewers in March 2006. The film documents the holistic approach that Cuba and her team use to address challenges facing children of incarcerated parents.



GENaustin's new executive director, Julia Cuba.

Prior to joining the Girl Scouts, Julia worked for several agencies with a focus on women's issues. A recent graduate of the masters program at the University of Texas School of Social Work, Julia was also honored as the National Association of Social Workers/Texas Chapter's Social Work Student of the Year.

Finally, we would like to welcome our new program assistant, Stacia Wegner, a senior Communication Studies major at the University of Texas at Austin that will be working with *oriGENal voice* this semester. Stacia is "excited to help foster positive change in girls so they grow into strong young women!"

Dr. Amelie Ramirez Named Head of New Research Institute

Amelie G. Ramirez, DrPH, nationally recognized leader in research in cancer disparities affecting Hispanics and other populations, has been named director of the new Institute for Health Promotion Research (IHPR) at the University of Texas Health Science Center at San Antonio (UTHSCSA) and the Cancer Therapy and Research Center (CTRC). She will also be a professor and the Dielmann Chair in Health Disparities Research and Community Outreach in the department of epidemiology and biostatistics at UTHSCSA and director of Outreach and Health Care Disparities at CTRC.

The new Institute for Health Promotion Research will coordinate UTHSCSA health disparities research and outreach programs in San Antonio, the Rio Grande Valley, and throughout South Texas. A primary goal of the IHPR will be to research the causes and solutions for disparities in health affecting residents locally, regionally and nationally. Research and community outreach will include all chronic diseases, with special emphasis on cancer prevention and control.

"This is a very exciting opportunity to incorporate and expand the health disparities research focusing on Hispanics and underserved populations that I have been involved in for the past 25 years," said Dr. Ramirez. "The IHPR will advance social and behavioral public health through a wide range of activities – research, training, education, outreach, and technical assistance – at both the local and national levels."

RESOURCES

Free CME and Patient Webinars on Advanced Melanoma

EmergingMed, which provides oncology clinical trials patient matching and navigation services, is offering a series of free Internet webinars on *Advanced Melanoma: Overview of New Therapies in Development and Standards of Care*. Jointly sponsored by the Medical Education Collaborative and funded through a grant from Pfizer, the free CME webinar on advanced melanoma is being offered to healthcare professionals and provides both CME and CNE. For more information and to register, go to www.EmergingMed.com/Webinars/MelanomaCME.

Free patient and caregiver education webinars are co-sponsored with several melanoma advocacy groups are also being offered. For more information and to register by phone call toll-free (800) 517-3319 or go online to

www.EmergingMed.com/Webinars/MelanomaPatient. The webinars can be attended online or via telephone conference and include 45 minutes of presentation and a 15 minute Q&A session.



Download CNNT's Cancer Care Passport

In order to serve more patients and caregivers, the survivor's Cancer Care Passport® is now downloadable! You can now download and view the Passport at

<http://www.utmb.edu/nsights/CancerCarePassport-login.htm>. 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. For your copy of the *CNNT Cancer Care Passport®*, please contact Erin Brooks at (409) 772-9136 or erbrooks@utmb.edu.



Annual Report to the Nation on the Status of Cancer

A new report from the American Cancer Society (ACS), the Centers for Disease Control and Prevention (CDC), the National Cancer Institute (NCI) and the North American Association of Central Cancer Registries (NAACCR) finds that Americans at risk of dying from cancer continues to drop, maintaining a trend that began in the early 1990s. The *Annual Report to the Nation on the Status of Cancer, 1975-2003, Featuring Cancer among U.S. Hispanic/Latino Populations* will be published in the October 15, 2006, issue of *Cancer*, the journal of the American Cancer Society. First issued in 1998, the *Annual Report to the Nation* provides updated information on cancer rates and trends in the United States.

The *Report to the Nation* demonstrates the impact of the effective collaboration between two Federal agencies charged with addressing the burden of cancer in the United States and two of the major not-for-profit organizations with the same commitment. For additional information, please see the press briefing materials prepared by public information staff at ACS, CDC, NCI and NAACCR and distributed by the NIH news service <http://www.cancer.gov/newscenter>. In addition, a copy of the full report can be obtained at www.interscience.wiley.com/cancer/report2006.

Get SMART BRFSS Data

The CDC's Behavioral Surveillance Branch in the Division of Adult and Community Health, National Center for Chronic Disease Prevention and Health Promotion, Coordinating Center for Health Promotion, is pleased to announce the release of the 2005 SMART BRFSS data and prevalence tables.

SMART BRFSS (Selected Metropolitan/Micropolitan Area Risk Trends from the Behavioral Risk Factor Surveillance System) began with the analysis of data from the 2002 BRFSS. It now includes data from 2002 through 2005, with prevalence estimates for over 170 metropolitan and micropolitan statistical areas (MMSAs), as well as many counties within those areas.

There are 29 additional MMSAs with data available for 2005, including San Diego, California; Flint, Michigan; Atlantic City, New Jersey; Buffalo, New York; Scranton, Pennsylvania; and Spartanburg, South Carolina. As with the past data, the website includes both the data sets and the prevalence tables for MMSAs and counties, as well as pre-set quick view charts which compare county, MMSA, and state data for seven select risk factors in an easy-to-print PDF format.

The SMART BRFSS data and prevalence tables are located at

<http://apps.nccd.cdc.gov/brfss-smart/index.asp>.

For more information, please contact Lina Balluz at (770) 488-2466 or lib7@cdc.gov.



NOEP offers Oncology Certified Nurse Review Course

The Nurse Oncology Education Program (NOEP) held another successful OCN(r) Review Course on September 15-16, in partnership with GlaxoSmithKline and the American Cancer Society San Antonio Metro Office High Plains Division.

The course awards participants 15.9 hours of CNE and helps to prepare a nurse for the OCN(r) exam. The OCN(r) credential can enhance a nurse's career, and it provides tangible evidence that nurses have the knowledge required to effectively provide care to cancer patients. Rapid advances in cancer care, fewer nurses in the workplace, and more cancer patients mean that the competence of nurses is of great importance.

The next OCN(r) Review will be held in South Texas this spring. To include your name on a mailing list for course details, send an email to noep@texasnurses.org and specify your interest in the OCN(r) course.

Breast Cancer Education for Nurses

October is National Breast Cancer Awareness Month. Since the program began in 1985, mammography rates have more than doubled for women age 50 and older and breast cancer deaths have declined. However, there are still women who do not take advantage of early detection and others who do not get screening mammograms and clinical breast exams at regular intervals.



NOEP's conference specialist Shirley LaVergne (in black & red) with Laredo Medical Center Education Department staff.

NOEP is dedicated to increasing nurses' knowledge about the importance of early detection with CNE programs such as its Breast & Gynecological Cancers Conference held on September 22 at Laredo Medical Center. Speakers included Faith Strunk RN, FNP and Carol

Dallred RNC, MSN, WHCNP, both of MD Anderson Cancer Center, as well as Norma Castillo LBSW of UTMB in McAllen. In addition to an update on risk factors, treatment options, and symptom management, the conference provided information on the new HPV vaccine for cervical cancer, genetics and survivorship, and psychosocial counseling.

Subsequent 2007 events will be held in Corpus Christi on February 10, Harlingen on February 24, and Beaumont on March 31. For more information, contact NOEP at (800) 515-6770 or at noep@texasnurses.org. Attendees will earn 7.5 contact hours of CNE.

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

- October 7** Pain in Special Populations and Palliative Care, Austin
- October 21** Women's Cancer, Austin
- October 27** Pain and Oral Care, Bryan
- October 27** Surgical Approaches for Breast Cancer Treatment, Abilene
- November 10-12** Texas School Nurses Organization Conference, El Paso

For information or to register for NOEP training, visit www.noeptexas.org or call (800) 515-6770.

**PROFESSIONAL
DEVELOPMENT**



On October 21, the *Physician Oncology Education Program (POEP)* will host the Women's Cancer Conference for primary care physicians and nurses at the TMA building in Austin, Texas. Physician attendees will receive 9 AAFP credits and 7 AMA/PRA Category I Credits™ including two credits of ethics and/or professional responsibility. Nurses will receive up to 8.6 Type I contact hours. 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. For more information, contact Laura Wells at (512) 370-1673 or laura.wells@texmed.org.

Transitions

Lynne Nguyen, MPH, the CIS regional program director for the past four years, has resigned to explore new opportunities in architecture and construction. Linda Civalero, MPH, CHES, the former partnership program manager, is the new program director. Ginny Thompson, currently the senior partnership program coordinator, will replace Linda as partnership program manager. Both Linda and Ginny have extensive experience in partnership development, health education, comprehensive cancer control, and program planning and evaluation.



Sunday, November 5, 2006

Location

Auditorium Shores - Austin, Texas, rain or shine (South First Street and Riverside Drive). For race information visit www.komenaustin.org or send an email to race@komenaustin.org or call (512) 473-0900.

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 or call (512) 438-3096. News items are collected from and written by variety of sources including the media and our cancer-control partners throughout the state. We reserve the right to edit all content for clarity and brevity.