

# THE COALITION VOICE

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

**Inside:**

*Partnership for a Healthy Texas: Conquering Obesity  
Lake Country AHEC News  
ACS I Can Cope Program*



## NEWS MAKERS

### ***BreatheFree Houston Clears the Air***

Houston joined the ranks of smoke-free cities October 18, when the City Council passed a stronger indoor smoking ban than the one implemented 17 months ago, thanks in part to a city-wide grass-roots effort to stamp out public tobacco use. In a 13 - 2 vote, council members enacted a complete ban on workplace smoking – including restaurants, bars, and public venues.

Effective next September, the mandate ushers Houston into the smoke-free camp, which currently includes more than 200 U.S. cities and 11 states. An estimated 25 percent of the Houston population smokes.



“This ban is a public health victory that will help protect the health of all Houstonians, particularly in reducing risk for cancer and heart disease,” says Lewis E. Foxhall, M.D., vice president for health policy at The University of Texas M. D. Anderson Cancer Center. M. D. Anderson, the American Cancer Society and other organizations — health-affiliated and non-health-affiliated — provided significant support to “BreatheFree Houston,” a coalition advocating a smoke-free city. BreatheFree Houston is a partnership of health organizations, physicians, community groups, and citizens working to protect Houstonians from second-hand smoke.

In addition to the American Cancer Society and M. D. Anderson, BreatheFree Houston members include the American Heart Association, American Lung Association, Houston Community for Safe Indoor Air, March of Dimes, Smoking Tobacco Education Campaign, Harris County AFL/CIO Council, HCPHES, Memorial Hermann Healthcare System, Service Employees International Union – Justice for Janitors Campaign, and The Council on Alcohol and Drugs Houston. Additionally, Dr. Phil Huang of the Texas Department of State Health Services came to Houston three times to support BreatheFree’s efforts--twice to testify and once to train/conduct air quality tests.

To learn more, visit [www.breathefreehouston.org](http://www.breathefreehouston.org).

## NEWS FROM COALITION PARTNERS

November is  
Pancreatic Cancer  
Awareness Month  
[www.pancan.org](http://www.pancan.org)

### **Partnership for a Healthy Texas: Conquering Obesity**

An alliance of organizations concerned with the growing epidemic of obesity in Texas has come together to fight. The 80th Legislature will convene in January and this alliance will be encouraging legislators to take action to protect the health of Texans. The list of organizations belonging to this partnership is a long one. Some examples are the Texas Medical Association, Texas Action for Healthy Kids, American Cancer Society, American Heart Association, and American Diabetes Association.



These organizations have recently come together to agree on their collective legislative priorities related to fighting obesity. Dietary patterns and physical activity significantly influence an individual's risk of cancer. Because of this fact, those who are interested in fighting cancer should be aware of and supportive of efforts to encourage the Texas Legislature to help Texans maintain a healthy weight through legislation.

Some proposed priorities are:

- To codify into law current child nutrition policies of the Texas Department of Agriculture
- To require physical activity for all school students in grades k-12.
- To increase funding for state agencies and organizations to support programs that will help improve the health of Texans by fighting obesity

To learn more, visit [www.texashealthinstitute.org](http://www.texashealthinstitute.org) or contact Amanda Conway at (512) 279-3910.

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### **Asian American Health Coalition Receives TCC Grant**

The Asian American Health Coalition (AAHC) is pleased to announce the award of \$100,000 from the Texas Cancer Council (TCC) to implement a program to coordinate, enhance, and evaluate cancer education and outreach to Asian Americans in the Houston area.

Founded in 1994, the AAHC collaborates with communities and organizations to increase Asian Americans' health knowledge and access to care. In 2002, the AAHC opened a community health center to provide much needed care to the ethnically diverse and medically underserved communities of Southwest Houston. Initially open once a month and supported by an all-volunteer crew, HOPE Clinic's ten paid staff now provide medical care to approximately 100 patients each week, during the four days it is open. In 2004, the AAHC was selected as an outstanding grantee of the Komen Houston Affiliate for its success in reaching and providing mammograms and breast health education to low-income and medically underserved Asian American women in Houston.

For more information about reaching Asian Americans, or to collaborate with the Asian American Health Coalition, please contact Beverly Gor at (713) 563-2750 or [bjgor@mdanderson.org](mailto:bjgor@mdanderson.org) or Lucia Tran at [ltran.hopeclinic@yahoo.com](mailto:ltran.hopeclinic@yahoo.com).

### **DSHS CCC News**

The Val Verde Cancer Task Force met on October 18. Entries into the American Cancer Society E-tool are on schedule and the group anticipates seeing a demo of the E-tool with local information at the



November meeting. Task force member LauraLynn

Jansen is coordinating free yoga classes for cancer survivors. The classes will start in January and assistance is requested to help disseminate information about this valuable resource. The Colorectal Cancer Conference for nurses is tentatively scheduled for March 2007. Task force members discussed strategies to publicize this conference. The Task force also reviewed Tool 2 and 3 from the Texas Cancer Control Toolkit.

### **2007 Texas Comprehensive Cancer Control Coalition Meeting Dates**

February 15

May 17

August 16

November 15

[www.texascancercoalition.org](http://www.texascancercoalition.org)



*Cancer Coalition of North Texas meeting. L-R: Betty Boenisch, Vicki Allen, Beatrix Mote, Glenna Stewart, Shannon Steckey, Kathy Marshall, Lori Page, and Kim George.*

The Cancer Coalition of North Texas, located in Wichita County, is pleased to announce its official name! It was chosen at the group's last meeting that took place on October 4. A Texas Cancer Control Workshop was conducted for the group and the next steps include coming to consensus on a mission and vision as well as prioritizing needs in the community. The Coalition will partner with the Nurse Oncology Education Program (NOEP) for the

Colorectal Cancer Conference for nurses that will take place in Wichita Falls in 2007.

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### **GENAustin Promotes Smokeout**

In honor of the Great American Smokeout on November 16, *oriGENal voice* will target over 1,000 students during the morning announcements at Fulmore Middle School (which is also the home of the GENAustin office) with important statistics and information about how tobacco physically affects the body. The American Cancer Society's Great American Smokeout urges millions of smokers across the country to give up their cigarettes for the day and perhaps a lifetime.

The announcement will communicate to students and faculty about the adverse effects smoking has on their bodies. Students are encouraged to quit smoking and to use their voices to reach out to friends and family members who smoke and teach them the truth about tobacco. Flyers will be available in the school's main office for students and faculty to read more about how to quit smoking as well as how to get involved and make a difference in their community.

**November is Lung Cancer Awareness Month**  
[www.lungcanceralliance.org](http://www.lungcanceralliance.org)

**November is National  
Healthy Skin Month**  
[www.aad.org](http://www.aad.org)

### ***Growing Healthy Project Provides Red Ribbon Week Educational Programming***

Lake Country Area Health Education Center (AHEC) recently delivered tobacco awareness education to the 2<sup>nd</sup> and 3<sup>rd</sup> graders at Pittsburg Elementary. Cynthia Linseisen, the *Communities in School* coordinator, contacted Lake Country AHEC about providing education to the students. Lake Country AHEC staff members Debbie Warren and Miguel Gaona, and volunteer Mary Miner conducted educational programs for approximately 420 students in two days. The students also received letters to take home to their parents describing the program they received. Additional tobacco awareness programming related to Red Ribbon week has been requested and scheduled for the Mt. Pleasant Junior High.



*Debbie Warren of the Growing Healthy Project shows a 2<sup>nd</sup> grade class the Mr. Gross Mouth model.*

### ***Smith County Relay for Life: Shedding Light on Cancer Education***

Lake Country AHEC had the opportunity participate as part of the educational component of the Smith County Relay for Life event held October 6 in Tyler, Texas. Using the various cancer awareness models that are part of the agency's efforts with the Texas Cancer Council funded-project, *Growing Healthy: Developing Healthy Lifestyles for Prevention Sake*, staff talked with Relay participants about risk-reduction behaviors and informational sources for specific cancer topics. A number of middle school students attended as part of their community service project. They were eager to review the various models and to locate parents to review the project models. As part of the scavenger hunt activities, the AHEC display was one of the "sites" described as shedding light on education.

### ***New Chair for Smith County Cancer Coalition***

Effective October 1, D.E. "Nick" Scriarrini, retired as the director of the Northeast Texas Public Health District. With his retirement, he also stepped down as the chair of the Smith County Cancer Coalition. "Nick", as he is known to the Smith County community, will continue to work as a volunteer with the coalition. Debbie Warren, program coordinator with Lake Country AHEC, has been selected to serve as the new chair. Debbie has worked with the Smith County Cancer Coalition since its inception in 2004. If you would like additional information concerning this group, please contact Debbie at (903) 877-5220 or [Debbie.warrn@uthct.edu](mailto:Debbie.warrn@uthct.edu).

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### **TCC Holds Annual Project Director Meeting**

Project directors and staff from all Texas Cancer Council-funded projects gathered in Austin on October 12-13 for two days of networking and informative presentations. Stephen Roberts of Tuerff-Davis EnviroMedia presented "Marketing Your Project within Your Community;" local nonprofit consultant Robert Pinhero presented "Developing Relationships with Policymakers and Gaining Grassroots Support." Local organizational consultant Juli Fellows and Andy Miller of the Lance Armstrong Foundation facilitated breakout discussions. Ginger Cook of Funding Solutions presented "Getting Local Funding for Your Project." Projects brought materials and resources to share and spent time discussing collaborative activities. Cancer survivors Suzanne Lindley, Claudia Irwin, and Raette Hearn who shared their inspirational stories about their battles with cancer closed the two-day event.



*The Asian Cancer Coordination Project's Karen Tso of Houston at the TCC Project Director Meeting in Austin.*

*L-R Sister Mary Jane Strauch of Valley Colorectal Screening Information and Services, Gloria Morin of the Lower Rio Grande Valley Resources for Cancer Survivorship Information, and Norma Castillo of Valley Colorectal Screening Information and Services.*



### **M. D. Anderson Establishes Clinic, Research Program for Inflammatory Breast Cancer**

Women with a very rare, aggressive and often lethal form of breast cancer now have the world's first clinic dedicated specifically to their disease – inflammatory breast cancer (IBC).

Researchers and clinicians in the new clinic at The University of Texas M. D. Anderson Cancer Center will explore IBC treatments and diagnostic techniques to improve outcomes for women with this disease. Housed in the institution's Nellie B. Connally Breast Center, the clinic opened to patients October 25.

"Our primary goal of both the clinic and the research program is to finally understand why this disease is different, why it is so resistant to treatment, and ultimately to develop therapies that improve the well-being of women with this very rare form of breast cancer," says Massimo Cristofanilli, M.D., clinic co-director and associate professor of breast medical oncology. Thomas Buchholz, M.D., professor of radiation oncology, also co-directs the clinic. IBC is rare - representing just 1 to 2 percent of all breast cancers diagnosed.

According to Cristofanilli, 40 percent of women with IBC will survive five years. This prognosis can be blamed on late-stage diagnosis, as well as the disease's relative resistance to standard chemotherapies.

A fast-growing and extremely aggressive cancer, IBC is misdiagnosed more often than other breast cancers because it doesn't appear as a lump, but instead, cancer cells diffuse throughout the breast tissue, Cristofanilli says. This often results in diagnosis after the disease has metastasized.

Mammography generally isn't effective for IBC diagnosis, but Positron Emission Tomography (PET) scans — still under study — are allowing clinicians to see more of the disease, including remote lymph nodes.

Unlike other breast cancers that present as a lump, IBC's symptoms can mimic a rash or insect bite and include: redness, swelling, and warmth in the breast, skin that is reddish, purple or bruised, has ridges or appears pitted like an orange. Other symptoms can include burning, aching or tenderness, an increase in breast size or an inverted nipple.

Current treatment includes chemotherapy, surgery, radiation, targeted therapy, and hormonal therapy when appropriate. Preliminary research has shown the hormonal therapy Tykerb® (lapatinib) as effective for tumors expressing the HER-2 gene.

For more information about IBC, visit [www.mdanderson.org](http://www.mdanderson.org) To schedule an appointment, call M. D. Anderson's Information Line, 1(800) 392-1611, option 3.

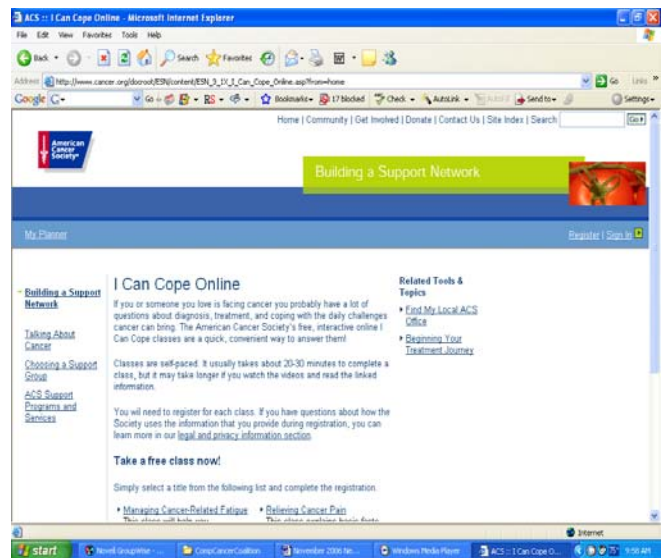
**November is National Family  
Caregiver Month**  
[www.thefamilycaregiver.org](http://www.thefamilycaregiver.org)

## RESOURCES

### ***I Can Cope***

This month American Cancer Society is promoting the *I Can Cope* program. *I Can Cope* is a series of online classes that people can take to learn more about the disease. Check it out by clicking on the banner on the ACS home page at [www.cancer.org](http://www.cancer.org) or by clicking on [http://www.cancer.org/docroot/ESN/content/ESN\\_3\\_1X\\_I\\_Can\\_Cope\\_Online.asp?from=home](http://www.cancer.org/docroot/ESN/content/ESN_3_1X_I_Can_Cope_Online.asp?from=home).

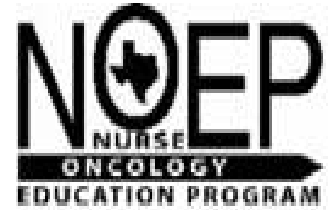
If you or someone you love is facing cancer you probably have a lot of questions about diagnosis, treatment, and coping with the daily challenges cancer can bring. The American Cancer Society's free, interactive online *I Can Cope* classes are a quick, convenient way to answer them! Classes are self-paced. It usually takes about 20-30 minutes to complete a class, but it may take longer if you watch the videos and read the linked information.



## PROFESSIONAL DEVELOPMENT

November is  
National Hospice Month  
[www.nhpco.org](http://www.nhpco.org)

The Nurse Oncology Education Program (NOEP) marks November's National Hospice Month by introducing its latest free online CNE offering, *Principles of Effective Symptom Management at the End-of-Life*, available at [www.noeptexas.org](http://www.noeptexas.org).



The course, authored by Linda Schickedanz RN, MSN, CS, covers signs and symptoms of approaching death, management of expected symptoms, and implications for nurses caring for dying patients. Designed for the generalist nurse, the course provides an excellent introduction to a fluid and growing field.

The National Hospice and Palliative Care Organization stated in their most recent *Facts and Figures Report* that the number of hospice programs nationwide continues to increase – from one program in 1974 to 3,650 in 2004. Cancer diagnoses accounted for 46% of hospice admissions in 2004.

Symptom management at the end-of-life requires a comprehensive approach by an interdisciplinary team. Often patients and families are confronted by multiple complex symptoms. The professional nurse is a key player in moving the health team towards recognition of end-of-life care situations and the care and psychological support that are required during this time. Nurses must be prepared to constantly update their knowledge on these topics to provide the best care for their patients.

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

<b>November 28</b>	Hospice and End-of-Life Care, Austin
<b>January 19</b>	Western Regional Oncology Conference, El Paso
<b>January 26</b>	Cancer Survivorship, Nacogdoches
<b>February 3</b>	Cancer in Children and Adolescents, Richardson
<b>February 10</b>	Breast and Gynecological Cancer, Corpus Christi
<b>February 16</b>	Cancer Survivorship, Frisco
<b>February 24</b>	Breast and Gynecological Cancer, Harlingen
<b>March 27</b>	Cancer in Children and Adolescents, Wichita Falls
<b>March 28</b>	Leading the Fight against Colon Cancer, Del Rio
<b>March 31</b>	Breast and Gynecological Cancer, Beaumont

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.



### **CNNT Cancer Care Passport ©**

The *Cancer Nutrition Network for Texans (CNNT) Cancer Care Passport©* is a pocket guide resource developed for survivors to assist them in keeping up with their current treatment plan as well as provide information on coping strategies, nutritional guidelines and symptom management. Please contact Lynda Klyng at (409)

772-2556 to request copies for your patients or download and view the Cancer Care Passport© at: <http://www.utmb.edu/nsights>.

### **CNNT Resources**

The CNNT is currently scheduling workshops for the FY07 project period. All workshops are funded by the Texas Cancer Council and the University of Texas Medical Branch and

are provided at no cost to Texas communities. A summary of the workshops that the CNNT provides is listed below. Please contact Libby Smith for more information or to schedule a workshop [eamsmith@utmb.edu](mailto:eamsmith@utmb.edu) or (409) 747-2239.

- **Information for Patients** – A one and ½ hour presentation for cancer survivors including information on cancer nutrition, symptom management, and maintaining energy balance during and after treatment (*also available as a Promotora Training Curriculum*.)
- **Caregiving and Cancer:** a 1 ½ hour presentation for caregivers including information on caregiver support, managing burnout, coping with emotions, and managing the unknown (*also available as a Promotora Training Curriculum*).
- **Finding the Best Information:** a 20-minute presentation on helping patients and caregivers learn how to navigate healthcare information in books, journals, and on the web.
- **Transition Planning:** a 30 -minute presentation developed to help survivors and caregivers make informed decisions regarding insurance, powers of attorney, wills, DNR's, and household finances.
- **Obesity and Cancer:** a 1 ½ hour presentation for survivors and caregivers including information on proper nutrition and the importance of weight management and physical activity to reduce the risk of cancer and cancer recurrence.
- **Train the Trainer:** training programs for healthcare professionals to assist them in presenting the above-mentioned presentations to their patients/survivors/caregivers.

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*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: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.*