

THE COALITION VOICE

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

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LAF Living After Cancer Brochures
ACS Golf Pass & QuickFACTS™
Texas Cancer Registry Webinars



NEWS MAKERS

Davor Vugrin, MD, FACP, Receives Gold Medal Award

Recently, at its Celebrity Luncheon, the Lubbock Chapter of the Association for Women in Communications presented the 2006 Gold Medal Award to Davor Vugrin, MD. He was honored for his work on colon cancer prevention in the region and credits his team for the success. Dr. Vugrin hopes that this award will further focus public attention on colon cancer fighting efforts.

The Lubbock Colon Cancer Prevention Task Force, chaired by Dr. Vugrin, is working to eliminate colorectal cancers (CRC) as a cause of illness and death in Lubbock and South Plains communities. This is the second leading cause of cancer death in USA and Texas. Over the next 10 years an estimated 1.5 million Americans will be diagnosed with CRC and 600,000 will die if something is not changed. Over 90% of these cancers can be prevented from occurring, and most of the deaths could be avoided with currently available prevention, screening, and treatment technologies. Nationally a call to action had been issued in the year 2000.



Dr. Davor Vugrin with the 2006 Gold Medal Award at the Celebrity Luncheon in Lubbock.

In 2003 Lubbock initiated the *Colon Cancer Prevention Demonstration Project* to reduce colon cancer mortality in Lubbock County by 50% by 2008 and by 90% by 2011. Essential for this to be a success, those 50 years and older need to be motivated to seek immediate and consistent screening and removal of colon polyps and curable early cancer.

The Task Force planned, recruited, mobilized, and coordinated activities with the numerous individuals and organizations in the campaign to reach these goals. The Task Force wants to develop a field-tested model for an effective community-wide colorectal cancer control campaign that could be used by other communities around the state.

The Texas Cancer Council awarded the Lubbock Colon Cancer Demonstration grants for 2006 and 2007 to help fight colorectal cancer in Lubbock County. The 2007 grant will help expand these efforts to counties of the South Plains.

Responding to a call for action the city and county governments, media, health care institutions, academia, businesses, private organizations, and volunteer organizations came together and launched a very effective and coordinated prevention awareness campaign.

The Lubbock campaign pulled ahead of many other national and state efforts because the community came together and numerous individuals and organizations invested in becoming part of solution. Everyone can contribute and working together we can solve colon cancer problem!

NEWS FROM COALITION PARTNERS

CCC Focus Groups Held in Amarillo, Beaumont, and Temple

The Texas Comprehensive Cancer Control Program's evaluation team held focus group discussions in Amarillo, Beaumont, and Temple to understand their comprehensive cancer control activities and concerns. Local contacts and state coalition partners provided names of those involved in cancer activities in each community. Ten to fifteen individuals representing program coordinators from the public and private sector, providers, survivors, and others interested in cancer control attended each group, which were held in November 2006.

Many collaborative activities have been undertaken in these communities. Individuals in all sites have partnered with others to promote various educational activities, and some have also engaged in advocacy for tobacco ordinances. However, participants also recognized that there is much to do to promote cancer control in their communities. For example, participants in all locations identified access to needed services for the uninsured as a major challenge. Effectively reaching traditionally underserved populations about cancer prevention and detection was also discussed. Participants expressed appreciation for opportunities to learn more about what others were doing, so hopefully these discussions will encourage additional networking.

2007 Texas Comprehensive Cancer Control Coalition Meeting Dates

February 15

May 17

August 16

November 15

www.texascoalition.org

DSHS CCC News

The Val Verde Cancer Task Force met on November 15 and viewed a demonstration of the information that has been entered into the ACS e-tool. The date for the nursing colorectal cancer conference in Del Rio has been confirmed for March 28. The group will meet again in January and will start looking at cancer sites and locally available resources.



Department of State Health Services

The Cancer Coalition of North Texas, located in Wichita County, met on November 8 and came to consensus regarding their mission statement: "The Cancer Coalition of North Texas will educate individuals, families, and communities to prevent, survive, and reduce the human and economic burden of cancer through a strong and vital network of cancer organizations, county agencies, and local volunteers." The next meeting is scheduled for January 10 and the group will begin prioritizing needs specific to the community as well as partner with *NOEP* to bring a nursing colorectal cancer conference to Wichita Falls.

Galveston & Liberty County Coalition Meeting Info

The Galveston County Cancer Coalition will meet again on January 25 at the Rosenberg Library in Galveston from 11:30am-1:00pm. For more information you can contact Lynda Klyng at (409) 772-2556 or lklyng@utmb.edu.

The Liberty County Cancer Coalition will meet on January 4 at Dayton Liberty Community Hospital from 5:30-7:00pm. For more information please contact Lynda Klyng at (409) 772-2556 or lklyng@utmb.edu.

OriGENal Voice Bell County Girls at the Village of Salado Christmas Stroll Parade

On November 30, the Bell County OriGENal Voice: Girls Speaking out Against Big Tobacco braved 33° temperatures with a 19° wind chill and wind gusts of 40 mph to walk a mile-long parade route down historic Main Street Salado, sharing in the Christmas spirit-- OriGENal Voice style!



L to R: Hailey Arnold, Chelsea Hanchett, Lainey Sirois, and Brenna Sirois

For cancer support and treatment information in the Georgetown, Temple, and Ft. Hood areas, visit the Scott & White Cancer Institute's website at <http://cancer.sw.org>.

RESOURCES

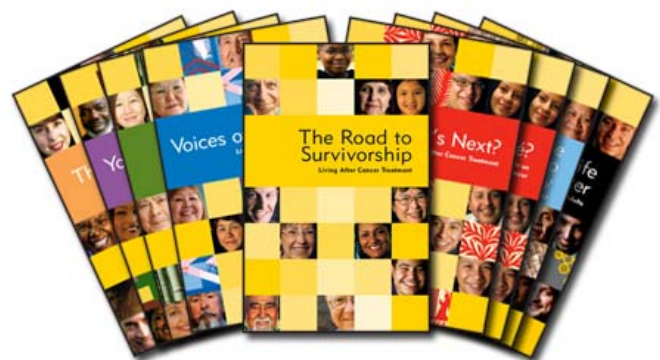
Living After Cancer

The Lance Armstrong Foundation recently developed four additional *Living After Cancer Treatment* brochures. The brochures are intended to introduce cancer survivorship in a culturally relevant and easy-to-read format to populations who are typically minority and medically underserved.



The content and design of the brochures addresses the physical, day-to-day and emotional concerns of the following populations:

- ❖ Adolescent/Young Adult
- ❖ African American
- ❖ American Indian/Alaska Native
- ❖ Appalachian
- ❖ Asian American



- ❖ Hispanic/Latino (English & Spanish versions available)
- ❖ Multicultural
- ❖ Pacific Islander

You can order free copies of the brochures to distribute to cancer survivors and their loved ones by visiting www.livestrong.org/brochures. For more information or questions regarding the brochures, please contact Haley Justice at (512) 279-8388 or haley.justice@laf.org.

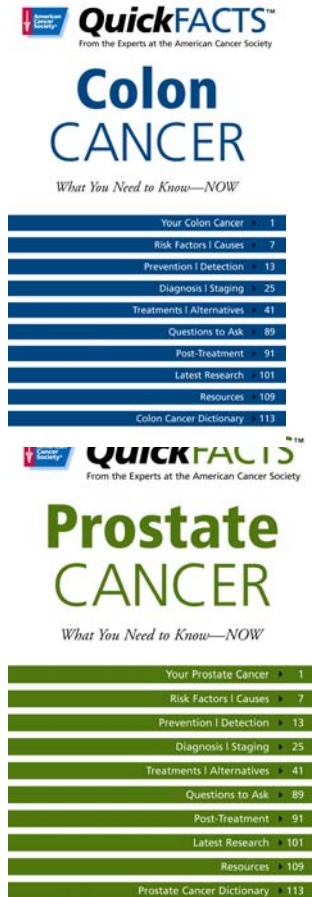
Connect with a Cause

The American Cancer Society's Golf Pass is now available and makes a wonderful holiday gift. For only \$40, you get more than 800 rounds of golf at 300 courses throughout Texas, Oklahoma, and Missouri. Operators are standing by to take orders and a website is up and running to assist shoppers. Forget the mobs at the mall--click or call today to get a holiday stocking stuffer--or buy one for yourself and enjoy the game of golf. For details visit: <http://content.presentationengine.com/ieViewer.php?tid=103463>.

Little Books, Big Benefits

American Cancer Society is introducing several brand-new books that are already getting rave reviews! *QuickFACTS™ Prostate Cancer* is the first in a new series of small, low-priced paperback books on cancer and its treatment, all of which will help provide the information, support, and tools persons need to cope and live well with cancer through diagnosis, treatment, and life after cancer. The second book -- just published -- is *QuickFACTS™ Colon Cancer*.

Both *QuickFACTS™ Prostate Cancer* and *QuickFACTS™ Colon Cancer* are available (at a list price of \$7.95 each) by contacting the ACS Health Promotions Publishing at 1(800) ACS-2345 or via an email to Candace.magee@cancer.org.



PROFESSIONAL DEVELOPMENT

The Texas Cancer Registry (TCR) is committed to providing training opportunities for CTRs and cancer reporters throughout the state. The TCR is hosting the North American Association of Central Cancer Registries (NAACCR) Abstracting Cancer Incidence and Treatment Data Hospital Tumor Reporting Webinar Series. The Webinar series will be broadcast in eight locations across Texas at no cost to participants. Each Webinar will address cancer data collection for a specific site and will include information on anatomy, multiple primary and histology coding rules effective January 1, 2007, collaborative staging and treatment data items. Didactic exercises will be completed and answers with rationale will be presented. Participants will download exercises from the TCR website at www.dshs.state.tx.us/tcr each Monday preceding the Webinar and complete them before attending. Participants will be able to ask questions and will be provided answers during the session. Attendees will need to bring their *ICD-O-3 Book and Collaborative Staging Manual*. Interested individuals are welcome to attend any of the locations listed. Registration is not required. The Webinar series is approved for continuing education hours and a certificate of completion will be mailed to you.

The Webinars will be broadcast in Austin, El Paso, Fort Worth, Houston, Lubbock, McAllen, San Antonio, and Tyler. Please refer to the TCR website for specific location

information. The Webinars will be presented from 8 am to 12 pm for all cities except El Paso. El Paso Webinars will be presented from 12 pm to 4 pm. The Webinars will be presented on the following dates in **2007**:

- ◆ January 11 – Abstracting Urinary System Cancer Incidence and Treatment Data
- ◆ February 8 – Abstracting Lymphoma Cancer Incidence and Treatment Data
- ◆ March 8 – Abstracting Colon and Rectum Cancer Incidence and Treatment Data
- ◆ April 19– The 2007 Multiple Primary and Histology Coding Rules

Please take advantage of this excellent training opportunity. For additional information contact the TCR at 1(800) 252-8059.

Scholarships for Nurses: Chemotherapy/Biotherapy Training Course

The Nurse Oncology Education Program (NOEP) offers a \$200 scholarship for Texas registered nurses to attend the two-day workshop at MD Anderson Cancer Center in Houston. Topics include preparation, handling, and administration of antineoplastic drugs. Discussion of intervention, policies, and procedures based on the ONS guidelines will be included. 15.3 Type I contact hours will be awarded to participants. For course dates and eligibility requirements, go to www.noeptexas.org.



NOEP 2007 Training Dates: CNE for Nurses in all Fields of Practice

January 26	Cancer Survivorship, Nacogdoches
February 3	Cancer in Children and Adolescents, Richardson
February 10	Breast and Gynecological Cancer, Corpus Christi
February 16	Cancer Survivorship, Frisco
February 24	Breast and Gynecological Cancer, Harlingen
March 27	Cancer in Children and Adolescents, Wichita Falls
March 28	Leading the Fight against Colorectal Cancer, Del Rio
March 31	Breast and Gynecological Cancer, Beaumont

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

Upcoming Cancer Nutrition Presentations

The Cancer Nutrition Network for Texans (CNNT) is a statewide initiative funded by the University of Texas Medical Branch and the Texas Cancer Council, dedicated to helping meet the nutritional support needs of cancer patients and their principal caregivers. The CNNT has the following presentations scheduled in **2007**



February 6	Deke Sleyton Cancer Center	Webster, TX
May 17	Healthy Aging Conference	Victoria, TX
June 25	Us Too (ACS) Support Group	Galveston, TX

For more information on any of these workshops, or to schedule a workshop in your community, please contact Libby Smith at (409) 747-2239 or easmith@utmb.edu.

Save the Date

The 18th Annual Meeting of the Alliance of State Pain Initiatives will take place June 21-23, 2007 at the Radisson Hotel Boston in Boston, MA. The keynote speaker will be Ira Byock, MD, Director of Palliative Medicine at the Dartmouth-Hitchcock Medical Center. Additional plenary speakers include Dan Carr, MD; June Dahl, PhD; Georgia Decker, RN, MS, CS-ANP, AOCN; and Art Lipman, PharmD. For more details visit www.aspi.wisc.edu or call (608) 265-4013.

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.