

THE COALITION VOICE

**A newsletter of the
Texas Comprehensive Cancer Control Coalition
March 2007**

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NEWS MAKERS

Governor Rick Perry Proclaims March Colorectal Cancer Awareness Month in Texas

Governor Perry joined the fight against colorectal cancer in Texas when he proclaimed March as Colorectal Cancer Awareness Month in Texas. He acknowledged that colorectal cancer is one of the leading causes of cancer-related death in the United States. As is true of other illnesses, he pointed out, prevention and early detection are both essential to long-term health and well-being. "Colorectal cancer risks include a family or personal history of colorectal cancer, a personal history of polyps and inflammatory bowel disease, aging, obesity, a high-fat diet, and a lifestyle lacking exercise."

"Often times, no symptoms are evident, especially when the cancer is in the earlier stages." That is why, he states, it is important to have regular screenings, especially for those with risk factors for the disease. "Prognosis improves the earlier the presence of cancer is detected."

Governor Perry encourages all Texans to learn more about this disease and the steps that can be taken today to make a difference for the future. Governor Perry and the Lubbock and South Plains Colon Cancer Prevention Task Force are partnering in their efforts to eliminate colon cancer as a cause of illness and death in Texas.

For more information about colorectal cancer, the American Cancer Society (ACS) offers two books:

ACS's Complete Guide to Colorectal Cancer -- for the high-level information seeker, an award-winning, in-depth, comprehensive book. It retails for \$19.95 and is available



Colon CANCER

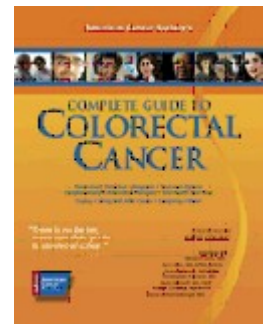
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through ACS directly via website or toll-free number below.

QuickFACTS™ Colon Cancer -- for the person who wants all the information at a glance. It retails for \$7.95 and is available at a discount

via website or toll-free number below www.cancer.org/bookstore or by calling (800) ACS-2345. Please direct all institutional purchase orders or requests for larger quantities to NHOHealth Promotions Publishing via email trade.sales@cancer.org.



Ginny Thompson Receives Outstanding Volunteer Award

Ginny Thompson received Susan G. Komen for the Cure's Outstanding Volunteer Award at the 2007 Komen Affiliate Conference, held February 9-10 in Dallas.

The Outstanding Volunteer Awards highlight the incredible effort and dedication of volunteers throughout the Komen Affiliate Network. Without these steadfast and passionate volunteers, Komen for the Cure would not exist.

Since she became an activist for Komen for the Cure in 2004, Ginny has demonstrated exceptional leadership and has pioneered an effective and comprehensive education program for volunteers. She chairs the education committee of the Komen Houston Affiliate. Under her leadership, the education committee volunteers educated more than 17,000 individuals on breast health.

"Her unique passion and leadership dedication for ending breast cancer through education sets Ginny immeasurably apart," says Lilian Alvarez, education and volunteer manager at Komen's Houston Affiliate. "Her strength and expertise in collaborations has truly transformed the education committee and its future expectations."



L-R: Komen Houston volunteers Liz Henshaw, board president; Ginny Thompson, education chair; Eileen Campbell and Lourdes Hernandez, board members.

In addition to being an advocate for Komen's cause on her free time, Ginny is the health education manager for the National Cancer Institute's Cancer Information Service in the Public Education Office at M. D. Anderson Cancer Center. In her professional role, she collaborates with Komen to improve cancer information and access for underserved populations. Ginny has supported important Komen initiatives, including the Breast Health Resource Directory and the 2006 Community Profile, which provides an in-depth analysis of the Houston area and is used to guide appropriation of grant funds to the areas with greatest need. Also, she is a founding member of the Houston Breast Health Collaborative.

NEWS FROM COALITION MEMBERS & PARTNERS

Starting May 31, 2007, the entire campus of Hendrick Medical System and Abilene Regional Hospital will be tobacco free.

ACS Honors Mary Lou Adams and Karen Heusinkveld

Each year, the American Cancer Society, High Plains Division, awards Lifetime Achievement Awards to outstanding volunteers in the division. To be selected for the award, a volunteer must currently be an active volunteer, have served in at least three leadership positions, promote and exemplify the Society volunteer/staff partnership, consistently demonstrate dedication to the Society's mission, and have served as a Society volunteer for 15 years or more. This year's Lifetime Achievement awards were presented to two outstanding women who have served in ACS leadership roles as well as a



L-R: First Lady Anita Perry with Dr. Mary Lou Adams



Dr. Karen Heusinkveld with Governor Rick Perry

numerous other volunteer cancer control leadership roles in Texas: Mary Lou Adams, RN, PhD, Texas Comprehensive Cancer Control Coalition, chair and Karen Heusinkveld, RN, DrPH, Texas Cancer Council, board member.

Scott & White Offers a Mindfulness Relaxation Study for Chemotherapy Patients

The Scott & White Cancer Institute offers cancer prevention, treatment and control trials through its



SCOTT & WHITE
CANCER INSTITUTE

designation as a National Cancer Institute (NCI) - Community Clinical Oncology Program (CCOP). The CCOP trials are sponsored by cooperative groups. Scott & White's CCOP is offering a new M.D. Anderson CCOP study for patients undergoing chemotherapy for the first time. The primary objective of protocol MDACC 2004-0024 is to determine the value of Mindfulness Relaxation (MR) as a method to alleviate and/or prevent the development of conditioned nausea/vomiting. The Mindfulness Relaxation intervention consists of a CD recorded with a MR exercise that is taught to each patient in that study arm. The MR exercise is conducted prior to and during chemotherapy administration.

The hypothesis is that patients undergoing adjuvant chemotherapy for cancer experience considerable distress and treatment-related side effects and that this can be reduced by the MR intervention. By reducing distress and bolstering bodily defenses, this intervention program may be beneficial for subjects battling cancer. The effects of the intervention will be examined during and after treatment, and across psychological and physiological variables. Researchers will study whether the intervention significantly reduces nausea, vomiting, anxiety and fatigue; improves immune system function, and improves overall quality of life.

For the trial, patients with newly-diagnosed cancer who are about to undergo chemotherapy will be randomly assigned to one of three groups: 1) The mindfulness relaxation group, 2) A relaxing music group where participants will listen to music for the same amount of time as the MR participants receive their intervention, 3) A standard of care control group where participants will receive standard medical education on chemotherapy. For more information about the MR cancer control study, please contact Holly Hancock, RN at (254) 724-5889 or (800) 882-4366. For a listing of all cancer trials, please visit <http://cancer.sw.org>.

News from Lake Country Area Health Education Center (AHEC)

Lake Country AHEC is pleased to welcome Susan Tyrrell to the staff of the *Growing Healthy: Developing Healthy Lifestyles for Prevention Sake* project. Susan has a Masters in English and three teaching certifications. As project coordinator, Susan is busily working on developing modules age appropriate for K-3 and high school level students to compliment the other modules already developed. Topics include nutrition, physical activity, tobacco awareness, and sun safety. Susan is also coordinating training programs for the project. If you are interested in participating in a training program, contact Susan at (903) 877- 5898 or by e-mail at susan.tyrrell@uthct.edu. Please note that Susan is only in the office 16 hours per week. If you need to contact someone immediately, you may contact Debbie Warren, project director, (903) 877-5220 or by e-mail at Debbie.warren@uthct.edu.

Smith County Comprehensive Cancer Coalition Update

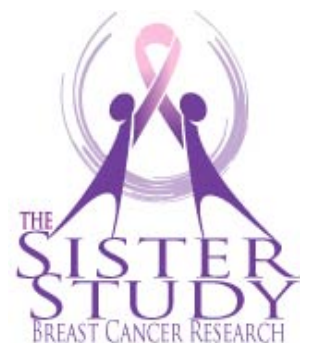
The Smith County Coalition met in February to review information for Colon Cancer Awareness month in March. Linda Richey with the American Cancer Society office provided participants with DVDs that can be used at health fairs and other events to discuss the importance of following screening guidelines. The Department of State Health Services (DSHS) staff member, Susan Bennett, RD, also presented a program on "Promoting Healthy Weight to Prevent Cancer." The next scheduled meeting is 11:30 a.m., April 12 at the American Cancer Society offices in Tyler. Proposed agenda items include presentations from DSHS on "New Branding – Fruits & Veggies Matter" and Cancer Information Services representative from M.D. Anderson will discuss services available. For additional information contact the coalition chair, Debbie Warren, at (903) 877-5220 or by e-mail at debbie.warren@uthct.edu.

Surviving and Thriving Retreat March 23-25

The Scott & White Cancer Institute invites cancer survivors to its fourth Surviving and Thriving Retreat, to be held March 23-25 at Peaceable Kingdom. The weekend retreat is free of charge but limited space is available. The mission of the retreat is to celebrate and enrich the lives of cancer survivors by cultivating new friendships among those who share the bond of cancer, learning together, enhancing spiritual awareness and growth, participating in physical activities, and empowering survivors to recognize their talents and experiences and to take personal responsibility to use these tools to inspire, serve, and support other survivors in the community. The Four Keys to Survivorship addressed during the retreat are: educate the mind, exercise the body, enrich the spirit and encourage others. For more information on the retreat, please contact Renee Owen at (254) 724-1053 or (800) 882-4366.

Sister Study Needs Participants

Is breast cancer caused by something women come in contact with at work, at home, in their communities, or in the personal products they use? That's what the Sister Study is trying to answer. The Sister Study needs 50,000 women whose sisters had breast cancer, by September 2007, to help discover the environmental and genetic causes of breast cancer. Conducted by the National



Institute of Environmental Health Sciences, the Sister Study is committed to enrolling a diverse population of women to ensure the results represent and benefit all women. For more information visit www.sisterstudy.org or www.estudiodehermanas.org. Call toll-free (877) 4SISTER. Deaf/Hard of Hearing call (866) TTY-4SIS.

RESOURCES

New ACS Book

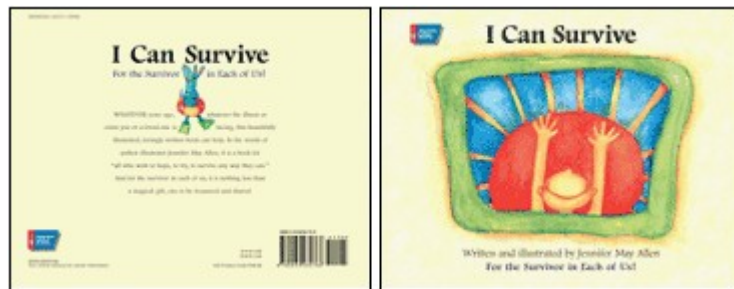
ACS introduces its brand-new book that's already getting rave reviews. *I Can Survive: For the Survivor in Each of Us!* is a lovingly written, beautifully illustrated book to help provide the emotional support your constituents will appreciate as they strive to cope and live well with cancer through diagnosis, treatment, and life after cancer.

You can easily purchase copies of ACS books directly from www.cancer.org/bookstore or by calling (800)

ACS-2345. Shipping is free to US addresses.

Institutional constituents can order larger quantities directly from NHO Health Promotions

Publishing via email to trade.sales@cancer.org.



ACS Focuses on Pain

Each year, the American Cancer Society's cancer statistics publication, *Cancer Facts & Figures*, features a special section highlighting a particular aspect of cancer prevention, early detection, or treatment. In 2007, the special section looks at cancer-related pain, describing types of pain and methods of pain assessment, and treatment. It also addresses the issue of under treatment of cancer pain as well as educational, and legislative initiatives to ensure that all cancer patients receive adequate pain control. The full report can be viewed at www.cancer.org/statistics.

The Society also offers an I Can Cope online class on "Relieving Cancer Pain" to help educate cancer survivors and caregivers. This online tool discusses the facts about cancer pain, types of pain, and questions that survivors can ask their doctors. Participants will learn that treatments are available today to manage and greatly ease most pain, so that people with pain need not suffer. Information on managing pain with medicine and nonmedical treatments, developing pain control plans with a doctor, and tips for caregivers is provided. The online class is available on ACS's website at www.cancer.org/onlineclasses.

National Action Plan for Cancer Survivorship

The Centers for Disease Control and Prevention (CDC) and the Lance Armstrong Foundation (LAF) recently created two new addendums to the *National Action Plan for Cancer Survivorship: Advancing Public Health Strategies* focusing on the needs of the African American and Native American populations.



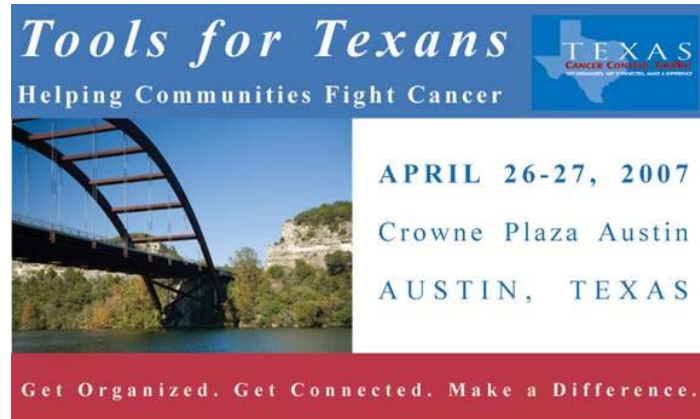
Members of the African American and Native American communities prioritized the needs and topics included in the original national action plan and provided comments on each topic area. The resulting addendums provide a framework for actively addressing the critical needs of cancer survivors in these diverse communities. Access to care and patient navigation were ranked as the top priorities for both populations, and culturally competent provider education was identified as another critical need for both communities.

The identified priorities will help state agencies and other organizations to increase awareness of the needs of African American and/or Native American cancer survivors and to take direct and focused action to meet those needs.

In 2002, the CDC and the LAF led a public health effort to address the issues faced by the growing number of cancer survivors. Their collaboration, *A National Action Plan for Cancer Survivorship: Advancing Public Health Strategies*, charts a course for the public health community to more effectively and comprehensively address cancer survivorship with the goal of improving the quality of life for survivors.

To download the *National Action Plan for Cancer Survivorship* and the new addendums, visit www.livestrong.org/nationalactionplan.

PROFESSIONAL DEVELOPMENT



The image is a promotional banner for a workshop. It features a blue header with the text "Tools for Texans" in a large, white, serif font, and "Helping Communities Fight Cancer" in a smaller, white, sans-serif font below it. To the right of the text is a small graphic of the state of Texas with "TEXAS" written above it and "CANCER CONTROL CENTER" below it. Below the header is a photograph of a large, arched steel bridge over a river, with a hillside in the background. To the right of the photograph, the dates "APRIL 26-27, 2007" are written in a blue, sans-serif font, followed by "Crowne Plaza Austin" and "AUSTIN, TEXAS" in a smaller, blue, sans-serif font. At the bottom of the banner, a red horizontal bar contains the text "Get Organized. Get Connected. Make a Difference." in a white, sans-serif font.

Tools for Texans: Helping Communities Fight Cancer

Tools for Texans: Helping Communities Fight Cancer is a unique skill-building workshop developed for community stakeholders, planners, healthcare professionals, and volunteers. The two-day conference will enhance the capacity of

participants to implement cancer prevention and control programs in communities throughout the state.

The program was developed to help Texans work together toward the goals of a) tobacco use prevention and cessation, b) improving nutrition and increasing physical activity to reduce the incidence of obesity, and c) increasing the use of screening and early detection services. Cancers that can be prevented or detected earlier by screening account for over half of all new cancer cases (American Cancer Society 2007).

Participants will acquire the tools necessary for developing a plan, using cancer statistics, planning meetings, media and outreach, finding resources, working with priority populations, locating funding, influencing public policy, and evaluating efforts.

The Texas Cancer Council, in partnership with the *Nurse Oncology Education Program* (a nonprofit project of TNA) will present four annual workshops statewide with grant funding by the Centers for Disease Control and Prevention.

The first conference will be held in Austin on April 26-27 at the Crowne Plaza Austin hotel. Registration is online at www.acteva.com/go/noeptexas. The conference fee is \$20 (includes Toolkit materials and meals) before April 12 and space is limited. Travel scholarships and registration fee waivers are available. For more information, call (800) 515-6770 or email noep@texasnurses.org.



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

March 28	Leading the Fight against Colorectal Cancer, Del Rio
April 13	Cancer Survivorship for Healthcare Professionals, Texarkana
April 26-27	Tools for Texans: Helping Communities Fight Cancer, Austin
May 18	Pain Management and Oral Care in the Cancer Patient, Denison
June 2	Oncology Update, Amarillo
June 29	Leading the Fight against Colorectal Cancer, Wichita Falls

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

UTMB News

The *CATCHUM Project*, funded by the National Cancer Institute, is a consortium of the eight Texas medical schools dedicated to educating medical students about cancer prevention and screening. The goal of the *CATCHUM Project* is to promote and advance cancer prevention and control education for undergraduate medical students in Texas. This consortium of the eight Texas medical schools is dedicated to developing, implementing, and evaluating state-of-the-science education to ensure that every medical student in Texas has an opportunity to become an effective agent for cancer prevention and control. The following cancer education modules are available at www.catchum.utmb.edu



- Smoking Cessation
- Prostate Cancer
- Colorectal Cancer
- Non Melanoma
- Melanoma
- Nutrition and Cancer
- Toxicology

Check the *CATCHUM* website for updates to include the addition of the Survivorship, Oral Cancer with Lymph Node Involvement, Lymphoma (Hodgkin’s Disease), Breast Cancer, Special Populations: Rural Cancer Disparities, Cancer Genetics, Cancer Informatics, Gynecologic Cancers, and Testicular Cancer modules.

These modules are great for medical students, nurses, and can even serve as a refresher course for physicians. If you are interested in finding more about the *CATCHUM Project*, you may contact Erin Brooks at (409) 772-9136 or erbrooks@utmb.edu.

Cancer Nutrition Workshops

The *Cancer Nutrition Network for Texans* will be presenting “Cancer Nutrition Information for Patients” on the following dates:

- March 27 5:30 p.m. --Coleman, ACS West Texas Region, Coleman Hi-Rise
- March 29 6:00 p.m. – Dallas, Gilda’s Club
- March 30 3:00 p.m. – San Angelo, San Angelo Community Medical Center

To register for one of these workshops, please contact Libby Smith at (409) 747-2239. More information on cancer nutrition is available at www.utmb.edu/nsights.

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