

THE COALITION VOICE

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

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NEWS MAKERS

Tools for Texans Austin Conference a Success

The *Tools for Texans: Helping Communities Fight Cancer* conference was held on April 26-27 at the Crowne Plaza Austin hotel. The conference was developed to help Texans work together toward the goals of tobacco use prevention and cessation; improving nutrition and increasing physical activity to reduce the incidence of obesity; and increasing the use of screening and early detection services. Participants gained 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.



Dr. Carolyn Harvey, Texas Cancer Council board member, delivers the keynote address at the Tools for Texans Conference in Austin.

The conference attracted more than 120 attendees from across the state. Panels of cancer experts combined with presentations by more than 20 speakers, providing cutting-edge insights that addressed the conference theme: *Getting Organized, Getting Connected, and Making a Difference* in the fight against cancer. There were several exhibitors present including the Texas Cancer Council, Lance Armstrong Foundation, Leukemia & Lymphoma Society, American Cancer Society, Texas Cooperative Extension, MD Anderson Cancer Center, Texas Cancer Data Center, and National Cancer Institute's Cancer Information Service. Sixteen participants were awarded scholarships to attend the conference.

"We are very pleased with the success of our *Tools for Texans Conference*," said Joni Watson, MSN, RN, OCN, Director of the *Nurse Oncology Education Program*. "The conference provided attendees with two days full of valuable information and the opportunity to interact with community stakeholders, volunteers and health professionals," continued Mrs. Watson. "Having some of the most recognized experts in cancer advocacy gathered together for this conference demonstrates the value-added in

the information we are able to provide to participants," added Conference Moderator and Chairwoman of the Texas Comprehensive Cancer Coalition, Mary Lou Adams, PhD, RN, FNP.

On the first day of the conference, in addition to the educational presentations, Texas Cancer Council Executive Director Sandra Balderrama, MPA, BSW, addressed the attendees and East Texas Baptist University's Dean of Nursing and Texas Cancer Council Board Member, Carolyn Harvey, PhD, MSN, BSN, served as keynote speaker. Carla Strom, MLA of MD Anderson Cancer Center and Juanita Salinas, MSW of the Texas Department of State Health Services, provided an excellent Introduction to the Texas Cancer Control Toolkit, a valuable set of resource materials provided to all participants.

Friday was a full day of presentations as well. Eduardo Sanchez, MD, MPH, Director of the University of Texas School of Public Health's Institute for Health Policy, presented the luncheon keynote entitled "Passion for the Mission." Michael Bergin, Chief Operating Officer of the National Coalition for Cancer Survivorship, was the guest speaker on advocacy.



Conference planners included L-R: American Cancer Society's Helen Ross Petty, NOEP's Joni Watson, and John Hopkins of the Texas Cancer Registry.

In conference evaluations, 95% of attendees agreed or strongly agreed that using the Toolkit would help them be more successful in moving forward with cancer control, and 96% agreed or strongly agreed that the Toolkit provides guidance to help implement the *Texas Cancer Plan*. One participant wrote, "The speakers were knowledgeable and imparted useful information in an enthusiastic and passionate manner. I enjoyed networking with those attending the conference!"

NEWS FROM MEMBERS & PARTNERS

Future programs are planned for Lubbock, The Woodlands, and San Antonio. To join NOEP's mailing list for Tools conference information, email noep@texasnurses.org.

The *Tools for Texans Conference* was presented by the Texas Cancer Council and the *Nurse Oncology Education Program* with funding provided by the Centers for Disease Control and Prevention.



Texas Cancer Registry

Texas Cancer Registry Attains NAACCR Gold Certification for Second Year

The Texas Cancer Registry (TCR), administered by the Department of State Health Services Cancer Epidemiology and Surveillance Branch (CESB), was recently notified by the North American Association of Central Cancer Registries (NAACCR) that it has attained "Gold" certification for the second year in a row. Texas cancer incidence data for 2004, submitted last December, were evaluated on a number of criteria to assess the completeness, timeliness, and quality of the data. The results for 2004 cases indicate the TCR continued to show improvement with the exception of one criterion, percent of

cases with unknown race, which was 1.6% compared with 1.5% for the last NAACCR Call for Data.

NAACCR “Gold” certification indicates that the Registry has achieved the highest standard of quality among central cancer registries. Gold certification also ensures that Texas cancer data are included in national statistics and are useful for cancer research, investigations of possible cancer concerns, and allocation of funding and resources for cancer prevention and control efforts.

Dr. Nancy Weiss, TCR Manager, expressed her gratitude for the many people who made this possible. She states, “We are proud of this accomplishment and recognize the fact that Gold certification would not be possible without the support, dedication, and hard work of our staff, the hundreds of cancer reporters who submit their cases and the unwavering commitment from our many stakeholders.”

\$4 Million Gift from Sealy & Smith Foundation Enhances UTMB’s Comprehensive Cancer Center

A Sealy & Smith Foundation grant for \$4 million is expected to propel the Comprehensive Cancer Center (CCC) at UTMB into an advanced clinical resource for patients with cancer. Transformation is already underway. Dr. Mark Evers, director of the UTMB center, says this funding supports the university’s efforts to create a new approach where clinical care is delivered alongside ongoing basic and (applied) research along with prevention and education.

“We have great strength and great promise in our comprehensive cancer center,” Evers said. “The critical funding we have received from the Sealy & Smith Foundation will support a tumor tissue bank, an imaging facility, oncology clinical trials, recruitment of translational cancer researchers, and an endowed chair.”

The CCC draws together many of the university’s separate resources into an integrated whole. It includes the Sealy Center for Cancer Cell Biology, the UTMB Educational Cancer Center (which supports the *Cancer Nutrition Network for Texans*) and the clinical enterprise for cancer diagnosis and treatment. The center will coordinate campus-wide efforts in cancer research, clinical care, education and prevention into a larger effort with multidisciplinary, multi-departmental and multi-institutional components “to provide the most up-to-date and compassionate care for our cancer patients,” Evers said.

Senior Expo in Longview

The 3rd Annual Senior Expo was held at the Longview Convention Center on April 30. The expo targeted senior citizens and exhibitors offered products and services primarily used by this population. Breakout sessions were held on various topics such as creating a will and trust accounts, managing chronic illnesses, heart disease and stroke, and long-term care insurance. Volunteers from the North East Texas Colorectal Coalition distributed information on colon screening and available cancer survivorship resources.



L-R: North East Texas Colorectal Cancer Coalition members Dyanne Shepherd, Ethel Paris, and Janette Williams staff an exhibit at the Annual Senior Expo in Longview.

Relay for Life

The smiling faces in the picture on the right belong to a breast cancer support group who participated in this year's ACS Relay For Life held April 27 in McAllen. L&F Distributors from McAllen donated the banner shown. The group had a great time and is looking forward to next year's relay.



ACS Relay for Life participants in McAllen.

West Texas Unites to Fight Colorectal Cancer

West Texas communities have been uniting in the fight to eliminate colorectal cancer as a cause of illness and death in their region. Colorectal cancer is the second most common cause of cancer mortality in Texas, but over 90% of these cancers can be prevented and most of the deaths could be avoided with the currently available technologies. The barrier to reducing the number of deaths from colorectal cancer is a lack of organizational, financial, and societal commitment. The Lubbock Colon Cancer Prevention Task Force has been heading efforts to recruit, mobilize, and organize communities throughout the region in the fight to eliminate colon cancer in this area. Healthy communities are more productive, economically more competitive and prosperous.

The governments of Bailey, Borden, Cochran, Crosby, Floyd, Garza, Hale, Hockley,



Colon cancer phone bank volunteers in Lubbock.

Howard, Lubbock, Lynn, Nolan, Scurry, Terry, and Yoakum counties have dedicated this year to colorectal cancer prevention. The City Councils of Big Spring, Brownfield, Colorado City, Floydada, Idalou, Lamesa, Levelland, Littlefield, Lubbock, Morton, Muleshoe, Plains, Post, Shallowater, Slaton, Snyder, Sweetwater, and Wolfforth have also dedicated this year to colon cancer prevention efforts in

their cities. Media has assisted these efforts and helped to spread the word. One television station sponsored a Colon Cancer Hot Line Phone Bank in its TV newsroom that was staffed by health professionals who answered over 300 calls during a three-hour period. A number of organizations and businesses have been helping efforts to spread prevention awareness and to motivate people to seek screening. Health care institutions throughout the region have been valuable Task Force partners and have worked diligently in their communities.

The Lubbock Colon Cancer Prevention Task Force has been partnering in these efforts with the Texas Department of State Health Services in Austin and their Health Services Region 1 office in Lubbock, the American Cancer Society High Plains Division, the

Texas A&M Agricultural Extension Services agents, and the Texas Cancer Council. Governor Rick Perry and Texas Health Commissioner David Lakey joined the Task Force in the fight against colon cancer. Uniting communities in the fight against this common threat is the first step toward the goal to make colon cancer history, but lot of work is yet to be done to achieve this important goal.

TCC Wins Governor's Cup

With 100% staff participation once again, the Texas Cancer Council won the Texas Round-Up Governor's Cup for the fourth consecutive year in the small state agency category. The Texas Round-Up is a statewide fitness initiative to encourage adults and kids to incorporate daily physical activity into their lives. Way to go ladies!



TCC Staff L-R: Yvette Jimenez, Lisa Nelson, Michelle Frerich, Sandra Balderrama, Michelle Huddleston, Stephanie Uecker, Jane Osmond

Smith County News

The April 12 meeting of the Smith County Comprehensive Cancer Coalition included programming delivered by Gretchen Stryker with Texas DSHS Region 4 & 5 office concerning the re-branding of the *5 a Day*™ program. Ms. Stryker reviewed the *Fruits & Veggies More Matters*™ campaign from CDC. The Coalition also reviewed the blog site for information on the coalition. While the site is undergoing some revisions, members can still access the site for copies of past agendas and minutes from previous meetings. Also, web links to current cancer news are also listed on the site. Lake Country Area Health Education Center hosts the site and it can be accessed at www.lcahec.net. (Just select the "Cancer Coalition" tab on the left hand side of the page.) The next meeting of the coalition will be held June 14 in Tyler. For additional information contact Debbie Warren at (903) 877-5220 or Debbie.warren@uthct.edu.

Lake Country Area Health Education Center (AHEC) has established training dates for the *Growing Healthy: Developing Healthy Lifestyles for Prevention Sake!* project. Working with Education Service Centers Region 7 & 8, the following dates have been set for training: June 4 at Region 8 located in Mt. Pleasant; June 28 at Region 7 located in Kilgore. For additional information about the *Growing Healthy* project visit www.lcahec.net and select the "Growing Healthy" tab on the left hand side of the page. For more information about the training sessions, contact Debbie Warren at (903) 877-5220 or Debbie.warren@uthct.edu.



The Brushsketeers

The Brushsketeers from the Northeast Texas Public Health District (NETPHD)

have been working their way through the area schools to introduce students to the importance of dental health. As part of their message, they encourage the students to stay away from tobacco and eat lots of fruits and vegetables. Ramona Gonzalez and Hermila Guerrero have been working with Dr. Debra Cherry and Dr. Larry Lowry with the University of Texas Health Center at Tyler on this project. To schedule a program in the Smith County area call (903) 535-0037, extension 259.

Straight Talk by StraightWay in Temple

On Friday, March 9, just before spring break, *oriGENal voice* brought StraightWay, a Houston-area concert-style performance team to Lamar Middle School in Temple, Salado Intermediate School, and Rogers Middle School. StraightWay consists of 8-10 young people who use music, drama, comedy, and personal stories to bring a life-changing message to their audiences.

Members of the Straightway team have seen the effects of drug abuse on family members and have “beaten the odds,” themselves which helps them create an instant rapport with students who come from similar backgrounds. The team presents a message of living right, making good choices despite obstacles, and realizing the consequences of one’s choices.

The StraightWay team focused on the dangers of tobacco during the March 9 performances. Four *oriGENal voice* girls opened each performance with a brief introduction, including tobacco statistics and stressing the *oriGENal voice* mission. *oriGENal voice* and



StraightWay team members and their 'entourage' for the day – OriGENal voice girls and staff, and Sylvia Barron and Debbie Melecio from the Texas Department of State Health Services' Tobacco Prevention and Control Program.

StraightWay reached just under 900 students and faculty members at the three middle schools, leaving them with a positive, life-changing message right before spring break.

87 Campaign Reveals the High Cost of Tobacco Use

Everyday in Texas, 87 people die from tobacco-related diseases. This alarming fact was the focal point of *oriGENal voice*'s “87” campaign that took place at Paredes Middle School and Bedichek Middle School in Austin during the first two weeks of May. On Monday, *oriGENal voice* posted thirty “87” posters throughout the two campuses to create a buzz among students and teachers around this mysterious number 87. On Wednesday, a morning announcement revealed to over 2,000 students on both campuses the meaning of 87. Students were urged not to use tobacco and to remember what 87 represents. After the announcement, posters stating the meaning of 87 were put up and left for the rest of the week as a reminder to the students of the number’s significance. Currently, GENAustin is working to evaluate the campaigns effectiveness by surveying 75 sixth graders.

PROFESSIONAL DEVELOPMENT

Having Cancer is Hard -- Finding Help Shouldn't Be

If you have been diagnosed with cancer you probably have many questions and concerns about what happens next. The American Cancer Society understands and is ready to help. Their Cancer Resource Network will help you with every part of your cancer experience. It offers information specific to cancer types and treatments, day-to-day help, and emotional support. The American Cancer Society is available for you 24 hours a day, seven days a week. Just pick up the phone and call 1-800-227-2345 or visit online at www.cancer.org.

For more information on the Cancer Resource Network, click the following link. To help spread awareness of the American Cancer Society's free programs and services, please pass this message to your family and friends.

<http://content.presentationengine.com/ieViewer.php?tid=112935>.

Save the Date

The Center For Research On Minority Health (CRMH) will host the Fifth Annual Summer Workshop "Disparities in Health in America: Working Towards Social Justice" on June 23 - June 29. The goal of the workshop is to provide a forum by which faculty, fellows, students, health care personnel, community members and others can learn about the issues that impact the health of their communities. Contact Cynthia Clark (713) 563-4005.

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

June 2	Cancer Care Update: Insights for Nurses, Amarillo
June 5-6	Chemotherapy/Biotherapy Administration, Arlington
June 29	Leading the Fight against Colorectal Cancer: The Nurse's Important Role, Wichita Falls

The Nurse Oncology Education Program (NOEP) has a new CNE offering: *Tobacco Intervention and the Healthcare Provider*, available now for 1.2 contact hours at <http://www.noeptexas.org/ce/onlinece.asp>.

It is imperative that health professionals actively assess and treat tobacco use in their patients in order to help reduce the single most preventable cause of death. There are several effective tobacco cessation treatments available that can double or even triple the likelihood of long-term cessation. Such treatments can be consistently and effectively integrated into health care delivery.

An enormous impact could be achieved if smokers who visit health care providers were to receive advice and assistance in quitting. Nurses in all fields of practice have an opportunity to improve the current and future health of their patients, family and friends by assisting those addicted to tobacco. For more information on tobacco cessation, go to www.cdc.gov/tobacco or <http://www.nospit.com>.

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.