

August 2009

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CIS Connection

National Cancer Institute's **CANCER INFORMATION SERVICE**

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The National Cancer Institute's (NCI) Cancer Information Service (CIS) educates the public about cancer prevention, risk factors, symptoms, diagnosis, treatment, and research.

- CIS specialists provide the latest, most accurate information about cancer by telephone, TTY, instant messaging, and e-mail.
- The CIS operates the NCI's Smoking Quitline (1-877-44U-QUIT).
- Through its Partnership Program, the CIS works with established national, regional, and state organizations to reach those most in need of cancer information.
- The CIS takes part in health communications research to find new and better ways to educate people about health.

For information and publications, call 1-800-4-CANCER (1-800-422-6237) or visit <http://www.cancer.gov>.

NCI Press Releases & Information

Available at <http://www.cancer.gov/newscenter> or as otherwise noted.

- Racial Disparities in Breast Cancer Mortality Are Not Driven by Estrogen Receptor Status Alone (7/7/09)
- Study Documents How HIV May Have Spread to Human Populations (7/3/09)
- Imaging Technique Allows Researchers to Monitor Protein Changes in Mouse Tumors (7/1/09)
- Two Proteins May Be Key to Screening for Early-Stage Liver Cancer (7/1/09)
- Second Gene Linked to Familial Testicular Cancer (6/29/09)
- New Biomarker Method Could Increase the Number of Diagnostic Tests for Cancer (6/28/09)
- Researchers Identify a Novel Mechanism that Could be Targeted to Prevent Cancer Spread (6/25/09)
- United States and the Republic of Chile Partner to Battle Cancer (6/23/09)

Clinical trials results:

Available at <http://www.cancer.gov/clinicaltrials/results-all> or as otherwise noted.

- Treatment Regimen Extends Survival for Women with Cervical Cancer (6/29/09)
- HPV Status Can Predict Outcome in Oropharyngeal Cancer (6/19/09)
- Early Chemotherapy to Prevent Ovarian Cancer Recurrence Fails to Increase Survival (6/19/09)
- Breast Cancer Drug Helps Patients with Gastric Cancer (6/19/09)
- Combination Treatment Boosts Survival in Biliary Tract Cancers (6/19/09)

National Health Observances

This calendar comes from the National Health Information Center Web site: <http://www.healthfinder.gov/nho/nhoyear.asp?year=2009>.

No cancer-related observances in August.

NCI Fact Sheet Collection

New, revised and reviewed titles, from <http://www.cancer.gov/cancertopics/factsheet/>.

In English:

- Adjuvant and Neoadjuvant Therapy for Breast Cancer (FS 7.20, 6/16/09)
- Asian and Pacific Islander Cancer Education Materials Web Tool (FS 2.12, 6/22/09)
- Cancer Research Funding (FS 1.1, 7/07/09)
- How To Find a Doctor or Treatment Facility If You Have Cancer (FS 7.47, 6/29/09)
- National Organizations That Offer Services to People With Cancer and Their Families (FS 8.1, 7/2/09)
- Reproduction and Use of National Cancer Institute Materials (FS 1.11, 6/9/09)
- Targeted Cancer Therapies (FS 7.49, 6/23/09)
- The U.S. National Cancer Institute (FS 1.23, 7/06/09)

Other Items of Interest

“Promoting a Healthy Workforce Web Conference” (aired in June 2009) is available on the AHRQ Web site. This program focused on tools to support effective workplace wellness programs and resources that employers and other purchasers can share with employees to help them manage their health. Employers, employer coalitions, other purchasers, and consumers are invited to listen to experts from AHRQ discuss how patient-focused guides, videos, and other tools such as recommendations from the U.S. Preventive Services Task Force and the Effective Health Care guides for consumers can support employees who want to be more active and involved in their health care. This 90-minute broadcast is available at <https://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventid=145731&sessionid=1&key=531834E34940E93EC0B9149059C50999&sourcepage=register>.

The CDC has a Web page on breast cancer which was recently updated with the addition of some new publications. One of these is a two-page fact sheet titled “Breast Cancer and You: What You Need to Know”. The site offers other publications and resources of interest, and breast cancer statistics. See <http://www.cdc.gov/cancer/breast>.



The CDC also produces the “Research to Practice Series”, designed to summarize the science on a topic of nutrition. An overview of the science is compiled into a summary document appropriate for public health professionals, including implications for practice. Recently added to the “Weight Management” topic is a new title in the series: “Incorporating Away-From-Home Food Into a Healthy Eating Plan”. This publication addresses the growing body of literature indicating that eating away-from-home food is a factor influencing energy intake and other health issues. A link to this title, and others in the series, is available at <http://www.cdc.gov/nutrition/professionals/researchtopractice/index.html>. Other nutrition topics for health professionals are available at <http://www.cdc.gov/nutrition/professionals>.

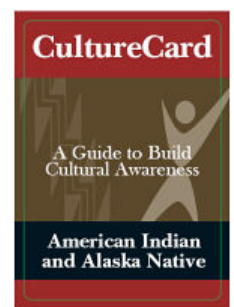
The National Women's Health Resource Center recently published an online article called "Health & Wellness for Women of Color". This considers some of the problems of our health care system, including cost, quality, access and insurance. The individual issues are each cause for concern, but together lead to significant disparities in disease and death rates between whites and people of color. African Americans, Hispanics and Native Americans have far worse health and health outcomes than whites. The article is available at <http://www.healthywomen.org/healthreport/july2009/pg2.html>.



Other Items of Interest *(continued)*

Press releases and publications of interest:

- FDA and Public Health Experts Warn About Electronic Cigarettes (7/22/09)
<http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm173222.htm>
- FDA Approves Opioid Pain Reliever with Required Risk Reduction Plan (7/16/09)
<http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm172366.htm>
- New Technique Could Sustain Cancer Patients' Fertility (NIH) (7/14/09)
<http://www.nih.gov/news/health/jul2009/nichd-14.htm>
- NIH and Wikimedia Foundation Collaborate to Improve Online Health Information (7/14/09)
<http://www.nih.gov/news/health/jul2009/od-14.htm>
- Sun Safety: The Key to Skin Cancer Prevention (CDC) (7/13/09)
<http://www.cdc.gov/Features/CancerAndChildren>
- Obesity among U.S. Adults Continues to Rise (CDC, 7/8/09)
<http://www.cdc.gov/media/pressrel/2009/r090708.htm>
- Talking about End-of-life Treatment Decisions (AHRQ) (7/7/09)
<http://www.ahrq.gov/consumer/cc/cc070709.htm>
- FDA Approves First Maintenance Drug Therapy for Advanced Lung Cancer (7/6/09)
<http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm170515.htm>
- Adrenal Gland Cancer (National Library of Medicine, NLM) (7/3/09)
<http://www.nlm.nih.gov/medlineplus/adrenalglandcancer.html>
- Nearly 44 Million in United States Without Health Insurance in 2008 (CDC, 7/1/09)
<http://www.cdc.gov/media/pressrel/2009/r090701.htm>
- Boxed Warning on Serious Mental Health Events to be Required for [Smoking Cessation Drugs] Chantix and Zyban (FDA) (7/1/09)
<http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm170100.htm>
- Culture Card: A Guide to Build Cultural Competence: American Indian and Alaska Native (SAMHSA, 6/30/09)
http://download.ncadi.samhsa.gov/enetwork/archive/2009/SAMHSA_cmhs_6_30_09.html
- AHRQ Health Care Innovations Exchange: Women's Health (6/22/09)
<http://www.innovations.ahrq.gov/whatsnew.aspx>



National Funding Opportunities

Avon Foundation Breast Care Fund (AFBCF)

Deadline for submission: August 28, 2009



The mission of the AFBCF is to link medically underserved women to breast health education and screening services. Medically underserved women need targeted, customized approaches to enable them to obtain regular mammograms and clinical breast exams. The Avon Foundation Inc. has funded community-based programs designed to improve utilization of regular breast cancer screening by at-risk populations since 1993. The AFBCF seeks to support programs that: recruit women for both first time screening and annual screening; develop partnerships between community-based outreach providers and local medical providers; work with health care providers to ensure proper clinical follow-up of abnormal screening results; and educate older women about Medicare coverage of annual screening mammograms and assist them in obtaining the service from providers who accept Medicare. Full details are spelled out in the Request for Applications (RFA), available in both PDF and Word formats. Go to <http://www.avonbreastcare.org/fundinginfo.htm> for general information and the RFA links.

Oncology Nursing Society Foundation Breast Cancer Research Grant (RE31)

Deadline for Letter of Intent: September 1, 2009

The Oncology Nursing Society (ONS) Foundation provides funding to support the ONS Research Agenda. The agenda's focus is on areas where gaps exist in the knowledge base for oncology nursing practice. Applications are invited for breast cancer grant proposals that address high-priority topic areas identified by the 2009-2013 ONS Research Agenda. The principal investigator must be actively involved in some aspect of cancer patient care, education, or research. Funding preference is given to projects that involve nurses in the design and conduct of the research activity. Membership in ONS is not required for eligibility. ONS Foundation encourages advanced practice nurse (APN) and researcher partnerships. For an APN PI to be considered for funding the research team must include both an APN and researcher. Full details, forms, and a link to the 2009-2013 ONS Research Agenda, can be found at <http://www.ons.org/awards/foundawards/majorGrants.shtml>.



Susan G. Komen for the Cure Community-based Grants

Deadline: Applications accepted on an ongoing basis

Funding for innovative projects in the areas of breast health and/or breast cancer education and outreach, screening, and treatment to the medically underserved and/or underinsured or uninsured populations. In more than 18,000 communities across the U.S., more than 75,000 Susan G. Komen for the Cure volunteers work to help fund breast cancer education, screening and treatment projects for those who need it most. In order to ensure they are funding programs that address the specific unmet breast health needs of their communities, Komen Affiliates work with local medical experts and community leaders to conduct comprehensive community needs assessments. These community profiles are then used to establish local grant application and review processes consistent with Komen's standards and mission. To find out more about this funding opportunity, see <http://www5.komen.org/researchgrants/communitybasedgrants.html>.



National Funding Opportunities *(continued)*

William Randolph Hearst Foundations Health Grants

Deadline: Applications accepted on an ongoing basis

The Hearst Foundations support well-established nonprofit organizations that address important issues within major areas of interests and that primarily serve large demographic and/or geographic constituencies. One of the funding priorities is health. The Hearst



Foundations assist leading regional hospitals, medical centers and specialized medical institutions, such as children's and women's hospitals. The Foundations fund direct medical services that promote wellness, prevention and rehabilitation. Areas of interest include cancer, geriatrics, neonatology, perinatology, pediatrics, women's health, and the disabled. Support for advanced professional education and training is also considered in these fields. In response to the ongoing nursing shortage, the Foundations also fund nursing programs designed to enhance skills and increase the number of practitioners and educators in this field. Details at http://www.hearstfdn.org/fp_health.html.

National Events of Interest



21st Annual Native Health Research Conference - Science As Storytelling and the Science Of Storytelling

August 3-6, 2009

Hilton Portland & Executive Towers, Portland, OR

<http://www.npaihb.org/calendar/event/1044>

3rd Annual National Conference on Health Communication, Marketing and Media

August 11-13, 2009

Omni Hotel, Atlanta, GA

http://www.cdc.gov/HealthMarketing/NCHCMM2009/about_conference/about_nchcmmcon.htm

Living Beyond Breast Cancer Teleconference –

Hormonal Therapy Update: Understanding Your Options ~ *NEW*

August 25, 2009, 12:00–1:30 PM (Eastern Time)

Free, but registration is required to participate.

<http://www.lbbc.org/content/event/hormonal-therapy-update-understanding-your-options.asp?c=educational&t=participate&sn=teleconferences&tr=y&auid=5070837>



Health Information National Trends Survey (HINTS) Data Users Conference

September 24-25, 2009

Hilton Silver Spring, Silver Spring, MD

<https://www.hintsmeeting.com>

National Events of Interest *(continued)*

National Health Policy Training Alliance for Communities of Color – Health Policy Journalism Institute: Covering Health Disparities ~ *NEW*

October 8-9, 2009

Las Vegas, Nevada

http://www.healthpolicyalliance.org/trainings/upcoming-trainings_events.html



International Cancer Education Conference – The Art and Science of Cancer Education and Evaluation

October 15-17, 2009

Houston, TX

<http://aace.cpsonline.info>

National Conference to End Health Disparities II ~ *UPDATED*

November 3-6, 2009

Winston-Salem, NC

<http://www.ccehd.com>



American Institute for Cancer Research Annual Research Conference on Food, Nutrition, Physical Activity and Cancer ~ *NEW*

November 5-6, 2009

Washington, DC

http://www.aicr.org/site/PageNavigator/Research/ResearchConference/res_conference_home

Save the Date: Society for Public Health Education (SOPHE) 60th Annual Conference ~ *NEW*

November 5-7, 2009

Philadelphia, PA

http://www.sophe.org/singlenews.asp?item_ID=13414



American Public Health Association (APHA) 137th Annual Meeting and Exposition – Water and Public Health ~ *NEW*

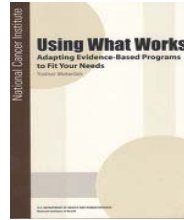
November 7-11, 2009

Philadelphia, PA

<http://www.apha.org/meetings>

Regional Spotlight

“Using What Works” Training in Portland, Oregon



The National Cancer Institute’s (NCI) Cancer Information Service (CIS) partnered with the Oregon Partnership for Cancer Control’s Breast Health Task Force and Colorectal Health Task Force to have a training session on “Using What Works: Adapting Evidence-Based Programs to Fit Your Needs”. The session was held in Portland on July 13, 2009.

Over 30 health professionals attended this one-day training to learn more about evidence-based programming. “Using What Works” training is designed for health promoters, health educators, program planners and program evaluators at national, regional, state and local levels. The experience of the training was unique as participants split up into smaller breakout groups focusing on either breast cancer or colorectal cancer screening programs. The goals of this “Using What Works” training were for participants to increase knowledge and awareness on how to assess target audiences, find evidence-based programs, and use evidence-based programs as a starting place for their own programs. Evidence-based programs have already been conducted, evaluated, and shown to be effective in a given community.



Participants attending to the presentation led by Alissa Green, PPC

CIS staff will be following up with training participants over the next few months to offer technical assistance as they work to adopt evidence-based practices or programs. Feedback indicated that participants appreciated the



The participants were good students!

opportunity to network with others and learn more evidence-based cancer control programs. Additionally, participants were pleased to learn about the program planning resources and tools available and the ability to put their own programs into context. Comments on post-evaluations included: “Very informative. Please continue the great work!” and “This training provided very worthwhile information. Providing information in several formats (case studies, PowerPoints, handouts, etc.) made participation very convenient!”

If you are interested in participating in a “Using What Works” training, contact the Partnership Program staff member for your state to learn about upcoming trainings. (Contact information is on the last page of this newsletter.)

Regional Events of Interest ~ Northwest Region

REGIONAL

NCI Cancer Information Service – Northwest Region Webinar:

Health Literacy – Preparing Health Education/Promotion Materials That Can Be Understood ~ *NEW*

August 27, 2009, 12:00–1:30 PM (Pacific Time)

Free, but registration is required; deadline to register: August 21

Contact: Heidi Harbach, hharbach@fhcrc.org, 206-667-7245

OREGON

Living Well with Chronic Disease Workshops

(Various dates and counties through December 2009; see Web site for details)

General program information:

http://www.oregon.gov/DHS/ph/livingwell/le_workshop_info.shtml

Workshop list (PDF), updated June 2009:

<http://www.oregon.gov/DHS/ph/livingwell/docs/workshoplist.pdf>



WASHINGTON

Gilda's Club Lectures & Discussions ~ *UPDATED*



- August 20: Now What? Life After Cancer
- September 17: Lung Cancer: Latest Research

Events are from 6:45–8:30 PM, at Gilda's Club, 1400 Broadway at Union, Seattle.

Free, open to the public (sign-up required). RSVP to attend.

Contact: 206-709-1400.

7th Annual Washington Partnership Training Institute:

Increasing Access to Women's Health ~ *UPDATED*

September 15-16, 2009

Seattle Airport Marriott, 3201 South 176th St.

Contact: Cherie Skager, cherie@pskomen.org, 206-633-0303



16th Annual Joint Conference on Health – Healthy People in Healthy

Places: A New Path to Health

October 5-6, 2009

Yakima Convention Center, Yakima

<http://www.wspha.org/JCH1.html>

The *CIS Connection* from the CIS Northwest Region provides you with the opportunity to share regional and state events and conferences of interest. If you have a conference or event you would like us to know about in our five-state region (Alaska, Idaho, Nevada, Oregon, and Washington), please call or e-mail the Partnership Program Manager, Kathy Briant, with details. (Contact information is on the last page.)

CIS Connection

Newsletter Editor: Pia Fish, Northwest Region

This edition produced by the Cancer Information Service, Northwest Region, which serves the states of Alaska, Idaho, Nevada, Oregon and Washington in cooperation with the Fred Hutchinson Cancer Research Center in Seattle, WA.

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