

October 2008

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CIS Connection

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

NCI Press Releases / Newscenter Items

Available at <http://www.cancer.gov/newscenter/>.

- Large, Multi-Center Trial Demonstrates Comparable Accuracy for Virtual Colonoscopy and Standard Colonoscopy (9/17/08)
- Study Provides Clues about How Cancer Cells Develop Resistance to Chemotherapy Drug (9/14/08)
- Denosumab May Help Prevent Bone Loss Related to Use of Aromatase Inhibitors (9/11/08) <http://www.cancer.gov/clinicaltrials/results/denosumab0908>
- The Cancer Genome Atlas Reports First Results of Comprehensive Study of Brain Tumors: Large-Scale Effort Identifies New Genetic Mutations, Core Pathways (9/4/08)
- Eliminating a Common Bacterium Reduces Risk of Second Gastric Cancer (9/2/08) <http://www.nci.nih.gov/clinicaltrials/results/Hpylori0908>

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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 Fact Sheet Collection

New, revised and reviewed titles.

Available at <http://www.cancer.gov/cancertopics/factsheet/>.

In English:

- Cellular Telephone Use and Cancer Risk (FS 3.72, 9/3/08)
- NCI-designated Cancer Centers (FS 1.2, 9/12/08)

In Spanish:

- Marcadores de tumores (FS 5.18s, 9/10/08)

National Health Observances

This calendar comes from the National Health Information Center Web site: <http://www.healthfinder.gov/nho/nhoyear.asp?year=2008>.

October observances:

National Breast Cancer Awareness Month
National Health Education Week (20th-24th)
Metastatic Breast Cancer Awareness Day (13th)
National Mammography Day (17th)

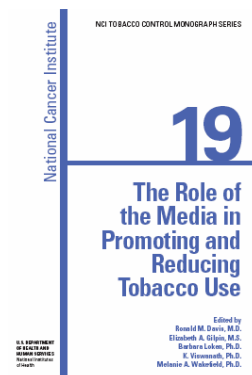
Looking forward to November observances:

Lung Cancer Awareness Month
Pancreatic Cancer Awareness Month
National Family Caregivers Month
National Hospice Palliative Care Month
Great American Smokeout (20th)

NCI Resources of Interest

The Role of the Media in Promoting and Discouraging Tobacco Use, Tobacco Control Monograph 19 is now available. This publication provides a critical, scientific review and synthesis of current evidence regarding the power of media both to encourage and discourage tobacco use. As such, it is the first comprehensive summary of the scientific literature on media communications in tobacco promotion and control. Research included in the review comes from the disciplines of marketing, psychology, communications, statistics, epidemiology, and public health. All are vital to understanding how exposure to the media influences tobacco use.

You can view the entire monograph at http://cancercontrol.cancer.gov/tcrb/monographs/19/m19_complete.pdf or the Executive Summary at <http://cancercontrol.cancer.gov/tcrb/monographs/19/docs/M19ExecutiveSummary.pdf>. You can also order hard copies by going to <http://www.cancer.gov/> and clicking on “NCI Publications” on the left hand menu.



NCI has a new web page that provides resources for displaced cancer patients, their families and physicians in the event of a hurricane or other natural disaster. The web page offers information on topics such as how to be prepared, how to get help, finding friends and family, among others. Visit <http://www.cancer.gov/hurricane> for more information.

Other Publications and Resources of Interest

The Centers for Disease Control and Prevention (CDC) has released the most comprehensive cancer data available for American Indians and Alaska Natives (AI/AN) across the United States. Cancer incidence rates, especially lung and colorectal, among AI/AN men and women varied greatly across six geographic regions of the country (Alaska, East, Northern Plains, Pacific Coast, Southern Plains, and Southwest). These findings, “[Cancer Incidence in American Indian/Alaska Native \(AI/AN\) Populations](#)”, appear in the September 1, 2008 supplement to *Cancer*. The studies used cancer incidence data from CDC’s National Program of Cancer Registries, the National Cancer Institute’s Surveillance, Epidemiology and End Results program, and linkages to the Indian Health Service records.

Federal Trade Commission Sweep Stops Peddlers of Bogus Cancer Cures—Public Education Campaign Counsels Consumers, “Talk to Your Doctor” (9/18/08) <http://www.ftc.gov/opa/2008/09/boguscures.shtm>

Food & Drug Administration Approves Expanded Use of Gardasil to Include Preventing Certain Vulvar and Vaginal Cancers (9/12/08) <http://www.fda.gov/bbs/topics/NEWS/2008/NEW01885.html>

Surveillance for Cancers Associated with Tobacco Use—United States, 1999-2004 (9/5/08) <http://www.cdc.gov/mmwr/preview/mmwrhtml/ss5708a1.htm>

New Report Estimates More than 2 million Cases of Tobacco-related Cancer Diagnosed in the United States During 1999-2004 (9/4/08) <http://www.cdc.gov/media/pressrel/2008/r080904a.htm>

Tobacco and Nicotine Research - An Update from the National Institute on Drug Abuse (8/08) <http://www.nida.nih.gov/tib/tobnico.html>

National Funding Opportunity

Impact of Health Communication Strategies on Dietary Behaviors

(Program Announcement Numbers PA-08-239 & PA-08-240)

Application Receipt Dates (new Non-AIDS applications): October 5, 2008 & October 16, 2008 respectively. There are also additional dates in 2009, 2010 and 2011. See link below for more details.

These funding opportunity will use the R01 and R21 mechanisms respectively. For more information see <http://researchportfolio.cancer.gov/initiatedetail.jsp?result=true&InitiativeID=3932>. Inquiries Dr. Amy Yaroch, yarocha@mail.nih.gov.

National Events of Interest

National Partners for Comprehensive Cancer Control (CCC) Present Webinar Series:

Implementing Cancer at the Local Level ~ NEW ~

There is an audio and web portion for each Webinar session. All sessions will be recorded and available for download 30 days after the session. To access ALL sessions:

Step 1: Log onto website: <https://www.mymeetings.com/nc/join/> and enter the conference number listed below for the session you are joining. Audience pass code for all sessions is: COMP CANCER

Step 2: Dial into conference call: Toll free 866-617-1526; Participant pass code is: COMP CANCER.

(Please note that most territories and Pacific Island Jurisdictions should be able to use the toll free number. If that number does not work please call 1-210-795-0624; there will be a charge if you call this number.)

- September 18, 2008: *Approaches to Implementing CCC Initiatives at a Local Level*. Featuring NJ, TN, South Puget Intertribal Planning Agency, MI and FL. Conference Number PG6317486 (replay now available)
- October 2, 2008, 2-3:30 PM EST: *Successful Partnerships to Support CCC at the Local Level*. Featuring NC, Commonwealth of Northern Mariana Islands, and the ACS Great West Division. Conference Number PG6317494
- October 28, 2008, 2-3:30 PM EST: *Resources to Support CCC at the Local Level*. Featuring NY, Dutchess County NY, and the Western NY Cancer Coalition. Conference Number PG6317500



NCI Office of Advocacy Relations Presents Understanding NCI: Toll-Free Teleconference Series ~ NEW ~

- September 17, 2008: *Update for the Advocacy Community from NCI Director* (replay now available)
- October 29, 2008, 11 AM-12 PM PST: *NCI's Cancer Information Service: Reaching the Community with Evidence-Based Resources*
- November 12, 2008, 12-1 PM PST: *P.L.A.N.E.T.: 5-Step Guide to Cancer Control Planning & Programming*
- December 16, 2008, 10-11 AM PST: *Transforming Translation: Implementation of the Translational Research Working Group Report*

<http://ola.cancer.gov/activities/teleconferences>

National Events of Interest

AACE & CPEN Annual Meeting ~ *NEW* ~

October 20-22, 2008

Sheraton Sand Key Resort, Clearwater, FL

<http://aace.cpsonline.info/>



NCI's President's Cancer Panel Meetings – Agricultural Exposures ~ *NEW* ~

October 21, 2008

Indianapolis, IN

<http://deainfo.nci.nih.gov/advisory/pcp/agenda.htm>

The 26th Annual Conference of the Gay & Lesbian Medical Association ~ *NEW* ~

October 22-25, 2008

Renaissance Seattle Hotel, Seattle, WA

<http://www.glma.org/index.cfm?fuseaction=Page.viewPage&pageID=559>



APHA Annual Meeting: Public Health Without Borders

October 25-29, 2008

San Diego Convention Center, San Diego, CA

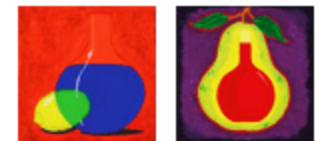
<http://www.apha.org/meetings/highlights/>

American Institute for Cancer Research (AICR) Annual Research Conference on Food, Nutrition, Physical Activity and Cancer

November 6-7, 2008

Capital Hilton Hotel, Washington, DC

http://www.aicr.org/site/PageServer?pagename=res_rc_home



Native People's Circle of Hope "2008 Quality of Life Through Roots of Strength" Conference ~ *NEW* ~

November 19-22, 2008

Marriott University Park, Salt Lake City, UT

http://www.nativepeoplescoh.org/Native_People's_Circle_of_Hope/Roots_of_Strength.htm

NIH Summit – The Science of Eliminating Health Disparities ~ *UPDATED* ~

Sponsored by National Center on Minority Health and Health Disparities

December 16-18, 2008

Gaylord National Resort and Convention Center, National Harbor, MD

<http://www.blsmeetings.net/2008healthdisparitiessummit/index.cfm>



NIH Conference on the Science of Dissemination and Implementation ~ *UPDATED* ~

January 28-29, 2009

Natcher Conference Center, NIH Campus, Bethesda, MD

<http://conferences.thehillgroup.com/obsr/di2008/index.html>

CIS Connection

Newsletter Editor: Pia Fish, Northwest Region

This edition produced by the Cancer Information Service, Rocky Mountain Region, which serves the states of Arizona, Colorado, Montana, New Mexico, Utah, and Wyoming in cooperation with Penrose-St. Francis Health Services in Colorado Springs, CO.

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