

**Arizona Cancer Control Program
Early Detection and Screening Committee**

April 12th, 2010

10:00 AM – 11:30AM

Mountain Park Health Center

635 E. Baseline Rd

Phoenix, AZ 85042

Call-in-Number:

1-866-751-5726, then press ***1186832*** (enter the * before and after).

Attendees: Nick Meza, Abby Trujillo Maestas, Kendra Sabol, Virginia Warren, Gena Zischke, Lindsay Thomas, Raquel Acosta, Julia Gonzalez, Brian Sillanpaa

On the phone: Vicki Allen, Mary Dokes, Jovanka Hall, Naomi Lane, Elizabeth Markona,

Agenda Items	Discussion	Follow-up Items
Review prior minutes	Previous minutes were reviewed and approved by committee.	
Julie Gonzalez Healthy Latinos/Latinos Saludables Program	This program is a five year grant; it started with the University of Arizona by Linda Larkey and transferred to Arizona State University. Funded by the National Institutes of Health. It studies colorectal cancer screening rates in the Latino population between 25 and 75 years of age. Other secondary data collected: diet, exercise and smoking habits. The program invites agencies and organizations to participate in recruitment and/or host the educational program. Current sites include: clinics, landscaping sites. The study includes men and women, but it's been a challenge to recruit more men. The program consists of seven educational sessions conducted every week. Each session lasts one to two hours. At the end of the program participants receive a certificate. Participants who are 50 years old & older are referred to the Fit@50 Healthcheck Program if uninsured and in need of colorectal cancer screening. Program is currently in year 4 and 174 community sites have participated. The end of the grant is Jan 2012. Class #6 includes a second questionnaire to compare data collected at the beginning of the program to see if healthy lifestyles changes have been adopted. After the end of the seven educational sessions, a follow up phone	

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	call takes places six months later. The program is looking for more sites, more participation. Julie asked for feedback/suggestions to spread to more places.	
Question/Comments	<ul style="list-style-type: none"> - Educate staff about the entire process of the program - Break down the program and focus on the eligibility piece. Make sure staff understands who is eligible to participate. - Having staff buy-in is crucial 	
Julie Gonzalez	Julie distributed packets of information. Recruitment goal is 1200, 900 accomplished so far. About 5% are lost from consent to start of class. About 30% are lost from start of class to the end of the program. Reasons: Fear because of their immigration status- they are scared to participate, economic situation. Other places to recruit men: soccer games (great because they already have a “team” mind, discount tires or other tire stores.	
Question/Comments	<p>Suggestions included offering incentives to participants to finish the program:</p> <ul style="list-style-type: none"> - Water bottle - Partner with grocery stores (Fry’s, Safeway, Bashas) to get coupon/discounts for participants to buy fruits and vegetables. <p>Julie stated that they would consider that if an extension is granted because previous participants did not get incentive and it would be hard to compare data.</p>	
Gena Zischke Communications Distribution	Gena presented the Communications Distribution Network (CDN) Project. Outline hand-out was distributed. This project would create an infrastructure to communicate events, programs, updates, etc	

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Network	<p>instead of receiving multiples emails/forwards from different sources. The goal is create a standard path to communicate information to committee and the community.</p> <p>Overview</p> <p>The early detection and screening committee is chartered with communicating to the Arizona community's information regarding the need to detect and screen for cancer. Currently there is no formal program for the dissemination of messages. It is the goal of this project to create a network of distribution channels that will communicate messages to various communities. As part of this project underserved communities will be a focus point to ensure that there are channels developed for them.</p> <p>These distribution channels will involve both private and public sectors. In addition it is the objective of the project that these channels require little or no financial resources for the messages to be communicated.</p> <p>This communications distribution network is to be an open system for all organizations to have access to for dissemination of messages. This requires processes and procedures to be developed and documented. This project will include the task of developing and documenting the Standard Operating Procedures (SOP) for network use.</p>	
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Question/Comments	<ul style="list-style-type: none"> - Keep a population-based perspective as project moves forward - Evidence-based strategies - Small media - Patient reminders - Promotoras (face to face interaction) - Natural communication linkage to have doctors send reminder letters to patients 	Gena will continue working with project and see how it goes
Virginia Warren Event Updates	179 bikers showed up at the “ Colon All Angels: Ride a bike...Save a Butt ” motorcycle run. \$3,000 was raised for Colon Cancer Alliance. It was a well-attended event, live band, fun event with a strong health message, everything was donated. Lessons learned: include smoking cessation materials, more sunscreen! This will become an annual event. Out of the box idea- change the way the message is delivered according to the audience being addressed.	
Kendra Sabol Event Updates	<ul style="list-style-type: none"> - St Joseph’s Cancer Conference in Phoenix: well attended, 100+ people, mostly nurses, 1/2 a day long. - Night out with the Phoenix Suns: 50 people attended, \$550 raised, this is a pre-Undy 5000 event, a lot of work, but not strong return- it might not be repeated next year. 	
Gena Zischke New Business	The plan was originally to do a “ Breast Cancer Awareness Conference ” but the group strongly suggested to change it to a “ Women’s Cancer Awareness Conference ” and include ovarian, cervical, breast cancer, etc. It was also recommended to meet more frequently to organize and plan conference.	Email Gena thoughts/ideas for this conference and she will create a roadmap

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<p>Upcoming Events/News</p>	<p>Kendra:</p> <ul style="list-style-type: none"> - Arizona Myeloma Network Race for Hope - April 18, 2010. The race for hope is for all cancer patients, families and friends. - Undy 5000- Saturday, October 30th at the State Capitol. <p>Vicky:</p> <ul style="list-style-type: none"> - “Walk to Break the Silence on Ovarian Cancer” 2nd annual walk. Sunday, December 5, 2010, at Kiwanis Park, Tempe, AZ. <p>Abby:</p> <ul style="list-style-type: none"> - Abby announced she is able to post cancer related news/information on the Maricopa County website. 	
<p>Next Meeting</p>	<p>Monday, May 10th, 2010 10:00 to 11:30 am Virginia G. Piper Cancer Center 10460 N. 92nd St Scottsdale, AZ 85258 ROOM: 1st floor Education Conference Room</p>	