

CCC Prevention Committee
 March 30, 2010
 Location: Arizona Department of Health Services

Attendees: Anne Bergersen, Connie Diaz, Sherryl Lewis, Kendra Sabol, & Fred Taylor

Agenda Items	Discussion	Follow-up Items
ASH Line – Connie Diaz, Outreach Coordinator, Arizona Smoker’s Helpline	Connie was our guest speaker and gave a very informative presentation on the ASH Line. Arizona has the 3 rd oldest quit line in the US. Healthcare professionals and community referrals are the best way to get into the ASH Line Program. Please refer to Connie’s powerpoint file that I have attached to my email for further information.	
Body & Soul Update	Fred brought in new churches. Traditionally these churches don’t participate in many projects that are offered to them. The state always focuses on three churches on Jefferson, however, those three churches have congregations that least need these services and most of the people don’t live in South Phoenix. There are about 200 churches in South Phoenix. Fred has reached out to First Pentecostal Church with Bishop Eddings as the pastor. First Pentecostal has a mostly African American and Hispanic congregation. This will be our pilot church for the Body & Soul program. Bishop Eddings has 20-25 churches in his jurisdiction.	
Skin Cancer Awareness Event – Living In Harmony with the Sun	May 1-2, 2010 at the Arizona-Sonora Desert Museum in Tucson. Kendra is working on a similar event for 2011 at the Desert Botanical Gardens in Phoenix. We need grant money to help out with expenses. Scottsdale Healthcare would be willing to provide doctors to do the screenings. As a Prevention Committee, we all really need to keep this in mind and focus on it for next year. May is Skin Cancer Awareness month.	
Tobacco Tax Evasion Article	Kendra spoke of an article that asked the question: Does the increases to the tobacco tax have an impact on quitting? Actually the article found out that more people are now diverting where they buy their tobacco... other, less taxed, options are on the Reservations, Military Bases, other states, or some people simply roll their own. Please see the article that I have attached to my email for more information.	
CEO Roundtable On Cancer Update	Kendra & Fred to work with Banner Health and MD Anderson. Scott Leischow, of the Arizona Cancer Center, would definitely like to partner with us. UofA Cancer Center has placed a high priority on the CEO Roundtable and Scott would be willing to help Co-Chair a task force. The next step is to have Kendra, Fred, Scott, & Wayne Tormala to layout a strategy as to how best to tackle this. The organizations that would be a good fit for CEO Roundtable are Arizona Cancer Center, Arizona Dept of Health Services, and Goodman Furniture.	
U of A Athletics Dept. & AZ Sports Marketing	Kendra brought this up as something the Quality of Life Committee is working on. It is a medical campaign with ADHS & UofA Wildcat fans... cancer awareness with alumni and fan base. We would need to get a big company to help sponsor. This would be a media campaign on the UofA website using UofA Wildcats sports players to do PSA’s around cancer awareness messages.	
Next Meeting	TBD	