



MINUTES

Quarterly Meeting
September 13, 2011 | 9:00 a.m.

Attendance: 71

Theresa Adams
Julie Anderson
Teka Bartter
John Beard
Joanne Blos
Elroy Brown
Bob Burns
Dianne Campbell
Bonnie Carr
Clarence Childs
Teresa Clayton
Bonnie Clinton
Margaret Conner
Robin Corley
Rosemary Cornett
Alysia Cover
Dianne Crippen
Katherine Donald
Carol Enderlin
Kimberly Enoch
J.R. Pinky Few
Arlene Freeman
Janell French
Alesa Garner

Dale Green
Paul Greene
Mary Gupton
Barbara Hager
Rhonda Henry-Tillman
Kimberly Hooks
Binu Jacob
Joanne Jones
Kathi Jones
Miriam Karanja
Marilyn King
Renee Kyle
Brandy Lee
Lewis Leslie
Mary Lindsey
Jessica Middleton-Kurylo
Theressia Mitchell
Sharmin Moody
Chanita Neal
Barbara Osborne
Christine Patterson
Barbara Pauly
Catherine Piazza
Gay Prescott

Michael Preston
Sandy Prince
Donna Rayford
Lori Reynolds
Taniesha Richardson
Ed Roads
Joy Rockenbach
Mary Beth Rogers
Katrina Rowe
Glenn Sergeant
Daina Smith
Gus Swain, Jr.
Lauren Talbot
Vincent Teglia
Brett Tracy
Dee Wallace
Mary Whitehead
Rashonda Williams
Rosemary Withers
Delores Woods
Neal Wyatt
Karen Yeary
Namvar Zohoori

I. Welcome

Ronda Henry-Tillman, M.D.

- Dr. Ronda Henry-Tillman welcomed everyone and reviewed the past meeting minutes. The minutes were accepted.

II. ACC Updates

Cornelya Dorbin

- Cornelya reported that ACC is going into its 3rd FY receiving Implementation funds totaling \$1.8 Million. She reviewed a breakout of the Implementation funding for FY 12, and noted that all of the Invited Programs have been funded for the past 3 FYs.
- Cornelya gave a recap of the ACC Mini-Grant Program
 - ACC hosted a mini-grant conference in July, which highlighted the 11 awarded ACC partners.
 - ACC received \$91K in request and awarded almost \$40K.
 - ACC staff prepared a Mini-grant Report that is available online. The report details the short-term impact of each of the awarded programs.

The Mini-grant program was such a huge success that ACC started another mini-grant cycle with a maximum request amount of \$2500. The mini-grant application is online.

- Cornelya mentioned that ACC provided support to the Coalition for a Tobacco Free Arkansas to facilitate their press conference celebrating the passing of Act 811. The press conference was a success.
 - Act 811 formally makes it illegal to smoke in a car with a child under the age of 14.
 - ACC has been working with advocates and partners to increase awareness.

- ACC purchased some collaterals (pens, fact card, air freshener, and gum) that have Act 811 information on it to circulate to ACC members. Half of the materials have been depleted due to such high demand.
- Act 811 collaterals are a good way to raise awareness about ACC and educate the public on Act 811.
- Cornelya reported that ACC used the National Institute of Health’s cancer resource guide as a model to create one specific to Arkansas.
 - The resource guides are designed for newly diagnosed cancer patients in Arkansas
 - The guides will be cancer-specific
 - ACC is partnering with several people throughout the state to circulate these cancer resource guides.
- Cornelya stated that ACC worked with UAMS and ADH to host a lecture series on different cancer topics each Friday in July. CME units were provided for each course.
 - There was a lot of positive feedback from the lecture series.
 - A report detailing each event is available on the ACC website.
- Cornelya announced that the Arkansas Cancer Coalition Nominating Committee is seeking candidates for the Board of Directors. She asked Coalition members to nominate a qualified colleague to help ensure the continued excellence of ACC’s leadership.
- Cornelya revealed a timeline for the rollout of the 3rd edition of the Arkansas Cancer Plan.
 - She noted that ACC will begin by first assessing the membership’s level of engagement and possible topic areas via an online survey. Cornelya urged members to keep a look out for the survey in the next few weeks.
- Cornelya mentioned that Summit XIII will be held March 12 &13, 2012. The topic will be Health Policy and Cancer Control.
- Cornelya reported that ACC has partnered with TPCP to host webinars. ACC will discuss Act 811 of 2011 campaign implementation and what resources are available.
 - 42 people attended the first webinar on Friday, August 26th
 - The next webinar will be September 23rd at 10am

III. **FY12 Competitive Grantee Presentation**

Cornelya Dorbin

- The Arkansas Cancer Coalition annually opens a competitive application process for organizations to request funds for projects that implement the goals and objectives of the Arkansas Cancer Plan. For fiscal year 2012 grants (July 1, 2011 – June 30, 2012), organizations answered ACC’s Request for Applications in January 2011 with detailed proposals. After a series of reviews by peer Coalition members and the Coalition Board of Directors, successful applicants were awarded grant contracts that range from \$20,000 to almost \$75,000.
- Over \$300,000 in total grant money was awarded to six organizations: Hope Cancer Resources, Mississippi County Coalition for a Tobacco Free Arkansas, North Arkansas College, Ozark Health Foundation, St. Bernard’s Development Foundation and UAMS – College of Public Health. Each organization started its implementation program with grant funds on July 1, 2011.
- Awarded organizations advance specific and proven cancer control strategies across the state in the Disparities, Prevention, and Access to Treatment chapters of the Arkansas Cancer Plan. Each program implements an evidence based intervention that supports cancer control best practices.
- The Arkansas Cancer Coalition recognized grantees with a ceremonial check and photo opportunity at the Coalition Quarterly Meeting.
- **Awarded Organizations**

- **Hope Cancer Resources, \$40,000:** Hope Cancer Resources provides free transportation with agency owned vehicles or fuel cards to approximately 550 cancer patients needing assistance to reach cancer treatment in Benton, Carroll and Madison counties.
- **Mississippi County Coalition for a Tobacco Free Arkansas, \$24,644.50:** The Mississippi County Coalition for a Tobacco Free Arkansas implements the National Cancer Institute’s Body and Soul Program to educate the African American faith community about behavioral and biological factors in cancer and the value of healthy, responsible diets and exercises. The program takes advantage of one of the community’s strongest social infrastructures to facilitate healthier diets and exercise habits by expanding a successful community garden and also creates tobacco free environments and increased usage of the Arkansas Department of Health’s tobacco quit line.
- **North Arkansas College, \$66,010:** The Boone County Tobacco Education Coordinator leads efforts in tobacco prevention, utilizing the diverse tobacco free coalition already active within the community. The program continues to build the core coalition, targeting recruitment with members from disparity populations with the ability to reach target audiences. The program utilizes the Best Practices for Tobacco Control Program as defined by the CDC for addressing goals to reduce the personal and societal burden of tobacco related illness and death by promoting cessation among youth and adults.
- **Ozark Health Foundation, \$56,242.08:** The Ozark Health Foundation utilizes a strong community base to work together to reduce the health, social, and economic burdens caused by tobacco, with a unique understanding of the local culture and the needs of the community.
- **St. Bernard’s Development Foundation, \$53,193.58:** Through a series of educational sessions for community members and a public awareness campaign followed by digital mammography screening events, St. Bernard’s Access to Care, Education and Services (ACES) program delivers breast cancer education and services directly to women at risk in Crittenden and Poinsett counties.
- **UAMS – College of Public Health, \$74,769:** The University of Arkansas for Medical Sciences (UAMS) Fay W. Boozman College of Public Health, UAMS Winthrop P. Rockefeller Cancer Institute, and the Community Health Centers of Arkansas, Inc are working together to create a warehouse that consolidates information from four community health center’s Electronic Health Records (EHR). The data warehouse will then be used to document cancer and screening disparities among underserved Arkansans, and identify patients overdue for breast cancer screening for referral.

IV. New Biomarkers Provide Potential For Early Diagnosis of Ovarian Cancer and Targets for Therapeutic Intervention **John B. Beard**

- John B. Beard of Stage 1 Diagnostics shared with the Coalition information on how his organization is combating ovarian cancer through research to determine new markers.
- Ovarian cancer is known as the “silent killer” he said because it is often caught in late stages.
- About 1 in 70 women in the U.S. can expect to be diagnosed with Ovarian Cancer, with most cases of ovarian cancer occurring in women over the age of 50.
- Beard noted that ovarian cancer is very treatable when caught early. Unfortunately, only 24% of ovarian cancer is caught early. Meaning that the vast majority of cases are not diagnosed until late.
- The symptoms for ovarian cancer can be easily misdiagnosed for gastrointestinal problems.
- Currently, an elevated level of CA125 is viewed as the Gold Standard for identifying ovarian cancer. CA125 shows high expression in serious tumors, the most common tumors, but is not often expressed in mucinous tumors.
- However, using CA125 alone for screening ovarian cancer has some problems:
 - Only 20% of women who have ovarian cancer do not ever have elevated CA125 levels.

- The rate of “false positives” with CA125 makes it often times inadequate for use by itself for screening of high-risk or healthy women.
- Also, the rate of “false negatives” is problematic.
- Beard said Stage 1 Diagnostics is researching new markers that are directly involved in tumor growth and spread and can complement existing CA125 efforts.

V. Arkansas Ovarian Cancer Coalition Presents Artists for Ovaries

Amy Lasseigne

- Amy Lasseigne, executive director for the Arkansas Ovarian Cancer Coalition shared her organization’s mission on educating physicians as well as the general public on ovarian cancer awareness.
- Lasseigne also invited the Coalition to support her organization’s signature fundraiser, Artists for Ovaries, on September 23, 2011, from 6:30pm to 10:00 pm at the Junior League of Little Rock.
- The event will include a silent art auction, with various types of artwork donated by artists throughout Arkansas. Proceeds from the event will benefit the Arkansas Ovarian Coalition and help sustain their efforts in educating the public on ovarian cancer.
- Tickets to the event are \$25 per person/ \$40 per couple in advance OR \$30 per person/ \$50 per couple at the door.

Next Meeting

Tuesday, December 13, 2011

9-11am

American Cancer Society Downstairs Conference Room