A stylized graphic of a tree with a thick, light blue trunk and a curved, light blue branch. The word "hope" is written in a red, cursive script across the branch. The words "LIVING WITH" are written in a blue, sans-serif font above "hope".

LIVING WITH
hope

**ARKANSAS CANCER COALITION
2016 ANNUAL REPORT**



Our coalition has been persistent in our dedication to the partners, communities and stakeholders we serve, while decreasing the burden of cancer in Arkansas.

DEAR ARKANSAS CANCER COALITION MEMBERS:

I begin this letter with a sense of gratitude and hope about the Arkansas Cancer Coalition that has only grown stronger over the course of the years. Ours is a coalition with an extraordinary legacy and a bright future.

Throughout the 2016 fiscal year, profound political and economic changes have taken place around the state; our coalition though, has been persistent in our dedication to the partners, communities and stakeholders we serve, while decreasing the burden of cancer in Arkansas.

We did not do this alone! We have an army of faithful and zealous volunteers who embody hope and determination. We have advocates and partners that share our vision for a world free of cancer. Lastly, we have national and local partners who are successfully advancing screening and survivorship.

As the only state-funded organization solely focused on organizing partners to implement the Arkansas Cancer Plan, ACC staff, members and volunteers work tirelessly each day to help reduce Arkansas' overall cancer burden.

THERE ARE MANY WAYS IN WHICH YOU CAN JOIN THE FIGHT:

- Become a coalition member
- Join a specific ACC work group
- Help develop new information tools
- Make a tax-deductible or in-kind contribution

Our members are the foundation of ACC's success. Coalition membership is comprised of both committed individuals and professionals from ACC partner organizations. **To join, visit our website at www.arcancercoalition.org**

Our mission is well defined. Please, join us and help us achieve it.

Trena Mitchell
Executive Director

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- 9 Our Partners
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MISSION statement

The Arkansas Cancer Coalition's mission is to facilitate and provide partnerships to reduce the human suffering and economic burden from cancer for the citizens of Arkansas. **Together we:**



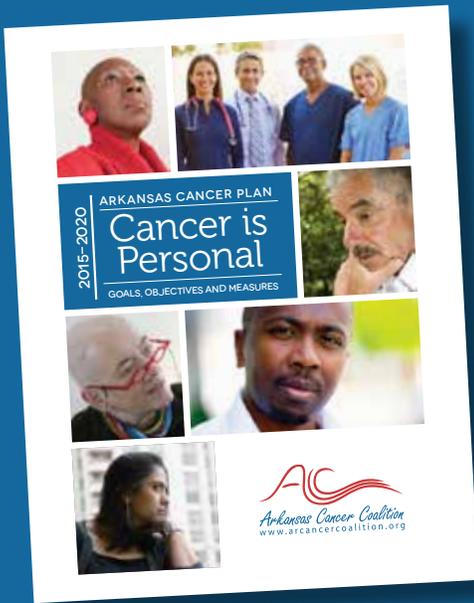
Provide a current overview of cancer control in Arkansas



Strengthen and sustain the cancer control partnership and support network



Direct goals and strategies in the Arkansas Cancer Plan



In 2016, Arkansas Cancer Coalition finalized and distributed the 3rd Arkansas Cancer Plan. A living document which is updated annually, the Plan identifies government, private sector, nonprofit sector and citizen and community activities for cancer prevention, detection and care in Arkansas. Almost 200 copies of the plan were distributed during the Arkansas Cancer Summit, and work groups began using it to create their strategic plans.

OUR IMPACT

LIVING WITH HOPE

Our lives are defined, very often, by hope. The hope that today will be the day for baby's first smile. The hope that tonight's supper will turn out just right. The hope that there will be a tomorrow. For the thousands of cancer fighters in Arkansas, hope becomes essential.

Arkansas Cancer Coalition works to help build that hope, strengthening and sustaining Arkansas' cancer control partnership and support network. The Coalition is part of a team that's brought cancer incidence rates in Arkansas to "stable" or "falling" status in 70 of the state's 75 counties.*

Arkansas Cancer Coalition works to help build hope, strengthening and sustaining Arkansas' cancer control partnership and support network.

In addition, Arkansas' lung cancer mortality rate among males has decreased significantly; age-standardized lung cancer mortality rates per 100,000 declined from 100 in 1999 to 75 in 2013 among white males and from 115 in 1999 to 95 in 2013 among African American males.**

*National Cancer Institute 2010-2014 5-year Incidence Rate Report by County available at www.cancer.gov

**Centers for Disease Control mortality data 1999-2015 at <https://wonder.cdc.gov>

24,000 people educated

at worksites, schools and
health care settings

10,000+ screenings facilitated

for breast, cervical, colorectal,
& skin cancer as well as tobacco use

1510+ registered cases

in the Arkansas Central
Cancer Registry

430+ individuals

referred to cancer resources and services

52 mammograms

provided at no cost

3 tobacco-free workplace policies

updated to protect hundreds of kids and adults

ACC BY THE NUMBERS

Resources are critical to the success of any plan. Arkansas Cancer Coalition is privileged to share competitive grants and mini-grants with partners committed to battling cancer.

Competitive Grants

During 2016, ACC was awarded funding from the Arkansas Department of Health to advance the goals of the Arkansas Cancer Plan. ACC then granted ten competitive grants totaling \$434,267 to implement intensive, one-year cancer control strategies. Individually, these grants ranged from \$33,637 to \$55,000 and impacted all 14 Red counties in nearly every cancer control area. ACC competitive grants had a major impact on cancer control in Arkansas.

Mini Grants

Also in 2016, ACC awarded over \$17,000 in mini grants in amounts ranging from \$750 to \$2,500. The mini grants benefitted short, specialized projects in Arkansas Cancer Plan chapter areas—lung, breast, skin, cervical, survivorship, surveillance and evaluation. The mini grants enabled ACC to reach 3,343 people in 44 counties, including five Red counties.

Educational Forums and Networking Events

Arkansas Cancer Coalition further increased cancer control capacity by staging two major trainings and four quarterly networking meetings. Over 532 health care providers and cancer control professionals were served through ACC's large cancer control networking sessions. Our regional outreach effort also included a quarterly meeting in Pine Bluff, engaging more partners around the state.

Policies

ACC continues to work with nontraditional partners throughout the state to reduce exposure to secondhand smoke. In 2016, the Coalition helped three organizations strengthen and implement workplace policies aimed at protecting thousands of Arkansans—both adults and children.

Outreach and Education Events

Through statewide and local outreach events, Arkansas Cancer Coalition engaged some 2,500 Arkansans to provide education, access to tobacco cessation and skin safety resources; and to collect critical survey information on attitudes and behavior regarding cancer screenings and tobacco use.

ARKANSAS STATE FAIR TOBACCO SURVEY RESULTS

Q:
Are you aware of the new tobacco-free policy at the Arkansas State Fair?

Yes 72%
No 28%

Q:
Are you in favor of the carnival ride lines becoming completely smoke free?

Yes 96%
No 4%

Q:
Do you think e-cigarettes or vapors are harmful?

Yes 81%
No 19%

OUR PROGRAM

A PROGRAM OF HOPE

Whether it's the Arkansas Cancer Summit, engaging people from across Arkansas at the State Fair or advocating for tobacco cessation in young Arkansans via ACC's Lung Cancer Symposium, the Arkansas Cancer Coalition's programs are as varied as they are far-reaching, spreading hope to the people of Arkansas.

A Fair Secondhand Smoke Strategy

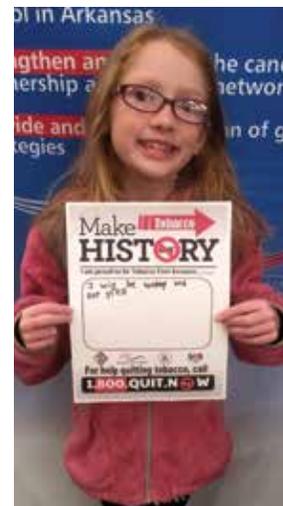
State fairs evoke images of inventive foods, blue ribbon livestock and gravity-defying rides. The variety of people at state fairs, from all walks of life, make an ideal place for enhancing awareness on how tobacco and cancer are linked.

With annual attendance estimated at 450,000 during its 10-day run, the Arkansas State Fair is one of the state's premier family festivals. Arkansas Cancer Coalition has worked to build a partnership with the State Fair as part of ACC's smoke-free environment initiative; and October 16, 2015 was declared **Stomping out Tobacco Day** at the Fair.

ACC joined with In His Image Youth Development Center to bring 51 middle and high school students to the Fair to encourage fairgoers to refrain from using tobacco. The students conducted surveys, distributed stickers and fact cards to other young people, and formed tobacco free flash mobs throughout the fairgrounds. These efforts helped ACC reach people from 55 of Arkansas' 75 counties within a ten day period.

Arkansas Cancer Coalition continues to work with the State Fair, making additional areas of the Fairgrounds smoke free and vape free to protect the lungs of young and old Arkansans.

The Arkansas State Fair staff and board, recognizing the importance of protecting fairgoers from the effects of secondhand smoke, worked with ACC to develop a written tobacco-use policy. This policy prohibited the use of tobacco and electronic smoking devices in all State Fair indoor facilities and within twenty feet of fairground buildings.





A SUMMIT OF HOPE

The 17th annual Arkansas Cancer Coalition Summit, highlighting the theme “Navigating the Cancer Continuum: Prevention to Survivorship,” was held March 29th at the Benton Event Center. The 2016 edition of the Summit offered sessions focusing on colorectal cancer, patient navigation and tobacco cessation; and interactive discussion groups led by community-based cancer control advocates and physicians.

One of the Summit’s highlights was the awards ceremony. Dedicated to the memory of ACC volunteer Mrs. Doris Champ, the Lydia Enoch Outstanding Individual Award was presented to Dr. Treg Long, Barbara Walker and Blanche West.

The Coalition also elected Tina Gill and Vanessa Nehus to its Board of Directors during the Summit.

According to ACC’s post-Summit immediate survey:

- 85% of attendees increased their understanding of ACC goals and objectives.
- 91% of survey respondents better understood the Program Design for the Arkansas Tobacco Quitline, up 23% from pre-test knowledge.

BUILDING A TOBACCO-FREE FUTURE

Arkansas Cancer Coalition worked with UAMS and the Lung Cancer Workgroup to present *Tobacco and Disease: The 6th Annual Lung Cancer Symposium*. The Symposium, which was themed “Protecting our Future, Advocating for Tobacco-Free Youth,” took place November 6th, 2015.

The Symposium’s roster included four distinguished speakers: the University of Pennsylvania’s Dr. Frank Leone; Jacquelyn Fried of the University of Maryland; Truth Initiative’s Ritney Castine; and Campaign for Tobacco-Free Kids’ Gustavo Torrez. The topics covering tobacco related issues included:

- The basic science of addiction
- Impact of nicotine on the body
- E-cigarettes
- Impact of secondhand smoke
- Counter marketing strategies
- Impact of legislation

The 150 Symposium attendees included healthcare professionals, tobacco control community advocates and youth. In response to exit surveys:

- 78% of respondents stated that their attendance resulted in new collaborations towards prevention and cessation work in their practice.
- 81% of respondents planned to educate thought leaders in their community about the dangers of tobacco and nicotine products and the importance of tobacco control.

OUR PLAN

Nearly one quarter of Arkansas' population is under 18 years of age.**** Reaching these future leaders is critical for their generation to carry our fight into the heart of the 21st Century. Arkansas Cancer Coalition begins engaging the state's young people at the start of their school years.

CAPCA: HOPE FOR CANCER-FREE YOUTH

The Community Action Program of Central Arkansas is a Head Start affiliated program. Arkansas Cancer Coalition teamed up with CAPCA to develop the Arkansas Head Start Tobacco Education and Cessation Initiative. The Initiative increases Head Start families' awareness of tobacco's health consequences. It is also designed to augment CAPCA staff capacity in addressing tobacco cessation through the Arkansas Department of Health tobacco prevention and cessation program's "Ask, Advise & Refer," Arkansas Tobacco Quitline intervention.

With a strong tobacco-free policy already in place, the revised policy enacted in December 2015 added the prohibition of electronic nicotine delivery systems—aerosol and vapor-based materials, such as electronic cigarettes and vapers—and offered employees who use tobacco a referral to the Arkansas Tobacco Quitline at the time of employment.

In August of 2016, CAPCA started its online component, Head Start Family Smoking Survey. This survey encourages parents and guardians to pledge not to smoke in their homes and vehicles. By December 2016, CAPCA had collected hundreds of responses to the Survey. Survey responses indicated that:

- **27% of parent participants were tobacco users**
- **16% were former tobacco users**
- **33% reported that their child lived with at least one smoker**
- **78% pledged to keep their homes and cars smoke free**
- **16% of parent participants who use tobacco were enrolled in the Arkansas Tobacco Quitline**

CAPCA also used knowledge and resources from Arkansas Cancer Coalition to increase awareness of tobacco's danger among Head Start participant families. ACC has identified a new partner Head Start program and plans to deploy knowledge from the CAPCA initiative to strengthen tobacco awareness, reduce smoking rates and improve the lives of children and adults in Arkansas.

The Centers for Disease Control has stated that low income, low education-level Americans are disproportionately affected by smoking.* The dangers of secondhand and third-hand smoke on young children—who make up the heart of Head Start—are well known, and as of 2015, 34 percent of adults in the United States with a GED certificate smoked. Roughly 24.7 percent of Arkansans smoke, as compared to 15.1 percent nationally.** Secondhand smoke exposure contributes to approximately 400 infant deaths each year.***

*CDC report *Current Cigarette Smoking among Adults in the United States*; ***Campaign for Tobacco-Free Kids, 2015*.

CDC report, *January 2017*; *2015 U.S. Census



BUILDING HOPE AT RIVERFEST

Riverfest, the Central Arkansas spring celebration in its fourth decade, draws hundreds of thousands of visitors to Little Rock’s Riverfront each year. Arkansas Cancer Coalition’s booth at Riverfest 2016 provided sunscreen lotion, carbon monoxide monitoring, and sun visors for festivalgoers along with fact sheets from the Centers for Disease Control reminding them of the danger of prolonged sun exposure.

As a result of ACC’s engagement at the festival, some 275 attendees responded to the sun safety behavior surveys. These surveys indicated that of those that responded:

- 52% had been sunburned in the previous twelve months
- 71% used sunscreen
- 81% favor banning the use of tanning beds for minors under the age of 18

BRINGING HOPE CLOSER WITH COMPETITIVE GRANTS

ACC funding to cancer control organizations had a direct impact helping the grantee organizations to:

- Decrease tobacco use and exposure to second hand smoke
- Promote cancer prevention and healthy lifestyles through nutrition and physical activity
- Promote and increase appropriate utilization of high quality breast cancer screening and follow up services
- Ensure that Arkansans affected by cancer can access high quality cancer care
- Increase awareness about cancer prevention through collaboration with community organizations
- Encourage long term survivorship clinic and resource development for childhood and adult cancer survivors
- Enhance healthcare professionals’ knowledge and practices in early cancer detection and prevention
- Further develop palliative care resources

Highlighting Hope:

MISSISSIPPI COUNTY EOC

The Mississippi County Arkansas Economic Opportunity Commission, Inc. (MCAEOC) leads community health projects in Mississippi County. Working with the Mississippi County Cancer Council (MCCC), the Commission used Arkansas Cancer Plan Competitive Grant resources to stage educational forums, promote early detection and screening services and recruited volunteer patient navigators. MCAEOC worked with church programs, a health fair and the Cancer Aware Educational Summit to increase cancer awareness and prevention in the African American, Hispanic, Latino and Caucasian communities in Mississippi County.

Q&A: Jackie Burton, Director, MCCC and MCAEOC Transportation Coordinator

Q: What are the community outreach goals for MCAEOC?

Jackie: “Our goals are to provide cancer awareness throughout Mississippi County; to provide free health screening, support groups and community resources; and to support cancer research. We also engage the community through educational forums like the Cancer Aware Educational Summit and promotion of volunteer patient navigators.”

Q: Is there an aspect of the work you’ve done with the MCCC that’s increased health and health awareness in the area?

Jackie: “Through our presence in Mississippi County, we’ve recruited 13 churches to serve as volunteer patient navigators to assist cancer patients in obtaining diagnostic and treatment services. Those services have continued, even though the fiscal year funding ended for them.

“Our vision is a community made up of residents making healthier lifestyle decisions, and a community network that promotes those healthy lives and provides support and assistance when disease occurs.”

WELLS BAYOU YOUTH DEVELOPMENT

Wells Bayou Youth Development, Inc. provides enrichment, outreach and development programs geared toward community pride, civic involvement and love for learning and hard work in youth and families in Lincoln, Jefferson, Desha and Drew counties. With their portion of the competitive grant resources, the organization collaborated with the University of Arkansas for Medical Sciences Mobile Mammography Program to raise awareness of and build bio-bank samples among underinsured African American women 40 and older; the women donated DNA samples for genetic makeup and cancer risk assessment.

Partnering with 16 organizations to distribute surveys, Wells Bayou found the importance of supporting bio-banking awareness in area communities and the need to include men when discussing bio-banking and breast cancer. About half of survey respondents were willing to donate a bio specimen pre-test; over three-quarters of them were willing to post-test. The bio-banking program increased participation in research to potentially prevent breast cancer among African American women in area communities.



OUR PARTNERS

Innovating skin cancer detection in unlikely places. Promoting tobacco-free workspaces. Transporting resource-challenged cancer patients. Hope and help go together, and Arkansas Cancer Coalition's partners are more than associates. They inspire and motivate. We've asked them to tell their own stories here.

EDUCATIONAL INTERVENTION FOR SKIN CANCER PREVENTION ON COSMETOLOGY STUDENTS

One of Arkansas Cancer Coalition's partners is Dr. Lori A. Fischbach of the University of Arkansas for Medical Sciences. Focused on reducing melanoma deaths in the state, here is Dr. Fischbach's story, in her own words.



Q&A—Lori Fishbach, PhD, MPH, University of Arkansas for Medical Sciences

Q: Why is your focus on cosmetology students in the fight against skin cancer?

Dr. Fischbach: "While skin cancer rates are on the rise statewide, current data suggests that primary care physicians seldom screen patients for skin cancer. Cosmetologists—hair professionals and barbers—routinely see customers' scalps, necks and faces several times per year. These are unique opportunities to identify possible skin cancer early, and the cosmetologists can recommend that their clients see a dermatologist should they see something potentially cancerous. So, we've produced an educational video which shows these cosmetology students what to look for and helps them approach the conversation with their clients."

Q: What is the Educational Intervention for Skin Cancer Prevention in Cosmetology Students Program?

Dr. Fischbach: "We're using video to change behaviors and reduce skin cancers; increasing awareness on skin cancer and their willingness to talk with clients about prevention; and encouraging them to see a doctor when a suspicious lesion is found, enabling early detection."

Q: What was the response from the cosmetology students—did they have an "aha" moment?

Dr. Fischbach: "The students were more willing to check their clients for lesions; after seeing our video, 96% of the students indicated a willingness to recommend their clients see a doctor if a lesion was found. We saw a 52% increase in identifying suspicious skin lesions! The students expressed feeling empowered after seeing the video, with one remarking, "Wow, we really can save lives!" Another shared seeing a lesion on a client which a doctor diagnosed as cancerous."





REYNOLDS CANCER SUPPORT HOUSE

DONALD W. REYNOLDS CANCER SUPPORT HOUSE TRANSPORTATION ASSISTANCE PROGRAM

Fort Smith's Donald W. Reynolds Cancer Support House provides cost-free support for patients who are fighting cancer. The Transportation Assistance Program is a critical—and popular—part of that support. Director of Operations Angie Clegg talks about the program and its impact on cancer patients.

Q&A—Angie Clegg, Director, Donald W. Reynolds Cancer Support House

Q: What is the Transportation Assistance Program?

Director Clegg: “The Transportation Assistance Program provides gas cards to assist cancer patients in getting to and from their treatment appointments. The Program received support grant funding from the Arkansas Cancer Coalition in 2016.”

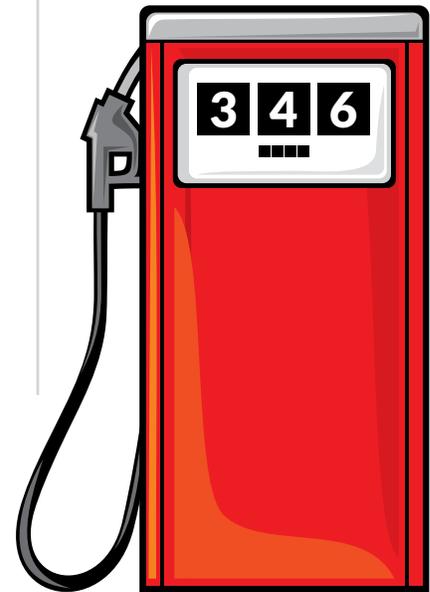
Q: What makes the Transportation Assistance Program so important?

Director Clegg: “Without our program, many cancer patients who live outside the city of Fort Smith wouldn't have the resources to make the many trips needed during their cancer treatment. Daily and weekly visits can cause an extraordinary strain on their finances.”

Q: Is there an example of the TAP's impact you can share?

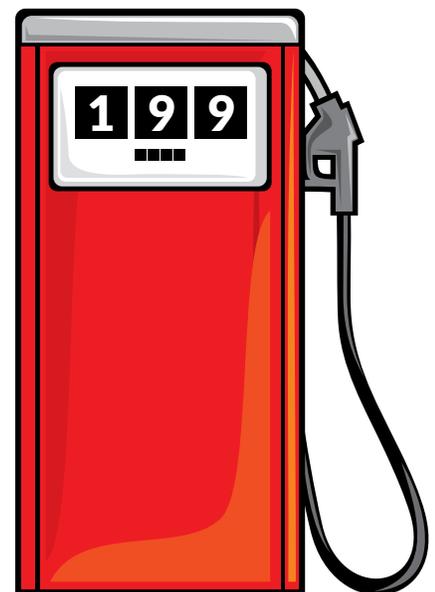
Director Clegg: “During the funding period, we provided assistance to a gentleman residing in a rural county; he was undergoing radiation and chemotherapy for advanced metastatic cancer. His family was facing a choice between buying fuel to get to his treatments and buying essential living needs. The Transportation Assistance Program helped alleviate his situation, enabling him to focus on treatment and healing. The TAP program is one of the most frequently requested services we provide to cancer patients in our community.”

GAS CARDS DISTRIBUTED



CANCER PATIENTS SERVED

in Crawford, Franklin,
Johnson, Logan, Polk,
Scott, Sebastian counties



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OPERATIONS & FINANCIALS

Although ACC serves to fight all cancers, the group was created in 1993 to support the state's breast cancer control program. The Coalition led the way for passage of The Breast Cancer Act of 1997, which appropriated \$3.5 million per year in state general revenue to provide education, screening, diagnosis and treatment for eligible Arkansas women. A tobacco tax in 1999 provided backup funding.

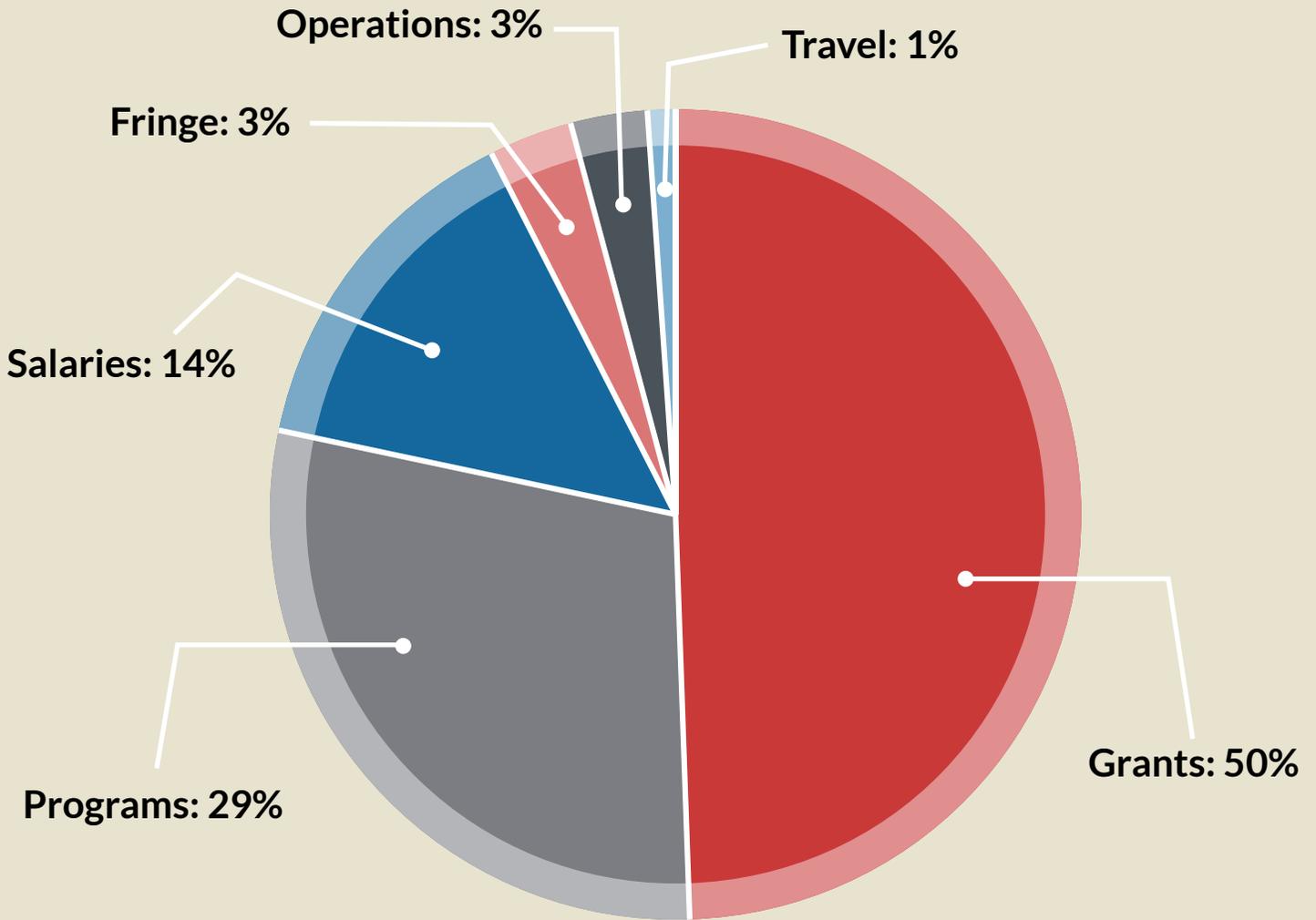
In 2000, the Coalition created the state's first major cancer conference, the Arkansas Cancer Summit, where the framework for a statewide plan emerged. By the end of the year, the original Coalition merged with the Arkansas Department of Health comprehensive cancer planning taskforce to form the Arkansas Cancer Coalition of today.

In late 2001, the **Arkansas Cancer Plan: A Framework for Action** was published and led the way for implementation funding from the

Centers for Disease Control. In 2008, the Arkansas General Assembly authorized ADH to spend \$1.8 million for implementation of the Arkansas Cancer Plan.

In 2016, Arkansas Cancer Coalition published the third edition of the Arkansas Cancer Plan and continues to offer a wide range of programs and services: educational forums, networking meetings, competitive grants and mini grants, outreach events, screenings, surveys, and education through publications and social media.

To date, ACC has awarded more than one million dollars in grants and serves more than 1,000 members annually with a small and dedicated staff.



FINANCIAL OVERVIEW

Grants	\$942,256.89
Programs	\$546,485.35
Salaries	\$269,854.13
Fringe	\$62,361.78
Operations	\$53,959.64
Travel	\$9,599.99



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