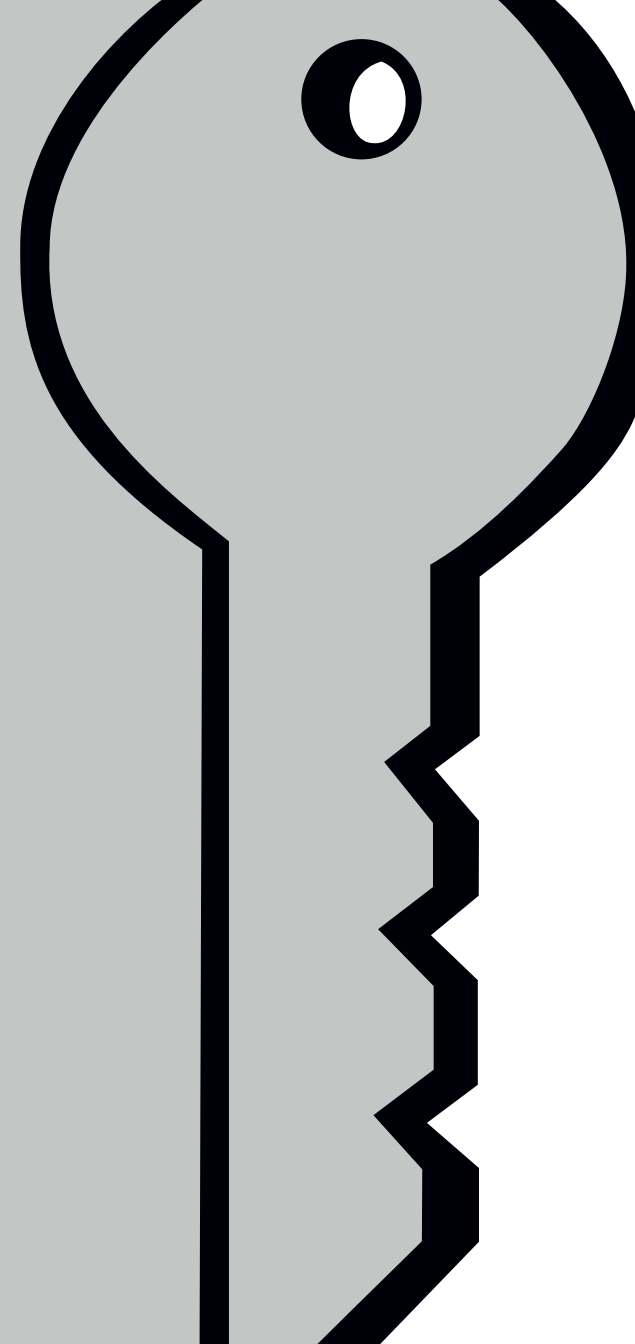


**OPENING DOORS.
OPENING DIALOGUE.
CLOSING IN ON CANCER.**



**ANNUAL REPORT:
Fiscal Year 2014**







Nancy Andrews Collins



Trena Mitchell

Dear ACC Family:

Fighting cancer is tough! Cancer is the second leading cause of death in Arkansas. And, if current trends continue, it may become the leading cause of death within the next decade, surpassing the current number one cause – cardiovascular disease.

According to the American Cancer Society, this year alone almost 1.7 million new cancer cases are expected to be diagnosed and an estimated 585,720 Americans will die of cancer in the United States. In Arkansas, roughly 14,879 people were diagnosed with cancer and 5,372 died of the disease in 2013. The good news is that we have many partners who have joined in the fight to reduce, and ultimately eliminate, the burden of cancer for every Arkansan.

Because of your continued commitment, our network was able to serve over 1,800 cancer patients and train over 500 professionals around

the state. We invite you to join us in celebrating the successes of FY14 and to join us in our efforts to achieve even more in the years to come. The Arkansas Cancer Coalition staff and members continue to work to increase the quality of life for ALL Arkansans and continue to work to decrease the burden of cancer throughout the state.

Thanks for your continued support and belief in our efforts.

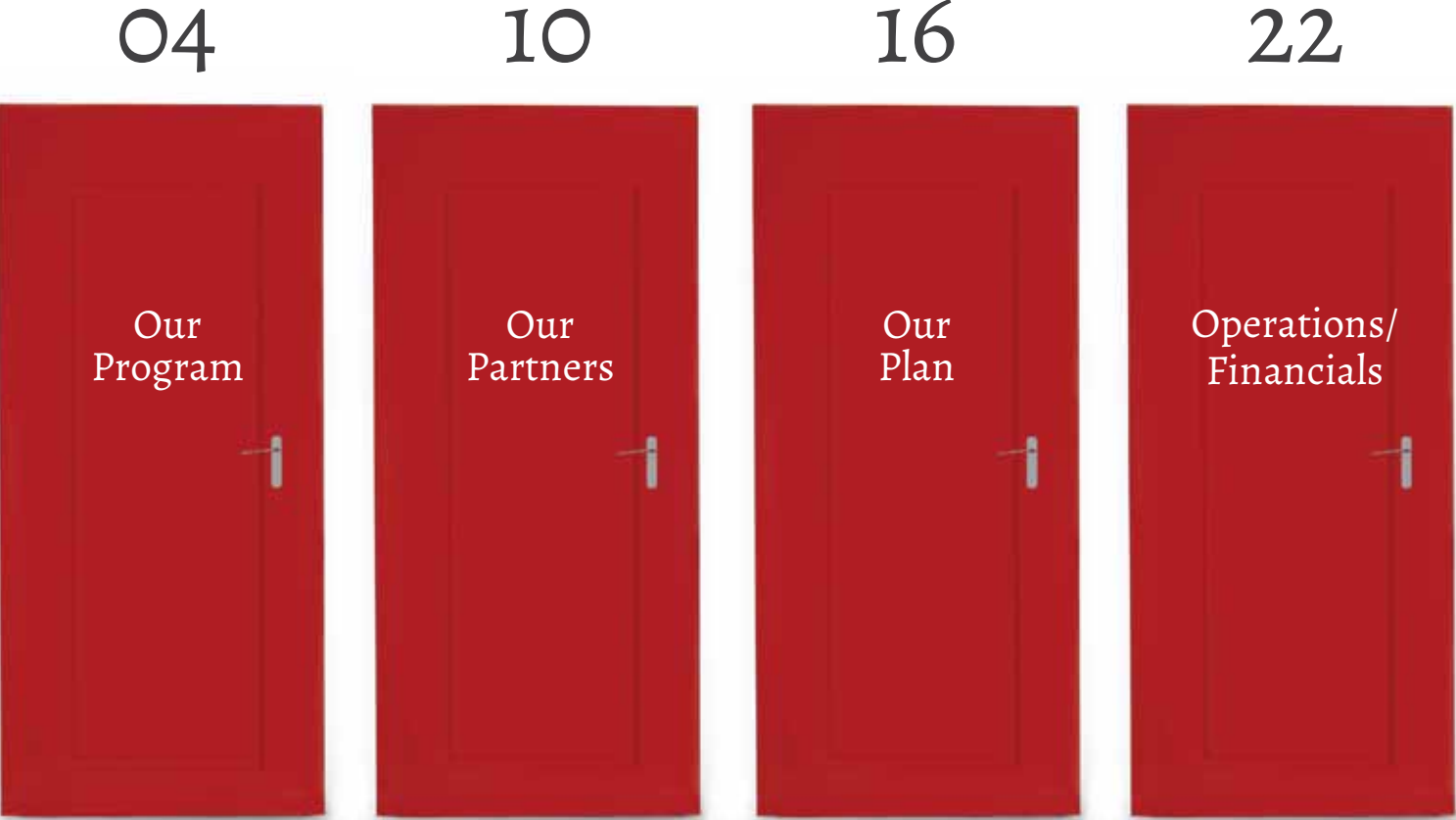
Nancy Andrews Collins

Nancy Andrews Collins, M.D., MBA, FACOG
Board Chair

Trena Mitchell

Trena Mitchell, MA
Executive Director

“We have many partners who have joined in the fight to reduce and, ultimately, eliminate the burden of cancer for every Arkansan.”



Our Program

The role of the Arkansas Cancer Coalition (ACC) is multi-faceted, much like the fight against cancer itself. From July 2013 to June 2014, ACC invested funds to decrease the burden of cancer in Arkansas.

Funding was used to:

1. Expand the Arkansas Cancer Plan implementation efforts by increasing the number of organizations receiving funding
2. Update the Arkansas Cancer Plan
3. Increase ACC membership, specifically in underrepresented geographic areas
4. Evaluate the projects implemented by organizations who successfully competed for implementation funding
5. Maintain and support the Coalition staff

For some organizations, ACC is a much-needed resource providing information, funding or support. In other words, we are **Opening Doors** for them. For others, we are a connector allowing them to reach out to others to strengthen their numbers and amplify their efforts – or **Opening Dialogue**. And through our program, we are **Closing in on Cancer** and, ultimately, a cure.

ACC's mission is to facilitate and provide partnerships to reduce the human suffering and economic burden from cancer for the citizens of Arkansas. 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



A Valued Member and True Advocate for Cancer Survivors

Just seven months after the Summit, Mrs. Lydia Enoch lost her battle with cancer. We are devastated by the loss and will remember her always.

SUCCESS STORY: WORKFORCE DEVELOPMENT

Arkansas Cancer Summit XV

Not only was the Annual Arkansas Cancer Summit a place to exchange information and recognize great work, it was also the 15th anniversary celebration for the event. An estimated 181 participants gathered on March 18, 2014 in a town-hall style symposium to gain insight, network with other organizations and learn about resources for addressing the burden of cancer in Arkansas.

INFORMATION

The Summit featured a robust agenda including Otis W. Brawley, M.D., F.A.C.P., and chief medical officer for the American Cancer Society, as the keynote speaker. Dr. Brawley highlighted national and Arkansas cancer trends in his presentation “The War on Cancer Control in the 21st Century.”

Another important component of this year's Summit was an update on the Affordable Care Act and its implications for cancer patients and their families. Cindy Crone, who leads the Arkansas Health Connector Division, explained how Arkansas became the first state to declare its intent to establish a State Partnership Marketplace.

The program also featured cancer control experts who provided scientific updates on the following cancers: breast, cervical, colorectal, lung, oral, ovarian and prostate.

RECOGNITION

During lunch, ACC presented two awards. **The Mrs. Lydia Enoch Outstanding Individual Award** went to Wendy Lambkin, Navigation Manager for Reynolds Cancer Support House in Fort Smith, for her work in

What Attendees Thought:

ACC used an electronic immediate response survey to evaluate the program.

- 97% of respondents rated the Summit as “Excellent” or “Above Average”
- 37% stated they had not previously attended a Summit
- 99% felt the presentations were balanced, objective and scientifically rigorous
- 74% formed new collaborations or relationships to enhance their cancer control activities

reducing the burden for the patients she works with.

The ACC Outstanding Organization Award went to Harding College of Pharmacy for their innovative curriculum in which students must demonstrate the ability to complete a brief tobacco intervention and use motivational interviewing during simulated patient encounters.

SUCCESS STORY: TOBACCO CONTROL
Clear the Air

While many in Arkansas can breathe a sigh of relief that exposure to secondhand smoke in their workplace, favorite shopping center and public buildings has been all but eliminated, not everyone in the state has a clear air environment in which to work.

According to the Americans for Nonsmokers Rights Foundation, Arkansas lags behind in providing 100% smoke-free work places including restaurants and bars. The *Arkansas Clean Indoor Air Act* of 2006 allows exemptions

Everyone deserves the right to breathe clean, safe air regardless of age, gender, ethnicity, socioeconomic status or occupation.

for bars and restaurants that choose to serve people 21 and older, offices with fewer than three employees, and hotels and motels with 25 or fewer guest rooms.

ACC believes everyone deserves the right to breathe clean, safe air regardless of age, gender, ethnicity, socioeconomic status or

occupation. That’s why the coalition adopted the “Let’s Clear the Air Campaign,” a program of Arkansas Department of Health’s Tobacco Prevention and Cessation Program (TPCP), to educate Central Arkansas residents about the dangerous effects of secondhand smoke on workers in bars and restaurants and the benefits of comprehensive smoke-free policies.



Eye-catching billboards helped spread the word about the Clear the Air campaign.

Using a mix of radio ads and interviews, billboards, a print ad and online advertising in the Central Arkansas metro area, ACC raised awareness about the dangerous health effects of secondhand smoke on employees of bars and restaurants, and the benefits of comprehensive smoke-free laws.

CAMPAIGN MEDIA METRICS

Billboards:

5/12-6/8: total of 303,670 impressions per week
6/9-6/30: total of 209,314 impressions per week

Radio:

Stations broadcast to 50 Arkansas counties.
Net Reach: 481,600
Gross Rating Points: 572.8

Website Banners:

The Clear the Air campaign banners were on the homepages of six Cumulus radio websites for the entire month of June.

Unique Visits to Websites in June

KARN- FM 102.9: 25,720
KOKY 102.1: 19,241
Alice 107.7: 13,702
Power 92.3: 6,727
B 98.5: 4,582
Praise 102.5: 629

Arkansas Business Print Ad:

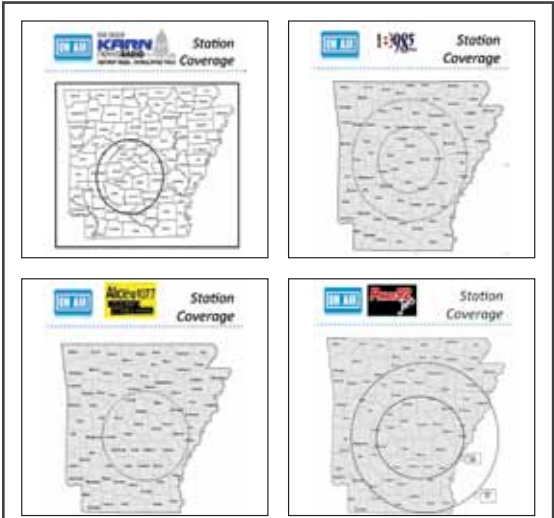
- Average of 80,000 readers per issue (with a 9+ pass along rate)
- 61% of readers keep their copy longer than one week
- Readers spend a median of 45 minutes with each issue

Clear the Air Website:

155.32% increase in visits to the Clear the Air website
May: 47 visits **June:** 120 visits
201.45% increase in page views to the Clear the Air website from 69 views in May to 208 views in June.



Billboard locations throughout Central Arkansas.



Radio station coverage maps show the extent of our reach.

SECONDHAND SMOKE STATISTICS

Impact on Health	Impact on Business
1. In Arkansas, over 500 adults die each year from secondhand smoke exposure	1. Many studies confirm that going smoke-free will not hurt businesses or sales
2. Secondhand smoke causes lung cancer in adults who have never smoked	2. Cities in the Southeastern Conference that implemented comprehensive smoke-free policies in restaurants had, on average, an almost 18% increase in sales tax revenues, relative to those that did not*
3. Secondhand smoke is a direct cause of asthma, chronic obstructive pulmonary disease, lung cancer, heart disease, and lung and	

have a 50% greater risk than the general public of dying from lung cancer, and 25 to 50% higher risk of heart attack or death from cardiovascular disease, according to the American Cancer Society

implemented comprehensive smoke-free policies in bars had an average 25% increase in sales tax revenues, relative to those that did not*

**According to a study by the University of Arkansas*

SUCCESS STORY: LUNG CANCER
Lung Cancer Symposium
Over 100 health professionals, partners and ACC staff attended the **Tobacco and Disease: Fourth Annual Lung Cancer Symposium** (LCS) sponsored by ACC on Friday, November 8, 2013.

Symposium Objectives:

- Discuss the global societal context of lung cancer
- Describe how the global context needs to be addressed for an effective fight against tobacco-induced disease
- Review the organs affected by tobacco and the many ways in which tobacco-related injury causes impairment and death
- Explain the biologic predisposition for smoking addiction
- Develop new strategies to offer more effective smoking cessation counseling
- Develop strategies to increase use of preventive recommendations for younger adults
- Better educate patients about their diseases and their cause
- Describe ways in which our understanding of lung cancer has changed
- Compare and contrast utilizing a multi-disciplinary approach to lung cancer

FAST FACTS

According to Arkansas Cancer Facts and Figures:

- Lung cancer is the leading cause of cancer deaths in the United States and Arkansas
- Lung cancer accounts for more cancer deaths than breast, prostate and colorectal combined
- Lung cancer occurs more frequently in men than women, but the gap is closing
- Incidence rates among men have been dropping while those among women have remained stable.



The Lung Cancer Symposium is an annual event that provides up-to-date information to healthcare professionals (pictured, Teka Bartter; photo left). Dr. Thaddeus Bartter talking to an attendee (photo right).

The training featured the presentation of the **David Bourne Award**, a survivor’s perspective by comedian Renee Hicks and updates on the impact of tobacco on diseases such as COPD, Heart Disease, Lung Cancer and Stroke. There was also a discussion on Holistic Approaches to Lung Cancer and updates on how the health community should handle the growing popularity of e-cigarettes.

Arkansas Surgeon General Dr. Joe Thompson spoke on tobacco legislation and UAMS

provided an update on the newest efforts on tobacco cessation and treatment.

The Results:

When Symposium attendees were asked about new collaborations or efforts toward cessation work in the area of tobacco, 73% of those who responded stated that they would implement new efforts ranging from referring patients to the Arkansas Tobacco Quitline to research of future interventions for tobacco cessation.



A TOTAL OF
2,408
ARKANSANS
DIAGNOSED WITH
LUNG CANCER
IN 2010

A TOTAL OF
2,025
DIED OF
LUNG CANCER
IN 2011

Our Partners

Collaboration has become a buzzword, particularly in the nonprofit world. For ACC, collaboration isn't a passing fad or something we only talk about during planning meetings. We exist to develop strong partnerships with people all along the cancer continuum.

We work with survivors, advocates, caregivers, medical professionals, educators and businesses as well as local, state and national government groups. ACC brings together people from all walks of life for whom fighting cancer is a passion.

Become a Member

Membership benefits include:

- A subscription to ACC news publications
- Invaluable opportunities to network with cancer control professionals
- Access to ACC grants and stipends for programs that follow the Arkansas Cancer Plan

To register visit us online at:
www.arccancercoalition.org/membership

Our Impact: ACC brings together people from all walks of life for whom fighting cancer is a passion.

ACC By the Numbers

In FY14 our partners helped us achieve the following:

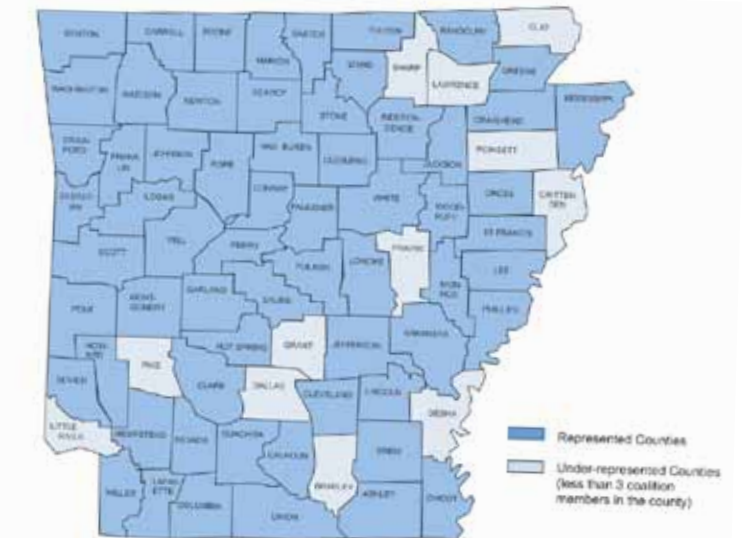
1. Impacted 69 out of 75 Arkansas counties, reaching all five public health regions
2. Spent \$539,609 to reduce the burden of cancer in Arkansas
3. Granted five organizations \$292,639 to implement year-long cancer control strategies
4. Granted 16 organizations \$59,224 in mini grants for short, specialized projects
5. Boosted capacity of cancer control partners through workforce development. Over 500 members attended:
 - a. Four major trainings
 - b. Two networking meetings
6. Through its funded coalition members, had the following impact:

	Patients Served	Training & Outreach
Competitive Grants	1450	66
Mini Grants	356	13,203
Sponsorships	–	1350
TOTAL	1806*	14,619**

*Direct services to patients including screening, treatment and access to treatment.
 ** Trainings and workshops geared to cancer control and other health professionals. Enrollment into clinical studies and outreach during health events to educate the general public about cancer.

ACC SERVICE AREA

(as of June 30, 2014)



Membership in ACC grew by 24% with 285 new members to 1450 members statewide.

SUCCESS STORY: SURVIVORSHIP
Polk County Cancer Support Program

Sometimes support groups need a little support themselves. That was the case in Polk County, when Katrina Rowe saw a need in her own community for a strong support system to help people undergoing cancer treatment. The result was the Polk County Cancer Support Group (PCCSG).

Through a mini-grant and ACC guidance, the PCCSG was launched. ACC partnered with Healthy Connections Incorporated, a local community health center, to host a cancer survivor’s day in October of 2013. Over 50 attended the event: 18 were cancer survivors, three had a family member who had had cancer and two were new cancer survivors.

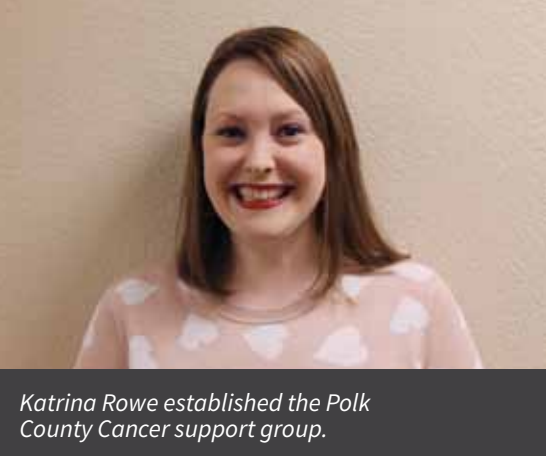
The group now serves as a model for other rural communities looking to fill the gap they often face when it comes to education, support and resources for cancer survivors in small towns. *A Guide for Developing Cancer Support Groups in Rural Counties* is a resource tool that provides step-by-step directions on how a person or organization can develop a rural support group in a rural community.

PCCSG was asked to join the **ACC Survivorship Workgroup** to help update the Survivorship section of the third *Arkansas Cancer Plan*. Other workgroup members included the American Cancer Society, Central Arkansas Veterans Healthcare System in Little Rock, Healthy Connections Inc., Hope Cancer Resources, St. Vincent Health System, St. Bernard’s, University of Arkansas for Medical Sciences and Washington Regional Foundation.

ACC spoke with Rowe, who established the Polk County Cancer Support Group, about supporting cancer patients in a rural community.

Q: What motivated you to start the cancer support group?

A: There were no support groups in Polk County. No places for anyone undergoing cancer treatment to receive wigs or prosthetics or any form of support. I started PCCSG because my mother had kidney cancer and



my mother-in-law had breast cancer. Our family received a lot of support; from cancer survivors sending cards to people offering meals. I wanted anyone undergoing any type of cancer treatment to receive the same kind of services that we received.

Q: What are the challenges facing cancer survivors in rural communities?

A: We have an oncologist who visits Healthy Connections every Thursday. He sees 42 patients a day.

“We’re a little community, but we love big and we support big.”

» **FAST FACT**

Arkansas Cancer Survivorship

As of January 1, 2012 there are 101,500 estimated cancer survivors in Arkansas.

And the patients who need radiation have to drive an hour and a half away. The median income in Polk County for a family of four is \$23,000, so filling your gas tank is a lot for a family with a cancer patient.

Having access to the Internet to gain information and access educational resources is a challenge as well as being able to see a medical provider.

Q: Can you tell us about some of the things that you’re most proud of?

A: My biggest success is the collaborative effort that came out of the most unexpected partners. Healthy Connections, Union Bank, Rich Mountain Community College and Mena Regional Health system came together to host a breast cancer event called

“Puttin on the Pink.” The community got together and we painted the town pink. It was a very successful event.

Q: How important was it to get the ACC support in this project?

A: The ACC mini grant is what started our support group. They also helped us to see how many survivors there were in our community, the types of cancers, and helped us truly meet the needs of the support group.

Q: What’s next for the group?

A: The sky’s the limit. We are working to help people of all ages. Just recently we helped the family of a young person while he underwent treatment for leukemia.

We’re a little community but we love big and we support big. And that’s what our group is all about.



SUCCESS STORY: ORAL CANCER
Oral Health Conference

Recent studies have shown that the rise in oral cavity and pharynx cancers are due in part to the high prevalence of human papillomavirus (HPV) infection which is associated with cancers of the tonsil, base of tongue, and other sites within the oropharynx.

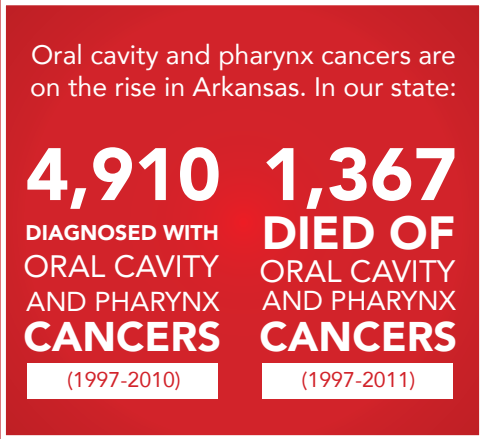
To address this increase, ACC partnered with the Arkansas Department of Health’s Office of Oral Health and the Arkansas State Dental Hygienists’ Association to host a day-long training for over 100 dental health professionals and partners on Friday, September 20, 2013.

The training titled “New Developments in Oral Cancer” featured three oral surgeons and one pulmonologist including Dr. James Suen, Dr. Aziz Ibrahim, Dr. Mauricio Moreno and Dr. Thaddeus Bartter. Topics focused on the oral cavity and pharynx cancers, and their connections with HPV and tobacco use.



Over 100 dental health professionals attended the Oral Health Conference.

The event also addressed the disparity among men and women for these types of cancers. In the United States, oral cancers are twice as common in men as in women. In Arkansas, from 1997 - 2010, men were nearly three times more likely to be diagnosed with oral cancer than women. The higher incidence among men can be attributed to the increases in risk factors associated with oral cancers: smoking, use of smokeless tobacco, exposure to sunlight, and an increased prevalence of HPV.



SUCCESS STORY: TOBACCO CONTROL
UAPB MISRGO Minority Health Conference

In May of 2014, the University of Arkansas at Pine Bluff Minority Initiative Sub-Recipient Grant Office held the 11th annual **Clearing the Air in Communities of Color Conference**. The conference drew 176 attendees, with a majority scoring the event a 3.69 on a scale of 1 to 4.

Conference Goals

- Provide practical skills and comprehensive information for individuals involved in tobacco prevention and education in minority communities
- Promote the exchange of innovative programs and practices among individuals who are dedicated to eliminating disparities among different African-American population groups
- Improve multidisciplinary interaction and collaboration among professionals in tobacco prevention and education

The conference included a variety of speakers and entertainers, such as:

Mike Ellison

Ellison’s *AfroFlow* and *Music Saved My Life* Tours utilize music and diverse community engagement to raise awareness about health risks associated with tobacco products and the industry’s disproportionate advertising to African-American, Latino and youth populations.



Mike Ellison



Doug E. Fresh



Ron Peters, PhD

Doug E. Fresh

Fresh, dubbed the *World’s Greatest Entertainer* began his musical career at age 13. Through a partnership with Dr. Olijade Williams, Doug E. produced Hip Hop Public Health (HHPH), a program that uses hip hop as a way to educate African-American and Latino children about obesity and the resulting chronic and acute diseases. Doug E. stated that he “felt like it was necessary to take what people love, which is hip-hop, and use it as a tool to get kids motivated.”

Ron Peters, PhD

Peters is an Associate Professor of Behavioral Sciences at the University of Texas Health Science Center at Houston School of Public Health. He has published over 95 peer-reviewed papers in professional literature and has received over five million dollars in federal grants to investigate health behaviors among incarcerated and vulnerable populations.



FAST FACT

Minorities & Tobacco

Three out of four African-American smokers prefer menthol cigarettes which may facilitate absorption of harmful cigarette smoke constituents.

An estimated 62% of African Americans are exposed to secondhand smoke, compared to 50% of whites and 45% of Mexican Americans.

While more than 70% of African-American smokers want to quit, they are only half as likely (as whites) to quit successfully.



Our Plan

Plan your work; work your plan. As manager of the *Arkansas Cancer Plan* (ACP), ACC ensures that strategies are evidence based, cancer-fighting efforts are evaluated and results are accurately reported. Also, by collaborating with organizations across the state, ACC ensures that the Cancer Plan serves as a guide for cancer-control activities in every county in Arkansas.

The ACP is a working document that helps ensure that we work together to eliminate the burden of cancer. The new ACP reflects emerging needs, new issues in cancer prevention, detection and care, and an enhanced understanding of the process – an understanding that has been gained from years of experience working with stakeholder organizations in the state. In 2012, ACC

members decided to focus efforts on five priority cancers for this cancer plan:

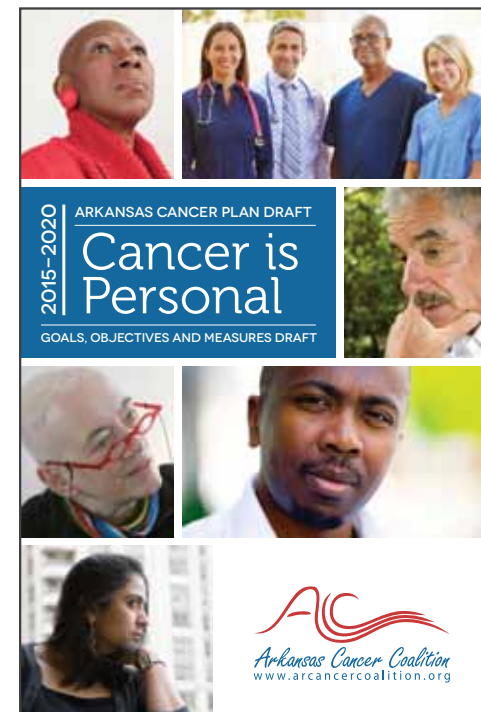
- Breast
- Lung
- Cervical
- Skin
- Colon

Oral and Prostate cancers were adopted as additional cancer areas of focus. ACC also added two emerging cancer focus areas: Bone Metastasis and Cancer Genomics.

Our ACC cancer work groups did an amazing job in providing expertise, insight, and perspective to ensure a better ACP. In turn, these assets were promptly shared throughout the coalition, making possible the collaboration on ideas that will lead to Arkansas' next big breakthrough on cancer control.

SUCCESS STORY: EVALUATION Updating the Arkansas Cancer Plan

This year has been a transformative one as the Arkansas Cancer Plan (ACP) has once again been revised to meet today's cancer needs. The theme of the latest version of the Plan is "Cancer is Personal." And while cancer affects thousands of people in Arkansas, the real impact is felt on a very individual basis.



FAST FACT

Over 100 participants from 50 organizations worked on the plan.

The ACP allows various government entities, the private sector, non-profit organizations and volunteers to join forces, share innovative ideas and fight cancer on several fronts. It seeks to reduce the burden of cancer by implementing and improving cancer control strategies in terms of prevention, early detection, treatment and survivorship.

The ACP is the state's guidebook in the fight against cancer. It serves as an outline for what can and should be done at state and local levels to prevent, detect and provide care for cancer patients. The plan identifies ways to implement and improve cancer control strategies in these areas:

1. Prevention
2. Screening and Detection
3. Treatment
4. Disparities
5. Palliative Care
6. Survivorship
7. Evaluation
8. Policy, Systems and Environmental Change

The ACC has been updating the ACP by facilitating focus groups to gather feedback from coalition members and forming an ACP Steering Committee. Through partner organizations and workgroups, information on the following topics was submitted:

- Lung Cancer
- Colorectal Cancer
- Breast Cancer
- Cervical Cancer
- Skin Cancer
- Prostate Cancer
- Oral Cancer
- Palliative Care
- Survivorship
- Cancer Genomics
- Bone Metastasis

The Arkansas Cancer Plan is modeled after national Centers of Disease Control and Prevention (CDC) efforts.

SUCCESS STORY: SKIN CANCER

Reynolds Cancer Support Home

During the fiscal year, ACC partnered with the Donald Reynolds Cancer Support House to collaborate and provide assistance for their Be Sun S.M.A.R.T. program in Fort Smith, Arkansas. Be Sun S.M.A.R.T is an evidence-based cancer-prevention program that has been recognized by the U.S. Centers for Disease Control and Prevention whose mission is to promote early detection and reduce the number of people diagnosed with Skin Cancer in the River Valley.

109 PATIENTS
SCREENED FOR SKIN CANCERS

— OF THOSE —

30 RECOMMENDED
FOR BIOPSIES

Thousands were reached via educational and media efforts.

In 2014, Be Sun S.M.A.R.T was a comprehensive effort which included a *Melanoma Monday Screening and Education Event*, skin-safety

education and distribution of gallons of sunscreen for lifeguards and patrons at the Creekmore Swimming Pool. The program also included a photo contest on Facebook.

The ACC worked with the Donald W. Reynolds Cancer Support House to place 10 digital sun safety billboards in the cities of Fort Smith, Springdale and Bethel Heights for one month. The billboards were strategically located near interstates and US highways. ACC also purchased UV armbands, UV rings and Sun S.M.A.R.T educational cards for distribution at local libraries.

BE SUN S.M.A.R.T.

Slip on a Hat or T-Shirt
Move to the Shade
Apply Sunscreen
Re-Apply Sunscreen Every Few Hours
Tell Your Friends to be Sun S.M.A.R.T.

Donald W. Reynolds Cancer Support House

479-782-6302



Arkansas Cancer Coalition

SUCCESS STORY: COLORECTAL CANCER
University of Arkansas Disability and Health Program

The cancer control community is well aware of the power of the colonoscopy in the fight to reduce colorectal cancer deaths. It’s both prevention and detection in one exam. But like all screening tools, unless it’s utilized by more Arkansans, we won’t reduce the number of colorectal cancer deaths we see each year.

The goal of the Arkansas Disability and Health Program (ADHP), which received grant dollars from ACC, is to increase compliance with preparation and screening for colorectal

“There are many examples of large print, or health education materials in another language, but no one really addresses non-readers or those with cognitive limitations.”

– Vanessa Smith, Program Coordinator

cancer among people with intellectual and developmental disabilities (IDD). The project, based on a similar program that helped prepare women with IDD for mammograms and pelvis exams, utilizes Medicaid’s health home model “centers” that are located in licensed developmental day treatment centers.

Many people with IDD receive services at a community-based disability provider. Staff at those organizations can check out the special training kit and learn how to better serve patients with IDD. Ultimately, colonoscopies for people with IDD can be carried out by healthcare providers they already know, in a comfortable environment.

The program is easily duplicated in a variety of settings. For instance, in some cases, a person with disabilities is admitted to the hospital for their colonoscopy. The individual is in an unfamiliar environment, undergoing an unpleasant preparation process and with nursing staff who may not be prepared to deal with the modifications needed or with difficult behavior that can arise. Through this program, healthcare providers in a hospital setting would also be trained to handle special circumstances.



Kits are provided to organizations that serve people with intellectual and developmental disabilities to help them explain the colonoscopy procedure.

SUCCESS STORY: SURVIVORSHIP
CARTI Transportation Grant

ACC opens the door to funding through strategic grants for year-long cancer control projects. One of those grants went to CARTI for its transportation efforts.

The CARTI Foundation is charged with raising the funds to pay for all of the assistance and support CARTI provides patients, including



Kathi Jones, CARTI Foundation President.

our transportation program. Grants from the Arkansas Cancer Coalition really, really help.

CARTI estimates that 50% of their patients are from rural areas and over 70% are over the age of 55 years and on a fixed income. The agency’s vision is to be able to offer complete cancer care that is coordinated and focused on a patient’s needs. Providing transportation assistance enables patients to have full access to treatment and improve their ability to become and remain cancer free.

Through its transportation program, CARTI provided 609 with transportation assistance against a goal of 330.

ACC spoke with CARTI Foundation President Kathi Jones about the transportation program and how it has impacted Arkansans.

Q: What is the CARTI Transportation Program?

A: CARTI has been treating Arkansas cancer patients since 1976 and our patients come from all over the state. Because we believe in treating the patient as a whole, and not just the cancer, we

do everything possible to eliminate any barriers to treatment.

Our transportation program has always been twofold. We provide door-to-door van service for any of our radiation therapy patients needing this assistance who live within reasonable distances of treatment centers in Little Rock, North Little Rock, Searcy or Mountain Home. Many elderly patients or those without vehicles or someone to drive them are so appreciative of this service.

For qualifying low-income patients who are able to drive to either chemotherapy or radiation therapy appointments at CARTI, we provide fuel vouchers or fuel cards to help defray the cost.

Q: What are the challenges cancer patients face when getting treatment?

A: Most cancer patients face tremendous challenges which can quickly become barriers to treatment. Undergoing a cancer diagnosis is often frightening and almost always creates some sort of financial burden. Accessing treatment is a challenge to many.

At CARTI, we know we can help by eliminating some of the barriers. Assisting patients with transportation to their treatment appointments can help relieve a great financial burden, thus helping relieve some of the stress they are experiencing. We want our patients to be able to concentrate on getting well – not on finding the funds they need to get to treatment.

Q: What are some success stories you could share?

A: One of our social workers shared this story with me.

A middle aged man from Lonoke was undergoing seven weeks of radiation treatment at one of CARTI’s North Little Rock facilities for lung cancer. He was a small business owner, but he wasn’t able to work during treatment and his business was really suffering. While he had health insurance, he was facing out of pocket expenses of more than \$10,000. He and his wife were so grateful because one expense – the cost of gas to get to and from treatments – was taken care of by CARTI.

CARTI’s vision is to be able to offer complete cancer care that is coordinated and focused on a patient’s needs.

Q: How has the Arkansas Cancer Coalition helped with this program?

A: Tremendously! The Arkansas Cancer Coalition understands how important access to treatment is in cancer care. They have become our partner in providing our patients this service.

Our current grant from the Arkansas Cancer Coalition focuses on assisting patients from ACC-targeted counties with fuel cards or vouchers. The grant is also helping CARTI take cancer treatment services to patients in some of those targeted counties. For patient convenience, we have clinics in both El Dorado and Stuttgart. The Coalition is helping defray some of the costs of transporting staff and chemotherapy drugs and equipment on our clinic days.



Providing transportation assistance enables patients to have full access to treatment and improve their ability to become and remain cancer free.



Operations & Financials

Although ACC serves to fight all cancers, the group was created in 1993 to support the state's new 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 (ADH) 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.

To date, ACC has awarded more than \$1 million in grants and serves more than 1,000 members each year with a small but dedicated staff.

FY14 COMPETITIVE GRANTEES

In addition to ADHP and CARTI, ACC also provided competitive grant funding to the following organizations:

St. Bernards Managing and Assisting Patients to Survivorship

St. Bernards Development Foundation serves to support activities of St. Bernards Hospital in northeast Arkansas. Managing and Assisting Patients to Survivorship (MAPS) is a comprehensive program developed by St. Bernards to guide cancer patients through the health care system from diagnosis through treatment to survivorship.

UAMS Tobacco Cessation in Cancer Patients University of Arkansas for Medical Sciences

The goal of this project was to encourage tobacco cessation among priority populations. The purposes were to develop and examine the feasibility of a tailored, comprehensive smoking cessation program in an oncology clinic and examine the impact of the program on patients' health outcomes. Activities involved a "train the trainer" approach for faculty and staff, use

of a project-developed database to collect and analyze data and long term follow up of patients to determine tobacco cessation and mortality.

Washington Regional Medical Center Cancer Support Home

Cancer Support Home offers free programs and services provided at the Home include a cancer resource library with internet access, cancer screenings, professional counseling, support groups, and a wigs and prosthesis boutique. Cancer patients and their families also receive overnight lodging and financial assistance.

FY14 INVITED GRANTEES

During FY14, \$1.8 million in state revenue funds was spent for overall implementation of the Arkansas Cancer Plan through the following organizations, including funding provided to the Arkansas Cancer Coalition.

Arkansas Cancer Registry

The Arkansas Central Cancer Registry is a population-based registry that collects data on approximately 15,000 cases annually. The registry's mission is to collect, analyze, research and disseminate quality data to

describe the burden of cancer so evidence-based cancer prevention and control programs can be implemented to reduce cancer incidence and mortality in Arkansas.

Arkansas Prostate Cancer Foundation

The Arkansas Prostate Cancer Foundation is a non-profit organization devoted to promoting awareness, encouraging timely detection, and supporting improved treatment of prostate cancer in Arkansas.

Cervical Cancer Education and Prevention Program

The aim of the Cervical Cancer Education and Prevention Program is to educate parents, adolescents and young adults in Jefferson and Pulaski counties about the relationship between human papillomavirus (HPV) and cervical cancer and to promote vaccination of both males and females.

Colorectal Cancer Screening Program

The purpose of the Colorectal Cancer Screening Program is to increase colorectal cancer screening rates and help decrease the number of avoidable deaths from colorectal cancer, to devise systems or promote system changes

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that will increase colorectal cancer screening, particularly for minority and underserved populations, and to ensure that patients who receive positive test results and are in need of further services receive timely and appropriate follow-up care.

Mobile Mammography Program

The Mobile Mammography Program addresses the lack of FDA-approved mammography screening facilities in 26 of Arkansas' 75 counties. A fully operational mammography unit, examination rooms and interview rooms

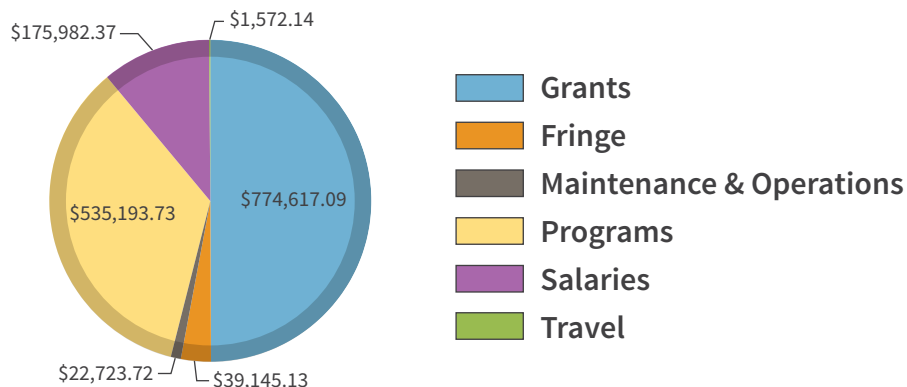
are contained within a large van; the unit, staffed with highly qualified technical staff, is able to bring mammography services and breast health education to residents in underserved communities.

The Witness Project

The Witness Project attempts to reduce disparities in the use of cancer prevention services by creating a direct path of assistance from attending a Witness Outreach Program to obtaining any services required for screening, diagnosis, and treatment.

FINANCIAL OVERVIEW

Arkansas Cancer Coalition Fiscal Year 2014



FUNDERS/SUPPORTERS



