

COLLABORATION <sup>OUTREACH</sup>  
FIT TEST  
SCREENINGS CLINICS TRANSPORTATION  
TOBACCO CONTROL PROGRAMS  
STRATEGIC PARTNERSHIPS  
CANCER PLAN <sup>COMMUNITY GRANTS</sup> POLICIES  
DIGITAL MAMMOGRAPHY UNIT  
ARKANSAS CANCER SUMMIT  
MINI GRANTS <sup>VOLUNTEERS</sup>  
EDUCATION  
TREATMENT RESOURCES  
PREVENTION QUARTERLY MEETINGS  
ROUNDTABLES  
TOBACCO DISEASE SYMPOSIUM



PARTNERS IN PROGRESS, RISING TOGETHER

2017 Annual Report

RATION OUTREACH  
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Arkansas Cancer Coalition  
[www.arcancercoalition.org](http://www.arcancercoalition.org)

ANNUAL REPORT  
FISCAL YEAR 2017

# PARTNERS IN PROGRESS, RISING TOGETHER

Dear ACC Family,

We have had another amazing year!

Looking back, we served over 15,000 Arkansans statewide through our programs in which we provided access to cancer screenings, support groups, treatment and transportation as well as awareness, community grants, outreach, training and tobacco-free environments. This is a testament to the commitment and compassion of our ACC partners, financial supporters, volunteers and staff. Results of this magnitude don't come easy; we continue to adjust our processes and make hard decisions to ensure our fellow Arkansans receive the best cancer care.

Although national and state cancer rates have declined, much work remains. In 2018, an estimated 1,735,350 new cases of cancer will be diagnosed in the United States and 609,640 people will die from the disease. Cancer mortality is higher among men than women. When comparing groups based on race/ethnicity and sex, cancer mortality is highest in African American men and lowest in Asian/Pacific Islander women. Estimated national expenditures for cancer care in the United States in 2017 were \$147.3 billion. In future years, costs are likely to increase as the population ages, cancer prevalence increases and as new and more expensive treatments are adopted as standards of care.

## Partners in Progress, Rising Together!

Collaboration and strategic partnerships are fundamental to improving cancer control outcomes. Your time, talents and treasures are essential elements that advance the goals of the Arkansas Cancer Plan. Our relationships enhance our ability to put our resources to the highest and best use—"Alone we can do so little. Together we can do so much."

We invite you to join us as we pause to celebrate the successes of Fiscal Year 2017. But most of all, remember our mission and keep it near and dear to your heart.

## Let's Rise Together!



*Tina F. Gill*  
**Tina F. Gill, MAIOC**  
Board Chair



*Trena Mitchell*  
**Trena Mitchell, MA, CNP**  
Executive Director

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## MISSION statement

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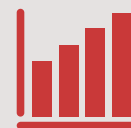
The Arkansas Cancer Coalition's mission is to facilitate and provide partnerships to reduce the human suffering and economic burden from cancer for the citizens of Arkansas. **Together we:**



**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**

# CANCER IN ARKANSAS

Arkansas represents a cross section of America. Its people follow the same routines as people in other states, they reach similar heights in their lives and struggle with many of the same challenges. Cancer is one of those challenges.

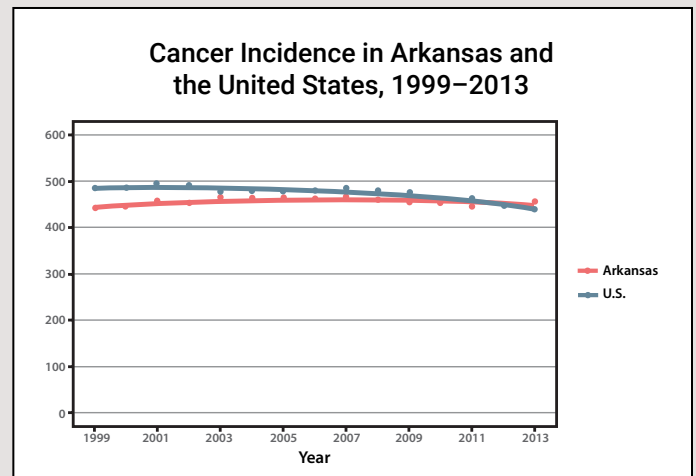
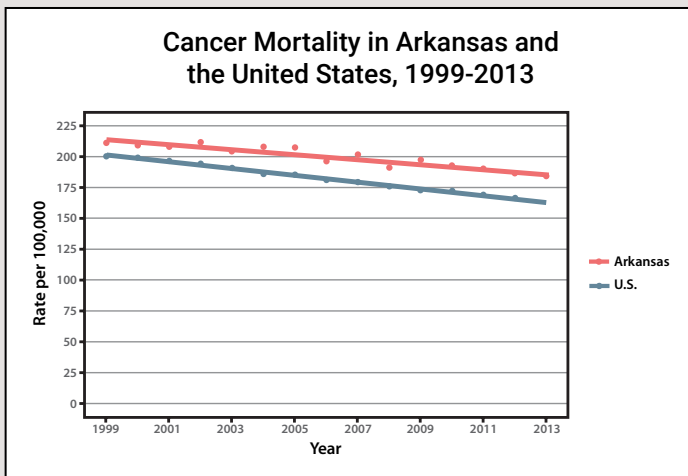
The Arkansas Department of Health finds that cancer is the second leading cause of death in Arkansas. The Arkansas Department of Health 2017 Arkansas Cancer Facts and Figures report finds that our mortality rate from all cancers is falling, from over 200 people per 100,000 in 1999 to 184.5 per 100,000 in 2013. The decrease is a tremendous achievement, but it's behind the national decrease in cancer death to 163.2 per 100,000 during that same span of time.<sup>1</sup> While we've come a long way, there's still work to do.

## Cancer Mortality in Arkansas and the United States, 1999-2013

Age-standardized mortality rates from all cancers in Arkansas were 184.5 cases per 100,000 in 2013, compared to 163.2 cases per 100,000 in the United States.

## Cancer Incidence in Arkansas and the United States, 1999-2013

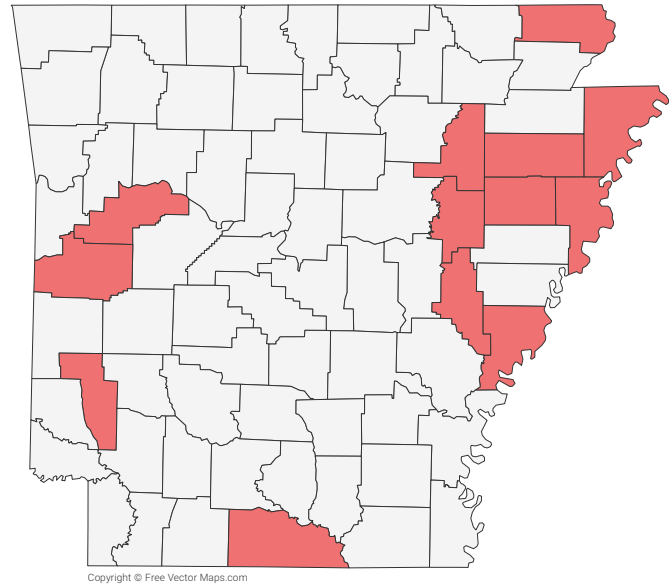
Age-standardized incidence rates of all cancer in Arkansas were 457.6 cases per 100,000 in 2013<sup>2</sup>, compared to 439 cases per 100,000 in the United States.



<sup>1</sup>Arkansas Department of Health, Arkansas Cancer Facts and Figures 2017, page 7  
<sup>2</sup>Ibid p. 13

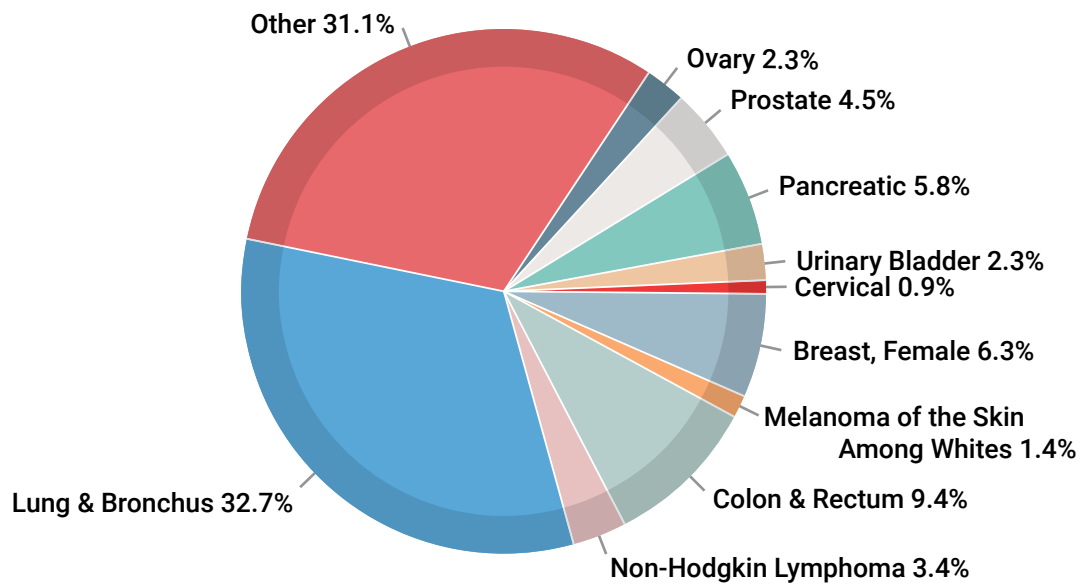
## Cancer Deaths by County, 2004-2013

The state's county-by-county standardized mortality ratios for all cancers reveal that counties with ratios of over 10 percent tend to be heavily rural—indicating a higher death toll of the disease in those areas with the fewest resources.<sup>3</sup> The largest concentration of those counties is in the east part of the state.



<sup>3</sup>Ibid p. 11

## Cancer Deaths by Type of Cancer, 2009 - 2013



From 2009 to 2013, lung, female breast, prostate, pancreatic and colorectal cancer were the top cancer killers in Arkansas.<sup>4</sup>

In 2013, an estimated 16,004 of Arkansas' adults were diagnosed with cancer, and 6,514 died of the disease. <sup>4</sup>Ibid p. 6

# OUR IMPACT

## AWARENESS & OUTREACH

**7,175 people reached**

during outreach events hosted by the coalition throughout the state to raise awareness on Arkansas' deadliest cancers

## PATIENT NAVIGATION

**651 newly diagnosed patients**

navigated to treatment resources including health care providers and the Arkansas Tobacco Quitline

## ACCESS TO TRANSPORTATION

**1,481 gas cards provided**

**99 medical clinic sessions**

made available when staff and equipment was transported to rural areas to make cancer treatment available to patients.

## ACCESS TO CANCER EDUCATION

**3,407 reached through professional educational forums**

hosted by ACC and coalition members to educate health care providers, public health professionals and the general public so as to increase knowledge on early detection, treatment, survivorship and others.

## ACCESS TO CANCER SUPPORT GROUPS

**1,441 received survivorship support**

## CANCER SCREENINGS

**2,059 people screened**

for the deadliest types of cancer

## POLICIES

**2 policies strengthened by businesses**

to reduce tobacco and e-cigarette use and exposure to secondhand smoke

## RESOURCE DEVELOPMENT

**1 HPV toolkit developed**

**1 online video created**

to educate cosmetologists how to detect suspicious skin lesions on their patients skin

**1 digital mammography unit**

installed to replace an analog model

# WHAT OUR PARTNERS ARE SAYING

“Arkansas Cancer Coalition work groups are critical to implementing grassroots efforts across the state for awareness and prevention of cancer. Funding through ACC has advanced our cancer prevention awareness efforts and helped us assist cancer patients in navigating through their diagnosis.”

—Amanda Roberts, White River Health System

“Arkansas Cancer Coalition is a very driven group of people who are willing to reach out to help whenever needed. Their target initiatives are very relevant to the environment/society we live in.”

—Candy House, Rural Youth of Saline County



## Rural Youth of Saline County



# OUR PROGRAMS

## Arkansas Colorectal Cancer Work Group

A dynamic partnership of organizations, the Arkansas Colorectal Cancer Work Group raises awareness that colorectal cancer is beatable if it's detected early. The work group's focus toward that goal was convening roundtables where our partners from around Arkansas met to get screening guideline updates, receive data on the disease and strategize on how to increase screenings.



## Community Outreach Survey

An innovative and engaging community outreach survey was launched using Survey Monkey™, with the purpose of determining material needs for increasing colorectal cancer screenings and awareness. Arkansas Cancer Coalition used survey results to aid in distributing brochures, fliers, posters, fact cards and colorectal cancer planning toolkits.

**Access to Screening:** Part of the agenda of the Roundtable was empowering organizations to partner with UAMS and their Colorectal Cancer Prevention Program. ACC worked with staff from UAMS on a simulation that provided information on engaging people to sign up and receive a FIT kit. Several organizations connected with UAMS to receive Fecal Immunochemical Test (FIT) kit. FIT kits to use in their communities.

**Communications Training:** During the third Arkansas Colorectal Cancer Roundtable on October 27, 2016, ACC partnered with a community advocate from Mississippi County to provide in-depth training for educating community members on colorectal cancer screenings. ACC also provided a resource that can be used for communications planning in communities. *Effective Messaging To Reach the Unscreened* is a National Colorectal Cancer Roundtable toolkit that provides valuable tools to reach diverse populations with a message on how to prevent colorectal cancer.



## Observing Colorectal Cancer Awareness Month

In observance of March as Colorectal Cancer Awareness Month, the Colorectal Cancer Work Group worked with survivors, local gastroenterologists, the American Cancer Society, the American College of Gastroenterology, Get Your Rear in Gear, Arkansas and the Colon Cancer Coalition to light up parts of Little Rock in blue.



*A highlight of ACC's Colorectal Cancer Work Group awareness campaign occurred in March. The Arkansas River Bridge and One Union National Plaza building in Little Rock were illuminated in observance of Colorectal Cancer Awareness Month.*



These partners were among the over 30 community and medical organizations taking part in the Roundtable.

## Wild River Country Sun Safety Initiative and Tobacco Free Policy

During the summer of 2017, Arkansas Cancer Coalition partnered with the largest water park in Arkansas, Wild River Country, to strengthen the park's tobacco-free policy and provide sun safety educational materials to its customers.

As a result, Wild River Country established a tobacco-free environment for the entire park. This policy included a prohibition on the use of all tobacco and nicotine products at Wild River Country—smoking, vaping, and chewing. Arkansas Cancer Coalition also provided signs that were placed around the park to remind its patrons that no use of tobacco or vaping products is permitted.



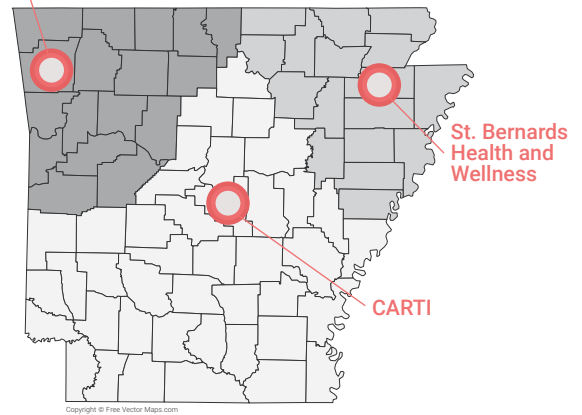
But prohibition wasn't the only tactic employed by ACC. Staff visited the park during eight summer weekends to provide Wild River Country's customers with sunscreen, visors, UV bracelets, and optional colorectal cancer FIT tests, free of charge. ACC distributed over 1,000 visors and gathered sun safety surveys from over 100 park patrons.



## Quarterly Regional Meetings

2017 saw Arkansas Cancer Coalition pursue a new approach to build partnerships, reach new members and promote the Arkansas Cancer Plan. We became road warriors. Of ACC's four meetings, two were hosted by CARTI in Little Rock, and one each in Craighead and Washington Counties.

### Hope Cancer Resources



## Northeast Arkansas Regional Quarterly Meeting

Our Northeast Arkansas Quarterly Meeting was hosted by St. Bernards Health and Wellness in Jonesboro. The meeting kicked off with a brief introduction, "About the Arkansas Cancer Coalition," by ACC Executive Director Trena Mitchell. Dr. Cade Martin, St. Bernards Chief of Radiology, presented "Updates on a Low Dose CT Screening Program Combined with Smoking Cessation." Dr. Sharp Malak and Alicia Storey presented the Breast Cancer Work group Meeting to wrap things up. At the meeting, attendees were asked for an evaluation.

## Northwest Arkansas Regional Quarterly Meeting

Our Northwest Arkansas Quarterly Meeting, hosted by Hope Cancer Resources of Springdale, featured *The Relevance of Health Literacy in Cancer Control*. The presenter, Alison Caballero, is Director of Strategic Planning and New Business Development at UAMS' Center for Health Literacy. Her program outlined health literacy's vital role in patient understanding and coping with cancer.

## WHAT PARTNERS THINK ABOUT OUR REGIONAL MEETINGS

"I really enjoyed learning from the patient navigator."

"Great to see ACC quarterly meeting in Jonesboro."

"Great speakers, loved hearing from St. Bernard's."

"I learned a lot about lung cancer and treatment; loved the fact that I didn't have to travel to Little Rock."

"Happy to have been able to attend in person; glad ACC is offering meetings in different regions."

## Resource Development

- Working with our partners at the Arkansas Immunization Action Coalition, ACC helped to develop an online HPV toolkit. The toolkit spotlights the cancers caused by the Human Papillomavirus (HPV); it also provides material for an hour-long workshop to inform young adults and parents of older boys and girls about HPV infection and prevention.
- Digital technology is expanding the ways physicians and other medical professionals diagnose and treat cancer. Arkansas Cancer Coalition helped White River Health Systems, Inc. purchase a digital mammography unit to replace an aging analog unit.
- Cosmetologists are often among the first people who get a close look at areas of clients' skin which may have lesions or other potentially cancerous anomalies. UAMS produced an online video aimed at educating these "first contact" professionals on various types of skin lesions.

## Training and Education

### ARCHWA

The Arkansas Community Health Worker Association (ARCHWA) is a professional association designed to support community health workers across the state in their mission to improve health outcomes and health care.

In 2017, ACC funded the Arkansas Community Health Worker Association's Community Health Worker Summit, whose purpose was increasing community health workers' education and knowledge about tobacco use and lung cancer.

Arkansas Cancer Coalition's partnership with ARCHWA yielded productive outcomes, addressing the crucial part that community health workers fill in cancer control and prevention. In turn, the health workers provided positive feedback to ACC, with one saying that "ACC's support both monetarily and in assigning and maintaining staff time in the planning of the summit was truly invaluable."

## ARCHWA Community Health Worker Summit by the Numbers

**91** Participants

**9** Partner Relationship Meetings

**29** Health Care Providers Trained

**18** Speakers

**10** Breakout Sessions

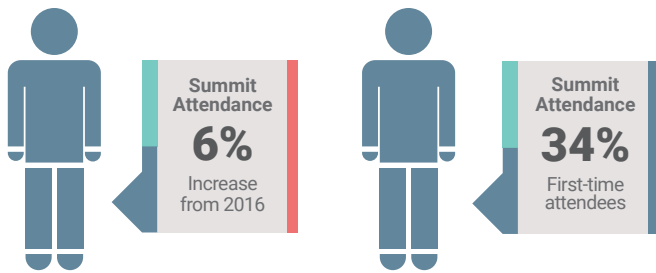
## Arkansas Cancer Summit

One of ACC's signature seminars, the Annual Cancer Summit, celebrated its 18th year in 2017. This year's theme, "Increasing Cancer Screenings in Arkansas: Linking Communities and Care," provided strategies for enhancing cancer control from prevention to survivorship. The 2017 Summit built on those of years before by continuing to provide evidence-based strategies for increasing screenings and connecting communities in the state with the best cancer care.



For 2017, the Summit expanded to a two-day event format. Mentoring sessions, interactive discussion groups, and work groups provided more opportunities for members to learn and network. Breakout sessions on breast cancer, cervical cancer, colorectal cancer, tobacco control, cancer prevention, prostate cancer, skin cancer and survivorship took place during the event's two days.

The Summit also featured work groups on the following topics: breast cancer, cervical cancer, colorectal cancer, prevention, prostate cancer, skin cancer, survivorship and tobacco control.

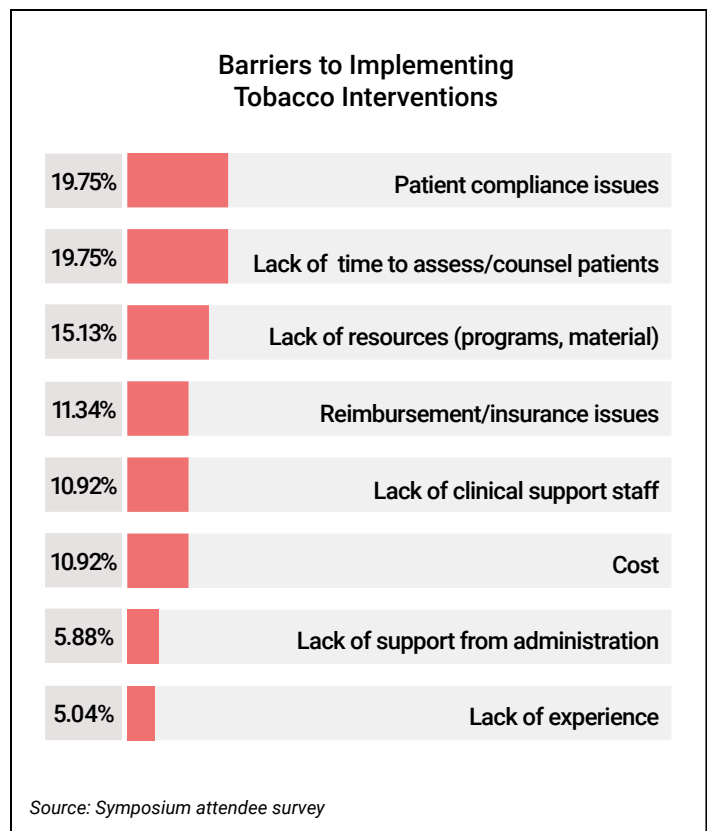


## The Tobacco and Disease Symposium

Held as a preconference for the **20th Annual UAMS Family Medicine Update**, the Arkansas Cancer Coalition's Tobacco and Disease Symposium featured Dr. Thomas Payne of the University of Mississippi Medical Center as the main speaker, and Dr. Pebbles Fagan of the UAMS Center for Tobacco Research as keynote speaker.

Three simulated case studies provided highlights on how to implement tobacco cessation best practices with patients in primary care and hospital settings.

Participants agreed to share the challenges they face by answering a brief survey.



# OUR PLAN

## Competitive Grants

Each year, the Arkansas Cancer Coalition works to subsidize the high cost of cancer treatment by funding grant requests to help cancer control programs better serve their patients. In FY 2017, ACC awarded seven grants amounting to \$338,807. Organizations were awarded through a competitive grant process that prioritizes support for cancer patients in Arkansas' rural and Red Counties. Programs were also awarded based on their capacity to implement the goals and strategies of the Arkansas Cancer Plan.

### Arkansas Cancer Plan Implementation Grantee Awards

APPLICANT ORGANIZATION	PROGRAM	FUND AMOUNT
CARTI	Transportation Assistance Program	\$48,700.00
Donald W. Reynolds Cancer Support House	Survivorship for 'Our' Community	\$54,660.00
Mercy Health Foundation Fort Smith	Lung Cancer Screening Program	\$38,500.00
Mississippi County, Arkansas Economic Opportunity Commission	Project: Cancer Aware	\$41,153.00
St. Bernards Development Foundation	Say Yes Ma'am to breast health services	\$51,426.00
University of Arkansas for Medical Sciences	Training cosmetology Students in Arkansas to help dermatologist prevent skin cancer and detect melanomas earlier	\$55,000.00
White River Health System, Inc.	Get Your Mammogram	\$49,368.00
<b>TOTAL AWARD</b>		<b>\$338,807.00</b>

## QUOTES FROM CARTI'S TRANSPORTATION ASSISTANCE PROGRAM

"This assistance has helped us concentrate on cancer treatment."

"This helped a great deal and removed additional stress. Great program—thanks!"

"If it wasn't for gas vouchers, we wouldn't have been able to get radiation and chemo."

"It really helped with the costs of being able to get to treatments. Thank you very much."

"I don't get paid a lot on disability and never have money after paying bills, so the gas has helped."

## Increasing Screenings through Arkansas State Fair and Riverfest

Each year, our partnership with the Arkansas State Fair is a high point of engagement for Arkansas Cancer Coalition. At the FY 2017 Arkansas State Fair, ACC volunteers worked over 275 hours to aid partners like UAMS, the Oral Health Coalition and the Arkansas Tobacco Control Coalition. In FY 2017, the State Fair extended its tobacco-free policy to prohibit smoking and e-cigarette use; the new areas covered midway ride waiting lines and the Family Land amusement area for children.

52 of Arkansas' 75 counties had people participating in Arkansas Cancer Coalition's outreach activities which included the following:

**819** Health Surveys Completed

**621** Biometric Screenings

**91** Tobacco Cessation Services

**32** FIT Kits

**29** Oral Health Screenings

**16** Mammograms

**8** Health Insurance Referrals

Arkansas Cancer Coalition had a big presence at the FY 2017 edition of Riverfest in Little Rock. Between June 2nd and June 4th, we hosted a booth at Riverfest that performed carbon monoxide screenings, ATQ referrals and FIT tests. ACC reached an estimated 500 people at the event.

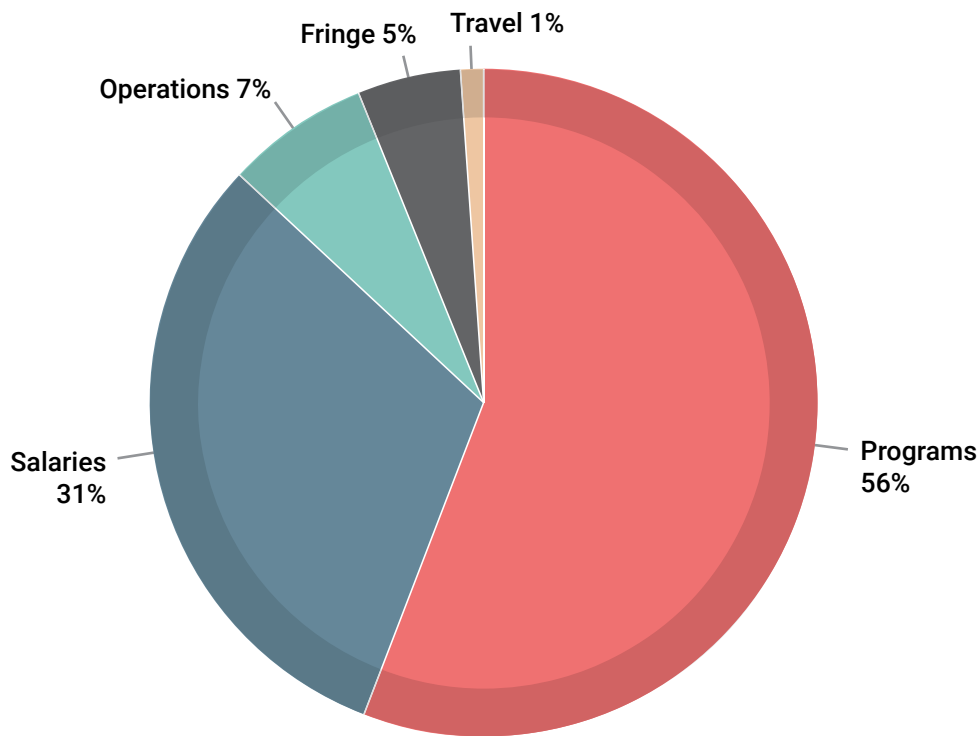


WHERE THE FUN RUNS DEEP





# OPERATIONS AND FINANCIALS



## FY 2017 Financials

Grant Income: \$928,907.99

### Grant Expenditure:

Programs: \$518,301.19

Salaries: \$286,074.20

Operations: \$65,928.27

Fringe: \$52,376.72

Travel: \$6,227.61

## Board of Directors

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## Arkansas Cancer Coalition Staff

Trena Mitchell, MA, CNP  
Executive Director

Miriam Karanja, MBA  
Director of Programs

Rachael Moore, AAS  
Operations Manager

Kimberly Enoch-Noble, MPH, CHES  
Grants Manager

Nicole Taylor, BS  
Health Program Specialist

Myca Hunthrop, BS  
Outreach Coordinator

Kirsty DeHan  
Executive Assistant



*Arkansas Cancer Coalition*  
www.arcancercoalition.org

10825 Financial Centre Pkwy, Suite 425  
Phone 501.404.2363 | Fax 501.404.2364  
info@arcancercoalition.org

[www.arcancercoalition.org](http://www.arcancercoalition.org)

