COLLABORATION
OUTREACH
FIT TEST
SCREENINGS
CLINICS
TRANSPORTATION
TOBACCO
CONTROL
PROGRAMS
STRATEGIC
PARTNERSHIPS
CANCER
PLAN
COMMUNITY
GRANTS
DIGITAL
MAMMOGRAPHY
UNIT
ARKANSAS
CANCER
SUMMIT
MINI
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QUARTERLY
MEETINGS
ROUNDTABLES
TOBACCO
DISEASE
SYMPOSIUM

PARTNERS IN PROGRESS, RISING TOGETHER
2017 Annual Report
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
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
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.\(^1\) 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\(^2\), compared to 439 cases per 100,000 in the United States.

\(^1\)Arkansas Department of Health, Arkansas Cancer Facts and Figures 2017, page 7  
\(^2\)Ibid p. 13
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. The largest concentration of those counties is in the east part of the state.  

\[\text{\cite{bid p. 11}}\]

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

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## OUR IMPACT

<table>
<thead>
<tr>
<th>AWARENESS &amp; OUTREACH</th>
<th>ACCESS TO TRANSPORTATION</th>
<th>ACCESS TO CANCER EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>7,175 people reached</strong>&lt;br&gt;during outreach events hosted by the coalition throughout the state to raise awareness on Arkansas’ deadliest cancers&lt;br&gt;<strong>651 newly diagnosed patients</strong>&lt;br&gt;navigated to treatment resources including health care providers and the Arkansas Tobacco Quitline</td>
<td><strong>1,481 gas cards provided</strong>&lt;br&gt;made available when staff and equipment was transported to rural areas to make cancer treatment available to patients</td>
<td><strong>3,407 reached through professional educational forums</strong>&lt;br&gt;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.</td>
</tr>
<tr>
<td><strong>POLICIES</strong>&lt;br&gt;2 policies strengthened by businesses&lt;br&gt;to reduce tobacco and e-cigarette use and exposure to secondhand smoke</td>
<td><strong>ACCESS TO CANCER SUPPORT GROUPS</strong>&lt;br&gt;<strong>1,441 received survivorship support</strong>&lt;br&gt;<strong>CANCER SCREENINGS</strong>&lt;br&gt;<strong>2,059 people screened</strong>&lt;br&gt;for the deadliest types of cancer</td>
<td><strong>RESOURCE DEVELOPMENT</strong>&lt;br&gt;<strong>1 HPV toolkit developed</strong>&lt;br&gt;to educate cosmetologists how to detect suspicious skin lesions on their patients skin&lt;br&gt;<strong>1 online video created</strong>&lt;br&gt;1 digital mammography unit&lt;br&gt;installed to replace an analog model</td>
</tr>
</tbody>
</table>
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
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 Unscreemed 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.
These partners were among the over 30 community and medical organizations taking part in the Roundtable.

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.
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.

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.”
-training and education

arkwha

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.”

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.
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.

### Barriers to Implementing Tobacco Interventions

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.75%</td>
<td>Patient compliance issues</td>
</tr>
<tr>
<td>19.75%</td>
<td>Lack of time to assess/counsel patients</td>
</tr>
<tr>
<td>15.13%</td>
<td>Lack of resources (programs, material)</td>
</tr>
<tr>
<td>11.34%</td>
<td>Reimbursement/insurance issues</td>
</tr>
<tr>
<td>10.92%</td>
<td>Lack of clinical support staff</td>
</tr>
<tr>
<td>10.92%</td>
<td>Cost</td>
</tr>
<tr>
<td>5.88%</td>
<td>Lack of support from administration</td>
</tr>
<tr>
<td>5.04%</td>
<td>Lack of experience</td>
</tr>
</tbody>
</table>

Source: Symposium attendee survey
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.

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

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.
OPERATIONS AND FINANCIALS

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Sandy Prince, MS, CHES
Vice Chairperson (until February 2017)
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Grants Manager
Nicole Taylor, BS
Health Program Specialist
Myca Hunthrop, BS
Outreach Coordinator
Kirsty DeHan
Executive Assistant

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