

FINDING CONNECTIONS.
FURTHERING THE CAUSE.
FIGHTING CANCER.



2011 ANNUAL REPORT



The only way
to fight cancer
is to find the
connections
that make us
stronger and
more effective.

DEAR PARTNERS:

This is an exciting time for those working in cancer control prevention. We continue to implement evidence-based interventions that are helping us reduce the cancer burden, influence public policy addressing disparities and improve the lives of those facing this horrible disease.

But these successes wouldn't be possible without collaboration. We believe that the only way to fight cancer is to find the connections that make us stronger and more effective. *Together*, we can make a difference.

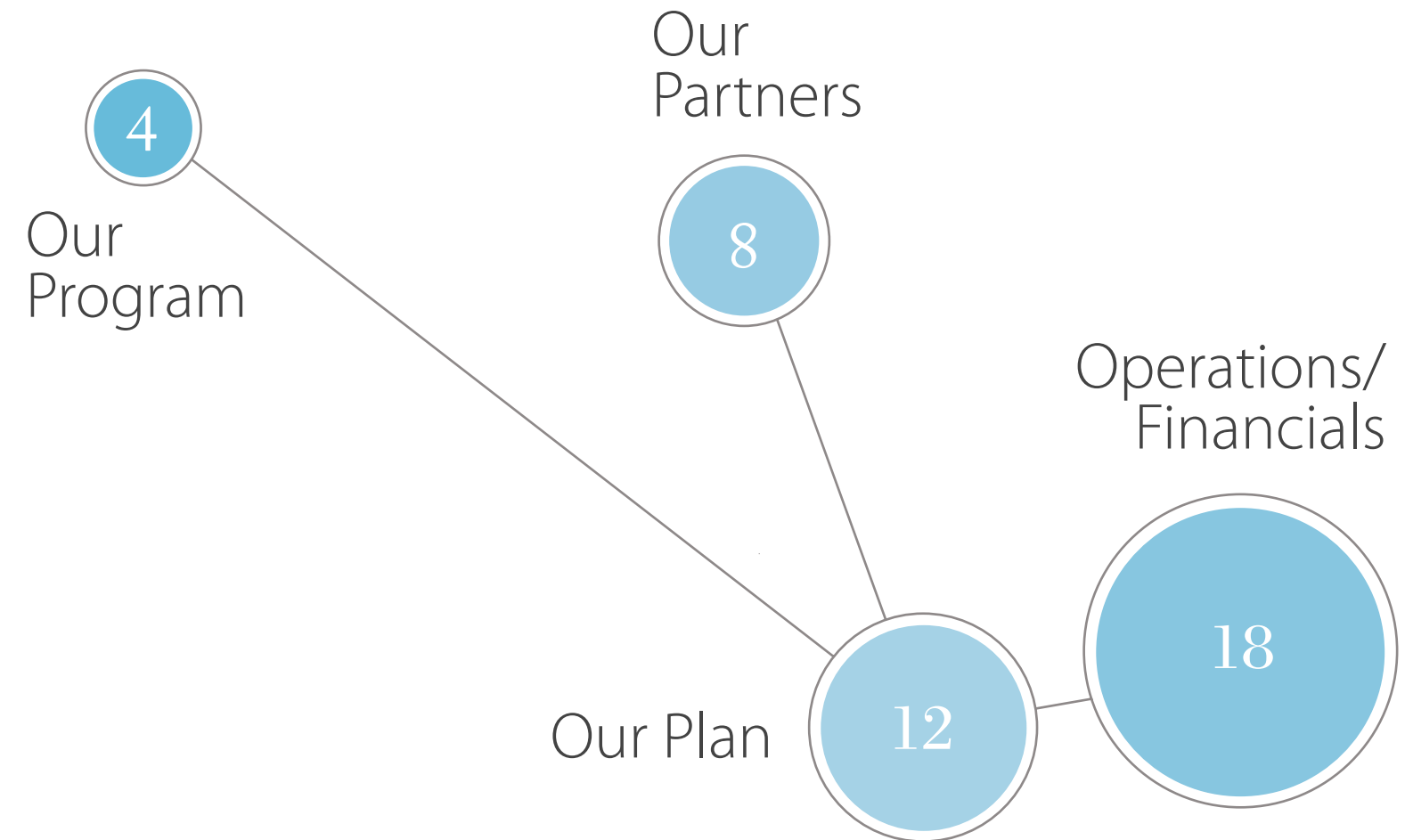
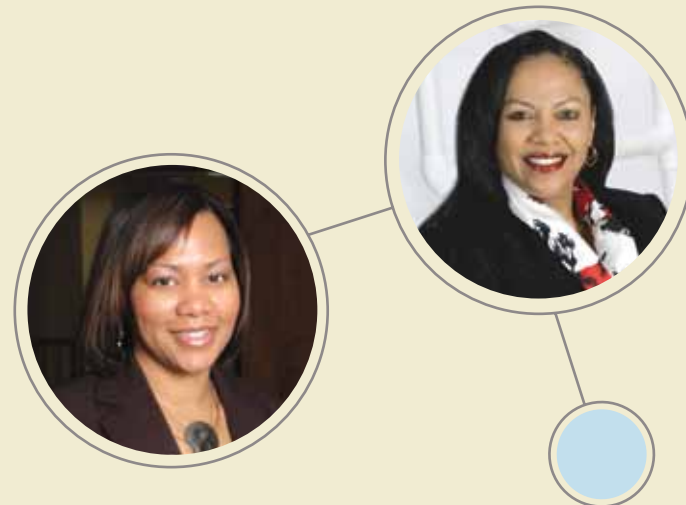
The 2011 fiscal year brought with it some big wins and some powerful results. Our membership has grown, and so has our impact. We wanted to highlight some best practices worth sharing and milestones worth celebrating.

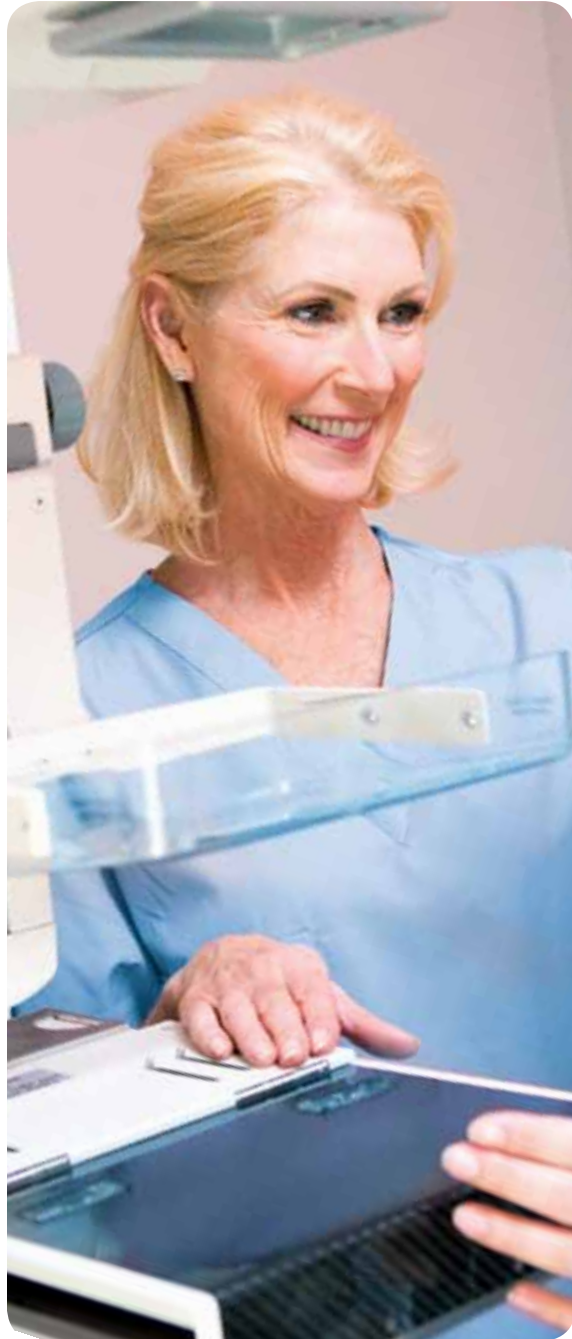
We hope you join us in proudly looking back at the year that was and optimistically look forward to the years to come. The Arkansas Cancer Coalition is finding connections, furthering the cause and fighting cancer.

Sincerely,

Ronda Henry-Tillman, M.D.
Arkansas Cancer Coalition Chair

Cornelya Dorbin, MPA
Arkansas Cancer Coalition Executive Director





OUR PROGRAM

Cancer is ruthless. It doesn't care if you are a nine-year-old girl who dreams of becoming a ballerina, a 40-year-old man with no health insurance and a family of four to support or a 60-year-old woman who loves scrapbooking and is devoted to her two grandchildren. Cancer takes, indiscriminately. According to the National Cancer Institute, it takes the lives of an estimated 6,270 people in our state each year.¹

Cancer is chaotic and out of control. We are organized and disciplined. We find the connections that bring cancer control programs together to make our efforts stronger. We are poised to fight and determined to win. We are the Arkansas Cancer Coalition. And cancer doesn't stand a chance against us.

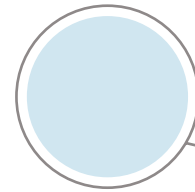
Through the tireless efforts of our members and proven, evidence-based interventions, the Arkansas Cancer Coalition is working to reduce and ultimately eliminate the burden of cancer for every person in the state. Yes. We said "eliminate."

That's a pretty bold statement but one we back up with cross-cutting and people-oriented strategies that, as this annual report will show, have been extremely successful.

The Arkansas Cancer Coalition is....
FINDING CONNECTIONS. FURTHERING THE CAUSE. FIGHTING CANCER.

The Coalition works to:

- Provide an overview of cancer control in Arkansas
- Strengthen and sustain the cancer control partnership and support network
- Provide and maintain a plan of goals and strategies



SUCCESS STORY: LUNG CANCER SYMPOSIUM

Despite a common enemy, lung cancer advocates and medical professionals rarely get to work side by side. While one group is busy passing the Clean Indoor Air Act, the other is diagnosing and treating lung cancer from second-hand smoke. Same enemy; different tactics.

The Arkansas Cancer Coalition (ACC) recognized that only together could these two entities address lung cancer effectively. Enter the ACC Lung Cancer Workgroup. This group planned and implemented the first-ever groundbreaking Lung Cancer Symposium—*Current Care and Emerging Technologies: Lung Cancer in the Natural State*.

Arkansas consistently ranks among the top five states in lung cancer deaths.

Physicians focused on the clinical components of lung cancer and advocates devoted their symposium workshops to examining environmental and public health factors. But what made this meeting so powerful is that together they created a strategic checklist that will redefine the fight against lung cancer. The playbook has changed.

THE CHECKLIST: FIGHTING LUNG CANCER

- ✓ A team approach is absolutely necessary in order to deliver optimal care.
- ✓ Palliative care can be offered as an option.
- ✓ Always involve the patient – individualize the care plan.
- ✓ Technology is advancing.
- ✓ Trends in tobacco prevention and mortality rates are important – note the mortality trend lines that decline years after a smoking prevalence decrease.
- ✓ Challenges for medical oncology still exist – new intelligent ideas are desired.

It's clear to ACC and its partners, that a multi-prong approach is essential to eliminating the threat of lung cancer. We can't continue doing what we've always done. There is too much at stake. The lung cancer mortality rate in 2007 was 63.3 per 100,000 while breast, colon and prostate cancer combined was 72.6.²

The Lung Cancer Workgroup is on the front lines of the war on cancer, and ACC is proud to support their efforts.

The Melanoma Lecture

Reducing the Burden cancer series, sponsored by the Arkansas Cancer Coalition, shined the light on melanoma during one of its lectures. Melanoma, while only accounting for five percent of all skin cancers, is the most deadly form of skin cancer and is responsible for 75 percent of all skin cancer deaths.⁴

Dr. Scott Dinehardt, an Arkansas dermatologist with a passion for fighting skin cancer, discussed prevention, incidence, diagnosis and treatment during his presentation.⁵ 250 doctors and other medical professionals attended the lecture.

SUCCESS STORY: SKIN CANCER WORKGROUP
Although highly preventable, skin cancer is still the most commonly occurring cancer in the United States.³ We want to change that. ACC’s Skin Cancer Workgroup is determined to achieve the following:

- Promote and Encourage Protective Behaviors from Sun and UV Exposure
- Explore Areas of Policy Change Regarding Sun Exposure and UV Protection
- Identify Champions of Prevention Behaviors Among Organizations that Serve Pre-Elementary Age Children

One of the biggest accomplishments of the Skin Cancer Workgroup was an awareness campaign.

ABOUT THE CAMPAIGN
Make room sun screen and floppy hats, there’s another powerful tool in the fight against skin cancer these days. It comes in the form of a 8 1/2 x 14 poster.

Arkansas Act 707 requires that anyone under 18 get permission from a parent or guardian before entering a tanning booth. The Skin Cancer Workgroup, wanting to ensure that tanning salon owners and patrons were aware of this new law, distributed over 2,000 Act 707 Awareness posters across the state. The posters were also distributed to area schools. It’s another example of how awareness is the strongest tool in the cancer fighting arsenal.

Melanoma is responsible for 75% of skin cancer deaths



Did You Know?

Dangers of Indoor Tanning

- ♦ Using a tanning bed can cause melanoma, a deadly form of skin cancer.
- ♦ Melanoma is the most common cancer found in young adults.
- ♦ Using a tanning bed can also cause other skin cancers.
- ♦ Indoor tanning can hurt your eyes.
- ♦ If you use a tanning bed, you need to wear special glasses to protect your eyes.
- ♦ Skin doctors do not think indoor tanning is safe.
- ♦ A parent or guardian must sign a warning statement before anyone under the age of 18 can use a tanning bed.

Partners - Arkansas Cancer Coalition, Arkansas Foundation for Skin Cancer, Col. William "Randy" Holland Melanoma Fund at UAMS, Chronic Disease Branch, Arkansas Department of Health

Data from WHO, CDC, AADA, SEER, NCI, Arkansas Legislation Act 707 of 2009

SUCCESS STORY: ANNUAL CANCER SUMMIT
The annual *Arkansas Cancer Summit* is the biggest cancer control networking opportunity in the state. It’s a chance to reconnect with colleagues, share best practices and form new partnerships.

We learn from our past and from each other. We embrace the challenges of the coming year. And we renew our commitment to eliminating cancer.

This year’s theme was “Spotlight on Prevention: A Picture of Health.” The Arkansas Cancer Coalition chose this theme because of prevention’s important role in the cancer fight. The cancer burden in our state could be reduced dramatically if all of the prevention ideas set forth in the Arkansas Cancer Plan were put into place.

Prevention, along with being the very first chapter of the Cancer Plan, is like a pre-emptive strike against cancer. It’s where we defeat the disease before it begins and deny it access to any more people.



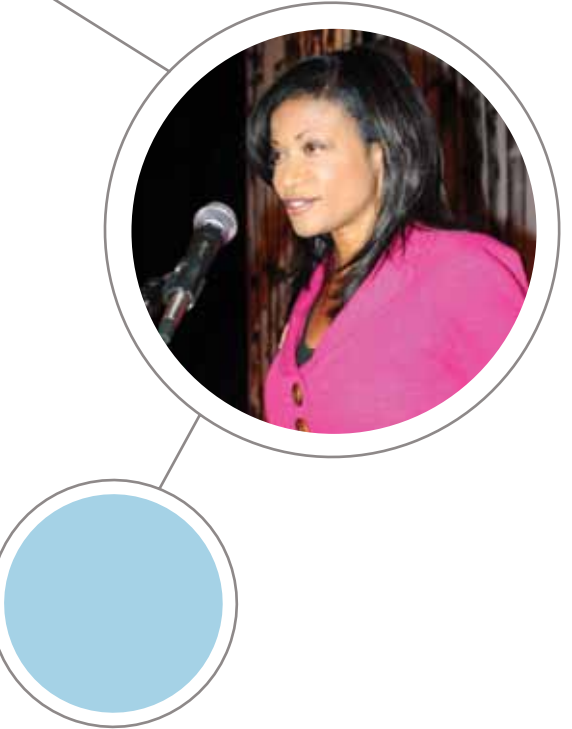
“Most of us have felt the impact of cancer—either in our own lives or in the lives of loved ones. But because of the work of organizations like yours, great strides have been made in the prevention and treatment of this destructive disease...The Summit and the ACC’s statewide partnership remain focused on comprehensive cancer control.”
– Governor Mike Beebe

So during this Summit, member organizations and guests discovered the power of prevention. And they left the workshops, roundtable discussions and lectures with a renewed sense of purpose.

For over a decade, the *Arkansas Cancer Summit* has created connections and collaborations to help in the fight against cancer in Arkansas. We will continue to push ourselves to make sure this annual event lives up to the name “Summit.”

ACC COMMUNICATION CHANNELS
The Arkansas Cancer Coalition connects with members, organizations and partners in the following ways:

- Annual Summit
- Quarterly Meetings
- Quarterly Newsletters (Mailed)
- E-Newsletters
- Email Alerts and Surveys
- Facebook
- Twitter
- Online RSS Newsfeed
- <http://www.arcancercoalition.org>
- YouTube Channel



Our Program Citations

1. Death Rate Report for Arkansas by County, death years through 2007. Source: Death data provided by the National Vital Statistics System public use data file. Death rates calculated by the National Cancer Institute using SEER*Stat. Death rates are age-adjusted to the 2000 US standard population.
2. Data source: Arkansas Cancer Registry - <http://www.cancer-rates.info/ar/index.php>
3. U.S. Cancer Statistics Working Group. *United States Cancer Statistics: 1999–2007 Incidence and Mortality Web-based Report*. Atlanta (GA): Department of Health and Human Services, Centers for Disease Control and Prevention, and National Cancer Institute; 2010. Available at: <http://www.cdc.gov/uscs>.
4. [1 Rigel D. Melanoma update – 2001. The Skin Cancer Foundation Journal 2001 \(XIX\):13-14.](#)
5. Dr. Dinehardt’s PowerPoint presentation can be downloaded from www.arcancercoalition.org/news/skin-cancer-topic-at-last-reducing-the-burden-lecture.



OUR PARTNERS

You’ve probably heard that cancer isn’t just one disease. It’s actually hundreds of diseases that happen to share the same dreaded name. Even within the same type of cancer there are countless variations. So why would we think there would be just one way or one organization alone that could eliminate this disease? It won’t happen that way. It will take all of us working together to remove cancer from the headlines and relegate it to the history books. That’s where ACC comes in. We exist to provide the kind of environment where ideas are shared, innovation is celebrated and breakthroughs are born. We know that together we can do so much more than individually. We’ve seen this concept in action.

Together we
can do so
much more

SUCCESS STORY: MADISON COUNTY HEALTH COALITION MINI GRANT

ACC provides mini-grants to support cancer control partners whose work directly reflects the goals and objectives of the Arkansas Cancer Plan. Last year, we awarded mini-grants totaling \$36,614.40 in support of ACC Partner organization activities, events, and programs. These partners are on the front line in the war on cancer and we provide them with strategy and support. The mini-grant given to the Madison County Health Coalition is the perfect example of a strong cancer control partnership.

Using the Arkansas Cancer Plan as their guide (Chapter 2: Screening and Detection; Section I: Breast Cancer, specifically), the Madison County Health Coalition performed breast cancer education outreach at the Butterball Health Fair and the Kingston Fair on the Square. Over 60 percent of the employees at the Butterball Health Fair were Hispanic, therefore a Hispanic interpreter assisted in sessions.

Over 500 women were provided with breast cancer information. But what was most impressive about this outreach effort was the number of women who received a screening mammogram. In rural Kingston, women often have to travel over 30 miles to get screened. The Madison County Health Coalition brought the UAMS Mammovan to the Butterball Health fair and provided mammography services to 50 women.

The Madison County Health Coalition also met monthly with the Breast Friends cancer support group—the only cancer support group in Madison County. Madison County Health Coalition facilitated meetings and provided education on lymphedema to survivors, as well as made referrals for lymphedema treatment.

SUCCESS STORY: BREAKFAST OF CAUSE CHAMPIONS

They say that breakfast is the most important meal of the day. We tested that theory. ACC and the Arkansas Minority Health Commission hosted a series of breakfast meetings with key lawmakers during the 2011 Legislative Session. Along with their coffee and toast, lawmakers got a side order of cancer education.

One such breakfast focused on colorectal cancer and the importance of screening. It seems fitting that during a breakfast meeting, lawmakers got a wake-up call. “Once symptoms are present, you are no longer screening—it’s (now) diagnostic,” Dr. Jonathan A. Laryea told the audience. Lawmakers needed to hear that lives are being lost because many of their constituents aren’t getting screened. Dr. Laryea also spoke of the dollars saved treating pre-cancerous polyps as opposed to the chemo, radiation and surgery associated with later stages of cancer.

Dr. Laryea was joined by Dr. Ronda Henry-Tillman, chair of the Arkansas Cancer Coalition, and her team of UAMS researchers and program managers for the Colorectal Cancer Education and Screening Program. They echoed his assertion that treating colon cancer before it starts is the best way to eradicate this disease from our state.



**Breakfast of Cause
Champions cont.**

Another legislative breakfast focused on general cancer control topics including:

- Inquiries about the *Let's Clear the Air* campaign
- Briefings from CARTI and UAMS Modular Mammography
- Discussions on state funding for health programs

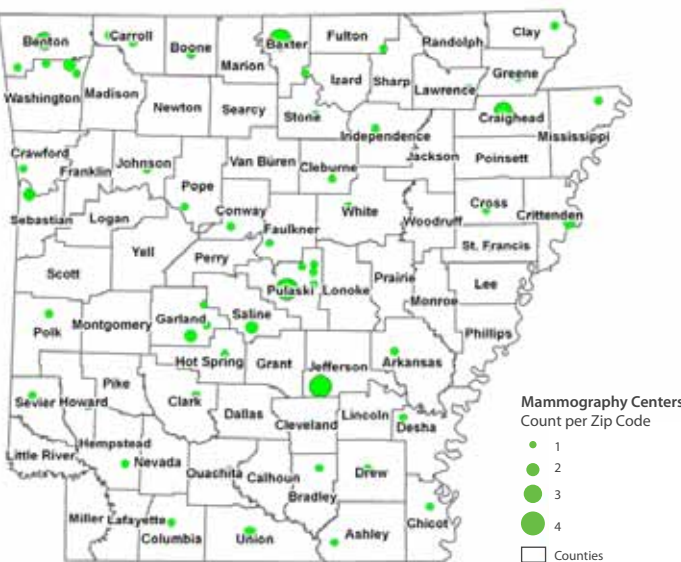
The breakfast meetings allowed us to make our case and, ultimately, make a difference. ACC will continue to participate in breakfast meetings as a way to engage and educate lawmakers about cancer control efforts. Saving lives seems like a perfect way to start any day.

SUCCESS STORY: MOBILE MAMMOGRAPHY

Mammography is the key to finding breast cancer early, when it's most treatable. But like water in a desert, mammography facilities in rural Arkansas are hard to find and people must often travel miles to get to them. If they are able to travel at all.

Women already face gender and genetics as risk factors. Geography shouldn't be added to that list. This is why ACC is so proud of the recent expansion of UAMS' mammography services to rural Arkansas. Since February 2010, the UAMS MammoVan has screened over 2,700 women and traveled 22,705 miles detecting 19 cancers. This 40-foot, three-room mobile unit is providing life-saving mammography services to those who do not have access. It's hope on wheels.

FDA Approved Mammography Centers



The MammoVan currently travels to 26 counties across the state. But this effort would not be possible without the collaborative work of several cancer control organizations including the Arkansas Cancer Coalition. Other groups that have assisted in the expansion of the MammoVan project are the Arkansas Department of Health, Community Health Centers of Arkansas and the UAMS Witness Project.

ACC believes that where you live shouldn't determine if you live, which is why we are so supportive of this effort and will continue to push for even more counties and more women served in coming years.

Access [to mammography] is a significant barrier in rural and low socio-economic status populations.

-Arkansas Cancer Plan



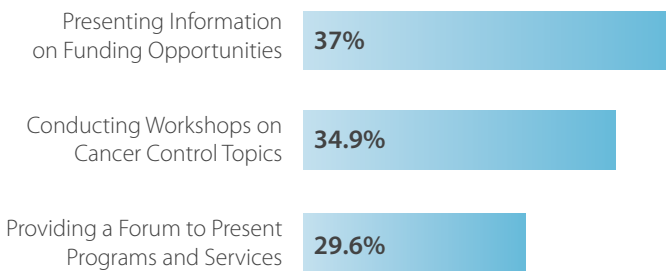
PARTNER SURVEY RESULTS

Every other year, the Arkansas Cancer Coalition surveys its members to evaluate our work in the following five areas:

1. Involvement/Benefits of Membership
2. Communication
3. Arkansas Cancer Plan
4. Coalition Synergy
5. Demographic Information

Nearly half (48.7%) report having been members of the Arkansas Cancer Coalition for more than five years. And a majority of respondents (61.7%) serve more than 300 people annually. Below are more interesting findings from the survey.¹

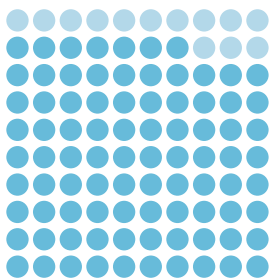
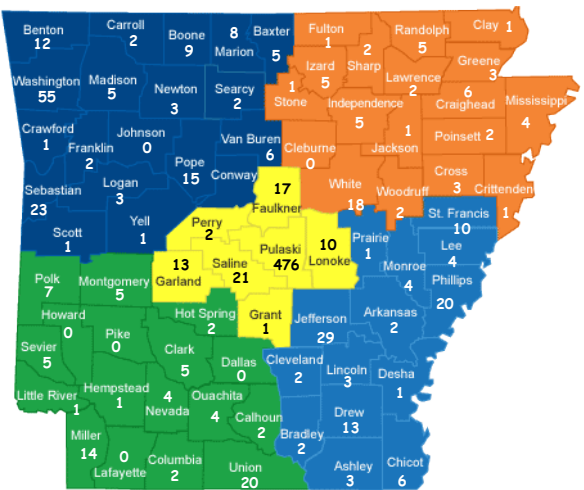
TOP THREE WAYS COALITION CAN IMPROVE COLLABORATION



Our Partnership Citations

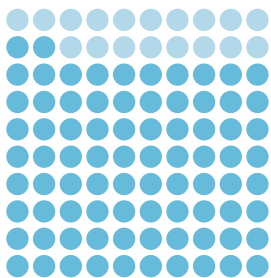
1. SurveyMonkey.com was used as the web-based application to gather electronic surveys; members were emailed a link directing them to the survey on the SurveyMonkey.com website. Hard copies that were mailed back to the ACC office were then entered into the web application for analysis. A total of 305 surveys were returned giving the survey a 31% participation rate.

2011 ACC Membership (by county)



87.7%

Percentage of respondents who have made connections with new people and organizations through their participation in Coalition activities.



82.8%

Percentage of survey participants who use the Arkansas Cancer Plan as a tool in their work.



OUR PLAN

The words “cancer” and “plan” sound wrong together. Cancer is often the most shocking and unexpected thing to ever happen to a person. Even though one in two men and one in three women will be diagnosed with cancer during their lifetime¹, no one plans for it. But while individuals might not have a cancer plan, states can’t afford not to.

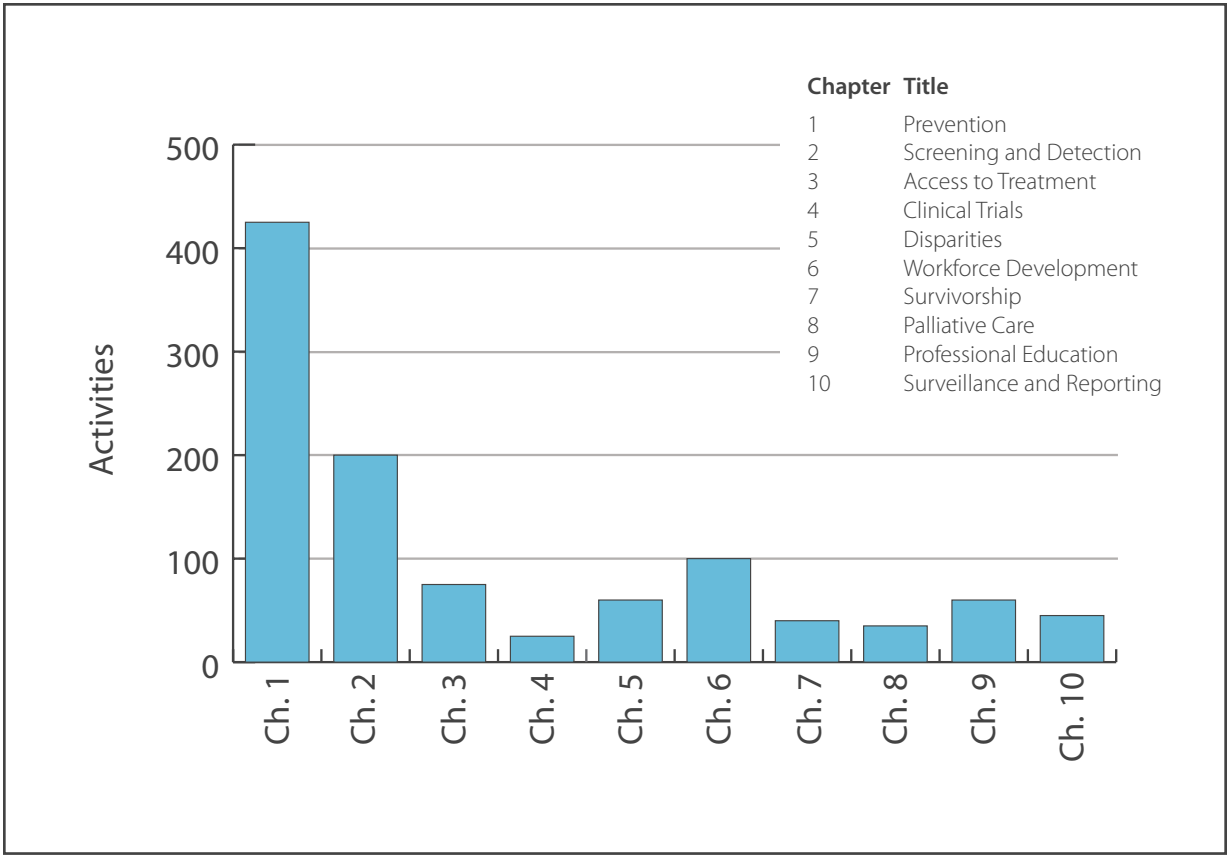
The Arkansas Cancer Coalition manages the Arkansas Cancer Plan, a working document designed to ultimately eliminate the cancer burden in our state by understanding its impact and identifying proven interventions. This plan helps us anticipate cancer’s next move and effectively counter it.

Ultimately
eliminate the
cancer burden
in our state

There are Arkansas Cancer Plan inspired activities in every county in Arkansas. These activities are the work of our members who have developed creative and community-based approaches to cancer control based on this plan.

In 2011, the 10-chapter Arkansas Cancer Plan was evaluated by Becky Williams and Associates, an independent research firm. The firm conducted focus groups with member organizations from

around the state and reported that partners are quite invested in the plan and have found ways to connect its goals and objectives in their communities. They reviewed how partners’ activities tied into the plan chapter-by-chapter (see chart). While there is a heavy concentration of activity around prevention and screening, all chapters of the Arkansas Cancer Plan have corresponding activities.



The burden of cancer in Arkansas can be dramatically reduced if evidence-based practices in prevention, early detection, and care are made available to all Arkansans. And that can be done most effectively through the award-winning Arkansas Cancer Plan.

“The ACP shows a clear connection with contemporary work in the field of cancer control, modeling its work after national Centers for Disease Control and Prevention (CDC) efforts. It is a high-value project for public health in Arkansas.”

– Becky Williams and Associates



THE ARKANSAS CANCER PLAN HAS BEEN RECOGNIZED NATIONALLY.

For the second time in three years, the Arkansas Cancer Coalition has been awarded the *Exemplary State CCC Plan Implementation Award*. This coveted honor comes from C-Change, a leading national organization on cancer control chaired by former president George H. W. Bush.

The award is in recognition of a state comprehensive cancer control (CCC) coalition that has demonstrated progress on impacting the burden of cancer.

ACC was recognized for activities that resulted from the Arkansas General Assembly's \$1.8 million funding for the Arkansas Cancer Plan from the passage of the Tobacco Excise Tax of 2009. With this funding, the coalition has been able to support the implementation of cancer control efforts through members and partners across the state and increase the reach and rigor of their evaluation efforts.

For the second time in three years, the Arkansas Cancer Coalition has been awarded the Exemplary State CCC Plan Implementation Award.

Measurable successes include:

- Increased access to treatment for uninsured underinsured low income patients through the provision of transportation vouchers.
- Increased breast cancer screening (over 2,700 patients) in underserved areas of the state by helping to fund a Mobile Mammography Unit.
- Increased breast cancer screening for uninsured, low income women (194 patients) in the northwest area of the state by helping to fund an additional mammography unit.
- Developed a Healthy Skin Syllabus for K-12 teachers including a toolkit to raise awareness of skin cancer. This Healthy Skin Syllabus is being used in schools throughout Arkansas. To date, 300 educators from 32 counties have been trained.

SUCCESS STORY: REYNOLDS CANCER SUPPORT HOME

The Donald W. Reynolds Cancer Support Home's Sun *SMART* plan is a perfect example of the Arkansas Cancer Plan at work. *SMART* is an acronym for:

- Slip on a hat or t-shirt
- Move to the shade
- Apply sunscreen (at least a 30 SPF)
- Reapply sunscreen every few hours
- Tell your friends to be Sun SMART

The SMART program is just that, smart. In a simple and memorable way this program promotes proven prevention techniques to the general public. The Support Home is encouraging protective behaviors from sun and UV exposure and, most important, helping people reduce their risk of skin cancer.

They used the Arkansas Cancer Plan as their inspiration, developed a creative campaign and connected with the necessary partners to get that message out. Implementation of *SMART* took collaboration with the Fort Smith Library and the Fort Smith Parks Department. Ultimately, nine other organizations have joined in the *SMART* plan and have helped ensure that the Arkansas Cancer Plan is an actionable document that can lead to real-world cancer control efforts.



“Melanoma diagnoses in Arkansas rose 53% from 1997 to 2007.

– *Arkansas Cancer Plan*

SMART Objectives and Results

- | | |
|-----------------|--|
| OBJ. #1: | Reach 1,000 Kids with Sun SMART Message |
| RESULT: | Reached 2,290 Kids with Sun SMART Message |
| OBJ. #2: | 250 Families Take the Online Sun SMART Pledge |
| RESULT: | 119 Families Took the Sun SMART Pledge |
| OBJ. #3: | Make Sunscreen Available to Hundreds of Swimmers |
| RESULT: | Provided 2 Gallons of Sunscreen to Creekmore Park Pool |
| OBJ. #4: | Educate Lifeguards About Skin Cancer Prevention and Sun Safety |
| RESULT: | Trained 23 Creekmore Park Lifeguards |
| OBJ. #5: | Provide Skin Cancer Awareness Program for 50 Adults |
| RESULT: | Skin Cancer Awareness Program Attended by 36 Adults |
| OBJ. #6: | Provide Free Cancer Screening to 35 Individuals |
| RESULT: | Provided Free Cancer Screening to 57 Individuals |
| BONUS: | Reach Even More Kids in Various and Creative Ways! |
| RESULT: | Another 1,800+ Kids Received Sun SMART Message |

SUCCESS STORY: ARKANSAS COALITION FOR OBESITY PREVENTION

The Arkansas Cancer Plan would simply be a 94--page document if not for the work of our members. One of those members, the Arkansas Coalition for Obesity Prevention (ArCOP), was recognized in 2010 as the Arkansas Cancer Coalition Partner of the Year for the impact it had in promoting the goals and objectives in Chapter 1 of the Arkansas Cancer Plan.

The Arkansas Cancer Coalition spoke with ArCOP Executive Director Joy Rockenbach to find out more about the group’s mission and what it is doing to advance the Arkansas Cancer Plan.

QUESTION: HOW DID THE ARKANSAS CANCER PLAN INFLUENCE THE FORMATION AND MISSION OF ARCOP?

ANSWER: When partners and stakeholders began to meet and talk about what obesity prevention would/should look like in Arkansas, we determined that the wheel had indeed been invented and we should study what our friends in other chronic disease areas were doing. So we looked at the state’s chronic disease plan, the heart disease and stroke plan, the Arkansas Center for Health Improvements’ policy recommendations AND the Arkansas Cancer Plan. When we looked at ACC’s plan, we saw direct correlations between what they had already written and obesity prevention. The prime example is their section on healthy lifestyles through nutrition and physical activity. Isn’t that a no-brainer! “Maintaining healthy weight, diets high in fiber and low in fat, regular physical activity...may prevent as much as a third of ALL cancers!” Well, guess what, those things are a real good start in obesity prevention too.

Q: WHAT ARE THE GROWING HEALTHY COMMUNITIES PROJECTS?

A: When ArCOP had what we thought was a good document for a state plan --- we thought, “how do we put these things into practice?” I met Joanna Seibert with the Winthrop Rockefeller Institute at a food policy meeting. We began to discuss what our organizations were working on.

While we had similar strategies for different reasons, the desired outcomes were the same—we wanted communities to be able to have access to more nutritious foods and a sustainable agriculture. Joanna set up a meeting with WRI Executive Director, David Davies, who saw the benefit in a partnership and provided ArCOP with some resources in the form of people, technology, and a training site. Growing Healthy Communities was born as a way to put our “state plan” at ground level.

The first year we funded five communities at \$10K each but brought in a total of eight communities for training. They all received technical assistance. The second year, we funded five additional sites at \$12K each and brought in an additional five for training, as well as having the previous years’ sites there as mentors.

Along the way, we joined forces with the National League of Cities and two cites in our state were given funding from a grant from the Centers for Disease Control and Prevention (CDC) called Communities Putting Prevention to Work. This has given us 18 communities with which to work!



Q: WHAT CAN A \$10,000 GRANT DO TO FIGHT CANCER?

A: \$10,000 can do a lot! Our communities have used those funds to leverage additional funding in many cases. Examples include one community that put 5,000 of their dollars into a pot with three other community partners to hire a trail consultant so they could not only LINK the walking trails in their town but develop spurs so walkers could also GET SOMEWHERE on those trails. Research shows that it is important to people that they have a destination.

One community used \$5,000 to hire a part-time farmer’s market manager to increase the number of vendors and buyers to the market. That year the market MADE money for the first time ever! Many other communities leveraged their dollars to start or increase community gardens, trails, upgrade parks, or start new ventures around increasing access to healthy foods. Many of these things have sparked some community policy changes and that of course is where we want to go because that helps insure sustainability.

Maintenance of a healthy weight, a healthy diet that is high in fiber and low in fat, regular physical activity and avoidance of alcoholic beverages may prevent as much as a third of all cancers.

-Arkansas Cancer Plan, Chapter 1

Our Plan Citations
1. American Cancer Society Cancer Facts and Figures 2011.

CURRENT ACC GRANTEES

The 2009 Arkansas General Assembly authorized the Arkansas Department of Health to spend \$1.8 million to implement the Arkansas Cancer Plan (ACP).

The Arkansas Cancer Coalition is charged with ensuring the implementation of the Arkansas Cancer Plan through the work of the Coalition’s interest groups and the collaborative efforts of over 1,000 individuals members.

Programs invited to participate in the implementation efforts were the Arkansas Central Cancer Registry (ACCR) \$134,000, the Colorectal Cancer Screening Program \$220,000, the Arkansas Prostate Cancer Foundation (APCF) \$225,000, the Modular Mammography Program (MMP) \$375,000, the Witness Project \$36,619, the Cervical Cancer Education Program \$135,000, and the Coalition \$680,381.

The Coalition allocated \$315,000 to provide competitive funding of organizations to implement proven cancer control strategies (best practices) that advance specific goals, objectives and strategies of the Arkansas Cancer Plan (ACP). Specific goals are identified as Chapter 1, Prevention; Chapter 3, Access to Treatment and Chapter 5, Disparities of the ACP. Through a competitive grant review process, nine (9) organizations were selected for participation during the 2009-2010 grant cycle and six (6) during the 2010-2011 cycle. They are:

- American Cancer Society – Little Rock
- Cancer Support Home – Fayetteville
- CARTI – Little Rock
- Hope Cancer Resources – Springdale
- Ozark Affiliate of Susan G. Komen Race for the Cure – Springdale
- St. Bernard’s – Jonesboro
- UAMS – Healthy Skin – Little Rock
- UAMS – Partners for Inclusive Communities – North Little Rock
- The Village Project – Little Rock
- Share Foundation – Eldorado



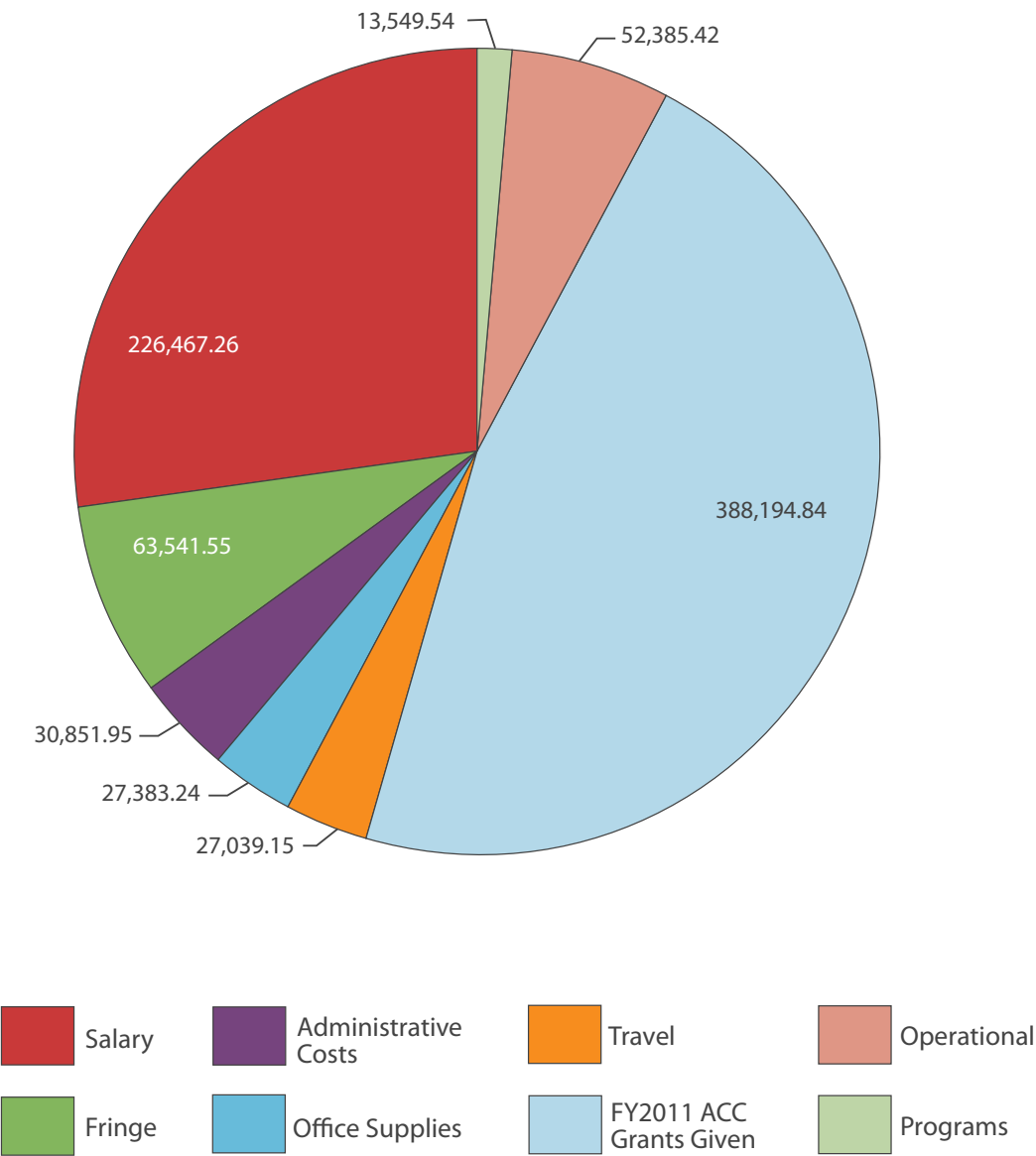
OPERATIONS/ FINANCIALS

The Arkansas Cancer Coalition is governed by a stellar Board of Directors who serve three-year terms. These leaders lend their expertise, reputation and support to ensure the success of our Plan, our Program and our Partners. With a staff of only four, ACC ensures that operational costs are kept to a minimum. ACC is funded by the Centers for Disease Control and Prevention, through a grant to the Arkansas Department of Health and a grant from Master Tobacco Settlement funds through the Arkansas Department of Health. With the addition of

revenue from the Arkansas Tobacco Excise Tax of 2009, the Coalition has been able to broaden the scope of implementation efforts in partnership with the Arkansas Department of Health’s Center for Health Advancement.

For a complete look at ACC’s financial information visit www.ARcancercoalition.org to download the most recent 990 form.

FY2011 ACTUAL BUDGET



ABOUT US

Cancer is a devastating disease. The Arkansas Cancer Coalition, a registered 501(c)3 organization, exists to provide a favorable environment for cancer control partners to work to reduce, and ultimately eliminate, the burden of cancer for every person in the state.

BOARD MEMBERS

- Ronda Henry-Tillman, MD, Chair
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- Catherine Tapp, MPH
- Laura Vaughn

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- Cornelya Dorbin, MPA, Executive Director
- Billy Parrish, Community Outreach
- Rachael Moore, Budget Specialist
- Jennifer Onukwube, Administrative Assistant

