

# IN THE KNOW WITH NOEP

Because Cancer is Every Nurse's Business.



## CONTROLLING CANCER: **TEXANS TOGETHER**



**Tools for Texans: Helping Communities Fight Cancer** is a workshop for community stakeholders, healthcare professionals, cancer survivors, volunteers, and anyone who wants to work towards fighting cancer in the community. Participants will enhance their capacity to implement cancer prevention and control programs in communities throughout the state.

The program was developed to help Texans work together toward the goals of a) tobacco use prevention and cessation, b) improving nutrition and increasing physical activity to reduce the

incidence of obesity, and c) increasing the use of screening and early detection services.

Participants acquire tools necessary for developing a plan, using cancer statistics, planning meetings, media and outreach, finding resources, working with priority populations, locating funding, influencing public policy, and evaluating efforts. This is not a CNE offering, but an opportunity for networking and skill-building. The theme of the event is *Get Organized, Get Connected, and Make a Difference*. By working together, we CAN control cancer in Texas.

IN TEXAS, AS IN THE NATION, THE GROWING NUMBER OF OLDER ADULTS WILL INCREASE THE NUMBER OF PEOPLE AFFECTED BY CANCER AND MAKE PRESENT-DAY PREVENTION MORE IMPERATIVE.

The event will be held **April 22-23, 2010**, at the Doubletree Hotel near Houston Intercontinental Airport. Registration is \$50 (includes meals for both days and Cancer Control Toolkit materials). A special hotel rate of \$25 for up to two nights is offered for a limited time to registrants, and travel scholarships are available. Register early to reserve a seat, and join the Tools for Texans Linked In group to receive updates. Presented by the Cancer Prevention and Research Institute of Texas with funding by the Centers of Disease Control and Prevention.

NEW. FREE. ONLINE.  
*Every Nurse's Guide to Hematologic Malignancies.*  
Earn CNE Now!

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# EDUCATION CARE

*Did you know NOEP has helped incorporate oncology education into over two-thirds of Texas' professional nursing schools?*

## 5 REASONS TO JOIN A SOCIAL NETWORK

1. Your kids are speaking a whole new language and you feel left out.
2. You want to show off pictures.
3. You'd like to reconnect with old friends and keep up easily with other friends.
4. You're looking for a job or want to maintain professional contacts.
5. You want NOEP featured in an issue of Nurses Lounge magazine!

## DONNABELLAS ANGELS: HEALING ART

INSPIRATIONAL ART WITH HEALING IMAGES PROVIDES EMOTIONAL HEALING TO THOSE RECEIVING TREATMENT FOR CHRONIC OR TERMINAL ILLNESSES AND THEIR CAREGIVERS.

The angel represents the transforming of Spirit, and depending on one's interpretation, this art may represent a non-specific religious image or a body freed from emotional weariness from the physical toll of disease. Either way, DonnaBellas Angels exemplifies "What Cancer Cannot Do."

### THE POWER OF ART

Artist Laurel Latto was inspired to create the images through her work in clinical research and oncology clinics and through her experience of a loved one's illness. In freely sharing her work with clinics, nurses, patient

advocates, and hospital chaplains, Laurel is "becoming more aware of the power of art imagery to heal in ways that drugs cannot."

### COMFORT AND JOY

At Texas Children's Hospital Cancer Care Center in Houston, the angel prints are displayed in a special break room which was created to help the staff in coping with patient deaths. Lindsey Zaremba RN, CPN said, "DonnaBellas Angels were the perfect fit to our respite room. Her artwork not only makes the room beautiful, but gives everyone who sees it a sense of joy. We look forward to continuing to comfort staff and families with DonnaBellas Angels."

Learn more about how DonnaBellas Angels provides hope and peace through art. Or, check out the images Laurel has graciously shared with NOEP for its new E-Card series!

## IN THE KNOW WITH NOEP

*In the Know with NOEP* is provided for nurses in all fields of practice and is published quarterly. **NOEP is a project of the Texas Nurses Association/Foundation funded by the Cancer Prevention and Research Institute of Texas.** To subscribe, email [noep@texasnurses.org](mailto:noep@texasnurses.org). The information presented is not intended to be construed or to serve as a standard of nursing care. Standards of nursing care are determined on the basis of all the facts involved in an individual case, and are subject to change as specific scientific knowledge and technology advance and as patterns of practice evolve. Contact NOEP at 7600 Burnet Road, Suite 440, Austin, TX 78757 or at (512) 467-2803 / (800) 515-6770.

# NG ON NCER



L to R: Carrie Wells, Gina Kuenstler, Shirley LaVergne, Mason Kinard, Amanda Crider, Lisa Watson, and Joni Watson are NOEP! (Not pictured: Kristin Hamlett)

## FROM THE DIRECTOR:

## A WORLD WITHOUT NOEP?

300,000. THAT'S THE AVERAGE NUMBER OF NURSING PROFESSIONALS NOEP CURRENTLY EDUCATES IN TEXAS EVERY YEAR. CELEBRATING 23 YEARS OF INCREASING TEXAS NURSES' KNOWLEDGE OF CANCER, NOEP HAS EDUCATED WELL OVER A MILLION PROFESSIONALS.



### CANCER SUPPORT MERGER

With their common history and commitment to the cancer community, it made sense for the Headquarters offices of The Wellness Community and Gilda's Club to unite. Now, the *Cancer Support Community* will offer their comprehensive support services as part of a stronger, global network.



Local Gilda's Clubs and Wellness Community affiliates will continue to provide free education and support services to people affected by cancer. Together, these groups are working to ensure that no one faces cancer alone.

Even though NOEP is a long-standing Texas-focused organization, nurses from all over the world access our free CNE. No other organization matches NOEP's mission to educate nurses in all fields of practice on cancer prevention, detection, treatment and survivorship. With the ever-expanding nursing shortage and the cancer survivor population at 12 million strong and growing, it's imperative *all nurses* are educated on cancer and understand the impact we make along the entire cancer continuum – from prevention through survivorship.

*"Nurses have been catalysts to change throughout history, and this point in time is no different."*

### THE PROBLEM

NOEP's traditional funding has been dramatically decreased for future years, which means that a well-established infrastructure, historically proven CNE and long time state collaborator may be severely limited in scope and reach or worse – disappear altogether. NOEP is making plans so neither occurs; however, this poses a tremendous barrier to serving you and the millions of patients we collectively touch.

### YOU CAN HELP!

*Speak up.* Let me know what NOEP means to you – wherever you work, whatever you do, whether you're a nurse or not. How has NOEP impacted your practice, organization, efforts or patients? Have your assessment skills improved? Do you understand pain management better? Have you passed on NOEP's education and resources to nurses, students or patients? Do you better advocate for cancer screening using evidence-based guidelines? I'd like to know how NOEP has helped you and those you serve. Send me an email at [NOEPRocks@texasnurses.org](mailto:NOEPRocks@texasnurses.org) or share your thoughts on Facebook,

LinkedIn, or the Nurses Lounge. I'd love to hear from you.

*Donate.* NOEP offers its education at no charge or at a very low cost. Help us keep these resources

available to nurses. No matter the size of the donation, it *will* make a difference. All contributions to the Texas Nurses Foundation are tax-deductible, but please indicate your contribution to NOEP.

Thank you for continuing to make NOEP a success. I look forward to hearing from you!

Helping you provide the best care to patients.



## CAST YOUR VOTE FOR NEW TAGLINE

The Oncology Nursing Society's is "Where Oncology Nurses Connect". Susan G. Komen for the Cure's is "We're on a Mission". The American Cancer Society's is "The Proud Sponsor of Birthdays".

A tagline should communicate, in eight words or less, an organization's unique identity and value alongside its name and logo. NOEP has always been challenged to effectively brand its programs as education for nurses in ALL fields of practice (we're NOT just for oncology nurses!), but a new tagline will help convey our story and hopefully, increase our impact. What we choose is important, and will appear on all print, online, and indirect communications.

Want to vote on the best new tagline for NOEP? Or submit an idea of your own? We'd love to hear what you think! [Clickety click right here.](#)

*Although the decrease in overall cancer incidence and death rates is encouraging, rising incidence and mortality for some cancers are of concern (American Cancer Society, 2009).*

## NEW REPORT: THE STATUS OF CANCER

The *Annual Report to the Nation on the Status of Cancer*, published in the January issue of *Cancer*, reveals that incidence and mortality rates for all cancers combined are decreasing for both men and women. From 1999-2006, incidence rates for all cancers combined decreased 0.7 percent per year for both men and women. Death rates decreased 1.6 percent per year from 2002-2006.

### SIGNIFICANT FINDINGS

- The three most common cancers in men - lung, prostate, and colorectal cancer - declined in both incidence and mortality.
- Lung cancer incidence and mortality decreased for men of all races/ethnicities but the rates did not change for women.
- Breast cancer incidence and mortality decreased for women of all races and ethnicities combined.
- Long-term incidence trends for colorectal cancer have been fairly consistent in men and women.
- Colorectal cancer death rates have declined since 1984 in both genders, with an accelerated rate of decline since 2002 for men and 2001 for women.

The report found that declines in colorectal cancer death rates are consistent with a relatively large contribution from screening, with a smaller but demonstrable impact of risk factor reductions and improved treatments. With favorable trends in risk factors, higher utilization of screening, and optimal treatment, these rates could be accelerated further. Certainly, nurses are in a position to positively influence rates of screening, as well as other factors that may lower incidence of many cancers.

### GET THE WHOLE STORY

Scientists at the Centers for Disease Control and Prevention (CDC), American Cancer Society (ACS), the National Cancer Institute (NCI), and the North American Association of Central Cancer Registries (NAACCR) collaborate to conduct this annual study. To access the article on the journal's website, [click here](#). To learn more about how you can incorporate cancer prevention and early detection strategies into your clinical practice, check out NOEP's free CNE slidecast (slides with audio) - *Every Nurse's Guide to Cancer Prevention, Screening, and Early Detection*.

## RAD RESOURCE:

Hey, Ladies. TEAM Survivor is a nonprofit program for women of all ages, women of all fitness levels, and women with a present or past diagnosis of cancer. There are more than 20 affiliates across the U.S., including one in Austin. These primarily free programs, which combine fun fitness activities with emotional support, are an important part of the ongoing healing process for women living with cancer. Participating in TEAM Survivor can help counteract fatigue and other side effects of treatment, as well as introduce women to potential exercise partners. It's about *thriving while surviving!*



# IN TEXAS: CONFERENCES

## NEXT ISSUE:

- Young Adults with Cancer
- Genetics Update
- New CNE Videos



CANCER PREVENTION &  
RESEARCH INSTITUTE OF TEXAS



January 29-30 - Texas School Health Assoc. Conference, **AUSTIN**

February 3-6 - Southern Nursing Research Society Conference, **AUSTIN**

February 11-12 - Texas Nursing Students' Assoc.

Conference, **SAN ANTONIO**

March 5 - Texas Organization of Nurse Executives Conference, **DALLAS**

March 6 - Pain Management and Palliative Care, **DEL RIO**

March 19-20 - Practical Applications of New Agents in Oncology, **SAN ANTONIO**

April 9 - Texas Peer Assistance Program for Nurses Advocacy Workshop, **ROUND ROCK**

April 22-23 - Tools for Texans: Helping Communities Fight Cancer, **HOUSTON** (Not for CNE)

May 15 - Pain Management and Palliative Care, **SAN MARCOS**

### REGISTER EARLY!

Space is limited for many events. All events include CNE unless otherwise indicated. For more information or to register, please click [HERE](#).

*The Texas Nurses Association/Foundation Provider Unit is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.*