

Nevada State Health Division
GOVERNOR'S TASK FORCE ON PROSTATE CANCER
Meeting Minutes

Tuesday, September 6, 2005 @ 4:00 p.m.

Kinkead Bldg., 505 E. King Street, Carson City, NV Rm 103
Teleconference: 1-866-624-9391 Participants pass-code: 322100

I. WELCOME AND INTRODUCTIONS

Kyle Davis	District Executive Director, American Cancer Society
Steve Hansen	CEO, Nevada Health Centers
Holly Lyman	Director, Barbara Greenspun Women's Center at St. Rose Dominican Hospital
Deborah McBride	Bureau Chief, Bureau of Community Health, Nevada State Health Division
Charlene Herst	Comprehensive Cancer Control Program Manager, Nevada State Health Division
Richard Whitley	Deputy Administrator, Nevada State Health Division
Woody Thorne	Executive Director, Nevada Public Employees Benefit Program
Lewis Musgrove	Task Force Chairman, Past Chairman of the Board of UsTOO
Joanna Lambert	Administrative Assistant

II. SENATE BILL 98 and IMPACT ON TASK FORCE

In 2001, SB 318 created the Task Force. It was unfunded at the time. In 2005, Senate Bill 98 provided \$50,000 over the biennium to support the Governor's Task Force for Prostate Cancer activities.

III. DISCUSSION OF TASK FORCE VISION AND UTILIZATION OF AVAILABLE RESOURCES

The basic premise of the Task Force is to raise awareness and education of prostate cancer for the men in the state of Nevada. In 2001 a website was established, www.prostatetaskforce.nv.gov, and is being maintained by the state. It is the hope that this website will be the "go to" place for prostate cancer information in Nevada. This is especially important in reaching the rural areas in the state. Suggestions and ideas for this website are encouraged and welcome. Please submit them through Lew.

During Father's Day, through Lew Musgrove's past association with UsTOO, a national pharmaceutical company offered the services of their public relations firm to the Task Force on a pro bono basis. We were able to submit articles on negative practices happening in the prostate cancer arena, namely "brown bagging" and LHRH switching.

For Father's Day, the Task Force submitted a letter to the editor through the State Health Division's public information office that was blast faxed to all the print media in Nevada.

None of the large newspapers printed the letter, however, there were 200 hits on the website in the 10 days immediately following its release. There is a second letter to the editor currently going through the approval process which will be blast faxed for prostate cancer awareness month (September).

Some ideas for making the website a central location for current prostate cancer information and resources included:

- Collaboration with Southern Nevada Cancer Research Foundation and their counterpart at Washoe Medical Center, to provide information about, or a link to, current clinical trials that are accepting applicants
- A listing of all the health fairs in Nevada. When the Health Division becomes aware of health fairs, notification will be forwarded to Lew.

Other ideas for getting information about the Task Force out to the public included

- Printing brochures
- Printing a banner for the Task Force and becoming a presence at community events. American Cancer Society, UsTOO and Tap Pharmaceuticals have all expressed willingness to provide materials for those activities.
- Brochures in the Mammovan, in Nevada Health Centers, and in the Rural Health Nursing Centers

The question of staffing tables at health fairs was brought up. Lew suggested that could be handled in a couple of ways: 1) If the fairs were close, a Task Force member attend, or 2) If the fair is being sponsored by a hospital or health center, possibly one of their staff would staff the table. Charlene Herst also stated that prostate cancer information is included when the Health Division participates in health fairs.

The question of linking websites for informational purposes came up. It didn't seem to be a problem. The idea was that there was a general spirit of cooperation anyway, and that we should be trying to help people, and not get caught up in competitions between corporations.

IV. DISCUSSION OF ROLES OF TASK FORCE MEMBERS

It is hoped that all the Task Force members will think about what was discussed, and come back to the group with ideas of their own. It is not the intention of the chair to make the Task Force a one-man show, but to divide responsibility among the Task Force members.

V. CURRENT AND (POSSIBLE) FUTURE COMMUNITY PARTNERS

- St. Rose Dominican
- University Medical Center
- Carson-Tahoe Hospital
- Washoe Medical Center

VI. FUTURE AGENDA ITEMS

The meetings will be quarterly, with one face-to-face meeting a year. It is the hope the next meeting can be face-to-face. One agenda topic will be discussion on how to reach the rural population.

VII. PUBLIC COMMENTS

- State Cancer Plan – Charlene Herst was asked to give a brief update. She will be finishing the design work, and is hopeful to have it published by the end of this month. This is the cumulative cooperative effort of cancer control advocates, organizations and agencies for approximately 2-1/2 years. It will have a section on prostate cancer, as well as a section on available resources.
- The United Way had originally donated \$100.76 to Family-to-Family, which is defunct. They are giving those monies to the Task Force.

VIII. ADJOURNMENT

Motion by Woody Thorne.
Second by Richard Whitley

Adjourn 4:35 pm