

**NOMINATION FOR
National Friend of Extension Recognition
Epsilon Sigma Phi, Alpha Zeta Chapter – Texas**

Nominee's Name: Texas Cancer Council

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Nomination Narrative Summary

Texas Cancer Council is the state agency dedicated to reducing the human and economic impact of cancer on Texans. For 16 years, Texas Cancer Council and Texas AgriLife Extension Service have been partners working together to develop innovative and effective educational programming to reduce the impact of cancer on Texans.

The impact of cancer on the state of Texas is significant, with cancer being the second leading cause of death in the state. More than 77,000 Texans develop cancer each year, and over 35,000 Texans die of the disease annually. Due to the crucial need to combat cancer in the state, Texas Cancer Council and Texas AgriLife Extension Service have united to disseminate cancer prevention information and coordinate and conducted educational activities focused on early detection and treatment. This symbiotic relationship has enabled Extension to educate almost 1.5 million Texans in the areas of skin, tobacco, breast, cervical, prostate, and colorectal cancer prevention. Without the nearly \$1.5 million funding from Texas Cancer Council, it would not have been possible for Extension to effectively serve so many Texans.

Description of Contributions to Extension Programs by the Texas Cancer Council

The long-time relationship with the Texas Cancer Council has enabled Texas AgriLife Extension Service to produce culturally appropriate cancer information. Project funding from Texas Cancer Council also supports development of cancer prevention and risk reduction educational programs, packages, and websites for use by agents, volunteers, and the public, including:

- ▶ Hallelujah to Health, a faith-based program to encourage African-American women to seek breast and cervical cancer screening, includes a curriculum and marketing package with an informational exhibit, brochures, skits, and reminder newsletters. See <http://fcs.tamu.edu/health/h2h/index.php>.

- ▶ Put it Outside for Healthier Kids is a program that encourages parents who smoke to take their smoking outside and away from their children. See http://fcs.tamu.edu/Health/child_health/put_it_outside/put_it_outside.php.
- ▶ Activities that meet the state-mandated Texas Essential Knowledge and Skills (TEKS) requirements for schools implementing Walk Across Texas have been created, thus increasing children's physical activity levels. See <http://walkacrosstexas.tamu.edu>.
- ▶ Cool in the Shade, Don't Dip, No Butts, and Get Movin websites provide cancer prevention information created by youth for others their age. See <http://fcs.tamu.edu/health/index.php>; click on the links cited at Lower Your Cancer Risk. A large collection of cancer prevention informational exhibits and displays are located in all 12 district Extension and Research Centers.
- ▶ Each year, Extension agents are provided an opportunity to apply for mini-grants, which have provided:
 - pedometers for Walk Across Texas in Title I schools;
 - ultraviolet beads and other materials to make bracelets that detect sun exposure at Farm Safety Days, health fairs, and similar activities; and
 - informational exhibits and other displays with cancer prevention and early detection messages for health fairs.

In 2007 alone, over 145,000 Texans were directly impacted by this partnership between Texas Cancer Council and Extension. One participant who attended an educational session on colorectal cancer reported: *“Due to some symptoms that I better understood after attending this class, I went to see my doctor, who scheduled me for a colonoscopy test. It was discovered that I had pre-cancerous polyps in my colon. I would not have found this out in time if it had not been for this class.”*

Summary Statement

The Texas Cancer Council and its relationship with Texas AgriLife Extension Service for nearly 16 years has been a key to improving the health and the saving lives of many Texans. This collaboration addresses the continuing need for cancer prevention, risk reduction, and early detection education. Funding from the Texas Cancer Council has provided culturally relevant educational resources and professional support to county Extension agents and their volunteers.