

# Facilitator's Guide



FRESH  
CONVERSATIONS



May 2019

## Cancer: Preventable, Not Inevitable

### Background for Facilitators

The following background information is for facilitators. The information should not be printed and distributed to participants.

#### Cancer Prevention

[American Institute for Cancer Research - Cancer Prevention Guidelines](#)

[National Cancer Institute - Prevention Overview](#)

[CDC Obesity and Cancer Prevention](#)

#### Colorectal Cancer

[NIH National Cancer Institute](#)

[The American Cancer Society](#)

[Fight Colon Cancer](#)

[CDC Cancer Prevention and Control - Colorectal](#)

[CDC Colorectal Prevention](#)

[2018 Cancer in Iowa Report](#)

#### Behavior Goals

Participants will:

1. Learn one new way to prepare a cruciferous vegetable.
2. Become more aware of obesity as a risk factor for cancer.
3. Identify one way to reduce their risk of colorectal cancer.

### Meeting Preparation

1. Review newsletter content. Send questions or concerns to your coordinator.
2. Look for different colors of cauliflower at the grocery store. Ask a store's produce manager for help. If you can only find white cauliflower, photos of yellow and purple cauliflower are in the newsletter.
3. Purchase ingredients for the food tasting.
4. Write the three statements from the *2018 Cancer in Iowa* report on separate index cards or pieces of paper. Ask three people to read a statement during the nutrition discussion.
5. Purchase four inexpensive items like seed packets or herb plants that could be used in patio pots. (See Nutrition Discussion section.)

! The suggested wording for the presentation is in regular font and the *facilitator directions are in bold, dark red italic*. It's best not to read the presentation, but to use your own words, staying close to the meaning.

## Props

**Optional:** Print the last page of this guide. Place one on each table. Display educational materials on cancer prevention and screening.

## Conversation

**Follow up to last month's meeting (April 2019)**

***Ask for three volunteers to share if they “took action” since you met last month. If they tried a new egg recipe, practiced strengthening exercises, started walking or put new information they learned into action... celebrate their efforts with a seed packet or plant.***

## Introduction

Cancer is the health topic of this month's newsletter. Most likely, each one of our lives has been touched by cancer, so it's important to talk about it—but we do so with respect and sensitivity that each person's experience is unique.

A variety of things can increase the risk of developing cancer in different parts of your body. Some we can't control, like age. Some we can.

Today, we'll learn about a cancer risk factor for adults your age that's of growing concern in Iowa. Then, we'll switch and talk about a cancer success!

## Nutrition Discussion

I've asked three people to read a statement from a 2018 report about cancer in Iowa. In small groups of two or three people, discuss the statement that surprises you the most and pick the one that is no longer true in 2019. ***Read statements. Write statements on poster board or white board and display for reference during discussion.***

1. Obesity-related cancers account for 40 percent of all cancer cases.
2. Iowa has the 13th-highest obesity rate in the nation, so we're at higher risk than most other states.
3. At least 13 different types of cancer are obesity-related, with post-menopausal breast cancer and colorectal cancer being the most common.

***Break into group of 2 or 3 people or discuss as a group. Statement #2 is no longer true. Iowa now has the 4th highest obesity rate in the nation. Overweight and obesity can cause changes in the body that lead to cancer, such as increases in levels of certain hormones and inflammation. The term “obesity-related” doesn't mean that obesity necessarily caused the cancers, however.***

So what's the **good** news? Rates of new cancers related to overweight and obesity are going up except for colorectal cancer. Those numbers are going down. Why? More people are being screened. Screening for colorectal cancer can prevent new cases by finding abnormal growths in the colon and rectum before they turn into cancer. **Review “success” story on page 2. Emphasize that if you catch colorectal cancer early, it's treatable 90 percent of the time. That's awesome!**

## Tasting Activity

Today, we're going to dazzle your taste buds with a cruciferous vegetable. Highlight information about cruciferous veggies on page 3 of the newsletter.

- **Option one:** Roast pieces of cauliflower; try different toppings such as aged vinegar or parmesan cheese. A recipe is provided.
- **Option two:** Choose another cruciferous veggie to taste. Avoid recipes with lots of extra ingredients and calories. Keep it simple but flavorful. Check out all your options on page 3.

Share tips for avoiding the bitterness of cruciferous veggies at the bottom of page 3. Other ideas: Add a drizzle of balsamic vinegar to the honey. A squirt of fresh lime can brighten the flavor of summer vegetables.

Cruciferous veggies are a win-win! They're very nutritious and low in calories as long you don't load them up with cheese and bacon.

## Physical Activity

On page 4, there's a “sweet” testimonial from Marge who attends *Fresh Conversations* meetings in Autumn Heights. Marge attributes her longevity to being active. What's your activity plan for the summer? This is a perfect time of year to bump up your activity with walking. Quickly—ask the group to share **five places** where they like to walk in their community.

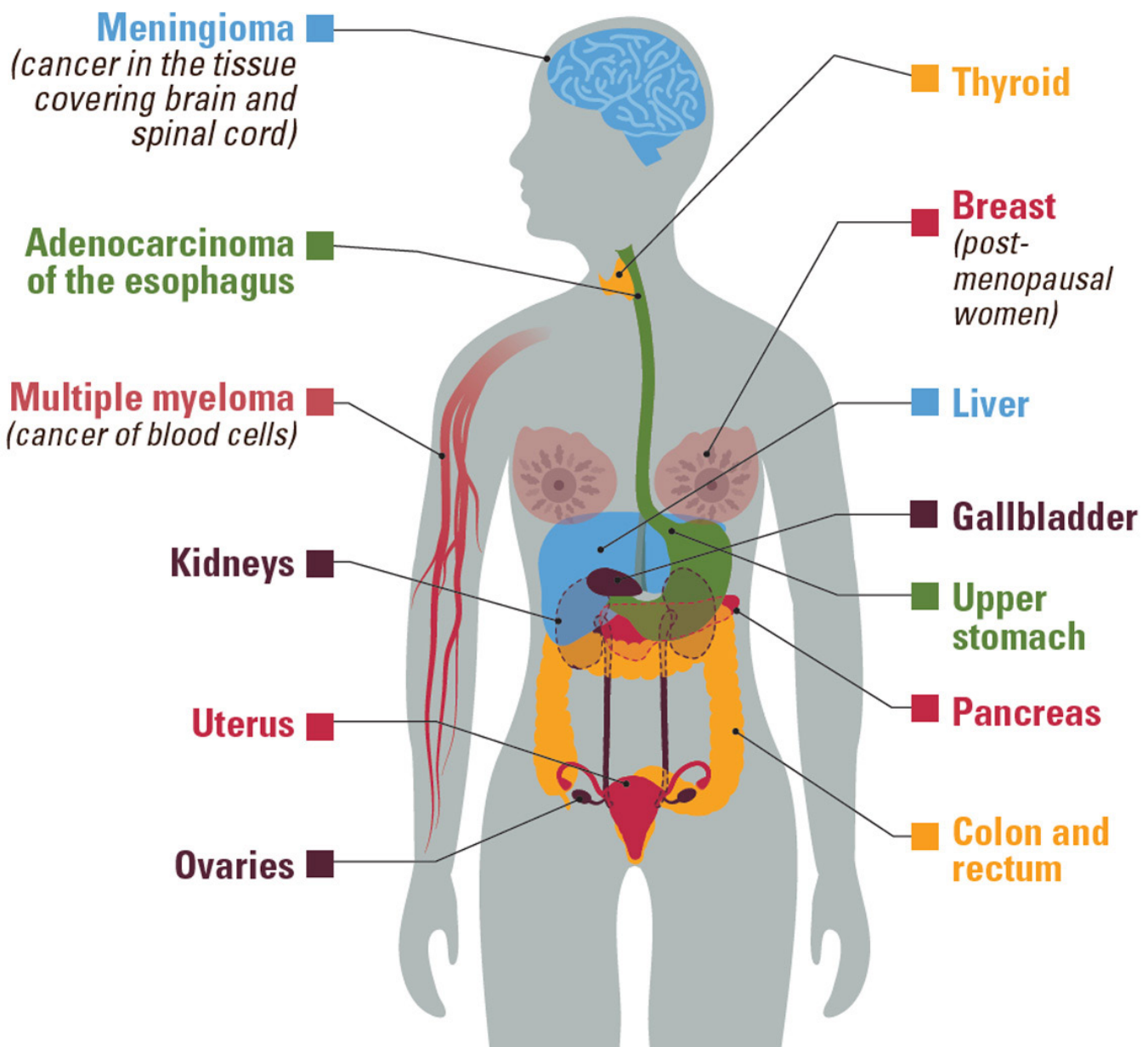
## Take Action

I have one “gift” left and it goes to the person who guesses the right answer to this question.

**Q: What percentage of U.S. adults are up-to-date with colorectal cancer screening?** **65%** There's room for improvement so talk to your doctor about when you're due for colorectal cancer screening.

For the action step today, tell us how many cruciferous veggies you already eat and which one you'd like to taste or eat more often.

# 13 cancers are associated with overweight and obesity



While most Americans are aware that obesity increases the risk for numerous health problems including heart disease, stroke and diabetes, only half of Americans are aware that obesity is a major risk factor for cancer.

Overweight and obesity can cause changes in the body that lead to cancer, such as increases in levels of certain hormones and inflammation.

Source: [CDC Obesity and Cancer Prevention](#)

**Q: A lot of progress has been made in understanding cancer, so why don't we know more about the relationship between diet and cancer?**

**A:** Two reasons:

1. Many cancers are chronic diseases—they develop over time so studies would have to track what people eat for many years.
2. People consume a mixed diet; they eat foods that protect against cancer and foods that increase the risk of cancer. It's complicated!



# FRESH

CONVERSATIONS



What is the conversation about?

## May Conversations

- Tips to lower your cancer risk
- What's a cruciferous veggie?
- Yum! Try roasted cauliflower

## When?

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## Where?

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### Contact:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Iowa Nutrition Network  
Iowa Department of Public Health  
(515) 281-6047

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