



# ANNUAL REPORT 2022

## *A Message from our Executive Director:*

If we had to choose a theme for 2022, it would certainly be “coalitioning.” That’s a word we at Nevada Cancer Coalition use to describe the work we do: bringing together a wide range of partners to help build a healthier Nevada. It’s at the heart of our mission and something we focus on every day.

We are so proud of our achievements for the year, and “coalitioning” was at the core of that work. NCC’s membership increased by more than 20%, we connected with a new and diverse array of organizations and individuals, and inspired collective action among our members. We even met with U.S. Health and Human Services Secretary Xavier Becerra to advance cancer early detection efforts here at home and nationwide.

Our partnerships with universities and colleges continue to grow. We worked with student and professional groups from University of Nevada in Reno and Las Vegas; Roseman University of Health Science; University of Utah; and others to educate the community, inform our partners, expand programs, and conduct research.

NCC’s clinical and community members continue to come together to work toward achieving objectives outlined in the Nevada Cancer Plan. We saw action across all fronts, including greater focus on tobacco control, a move toward improving lung cancer screening, and robust networking to improve navigation and support for people affected by cancer.

Some of our other exciting accomplishments include:

- Growing our coalition participation with a nearly 25% increase in task force and committee membership and a more than 40% increase in volunteer hours.
- Hiring and training three new team members, bringing total staff to eight.
- Offering 15 educational opportunities and hosting our biggest Nevada Cancer Control Summit ever with 196 registered participants.
- Connecting with policy makers across the state to advocate for measures to reduce the burden of cancer and support a healthier Nevada.

As always, we appreciate the generous support of our community partners, donors, and volunteers.

Thank you for another wonderful year!

*Cari Herington*



**co•a•li•tion•ing:**  
*working together to  
create a unified vision and  
effort resulting in positive  
change for Nevadans;  
the work of NCC, it's  
many members, and  
partners*



PEOPLE

When it comes to the work of the coalition, nothing would get done without the people. That seems obvious, but it takes the right people to do the work—those filled with passion, purpose, and initiative. Some of our 2022 highlights include expanding NCC’s team to eight full time staff including two in Las Vegas, increasing membership and coalition participation to record highs, and reaching and connecting with more Nevadans than ever before.

PARTNERSHIP

In 2022 we strengthened our partnerships and built new ones, expanding the impact of coalition efforts to more people in more places throughout Nevada. Reaching disparate populations has always been a priority, but this year we met and collaborated with many more organizations in rural communities and those representing Black, Hispanic, American Indian, and Asian Nevadans and people who identify as LGBTQIA+.

PROGRESS

When you have passionate people and they work together in partnership, it makes sense that progress will follow. That equation yielded returns for NCC and cancer control in 2022. We reached hundreds more Nevadans through outreach and navigation, thanks in part to new partnerships and the addition of two bilingual team members. NCC expanded the screening and diagnosis fund to include colorectal cancer, began work on a policy to improve access to breast cancer screening and diagnostics, and launched a statewide campaign to promote ThriveNV.

BY THE NUMBERS



524  
NCC members

300  
school nurses  
educated for  
Sun Smart  
Schools

49,296  
students reached  
with Sun Smart  
Schools education



58  
outreach events,  
including 17  
featuring our  
inflatable colons!



13,365  
miles traveled by  
NCC staff



108  
navigated clients,  
including 22  
Spanish speakers

30  
million  
youth vaping  
prevention  
messages  
delivered



NEW CONNECTIONS  
Nevada National Hispanic  
Medical Association  
The Black Community  
Collective  
Puentes Las Vegas  
The LGBTQIA+ Center of  
Southern Nevada



SPOTLIGHT: Prevention

At the start of 2022, President Joe Biden, in his Cancer Moonshot reboot, announced a goal to reduce the death rate from cancer by at least 50% over the next 25 years. It’s going to require tremendous efforts in cancer prevention to reach that goal.

At NCC, our prevention activities include Sun Smart Nevada, a comprehensive program launched in 2015 to educate Nevadans on the importance of sun safety and skin cancer prevention. In addition to partnering with K-12 schools across the state, we’ve built great relationships with University of Nevada’s medical schools in both Reno and Las Vegas.

Each year, students from the Dermatology Student Interest Club learn how to conduct Sun Smart Schools presentations, then



schedule and conduct classroom sessions and assemblies to K-12 students in their communities. NCC staff provided nearly two dozen classroom presentations in 2022, and with the support of medical school students that number was at least doubled!

In addition, the students host free skin check clinics at their campus health centers, learning from and working alongside community professionals to further their knowledge of skin cancer.

By helping to cultivate the next generation of dermatologists and instill with them a passion for skin cancer prevention, we are contributing to our long term goals and the future health of Nevadans.



SPOTLIGHT: Early Detection

Cancer screening efforts have long been at the core of NCC’s work, and following the pandemic—when many people missed or postponed their regular screenings—it became all the more important.

In 2022 we expanded assistance through our Screening & Diagnosis Fund to include colorectal cancer. We also received a donation that allowed us to provide a \$10,000 mini-grant to Northern Nevada HOPES to improve colorectal cancer screening rates. The health center serves patients who are low-income and members of disparity populations—those most in need of health interventions. Within the first month of the grant one case was already diagnosed.



Lung cancer was also at the forefront of our work, with two sessions on screening featured at our annual Cancer Control Summit. We also saw growth of the Lung Cancer Collaborative, launched at the end of 2021, and developed plans to expand activities in 2023.

Breast cancer, another leading cancer in our state, continues to be a priority. We worked with the Larson Institute at University of Nevada, Reno to develop and launch a survey to assess breast cancer screening attitudes and beliefs among women from across the state. In 2023 we’ll follow up the survey with a listening tour with women of color. We also hosted another monthlong Paint Nevada Pink with seven outreach events.

*NCC works to reduce the burden of cancer in Nevada by fostering statewide collaboration, empowering people with information and resources, and advocating for equitable access to care.*

*We'd like to extend a special thank you to all of our funders and donors, including:*

*Rick and Allison Combs  
Kendra Scott  
Pfizer  
Reno Type*

*Respiralogics  
Sigma Phi Epsilon  
The Heath Foundation*

Nevada Cancer Coalition is a non-profit, tax-exempt organization pursuant to the provisions of section 501 (c)(3) of the Internal Revenue Code. When you support Nevada Cancer Coalition, 100% of your donation stays in Nevada helping to reduce cancer risk and improve outcomes for your family, friends, and neighbors. We also celebrate a 100% giving board and staff where every member supports our organization with a financial contribution.

## OUR FUNDING

FEDERAL AND  
STATE PUBLIC  
HEALTH GRANTS

PRIVATE GRANTS

EVENT AND  
PROGRAM  
SPONSORSHIPS &  
REGISTRATIONS

INDIVIDUAL  
DONATIONS

## GIVING OPPORTUNITIES

You can support Nevada Cancer Coalition through a variety of giving opportunities.

**\$70**

purchases one  
wall-mounted  
sunscreen  
dispenser

**\$180**

purchases one  
case of sunscreen  
for students

**\$500**

covers the  
average cost  
of screening or  
diagnostic test for  
one person

**\$125**

provides  
navigation support  
for one Nevada  
survivor or  
caregiver

Monthly and  
annual giving  
opportunities are  
also available.



**NEVADA CANCER  
COALITION**

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