

KCC Lung Cancer Prevention and Early Detection Network

Meeting Notes and Next Steps

April 29, 2016

In-person

Next Meeting Date:

Friday, June 10th, 2016 via Conference Call/Webinar 2-3 pm

1-877-394-0659 passcode: 7250592994#

Webinar link: <http://connect.uky.edu/lung/>

Decisions Made:

- Messages are ready but need a communication plan/strategy to accompany them
- Develop plan and unified approach to discuss tobacco tax opportunities
- Develop economic resource on the full impact of lung cancer in KY

Action Items:

- Jennifer will work with Paige and Audrey (new student) to develop communication plan/strategy and examples of how to use the messages (twitter sample, text messaging, presentations, etc.)
- Summarize tobacco tax information and educate the Lung Cancer Network on the latest evidence (Jennifer/Kristian)
- Jennifer, Kristian, Heather, Angela and Jack discuss ways to work together in a unified way re: tobacco tax and tax reform. Let Jennifer know if you have other ideas!
- Identify resources and expertise re: developing an economic case for the full impact of lung cancer in Kentucky – Jennifer will contact the Center for Poverty Research in the Dept. of Economics at UK. Let Jennifer know if you have other ideas!
- Explore ways to connect with the SOAR effort and incorporate lung cancer prevention and early detection.
- Provide recommendations to Jennifer – redknight@kycancerc.org re: partners/organizations to engage in Roundtables and Focus Groups for the new grant "The Kentucky Lung Cancer Health Equity Project: Unifying Communities and Industries for Better Health."
 - The 8 counties are Casey, Christian, Clay, Jackson, McCracken, Ohio, Perry and Warren counties. Please let Jennifer know information by county!
 - Potential types of worksites to consider for the roundtables include the following:
 - Oilfield industry, mining industry, manufacturing industry, transportation industry, agriculture industry, entertainment/hospitality industry (e.g. hotels, casinos, bars, restaurants, etc.), non-profit organizations, construction industry and other “blue collar” industries, transportation industry, chambers of commerce, health economist, food banks, healthcare systems (e.g. federally qualified health centers, rural health clinics, hospitals, etc.), healthcare associations (e.g. physicians, nurses, pharmacists, public

health, etc.) , unemployment agencies, academic institutions (e.g. universities, colleges) and other schools (e.g. technical/vocational schools, Adult GED programs, health literacy programs, truck driving schools), job skills training centers, military-active duty and reservists and/or veteran's administration (VA), as well as social services agencies, community-based organizations, affordable housing (e.g. public housing authority, etc.) , civic and faith-based organizations, small business owners (e.g. barber shops, mechanic shops, restaurants, entertainment venues, bars, grocery stores), worksite wellness, sports industry (e.g. Kentucky Derby), etc.

- Potential organizations for the focus groups include:
 - employee health nurses, disease case managers, worksite wellness professionals, parish nurses, patient navigators, aging service professionals, as well as professionals from local community, faith-based, non-profit and civic organizations, emergency room (ER) dept. staff, etc. to assess awareness and utilization of Cancer Survivorship resources and services, obtain routine feedback related to service and resource gaps, patient/client messaging needs, and to obtain recommendations which support client/patient navigation efforts- Lung Cancer and Men's Health.

Meeting Discussion:

- Messages discussion:
 - Good discussion on the messages but need to be put in a different and more usable format – communication plan/strategy
 - Organizations can begin using these messages
 - Develop KCC materials using these messages
 - Humana will check with digital team and Humana advocates on ways to incorporate
 - ACS will give these to health plans, promote as part of provider education, give to the internal ACS team, hospital systems and FQHCs
 - Baptist will consider how to use them within the hospital
- Policy Discussion – Highlights of 2016 KY legislative session:
 - T-21 – Raising the ability to purchase tobacco products to age 21 – support for this but not THE most effective way to reduce smoking from a policy perspective
 - Tobacco tax was introduced at \$0.55. Needs to be at least \$1.00/pack to have health impact. Start higher – say \$1.50
 - Tobacco cessation treatment coverage for all health plans that includes counseling
 - Radon testing for daycares
 - Smoke-free didn't go anywhere

- Grants
 - Jennifer discussed new "The Kentucky Lung Cancer Health Equity Project: Unifying Communities and Industries for Better Health."
 - Dr. Kate Eddens presented information on her new Kentucky Lung Cancer Research Program Grant "Connecting Appalachians to Lung Cancer Screening: Leveraging Social Networks to Reduce Lung Cancer."
 - Looking at how communication networks can help understand and address health disparities
 - Understanding how to influence social and communication networks around lung cancer screening eligible individuals
 - For more information, contact Dr. Eddens at kate.eddens@uky.edu

Attendees: Hilary Deskins (p), Rudy Bess(p), Tim Mullett (P), Heather Wehrheim (p), Allyson Yates (p), Courtney Blair (p), Amy Christian (p), Amanda Bucher, Paige Higginson-Rollins, Celeste Worth, Angela Criswell, Jude Gallagher, Elizabeth Holtsclaw, Sara Barker, Doriska Austin, Jack Hillard, Katie Bathje, Jamie Studts, Kate Eddens, Jennifer R. Knight