

KCC CONNECT

A newsletter of the Kentucky Cancer Consortium

AUGUST/SEPTEMBER 2008

The Kentucky Cancer Consortium is a statewide partnership committed to putting Kentucky's Cancer Action Plan to work. Funded and guided by the Centers for Disease Control and Prevention, the Consortium provides a framework in which organizations and individuals can unite as one powerful force to fight the significant cancer burden in our state.

www.KyCancerC.org

Chair:

Daniel Kenady, MD

Phone: (859) 323-6346
dekena0@email.uky.edu

Program Director:

Jennifer Redmond, MPH

Phone: (859) 219-0772, ext. 252
jredmond@KyCancerC.org

Program Coordinator:

Katie Bathje, MA, LPCC

Phone (859) 219-0772, ext. 275
kbathje@KyCancerC.org



PROGRAM DIRECTOR'S NOTE

Thank you all for making the "Get Behind Colorectal Cancer Screening for Kentuckians: A Dialogue for Action" in Lexington, KY. on June 16-17 a great success. After the Summit, participants voted on the most important tasks for KCC during the next year.

They are: (1) Create a statewide public awareness campaign about colon cancer screening; (2) develop a grassroots campaign on colon cancer screening directed at policy makers; (3) develop a consistent, simple message that can be tailored and delivered to organizations and individuals; and (4) develop strategy to encourage primary care providers to develop/implement/change colon cancer screening office procedures.

These have been narrowed to three Project Teams (Recommendatons 1 and 3 have been combined into one). For more information, contact Elizabeth Westbrook, at e.westbrook@louisville.edu or (270) 842-0950.

Those interested in advocacy are welcome to join us on Sept. 4-5 in Lexington for our Fall Summit, held in collaboration with the Kentucky Department for Public Health's Tobacco Prevention and Cessation Program. For more information, visit our web site at www.KyCancerC.org.

— Jennifer Redmond

GRANT OPPORTUNITIES

Wal-Mart Foundation awards grants at the state and regional level to support unmet community needs, including health. Applicants request funding for initiatives involving free healthcare clinics, immunization programs, or health education organizations. The next two funding cycle deadlines are Sept. 25 and Dec. 19. For more information, visit the **Wal Mart website**.

Cigna Foundation makes targeted grants to organizations working in five areas: (1) the health of women, children and families; (2) obesity awareness and prevention; (3) patient/doctor communications and health literacy; (4) elimination of gender and ethnic disparities in health care; and (5) the connection between a healthy mind and a healthy body. Applicaancts must be current 501 © 3 public charities. Award amounts vary, and deadline is rolling. For more information, visit the **CIGNA website**.

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Lexington Affiliate of Susan G. Komen for the Cure awards grants to collaborative programs to educate, screen or treat women around the Bluegrass. Applicants must be a non-profit organization in one of the 58 counties listed on the affiliate website. Grant applications are due on Oct. 31. Visit the **Komen website** for more information.

NEWS OF NOTE

Personalized assistance for patients

The **American Cancer Society** (ACS) and the **Patient Advocate Foundation** (PAF) are collaborating on an initiative that will give millions of cancer patients and their families quick access to timely information and specialized patient assistance resources.

The initiative combines the resources of the ACS's national toll-free cancer information service (1-800-ACS-2345) with PAF case managers and attorneys, who can help patients resolve problems regarding access to health care, insurance, jobs, and debt management. Callers to the ACS number who are in need of such services will be quickly connected with a PAF case manager.

New risk factor data released

Many Kentuckians report they are in poor health, have been diagnosed with chronic diseases, and don't have access to health care, according to 2007 Behavioral Risk Factor Surveillance Systems (BRFSS), a survey released Aug. 15 by the Kentucky Department for Public Health (DPH). Conducted by the DPH, the survey looks at several health indicators, such as diet and physical activity, to determine the health and lifestyle habits of Kentuckians.

According to the survey, 23.1 percent of Kentucky adults rate their general health as fair or poor. With regard to health care access, 15.9 percent of adults reported a lack of coverage. Among the survey's

other findings:

- 30.3 percent of Kentucky adults did not participate in any physical activities or exercise other than their regular jobs.
- More than 80 did not consume five or more servings of fruits and vegetables a day.
- Around 70 percent were overweight or obese.
- 28 percent reported having smoked at least 100 cigarettes in their lifetime and now smoke some days or every day.

To make an inquiry or request data or datasets, call (502) 564-0068 or contact Tracey Sparks at tracey.sparks@ky.gov or Yvonne Konnor at Yvonne.konnor@ky.gov.

Kentucky ranks highest in smoking among women of reproductive age

The Aug. 8 edition of the Centers for Disease Control and Prevention's Morbidity and Mortality Weekly Report (MMWR) contained a report on the state-specific prevalence of smoking and quit attempts among women of reproductive age (ages 18 to 44). The report used 2006 data from the Behavioral Risk Factor Surveillance System (BRFSS).

Cigarette smoking continues to be the leading cause of preventable morbidity and mortality in the United States. Women of reproductive age who smoke risk adverse pregnancy outcomes and adverse health consequences for themselves. They also are exposing their children to secondhand smoke and modeling behavior that will increase the likelihood that their children will become smokers.

The data indicated a six-fold difference between the state/territory with the highest and lowest prevalence — 5.8% of women of reproductive age in the U.S. Virgin Islands smoke, whereas 34.7% of women of reproductive age in Kentucky are smokers. Among women of reproductive age, those aged 18-24 years

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were most likely to have attempted to quit (68.4%), but least likely to have quit smoking (26.3%).

Read full report.

For a list of resources to help women smokers quit, visit the **womenshealth.gov web site**. For information about pregnant smokers visit the **Smoke-Free Families website**.

Also, consider becoming a Cooper-Clayton Method to Stop Smoking group facilitator. Trainings are regularly offered through the Kentucky Cancer Program. See a list of **upcoming trainings**.

Survey finds causes of cancer little understood

Many people inflate environmental factors as cancer risks while minimizing the health impact of personal behaviors, according to the first global survey on the topic. The survey was conducted by Roy Morgan Research and Gallup International on behalf of the International Union of Against Cancer (UICC). Results were released Aug. 27 at the UICC's World Cancer Congress in Geneva.

The study, in which 29,925 people from 29 countries were interviewed, is the first to provide internationally comparable data on perceptions about cancer risk factors. Key findings include:

- People in high-income countries were the least likely to believe that drinking alcohol increases the risk of cancer. In that group, 42% said alcohol does not increase the risk. That compares with only 26% of respondents in middle-income countries and 15% in low-income countries. In fact, cancer risk rises as alcohol intake increases.
- In high-income countries, the hazards of not eating enough fruits and vegetables scored more highly as a perceived risk (59%) than alcohol intake did (51%), even though the

scientific evidence for the protective effect of fruit and vegetables is weaker than the evidence that alcohol intake is harmful.

- In rich countries, stress (57%) and air pollution (78%) scored higher as perceived risk factors for cancer than did alcohol intake. However, stress is not recognized as a cause of cancer and air pollution is a minor contributor compared with alcohol consumption.

For more report findings, visit the **UICC's website**.

CDC develops new gynecologic cancers resource

The Centers for Disease Control and Prevention, in collaboration with the Department of Health and Human Services' Office on Women's Health, established the 'Inside Knowledge: Get the Facts About Gynecologic Cancer' campaign to raise awareness of the five main types of gynecologic cancer: cervical, ovarian, uterine, vaginal, and vulvar. When gynecologic cancers are found early, treatment is most effective.

Learn more about the campaign and download free resources.

NCI Launches new portal on cancer.gov

Communicating the importance of research to both decision-makers at all levels and the public is no easy task. The National Cancer Institute recently launched a website portal, called Science Serving People, that provides tools useful in effectively communicating the impact of cancer research in the United States. The site includes:

- "Snapshots" for each cancer type that discuss incidence, mortality, NCI funding and key research initiatives.
- A database of all cancer-related legislation.

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- A slide set on “Why Cancer Research Is Important”.
- Information on the cost of cancer.

Browse this [new resource](#).

PUBLICATIONS

The Aug. 15 edition of *MMWR Surveillance Summaries* contains a report called “Surveillance of Certain Health Behaviors and Conditions Among States and Selected Local Areas—Behavioral Risk Factor Surveillance System.” The report, which covered January thru December 2006, was prepared by the Division of Adult and Community Health, National Center for Chronic Disease Prevention and Health Promotion.

Behavioral risk factors such as smoking, poor diet, physical inactivity, and excessive drinking are linked to the leading causes of death in the United States. Controlling these behavioral risk factors and using preventive health services can substantially reduce U.S. morbidity and mortality. Continuous monitoring is essential for developing health promotion activities, intervention programs, and health policies at the state, city, and county level.

View the [complete report](#).

EVENTS

Midwest Academy: Direct Action

Organizing: The Kentucky Tobacco Prevention and Cessation Program and the Tobacco Prevention Enhancement Site will host this summit on Sept. 4-5 at the Hyatt Regency Hotel in Lexington. The 2-day event will be held in collaboration with the Kentucky Cancer Consortium. The Midwest Academy, a leading national training institute, will present its strategic, rigorous, results-oriented approach to social action and organization-building. [View](#)

[the brochure](#). CHES and Nursing CEs provided. Registration limited to 100 participants. To register, visit KDPH’s [TRAIN website](#) and use course ID # 1014212.

Kentucky Women’s Health Summit: The summit will be held Sept. 11-12 at the Capital Plaza Hotel in Frankfort. It is presented by Lt. Gov. Daniel Mongiardo and the Kentucky Commission on Women. For details, visit the [Commission website](#) or e-mail KCW@ky.gov.

Women and Smoking: The Northern Kentucky Cancer Coalition is hosting a one-day educational training conference on Tuesday, Sept. 16, at the Florence Government Center. The training is designed to educate health care providers about the effects of smoking on women’s cancers, disease processes, cross-generational effects, and addiction. Three-hour CEs for nurses and social workers. Cost is \$30. Register by Sept. 9 via the [conference brochure](#).

Leukemia and Lymphoma Society’s Light the Night Walks: This annual walk raises funds to support research to find better therapies and cures for leukemia, lymphoma, and myeloma. Lexington’s walk is Sept. 13, and Louisville’s is Oct. 4. Lexington contact is Megan Reilly at megan.reilly@lls.org, and Louisville contact is Jen Pitts at jen.pitts@lls.org.

Reshaping America’s Health Care: Putting People First: This 2008 Howard L. Bost Memorial Health Policy Forum will be on Tuesday, Sept. 16 at the Lexington Convention Center. It will include a keynote address by Beverley Johnson, President and CEO of the Institute for Family-Centered Care, panel presentations, break-out sessions, and a discussion on the presidential candidates’ health care positions. There is no charge to attend. Register now by e-mailing info@healthyky.org.

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Horses and Hope – Breast Cancer Race Days:

The Horses and Hope initiative was created by First Lady Jane Beshear and the Kentucky Cancer Program to identify new opportunities to provide breast cancer awareness, education, screening and treatment referral to workers in the state's equine industry. Breast Cancer Race Days will be on Sept. 26 at Turfway Park, Oct. 24 at Keeneland, and Nov. 16 at Churchill Downs. For more information, call 502-852-6318.

Third Annual Walk Away from Colon

Cancer: Walk will be on Saturday, September 27th, beginning at 9am at EP Sawyer State Park in Louisville. For registration information, visit the **Colon Cancer Prevention Project website**.

Susan G. Komen Race for the Cure:

This year, the Komen Race for the Cure, the largest series of 5K runs/fitness walks in the world, celebrates its 25th anniversary. The Race Series raises funds and awareness for the fight against breast cancer, celebrates survivors, and honors those who have lost their battle with the disease. The **Lexington Race** will be Sept. 27, and the **Louisville Race** will be Oct. 11.

The Kentucky Rural Health Association

Fall Conference: The KY TeleHealth Network will broadcast the conference from 9 a.m. to 1 p.m. EST on Oct. 21. For more information, contact the Northeast AHEC at 606-783-6506.

Public Relations and Marketing Professionals' Fall Educational Conference: The Kentucky Society for Healthcare Public Relations and Marketing (KSHPRM) is hosting its Fall Educational Conference in Lexington on Oct. 23-24. For more information, see the **brochure** or contact Pam

Mullaney at 502-426-6220 or 800-945-4542 or **pmullaney@kyha.com**.

EDUCATION & RESOURCES

The Kentucky Cancer Program at the University of Louisville is pleased to announce FREE continuing education (CE) web-based training modules developed for health care providers, with funding from the Kentucky Department for Public Health. These modules address screening and treatment available to women who qualify for the Kentucky Women's Cancer Screening Program and the Breast and Cervical Cancer Treatment Program. The training modules are available on KDPH's **TRAIN website**. For more information call the Kentucky Cancer Program at (502) 852-6318.

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