

# KCC CONNECT

A newsletter of the Kentucky Cancer Consortium

January/February 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](http://www.KyCancerC.org)

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## PROGRAM DIRECTOR'S NOTE

Happy New Year! As we begin 2008, the Kentucky Cancer Consortium (KCC) has developed its first-ever public policy priorities. They are:

- Creating and funding a colon cancer screening program.
- Increasing the tobacco excise tax.
- Increasing funding for the Kentucky Breast and Cervical Cancer Early Detection Program (see see page 3 for full descriptions).

KCC invites you to be part of our first Legislative Day, to be held in conjunction with the American Cancer Society's Lobby Day, on Tuesday, Jan. 29 in Frankfort. The event will include tips on effective lobbying techniques, a state-of-the-state press conference, and opportunities to meet with your legislator. If you are interested in attending, contact me by Monday, Jan. 21 at [jredmond@KyCancerC.org](mailto:jredmond@KyCancerC.org) or (859) 219-0772 x252.

Lastly, be sure to save the date for our next **KCC Summit (April 2-3)**, which will be jointly held with the Kentucky Women's Cancer Screening Program. Titled *Collaborate Kentucky: Roads to Cancer Prevention*, the summit will be held at the Marriott Griffin Gate Hotel in Lexington. More details to come.

— Jennifer Redmond

## CANCER PATIENT RESOURCES

The **WaysMeet Healing Arts Center** in Berea believes in the importance of whole-person care and provides funding to help with the cost of treatments that complement conventional cancer care. These services may include acupuncture, energy therapy, massage, counseling, health education, and group support. For more information or to schedule an appointment, call (859) 986-0098 or email [info@waysmeet.net](mailto:info@waysmeet.net).

## GRANT OPPORTUNITIES

### **SURVIVORSHIP**

The **Lance Armstrong Foundation (LAF)** has called for grant proposals for 2008. Through its Community Program, LAF provides funds to non-profit community groups that promote the recovery and care of cancer survivors and their loved ones. Community grant applications will be considered in two areas: evi-

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dence-based interventions and education for health care professionals.

Through its Research Program, LAF awards grants to organizations for projects aimed at improving quality of life for cancer survivors. Proposed research projects must focus on one of the following areas of need:

- Access to quality survivor care and services
- Adolescent/young adult health-related quality of life assessment
- Cost effectiveness of preventive survivorship interventions

Preference will be given to projects that address the needs of underserved communities, including but not limited to, adolescent/young adult survivors, ethnic and racial minorities, and rural populations. Community applicants must submit a letter of intent (LOI) online between Jan. 28 and March 24. Research LOIs must be submitted from Feb. 4 through March 14. Go to [www.livestrong.org/GrantCycle](http://www.livestrong.org/GrantCycle).

## YOUNG ADULT SURVIVORS

The Visionary Grants Program of the **Ulman Cancer Fund For Young Adults** is designed to cultivate the next generation of community-based outreach and support programs for this often overlooked population in the cancer community. Each program will receive \$5,000 for implementation during this funding cycle. Next year, each of the funded programs will be eligible to receive \$2,500 to \$5,000 for evaluation. For more information, email [Elizabeth@ulmanfund.org](mailto:Elizabeth@ulmanfund.org) with “Visionary Grants” in the subject line. Read about past recipients’ projects at **Ulman Online**.

## SCHOOL WELLNESS

The makers of **Hidden Valley®** ranch dressings will award 51 grants of \$10,000 each to public elementary schools to provide healthy foods to students through an on-campus vegetable consumption program. Grants will be awarded to one school in each of the 50 states, and one school in Oakland, Calif.,

## KCC Policy Priorities

The Kentucky Cancer Consortium (KCC) has identified the following public policy priority issues during 2008.

### 1. Create and fund a statewide colon cancer screening program.

*Rationale:* Colon cancer is highly preventable. At least 50 percent of colorectal cancer deaths could be prevented with regular screenings and early detection. If colon cancer is found early and treated, the five-year survival rate is 90 percent.

### 2. Increase tobacco excise tax.

*Rationale:* Increasing the cigarette tax will reduce smoking and prevent future death and disease. Studies have shown that each 10 percent increase in the cost of cigarettes reduces overall smoking by four percent and youth smoking by seven percent.

### 3. Support increased funding for the Kentucky breast and cervical cancer early detection program.

*Rationale:* Kentucky provides free and low-cost mammograms and Pap tests to eligible low-income, uninsured and underserved women through the Kentucky Women’s Cancer Screening Program. Despite increases in medical costs, there has been no comparable increase in funds for this important program.

the company’s hometown. **Read more.**

The **U.S. Potato Board** and the **School Nutrition Foundation** will award 10 grants of \$2,500 each to qualified school districts to purchase equipment

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and/or implement a physical education curriculum to help students become conscious of a healthy life-style. Applications are due April 15. **Read more.**

## CONFERENCES

### 11th Biennial Symposium on Minorities, the Medically Underserved, and Cancer: Charting a New Course Together, Quality Health Care for All

April 3-6, Omni Shoreham Hotel, Washington, DC Presented by the Intercultural Cancer Council and the Baylor College of Medicine, this forum will bring together cancer survivors, community-based organizations, medical researchers, students, federal regulators, and industry representatives. Participants will share ideas, resources and information about taking local action. **See conference flyer.**

### Cancer Survivorship Research: Mapping the New Challenges

June 18 - 20, National Cancer Institute, Grand Hyatt

in Buckhead, Atlanta, GA.

The Fourth Biennial Cancer Survivorship Research Conference, co-sponsored by the American Cancer Society, National Cancer Institute's Office of Cancer Survivorship, and Lance Armstrong Foundation. This conference will highlight key topics and questions facing survivors, their caregivers, and health care providers. **Get more information.**

## NEWS FROM CDC

### CDC Podcast Focuses on Pap Tests Among Foreign-Born Women

Did you know you can download Center for Disease Control and Prevention and Control (CDC) podcasts to your desktop or portable music/video player? The CDC's latest offering is a seven-minute podcast on the decreased likelihood that foreign-born women living in the United States will have a Pap test.

**Download this and other podcasts.**

### CDC en Español is Launched

CDC recently launched a redesigned Spanish-language website, *CDC en Español*. The site has a new look and new features that make it more usable and functional. The improvements were guided by industry studies, analyses of usage, and user information.

**Browse the site.**

### U.S. Cancer Statistics

The CDC home page now features a link to the updated *U.S. Cancer Statistics*, a 1999–2004 Web-based report containing the official federal statistics on cancer incidence. The statistics are based on input from state registries that have high-quality data and cancer mortality statistics for each year, as well as for 2002–2004 combined. **Read the Report.**

### Intervention Planning Help

The *Community Health Resources* section of the CDC Web site has links to hundreds of useful planning guides, evaluation frameworks, communication materials, behavioral and risk factor data, fact sheets, scientific articles, key reports, and state and local program contacts. **Browse the site.**

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## It's health check time!

With a new year and resolutions already in place, now is the time to learn about the importance of cancer screening and which



screening tests are appropriate for you.

A great way to do this is by participating in the American Cancer Society's **Great American Health Check.**

Users receive tailored screening information by entering their age, gender, height, weight, family history of cancer, dietary habits, physical activity levels, and alcohol and tobacco use. This online health evaluation tool is confidential and easy to use.

NEWS FROM CDC/from page 3

## Childhood Cancer Death Rates Decline

Improvements in the treatment of childhood leukemias contributed to a decline in cancer death rates among U.S. children and adolescents from 1990 to 2004, CDC researchers reported in the Dec. 7 issue of *Morbidity and Mortality Weekly Report*. In 2004, leukemia was the leading cause of childhood cancer deaths, followed by brain and other cancers of the nervous system. Together, these accounted for more than 50 percent of the deaths. **Read the report.**

## OTHER NEWS TO USE

### KET Show Highlights Importance of Cancer Prevention

*Kentucky Health*, a Kentucky Educational Television (KET) and University of Louisville production hosted by Dr. Wayne Tuckson, aims to improve health through education and increased awareness. Tune in on Jan. 20 and 21 for a discussion of cancer prevention. Guests will be Dr. Sandra Brooks, associate vice president of Norton Cancer Institute, and Dr. Claudia Baquet, associate dean of the University of Maryland School of Medicine. *Kentucky Health* airs on Sundays at 2:30 p.m. on KET1 and on Mondays at 6 a.m. on KET3 and at 7:30 p.m. on KET2.

### Colon Cancer Screening Facts

Only half of Americans age 50 and older have had a colonoscopy to screen for colon cancer, according to a new report by the Agency for Healthcare Research and Quality. The U.S. Preventive Services Task Force recommends a screening colonoscopy for everyone age 50 and older. Those who have never had the test include: more than three-fourths of uninsured adults aged 50-64; two-thirds of Hispanics 50 and older; and more than half of seniors with Medicare and other insurance. **Read the report.**

### Smoking Cessation Classes in Kentucky

Since 2001 the Kentucky Cancer Program has provided facilitator trainings and assisted with program development and evaluation for the *Cooper/Clay-*

*ton Method to Stop Smoking*. This successful science-based cessation program uses education, skills training, and social support in combination with use of nicotine replacement products. One-hour weekly classes are spread over 13 weeks. There is also a *Cooper/Clayton Self Help Program* available. See a **listing of Cooper/Clayton classes** being offered currently throughout the state. For information on learning how to facilitate classes in your community, contact Tonya Pauley at 859-219-0772 x266 or [tonya@kcp.uky.edu](mailto:tonya@kcp.uky.edu).

### How States Are Spending Tobacco Settlement Funding

The Campaign for Tobacco-Free Kids issued its 2007 annual report in December assessing how states are using the 1998 tobacco settlement to address the problems posed by tobacco use. Key findings of interest to Kentuckians:

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## Sister Study: An Update

**The Sister Study**, conducted by the National Institute of Environmental Health Sciences (NIEHS), is the only long-term study of women aged 35 to 74 who have a sister who has had breast cancer. The national study explores how environment and genes affect the chances of getting breast cancer. As of September



2007, more than 43,000 women had joined the study. Researchers hope to recruit 50,000 women, especially older women, into the cohort by April 30. AARP, the nation's largest or-

ganization for people age 50 and older, recently agreed to help recruit older women into the study.

## OTHER NEWS TO USE/from page 4

- Kentucky ranks 44th among the states in tobacco prevention funding, down from 37th in 2007.
- Kentucky spent \$2.4 million on tobacco prevention programs in 2007. The CDC recommends that states spend between \$25 million and \$70 million a year on such programs.
- Last year, only three states met CDC recommendations for tobacco prevention funding: Maine, Delaware and Colorado.

The report discusses the importance of increasing funding for tobacco prevention and cessation. **Read the report.**

### **R.J. Reynolds to Halt Print Advertising Next Year**

Amid mounting pressure from anti-smoking groups and lawmakers, the R.J. Reynolds Tobacco Company has announced that it will not advertise its products in newspapers and magazines during 2008. The company came under fire in recent months for its Camel No. 9 ad in *Rolling Stone* magazine. Anti-smoking advocates say the ad too closely resembles the now-banned “Joe Camel” advertising campaign, which targeted younger readers. An R.J. Reynolds spokesperson says the company’s decision to cease print advertising is unrelated to the ad controversy.

### **New Web Tool Designed To Improve Provider-Patient Communication**

The U.S. Health Resources and Services Administration has launched a new Web-based training tool designed to raise the quality of provider-patient communication. The interactive training course is called *Unified Health Communication: Addressing Health Literacy, Cultural Competency, and Limited English Proficiency*. It teaches providers and their staff how to gauge and respond to patients’ health literacy, cultural background, and language skills. The course takes four to five hours to complete. **View the course.**

### **KHA Joins National Initiative to Improve Doctor-Patient Communication**

The Kentucky Hospital Association (KHA) is part of the **Effective Communication in Hospitals Initiative**, a nationwide undertaking in which 14 hospital associations are addressing communication issues associated with language, literacy, culture, and other aspects of diversity. The American Hospital Association and the Office for Civil Rights of the U.S. Health and Human Services Department are involved in the effort.

## KCC MESSAGES

Success begins with **VISION.**

The vision is based on **COLLABORATION.**

Collaboration promotes **EFFICIENCY.**

Efficiency turns plans into **ACTION.**

Action yields **RESULTS.**

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