

KCC CONNECT

A newsletter of the Kentucky Cancer Consortium

JUNE/JULY 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 this year's KCC Spring Summit (April 2-3), held in conjunction with the Kentucky Women's Cancer Screening Program, a huge success. It was a great opportunity to connect with colleagues and meet some new ones. We have another great opportunity on June 16–17 as we host the *Get Behind Colorectal Cancer Screening for Kentuckians: A Dialogue for Action* in Lexington. Kentucky was selected to host a *Dialogue for Action* around colon cancer by the Prevent Cancer Foundation. There is still time to register — see page 2.

Also, please see the “Public Policy” section (page 4) of our newsletter to learn which policies were passed by the General Assembly. Thanks to many of you, the Legislature and Governor passed HB415, which will create a colon cancer screening and treatment program (not yet funded ... but moves us closer!) and SB 96, which requires health insurance plans to cover colorectal cancer screening.

Through policies like these, we are making progress toward increasing colon cancer screening in Kentucky — and reducing Kentucky's cancer burden!

Jennifer Redmond, Program Director

GRANT OPPORTUNITIES

Breast Cancer Research and Education Trust Fund

The Breast Cancer Research and Education Trust Fund's fiscal 2009 grant application is available to non-profit entities, educational institutions, and government agencies in the Commonwealth. Applicants must offer a program or service that furthers the Fund's mission and seeks to address the needs of the Commonwealth. The maximum amount of the awards is \$20,000.

The funding period is Aug. 1, 2008 to June 30, 2009. For more information, visit the **Ky. Division of Women's Physical and Mental Health website**.

CVS Caremark Charitable Trust

The CVS Caremark Charitable Trust focuses primarily on supporting charitable organizations that make a difference in the lives of children with disabilities and the uninsured. The Trust funds programs for children with disabilities that address:

- Accessibility to physical activity

continued on page 2

GRANT OPPORTUNITIES/from page 1

- Early intervention
- Health and rehabilitative services

The Trust also award grants to healthcare organizations that are dedicated to improving the quality of health and well-being of uninsured seniors, adults, youth and children. Programs under consideration for funding should address:

- Pre-natal care
- Screening and preventative programs
- Better healthcare outcomes
- General health programs

Apply online at the [Trust Fund website](#).

Nutrition, exercise for children

The Robert Wood Johnson Foundation is seeking proposals from faith-based coalitions to advance community policies or environmental changes that will increase access to healthy foods and/or opportunities for physical activity among children. Of particular interest are efforts to reach children at greatest risk for obesity, including African-American, Latino, Native American, Asian American and Pacific Islander children who live in low-income communities.

A web conference for potential applicants will be held on June 18 to provide an overview and offer an opportunity to ask questions. **Registration is required.** The deadline for proposals is July 25, and grants will begin Dec. 1.

Cancer education programs

The National Cancer Institute is seeking applications for the development of innovative cancer education programs and cancer research dissemination projects that can be completed within five years. Cancer education grant programs that may be supported include:

- Training of cancer care clinicians and community health care providers in evidence-based cancer prevention and control approaches.
- Development of innovative education approaches to translate knowledge gained from science into public health and community applications.

Deadline is Sept. 25. [Get more information.](#)

Local Initiative Funding Partners

The Local Initiative Funding Partners Program is a partnership between the Robert Wood Johnson Foundation and local grantmakers to fund projects to significantly improve the health of vulnerable people

continued on page 3

There's still time to register for *A Dialogue for Action* on June 17

Kentucky is one of two states in the nation to receive funding under a cooperative agreement between the Prevent Cancer Foundation and the Centers for Disease Control and Prevention to host an interactive leadership summit entitled *Get Behind Colorectal Cancer Screening for Kentuckians: A Dialogue for Action™*. The Dialogue is being held at the Embassy Suites Lexington on June 17.

The Dialogue will culminate with recommendations from attendees, which will be used to formulate and implement an action plan for colorectal cancer screening in Kentucky.

The sessions will focus on innovative strategies to increase colorectal cancer screening, including conversations on crafting, communicating and delivering cancer screening messages to Kentuckians; engaging leadership to increase screening; and integrating systems to facilitate screening. Dr. Tim Byers, Deputy Director for the University of Colorado Cancer Center, will be the keynote speaker.

There is no registration fee for the Dialogue. CME and CE credits are complimentary. For details about the conference, see the [Dialogue website](#).

GRANT OPPORTUNITIES/from page 2

in local communities. Projects must be new, innovative, collaborative and community-based. Significant program expansions, such as growth into new regions or populations, may also be considered.

Up to 14 matching grants of \$200,000 to \$500,000 per project will be awarded. **See complete details.**

Lexington Foundation, Inc.

The Lexington Foundation is committed to cancer research, care and education. The foundation will consider programs that:

- Enhance awareness and education regarding cancer diseases, symptoms, conditions, and treatment options.
- Provide physical, psychological, or emotional support to people with cancer.
- Allow easier, less-expensive access to cancer treatment and care.
- Advance medical science in the areas of cancer research and care.
- Improve the quality of life for Kentuckians with cancer.

Applications will be received through June 30.

Instructions are available online.

TOBACCO

Cessation guideline updated

Expanding tobacco dependence literature and new treatment have led a consortium of eight federal agencies and nonprofit organizations to update the *Clinical Practice Guideline* for the first time since 2000. The updated guideline emphasizes that use of multiple interventions, individual and group counseling, integration of effective therapies into routine health care delivery, and insurance reimbursement increase the likelihood that a tobacco user can quit.

For more information, go to the **MDconsult website** and type “news” and “tobacco cessation guidelines” in the search fields.

Fewer youths are smoking

Data from the most recent Youth Risk Behavior Survey show that the percentage of students who ever tried cigarette smoking has decreased from 71.1 percent in 2003 to 62.2 percent in 2007. The survey also showed that the percentage of students who had smoked cigarettes on school property on one or more of the past 30 days has decreased from 14.3 percent in 2003 to 9.5 percent in 2007.

The data was gathered in 2007 by the U.S. Centers for Disease Control and Prevention. The survey, which is conducted every two years, includes national, state and local school-based surveys of students in grades 9 through 12. The 2007 data is available on the **Kentucky Department of Education website.**

House passes cigarette tax hike

The Kentucky House of Representatives passed a 25-cent cigarette tax increase in their version of a revenue-generating bill to support the House proposed budget. Gov. Steve Beshear expressed support for a 70-cent cigarette tax increase. While the Kentucky Senate did not agree to increase the cigarette tax, Gov. Beshear continues to discuss the importance of increasing the tax.

RESOURCES

Communities going smoke-free

Partnership for Prevention® has developed a new tool to help public health professionals maximize the beneficial impact of smoke-free laws. Called *Smoke-Free Policies: Establishing a Smoke-Free Ordinance to Reduce Exposure to Secondhand Smoke in Indoor Worksites and Public Places — An Action Guide*, the evidence-based tool is based on a recommendation from *The Guide to Community Preventive Services (Community Guide)*. It walks public health practitioners through the steps to build support for and establish a smoke-free community ordinance.

Copies of the guide may be downloaded or ordered at the **partnership website.**

continued on page 4

RESOURCES/from page 3

Chronic illness burden defined

An estimated 80 percent of heart disease and stroke cases, 80 percent of diabetes cases, and 40 percent of cancer cases could be prevented if Americans stopped smoking, exercised regularly, and ate a balanced diet, according to the Centers for Disease Control and Prevention (CDC).

These statistics are among the many contained in the **CDC's Almanac of Chronic Disease**, a new resource that provides an overview of the tremendous burden that cancer and other chronic illnesses impose on U.S. health and health care. The Almanac reveals that, in the United States today, chronic diseases:

- Account for seven in 10 deaths.
- Affect more than 130 million Americans directly.
- Account for more than 75 cents of every dollar spent on health care, and nearly two-thirds of the growth in health care spending over the past 20 years.
- Cost the U.S. economy \$1 trillion a year in lost productivity.

Personal Health Record

Google has launched its much-anticipated Web-based personal health record (PHR) system, which enables consumers to upload, store and manage their medical records from a variety of sources and connects them with online health advice. The search engine, available at www.google.com/health, allows users to create an online health profile by culling

medical records information imported from organizations such as pharmacies and lab testing companies, as well as personal information on medical history or drug allergies.

The site connects users with online research about health conditions, notifying them of potential drug interactions and other safety risks through a “virtual pillbox” feature, and provides links for physician searches, major U.S. pharmacies, medical groups, and other health information. To date, more than two dozen institutions have agreed to participate in the Google initiative. For more information, see the **Associated Press' May 19 article**.

Play it Safe in the Sun

Play it Safe in the Sun is a skin cancer prevention program co-sponsored by the Stan W. Browning Melanoma Cancer Foundation, the Kentucky Cancer Program (KCP), and the University of Louisville James Graham Brown Cancer Center. The program will provide free sunscreen and skin cancer/melanoma information to attendees at 14 golf tournaments throughout the state this summer. For a list of tournament locations, call KCP at (502) 852-6318 or visit the **Brown Cancer Center website**.

PUBLIC POLICY

American Cancer Society Cancer Action Network (ACS CAN) is a nonprofit, nonpartisan advocacy organization that encourages lawmakers, candidates and government officials to support laws and policies that will make cancer a top national priority. ACS CAN has compiled the following summary of cancer-related actions taken this year by the Kentucky General Assembly.

- HB 415 creates a colon cancer screening program for the uninsured and an accompanying educational campaign. Nearly 500,000 Kentuckians have no insurance and are less likely to get life-saving preventative screenings. HB 415 does not have funding, but will establish

DID YOU KNOW?



Did you know ... for every \$1 spent on tobacco prevention, the tobacco industry spends \$28?
See **tobacco industry documents**.

continued on page 5

PUBLIC POLICY/from page 4

an infrastructure for accepting federal funds, as well as state funds when the budget outlook is positive. HB 415 was signed by the Governor on April 15.

- SB 98 establishes in statute the Breast and Cervical Cancer Treatment Program. Currently, the program is established only through executive order, which creates the potential for changes in the treatment program. SB 98 is now law.
- HB 317 would require insurance companies to cover routine care for patients participating in clinical trials. HB 317 did not pass the Senate but will be reintroduced in the next session.
- SB 96 requires health benefit plans to provide coverage for colorectal screenings in accordance with American Cancer Society (ACS) screening guidelines. In 2004 the Kentucky Small Business Health Insurance Relief Act passed and put a moratorium on health mandates. According to an ACS study, states that have colon cancer screening mandates have higher screening rates compared to states without such mandates. Gov. Beshear signed the legislation into law on April 15.
- HB 31 would require basic health benefit plans or mandate-light plans to provide coverage for mammograms. HB 316 was signed by the Governor and is now law.

ACS CAN is also promoting a nationwide pre-election bus tour called *ACS CAN Fight Back Express*. The bus will visit more than 500 communities in 48 contiguous states before Election Day to make cancer issues a national priority. At each stop, volunteers will have the opportunity to sign the bus with their message to lawmakers, and sign an “access to health care petition” that will be delivered to the next President.

The bus will travel through Kentucky in July.

See dates and locations.

ENVIRONMENT

The CDC’s Behavioral Surveillance Branch has released the 2004-2005 Behavioral Risk Factor Surveillance System (BRFSS) data on Chronic Disease and the Environment. The BRFSS does not directly measure environmental quality (e.g., air pollution, water pollution, community-wide pesticide spraying, etc.). However, BRFSS data can be used in conjunction with environmental information from other sources, such as the Environmental Protection Agency, the U.S. Geological Survey, and state and local monitoring networks to compare measures of environmental quality and chronic disease.

Learn more online.

SUMMIT

Spring Summit a big success

The Spring Summit, co-hosted by KCC and the Kentucky Women’s Cancer Screening Program (KWCS) in Lexington on April 2-3, was attended by more than 150 healthcare professionals from around the state. Community health workers, health department nurses, physicians, administrators, cancer coalition volunteers, and cancer advocates gathered at the Marriott Griffin Gate Resort for the semi-annual event. Weren’t able to attend or want a copy of your favorite presentation? Download the PowerPoints at the **KCC website**.

And be sure to mark you calendars for the next statewide Summit on Sept. 4-5 in Lexington, which KCC will co-host with the state Tobacco Prevention and Cessation Program. The event will include programming from the Midwest Academy, a leading national training institute which teaches a strategic, rigorous, results-oriented approach to social action and organization building.

This publication was supported by CDC Cooperative Agreement Number U58/DP000810-01. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the CDC.