

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **October 12, 2016** issue of “Wednesday’s Word” (see table below), a bi-weekly KCC communication relaying recent state and national cancer control articles, resources, events and tools to your “cyber-doorstep”. You may read archived editions on [our website](#). If your organization has a cancer- related item for Wednesday's Word, feel free to contact Katie Bathje at [katie@kycancerc.org](mailto:katie@kycancerc.org)

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
ACA & Cancer	<ul style="list-style-type: none"> <li>• <a href="#">New analysis shows 2.5 million Americans currently buying individual health coverage off-Marketplace may be eligible for Affordable Care Act premium tax credits.</a></li> <li>• <a href="#">Medical Visits by Uninsured Declined in Medicaid Expansion States:</a> Uninsured patients’ visits to emergency departments fell from 20 percent to 11 percent.</li> </ul>
Breast Cancer	<ul style="list-style-type: none"> <li>• <a href="#">More Evidence Tamoxifen, Other Meds Help Limit Breast Cancer's Spread:</a> 6-year study finds follow-up therapy cuts survivors' risk for cancer in the other breast.</li> <li>• <a href="#">Knowing Their Breast Cancer Risk May Empower Teens: Greater self-esteem noted in girls with family history of disease.</a></li> <li>• <a href="#">Delaying Breast Reconstruction After Cancer May Raise Patients' Anxiety:</a> Coordinating surgeries might reduce levels of distress after mastectomy for breast cancer, researchers say.</li> <li>• <a href="#">What's Different About Male Breast Cancer?</a></li> <li>• <a href="#">Night Shifts May Not Increase Risk of Cancer After All:</a> Large meta-analysis dispels idea that shift work is carcinogenic to humans.</li> <li>• <a href="#">Updated Breast Cancer Awareness Month Social Media Toolkit (New for October 2016)</a> The George Washington University (GW) Cancer Center released the <b>Breast Cancer Awareness Month Social Media Toolkit</b> for October 2016. There is still time to utilize these messages in your org’s social media channel!</li> </ul>
Cancer Control	<ul style="list-style-type: none"> <li>• <a href="#">U.S. Life Expectancy Lags Behind Other Wealthy Nations:</a> U.S. citizens specifically challenged by smoking, diabetes, high blood pressure, drug abuse and gun violence.</li> </ul>
Caregiving	<ul style="list-style-type: none"> <li>• <a href="#">A Practical To-Do List For Family Caregivers</a></li> </ul>
Childhood & Adolescent Cancers	<ul style="list-style-type: none"> <li>• <a href="#">Cancer in Retreat on One Front: Fewer Children Are Dying</a></li> <li>• <a href="#">Childhood Cancer Research Looks at Genetic Origins:</a> Pediatric oncologists increasingly ask whether a child’s cancer is hereditary to determine current treatment and evaluate future risk.</li> </ul>

	<ul style="list-style-type: none"> <li>The <a href="#">Cancer Moonshot's</a> Blue Ribbon Panel presented its report to the National Cancer Advisory Board in September. <a href="#">The report describes 10 transformative research recommendations</a> for achieving the Cancer Moonshot's ambitious goal of making a decade's worth of progress in cancer prevention, diagnosis and treatment in just 5 years. <a href="#">Watch a brief video describing recommendation #5, "Intensify research on the major drivers of childhood cancers"</a>.</li> </ul>
Colon Cancer	<ul style="list-style-type: none"> <li><b>WEBINAR:</b> <a href="#">NCCRT is hosting a webinar tomorrow, October 13th at 1:00pm EST</a> on what we know and don't know about colorectal cancer screening for those with a familiar risk of colorectal cancer. Dr. Jan Lowery and Dr. Dennis Ahnen will review their recent article, "<a href="#">Understanding the contribution of family history to colorectal cancer risk and its clinical implications: A state-of-the-science review</a>".</li> <li><b>SAVE THE DATE:</b> The <a href="#">Southeastern Colorectal Cancer Consortium's 2nd Annual Colorectal Cancer Symposium</a> will be held <b>May 3-5, 2017</b> in San Juan, Puerto Rico! The goal of this symposium is to increase colorectal cancer screening rates in the southeastern states through regional collaboration. Registration details coming soon.</li> </ul>
Cost	<ul style="list-style-type: none"> <li><a href="#">Cost of Breast Cancer Chemo Varies Widely in U.S.</a> Lower-priced options could save patients thousands of dollars, researchers say.</li> <li><a href="#">Steep Rise in Price of Older Cancer Drugs:</a> Heavy toll of out-of-pocket spending might have some patients skipping meds, researchers warn.</li> </ul>
End of Life Care	<ul style="list-style-type: none"> <li><b>JOURNAL ARTICLE:</b> <a href="#">Medicare Hospice Spending Hit \$15.8 Billion in 2015, Varied by Locale, Diagnosis.</a> Health Affairs 35, no.10 (2016): 1902-1907. Patients with cancer diagnoses have the fewest average days of hospice care per patient, whereas those with dementia diagnoses have the most average days.</li> </ul>
Human Papilloma Virus	<ul style="list-style-type: none"> <li><a href="#">HPV Vaccine More Effective Than Thought: Study</a> -- Prevents lesions that could cause cervical cancer by 50 percent, researchers say.</li> <li><a href="#">A Doctor's Words Key to Whether Child Gets HPV Vaccine:</a> Parents most receptive to messages about the shot's effectiveness, safety and the cancers it prevents, study finds.</li> <li><a href="#">How One Clinic Got a Big Boost in HPV Vaccination Rates:</a> The cervical cancer vaccine was treated as just another scheduled shot.</li> </ul>
Lung Cancer	<ul style="list-style-type: none"> <li>It's almost November -- Lung Cancer Awareness Month! Time to complete this free continuing education opportunity for primary care providers entitled, <a href="#">Lung Cancer in Kentucky: Improving Patient Outcomes</a>. This 1-2 hour course has been approved for CME credit, as well as contact hours of continuing education by the American Association of Nurse Practitioners. Course developed by the <a href="#">KY LEADS Collaborative</a>.</li> <li>Check out the Lung Cancer Alliance's fact sheets, "<a href="#">What You Need to Know about Lung Cancer Screening</a>" and "<a href="#">Myths and Facts About Lung Cancer Screening</a>".</li> </ul>

Media	<ul style="list-style-type: none"> <li>• <b>JOURNAL ARTICLE: <a href="#">Does Digital Video Advertising Increase Population-Level Reach of Multimedia Campaigns? Evidence from the 2013 Tips From Former Smokers Campaign</a></b>. Davis et al., Journal of Medical Internet Research, Vol. 18, Issue 9, e235, p.1.</li> </ul>
Myeloma	<ul style="list-style-type: none"> <li>• <b><a href="#">Drug Trio Shows Major Promise Against Myeloma</a></b>: 43 percent of study patients with the blood cancer had a complete response, researchers report.</li> </ul>
Obesity, Nutrition and Physical Activity	<ul style="list-style-type: none"> <li>• <b><a href="#">How Can Kentucky Schools Restore Recess?</a></b></li> <li>• <b><a href="#">Coke and Pepsi Give Millions to Public Health, Then Lobby Against It</a></b></li> <li>• <b><a href="#">CDC Healthy Schools has launched the Virtual Healthy School</a></b>—an interactive, online learning experience for education professionals, parents, and communities. Take a tour and learn how to make your <i>local</i> Kentucky school a <i>healthy</i> Kentucky school!</li> </ul>
Palliative Care	<ul style="list-style-type: none"> <li>• Please join the <b><a href="#">American Cancer Society Cancer Action Network</a></b> for the <b>Patient Quality of Life Forum, November 10<sup>th</sup>, 8am – 9:30am</b>, at the ACS Office on 1640 Lyndon Farm Court, Suite 104, Louisville, KY. This unique policy discussion will highlight how palliative care provided throughout the course of any type of serious illness achieves the triple aim of better patient experience, better quality of care, and lowered health care costs. Hear from other health care organizations and share your views and concerns. Register today. For more information, contact Erica Palmer Smith at <a href="mailto:erica.palmer-smith@cancer.org">erica.palmer-smith@cancer.org</a> or 859-260-8284. <b><a href="#">Share this flyer to spread the word!</a></b></li> </ul>
Patient Navigation	<ul style="list-style-type: none"> <li>• <b>REMINDER: <a href="#">Patient Navigation Fall Conference</a></b> will be held <b>October 20<sup>th</sup> – 21<sup>st</sup></b> at the Foundation for a Healthy Kentucky in Louisville. Hosted by the <b><a href="#">Patient-Centered Education &amp; Research Institute</a></b>, this year’s conference theme is “<b><a href="#">Developing the Gold Standard II: Building the Base for Patient Navigation and Certification</a></b>”. Conference fee is \$50 for both days, refreshments, and lunch on Thursday.</li> </ul>
Policy, Systems & Environmental Change	<ul style="list-style-type: none"> <li>• <b><a href="#">Roadmap to the Federal Budget</a></b>: NACCHO has released a new video that helps public health professionals better understand the federal budget process. It examines the annual process, from the creation and release of the President’s budget through final passage of Congressional appropriation bills</li> </ul>
Skin Cancer	<ul style="list-style-type: none"> <li>• <b><a href="#">Indoor Tanners Aren’t Taking Precautions Against Skin Cancer</a></b>: Researchers conclude most are in denial about the health risks.</li> </ul>
Survivorship	<ul style="list-style-type: none"> <li>• People with cancer or a history of cancer, and people who live with or care for cancer patients and survivors, should get a seasonal flu shot due to increased risk. <b><a href="#">Use these CDC resources to remind your patients to be vaccinated.</a></b></li> <li>• <b><a href="#">New American Cancer Society Cookbook Brings Together Great Taste and Good Health</a></b></li> <li>• <b><a href="#">8 Steps to Starting Exercise After Cancer Treatment</a></b></li> </ul>

<p><b>Tobacco Control</b></p>	<p><b>Tobacco Control</b></p> <ul style="list-style-type: none"> <li>• <b>KENTUCKY OP-ED:</b> <a href="#">Raise tobacco tax high enough for real impact</a></li> <li>• <b>CDC MMWR:</b> <a href="#">State-Specific Prevalence of Current Cigarette Smoking and Smokeless Tobacco Use Among Adults — United States, 2014</a>. October 7, 2016 / 65(39); 1045–1051.</li> <li>• <b>U.S. Smoking Rates Differ by County, Not Just State:</b> Regional figures can help health officials tailor prevention programs.</li> <li>• <b>FDA Sued Over Delay on Graphic Cigarette Warning Labels:</b> Lawsuit says agency's decision is more than 4 years overdue.</li> <li>• <b>Freedom From Smoking® Facilitator Trainings</b> are scheduled for the dates/locations below. The \$100 registration fee includes FFS Facilitator Guide, certificate of course completion, continental breakfast and lunch. To register, contact Tami Cappelletti at tami.cappelletti@lung.org. <ul style="list-style-type: none"> <li>○ <b>October 27<sup>th</sup>:</b> <a href="#">Barren River District Health Department at 1109 State St. in Bowling Green.</a></li> </ul> </li> <li>• To schedule trainings in your area of the state, and discuss scholarships by contacting Bobbye Gray at bobbye.gray@ky.gov or 502-564-9358 ext. 4017.</li> </ul> <p><b>Secondhand Smoke</b></p> <ul style="list-style-type: none"> <li>• <b>Smoking Bans May Keep Young Men From Heavy Smoking:</b> Study found lower rates among those living in areas with restrictions.</li> </ul> <p><b>E-Cigarettes</b></p> <ul style="list-style-type: none"> <li>• <b>From our partners at KCSP BREATHE:</b> “The Louisville Metro Department of Public Health and Wellness is still seeking the public’s input on whether <b>Louisville’s comprehensive smoke-free workplace law</b> should prohibit the use of e-cigarettes and hookah in the same places where use of traditional tobacco products are prohibited. Their survey is available here: <a href="https://www.surveymonkey.com/r/DB832NT">https://www.surveymonkey.com/r/DB832NT</a>, and will be open until 5 PM on <b>October 28</b>. For more information, read <a href="#">this article</a> from the Courier Journal, 9/28/16. For more information on including e-cigarettes in smoke-free laws, review our fact sheet <a href="#">here</a>.”</li> <li>• <b>Exploding E-Cigarettes Sending 'Vapers' to Burn Centers:</b> Users say they're unaware the lithium batteries are a potential fire hazard.</li> </ul>
<p><b>Events</b></p>	<p><b>Events in Lexington</b></p> <ul style="list-style-type: none"> <li>• <b>The Kentucky Chamber of Commerce</b> and the National Council for Public-Private Partnerships present: “<b>Kentucky P3: Public-Private Partnerships -- Opportunities and Obstacles</b>” <b>Conference on October 27-28, 2016</b> at the Griffin Gate Marriott Resort &amp; Spa in Lexington. Attend this conference and get an in-depth look at Kentucky's new P3 legislation and what it means for businesses and government entities across the state.</li> </ul>

- **CONFERENCE:** [Kentucky's Immunization Trifecta Conference, "Educate, Immunize, Protect"](#) to be held on **November 2-4, 2016** at the Embassy Suites, Newtown Pike, Lexington KY. [Click here to access TRAIN to register](#) for credit for the conference . You must register on TRAIN to obtain credit. [Reserve your hotel room](#). Visit the [Kentucky Rural Health Association's website](#) for more information.
- The [Kentucky Primary Care Association](#) is hosting their [2016 Annual Conference](#) on **November 9-11, 2016**, at the Embassy Suites in Lexington, KY . [Register today!](#)
- [6th Annual Free to Breathe Central Kentucky Lung Cancer 5K Run/Walk and 1-Mile Walk](#), Sunday, November 6, 2016 | 1:40 p.m., LFUCG Coldstream Park. Help build the movement! Form a Free to Breathe team and ask friends, family members, neighbors and coworkers to join you.

#### Events in Louisville

- [Patient Navigation Fall Conference](#) will be held **October 20<sup>th</sup> – 21<sup>st</sup>** at the Foundation for a Healthy Kentucky in Louisville. Hosted by the [Patient-Centered Education & Research Institute](#), this year's conference theme is "Developing the Gold Standard II: Building the Base for Patient Navigation and Certification". Conference fee is \$50 for both days, refreshments, and lunch on Thursday.
- Read about [multiple events](#) taking place through Norton Cancer Institute's Adolescent and Young Adult Program. [Classes, workshops, social events](#) are being held throughout October!
- **SAVE THE DATE:** The **Kentucky Cancer Control Summit** will be held on **March 1-2, 2017** at the Muhammed Ali Center, 144 N. Sixth Street, Louisville, KY 40202. The Summit objectives include: cancer screening guidelines; impact of social determinants of health on cancer screenings; action steps on ways your organization can increase recommended cancer screenings in Kentucky focused on breast, cervical, colon and lung cancers. **Stay tuned for registration info!**
- There are **MULTIPLE upcoming** events and support groups are being held at [Gilda's Club Louisville](#), from Wellness Groups to book clubs to support for caregivers.

#### Events of Interest (in chronological order)

- The [25th AICR Research Conference on Nutrition, Physical Activity, Obesity and Cancer](#) will be held on **November 14-16, 2016** at the Marriott Bethesda North Hotel & Conference Center in North Bethesda, MD.
- [Winter Oncology Symposium in Paducah, Kentucky on January 17, 2017](#). Sponsored by the West Kentucky Oncology Nursing Society. Plan to join us for a day of education and mingling with other healthcare professionals who share your passion for Cancer Care. More information to follow. For questions contact: April Baker [april.baker1@bhsi.com](mailto:april.baker1@bhsi.com) or Terri Walters [twalters@bhsi.com](mailto:twalters@bhsi.com)
- [Cancer Survivorship Symposium: Advancing Care and Research – A Primary Care and Oncology Collaboration](#), **January 27-28<sup>th</sup>** in San Diego, CA. This unique collaboration

among the American Academy of Family Physicians, the American College of Physicians, and the American Society of Clinical Oncology will provide information about survivorship issues that both primary care physicians and oncologists are faced with throughout the cancer care continuum. The Symposium represents an innovative approach to education and patient care.

- **SAVE THE DATE:** The [Southeastern Colorectal Cancer Consortium's 2nd Annual Colorectal Cancer Symposium will be held May 3-5, 2017 in San Juan, Puerto Rico!](#) The goal of this symposium is to increase colorectal cancer screening rates in the southeastern states through regional collaboration. Registration details coming soon.
- The **2017 CDC National Cancer Conference** will be held on **August 14 through 16, 2017**, at the Crowne Plaza Atlanta Perimeter at Ravinia hotel in Atlanta, Georgia. Next year's conference theme: **"Visualizing the Future through Prevention, Innovation, and Communication."** The conference represents an opportunity to translate research into practice and improve public health through innovation and collaboration. **Coming soon...** the call for abstracts and registration!