

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **October 22, 2014** 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 Jessica Jones at jjones@kycancerc.org.

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
Affordable Care Act (ACA) Implementation	<ul style="list-style-type: none"> • ACA and Cancer: Factsheet for Health Professionals: Thanks to the KCC ACA & Cancer Team, this document summarizes the many Cancer Prevention & Screening Benefits available through the Affordable Care Act (ACA) in Kentucky (includes kynect). • WEBINAR: Highlights of the Affordable Care Act: Hosted by Cancer Care <ul style="list-style-type: none"> ○ Date/Time: Tuesday, Nov. 11; 1:30-2:30pm EST ○ Click here for more information and registration • In States that Don’t Expand Medicaid, Who Gets New Coverage Assistance Under the ACA and Who Doesn’t: Robert Wood Johnson
Breast Cancer	<p>October is Breast Cancer Awareness Month</p> <ul style="list-style-type: none"> • The Most Important Breast Cancer Findings of 2014: Huffington Post Healthy Living • Dense Breasts and What They Mean for Your Mammograms: Cleveland Clinic • St. Louis Professor says Breast Cancer Prevention should start at age 2 • Breast Cancer: Follow-up crucial for women after treatment • Pfizer and breast cancer leaders join together to increase understanding & dispel myths about metastatic breast cancer
Childhood Cancer	<ul style="list-style-type: none"> • Good news for young patients with a leukemia subtype with poor prognosis: Adjusting treatment is key for young patients with an acute lymphoblastic leukemia (ALL) subtype
Colon Cancer	<ul style="list-style-type: none"> • Decision Memo for Screening for Colorectal Cancer-Stool DNA Testing: Centers for Medicare & Medicaid Services (CMS) has determined that the evidence is sufficient to cover Cologuard™- a multitarget stool DNA test- as a colorectal cancer screening test for asymptomatic, average risk beneficiaries, aged 50-85 years.
Data	<ul style="list-style-type: none"> • Mortality in the United States, 2012 (CDC): Good news: Life expectancy reached a record high of 78.8 in 2012; Bad news: Cancer is still the #2 leading cause of death in 2012. • 2013 Behavioral Risk Factor Surveillance System (BRFSS) Data: Check out the website to find the latest data on numerous health indicators for KY such as:

	<ul style="list-style-type: none"> ○ Adults who are current smokers in KY: 26.5% (down from 28.3% in 2012!!!)
Environmental Carcinogens	<ul style="list-style-type: none"> ● Drinking Water and Arsenic (CDC) <ul style="list-style-type: none"> ○ Arsenic and Drinking Water: How likely is arsenic to cause cancer? Inorganic arsenic is a known human carcinogen (EPA, Dept. of Health & Humans Services, & Agency for Toxic Substances & Disease Registry). ○ To see a map of where in Kentucky there are areas where Arsenic is <i>known</i> to be present, click here, then on the “Environmental Substances Map”, then “Kentucky”
Genomics/ Genes	<ul style="list-style-type: none"> ● Rare cancer recoveries could be key to wider treatments: Researchers are looking at “exceptional responders” DNA
Health Care	<ul style="list-style-type: none"> ● Health Plans’ Success Mixed in Managing Cancer Care Programs: They too often focus narrowly on the work of oncologists, when a much more comprehensive approach is needed. ● ‘Financial Toxicity’: Who’s Really to Blame for High Cancer Drug Prices? ● Factors Affecting Physician Professional Satisfaction and Their Implications for Patient Care, Health Systems & Health Policy: Evaluation conducted by the RAND Corporation. Indicates electronic health records has pros/cons for doctors including less time with patients and degradation of clinical information.
Health Equity	<ul style="list-style-type: none"> ● EVENT: Bridges out of Poverty/Bridges into Health: <ul style="list-style-type: none"> ○ Date/Time: October 29th; 9:00am-4:00pm ○ Location: Kentucky History Center, Frankfort, KY ○ To register, please copy and paste this link in your browser: https://www.surveymonkey.com/s/QMNF5FZ
Health Literacy	<ul style="list-style-type: none"> ● Health Literacy Website (CDC) ● Health Literacy Kentucky: Is a statewide coalition of more than 35 organizations working for a healthier Commonwealth through improved health literacy.
Hospice and Palliative Care	<ul style="list-style-type: none"> ● A new book has been released on end of life care that is getting a lot of media attention: Dr. Atul Gawande’s book, <u>Being Mortal</u> <ul style="list-style-type: none"> ○ Making end-of-life care more humane ○ No Risky Chances: The Conversation that Matters Most. (Excerpt from Dr. Gawande’s book) ● Cancer Patient Brittany Maynard, 29, has scheduled her death for Nov. 1: (Washington Post). Brittany has a Stage 4 glioblastoma, a malignant and aggressive brain tumor. <ul style="list-style-type: none"> ○ National Hospice & Palliative Care Organization: Commentary and Resolution on Physician Assisted Suicide: Does not support the legalization of physician assisted suicide ● A Tale of Two Deaths: The Paradigm Shift of the ‘15 Minute Test’: If a patient could sit up in bed for 15 minutes and express his/her wishes, what would be said. ● What the Dying Really Regret

	<ul style="list-style-type: none"> • End of Life Doesn't Need to Be Depressing!
Leukemia/ Lymphoma	<ul style="list-style-type: none"> • Chronic Myeloid Leukemia: Learn about new testing and ongoing monitoring for CML.
Lung Cancer	<ul style="list-style-type: none"> • Lung Cancer Survivorship Survey: From our partners with the Lung Cancer Alliance (National Office but we have partners in KY too!). They are interested in finding out side effects of lung cancer treatment & how it has affected quality of life. <ul style="list-style-type: none"> ○ Click here if you are a Lung Cancer Patient ○ Click here if you are a Lung Cancer Patient Caregiver
Medicare	<ul style="list-style-type: none"> • Medicare Open Enrollment: October 15-December 7th: Even if folks have Medicare, they may be eligible for lower co-pays or better deals on prescription medicines. Visit Medicare.gov/find-a-plan or call 1-800-633-4227. English & Spanish materials available on the website as well at: http://www.cms.gov/Center/Special-Topic/Open-Enrollment-Center.html <ul style="list-style-type: none"> ○ 2014 Medicare Open Enrollment (YouTube Video); in Spanish, click here ○ 2014 Medicare Open Enrollment flyer ○ Things to think about when you compare Medicare drug coverage
Obesity	<ul style="list-style-type: none"> • Depression and Obesity in the U.S. Adult Household Population, 2005-2010: Adults with depression were more likely to be obese than adults without depression. • Neighborhood Influences on Girls Obesity Risk Across the Transition to Adolescence (RWJ) • I have to walk how many miles to burn off this soda? • Mortality risk of overweight and obesity similar for blacks, whites
Ovarian Cancer	<ul style="list-style-type: none"> • Personalized ovarian cancer vaccines developed • Diet may influence ovarian cancer survival
Pancreatic Cancer	<ul style="list-style-type: none"> • Researchers move closer to origins of pancreatic cancer
Patient Navigation	<ul style="list-style-type: none"> • Last Call! The Kentucky Cancer Consortium and their partners are hosting the 2nd Kentucky Cancer Patient Navigators' Fall Forum, Thursday, October 30, 2014 at the Kentucky Historical Society in Frankfort. View the Agenda and exhibitor information. Nursing, Social Work and CHES continuing education credits will be available. Attendance is free, but space is limited. Register online today! Questions? Contact Katie Bathje at katie@kycancer.org. • Patient Advocate Foundation: Co-Pay Relief (CPR) Program: New funding will expand service offered to patients suffering with Breast Cancer, Cervical Cancer, Hep. C, Multiple Myeloma and Myelodysplastic Syndromes who are in need of financial assistance. To apply for assistance (note: more cancers are listed on their webpage), please visit http://www.copays.org/diseases or call 866-512-3861.

Policy	<ul style="list-style-type: none"> • The Go-To Source for Health Policy Info: Robert Wood Johnson. Topics include: <ul style="list-style-type: none"> ○ Childhood Obesity ○ Disparities
Prevention	<ul style="list-style-type: none"> • The Business Case for Breastfeeding Support: Office of Women’s Health. Besides benefits to the baby, mothers have less risk of breast cancer and ovarian cancer. Breastfeeding saved insurance companies money and resulted in lower absenteeism.
Prostate Cancer	<ul style="list-style-type: none"> • High Cholesterol Tied to Prostate Cancer’s Return in Study
Shared Use Agreements	<ul style="list-style-type: none"> • Shared Use Agreements Opens Recreation Options (Community Commons) <ul style="list-style-type: none"> ○ Shared Use Agreements are a KCC Policy Initiative!
Survivorship	<ul style="list-style-type: none"> • WEBINAR: The Affordable Care Act: Cancer & Employment Webinar: Hosted by Cancer + Careers organization <ul style="list-style-type: none"> ○ Date/Time: Wed., Nov. 12th at 6:00pm EST ○ For more information and registration, click here
Tobacco Control	<p>Tobacco Control Efforts (General)</p> <ul style="list-style-type: none"> • There is no safe way to smoke: Regardless of the device used, smoking is not healthy. • Campaign for Tobacco-Free Kids has a campaign urging retailers to stop selling tobacco products as well as encouraging consumers to shop at tobacco-free stores: <ul style="list-style-type: none"> ○ Campaign website: http://www.shoptobaccofree.org/ ○ Toolkits for retailers, partners, and shoppers ○ Campaign Press Clip ○ CounterTobacco.org’s 2014 Point-of-Sale Report <p>Smoke-Free/Smoke-Free Policy</p> <ul style="list-style-type: none"> • You’re Invited: Help Change Kentucky For the Better: Launch of the 2015 Smoke-Free Kentucky Campaign in Lexington! <ul style="list-style-type: none"> ○ Date/Time: Nov. 13th; 4:00-5:30pm ○ Location: Marriott Griffin Gate; 1800 Newtown Pike, Lexington ○ RSVP here • Tobacco Free Schools: Website includes a map of Kentucky’s 100% Tobacco Free Schools <p>E-cigarettes</p> <ul style="list-style-type: none"> • As E-Cigarette Bans Gain Steam Across Kentucky, No Such Plans in Louisville: Lexington’s Urban County General Government Committee voted to add e-cigarettes to a 2003 citywide Smoke-Free Ordinance; KCC partner- Carol Riker cites evidence that e-cigarette aerosol contains toxins.

Tobacco Cessation

- The American Cancer Society is marking the [Great American Smokeout](#) event on **Nov. 20th** by encouraging tobacco users to use the date to make a plan to quit ([click here](#) to see their toolkit). **What are the resources we have in KY for smokers who want to quit?**
 - [Cooper/Clayton Smoking Cessation Classes](#): Click here to see the [schedule](#) or contact your [KCP representative](#) about classes in your area starting in the late fall/early 2015.
 - [Freedom from Smoking](#) (American Lung Association): Offered in a group or [online](#) (Day or night, 7 days/week, FREE). For more information, contact [Tami Cappelletti \(tami.cappelletti@lung.org\)](#)
 - [Plan to Be Tobacco Free](#) (Kentucky Cancer Program/KCP): An introductory program to help Kentuckians learn which smoking cessation programs are available and assist them with deciding which option is best for them. Contact your [KCP representative](#) to schedule a program or to enroll in an upcoming session.
 - [Quit Now Kentucky](#): Kentucky's Quitline provides fully integrated proactive counseling through a toll-free telephone number, web-based application, and text messaging to assist smokers in becoming nonsmokers. Quit Now Kentucky accepts smokers into their program regardless of insurance status.
 - **Smokers**: can call the Quitline at **1-800-QUIT NOW** or access the web at <https://www.quitnowkentucky.org/>
 - **Healthcare Providers**: can complete an electronic [Provider Referral Form](#) or call **1-800-QUIT NOW** to refer their motivated patients to the Quitline.
- [Increases in Smoking Cessation Interventions after a Feedback and Improvement Initiative Using Electronic Health Records-19 Community Health Centers, New York City, October 2010-March 2012](#)

Tobacco Grant(s)/Funding Opportunities

- **Grant Opportunity for 100% smoke-free or tobacco-free campus policies**
 - **Eligible organizations**: Community Colleges—**Deadline Nov. 6th**
 - **Amount**: Up to \$5,000
 - **Funding organization**: Legacy
 - For more info, [click here](#)

Tobacco Media/Marketing

- *Tips From Former Smokers* (Tips) campaign is looking for participants willing to share their stories. They are looking for individuals with different diseases, who have been in the military and those who have used electronic cigarettes to name a few of the conditions. [Click here](#) for more information.

Treatment	<ul style="list-style-type: none"> • Anesthesia Complications Drop By Half, Study Finds • FDA approves Akyzeo for chemotherapy-induced nausea, vomiting • Hyperbaric Oxygen Therapy to relieve Post-Radiation Therapy Effects
Worksite Wellness	<ul style="list-style-type: none"> • Tobacco Cessation and Worksites: The American Cancer Society (ACS) has some resources for worksites to encourage awareness for tobacco cessation. In addition, the Great American Smokeout is on Nov. 20th – smokers can use this day to plan how they can quit smoking & take a step toward living a healthier life. (See Tobacco Control-Tobacco Cessation section above for specific resources/programs in Kentucky) <ul style="list-style-type: none"> ○ General Resources ○ The ACS Quit Tobacco and Smoking Tool Kit • Worksite Wellness emphasizes Cancer Screening
Events	<p>Events in Lexington</p> <ul style="list-style-type: none"> • Stem Cell Transplants 101 for Patients & Caregivers <ul style="list-style-type: none"> ○ Date/Time: Oct. 28; 6:00-8:00pm ○ Location: Malone’s Banquets; 3373 Tate’s Creek Road, Lexington, KY 40502 (Complimentary dinner) ○ For more info & to register, contact Debby Phillips at 502-584-8490 or email mailto:debby.phillips@lls.org • Free to Breathe 4th Annual Lung Cancer 5K Run/Walk and 1-Mile Walk <ul style="list-style-type: none"> ○ Date/Time: November 1st, 9:40am-11:00am ○ Location: LFUCG Coldstream Park; 1850 Pisacano Drive, Lexington, KY 40511 ○ For more information and to register, click here ○ Kentucky Center for Smoke-Free Policy has a team already if you’d like to join them, #seeclar #seeblue clear air, clear lungs • LEXINGTON: Free Mammography Screening & health education: Hosted by KY Cancer Link & UK’s Markey Cancer Center (See attached flyer) on Saturday, November 15th at UK’s Comprehensive Breast Care Center. Call 877-597-4655 to make an appointment; Transportation help may be available. • LEXINGTON: There is an ongoing monthly support group for Myeloma Survivors & their caregivers: <ul style="list-style-type: none"> ○ Date/Time: Monthly, on 2nd Tuesday; 6:30-8:00pm EST ○ Location: Centenary Methodist Church, 2800 Tates Creek Road, Lexington, KY 40502 ○ Contact: Debby Phillips @ 1-800-955-2566 ext. 2393 for more information <p>Events in Louisville</p> <ul style="list-style-type: none"> • Gilda’s Club of Louisville offers MULTIPLE events and support groups- check out a few of these upcoming events in addition to their regularly scheduled support groups and activities (see attached flyer or click on Gilda’s Club): <ul style="list-style-type: none"> ○ Cooper/Clayton Method to Stop Smoking: Starts Oct. 22nd ○ Learning to Play the Dulcimer: November 1st

- Meditation with Harry Pickens: Nov. 5th
- There is an ongoing monthly support group for **Lymphoma Survivors & their caregivers**:
 - **Date/Time:** Monthly, on 2nd Tuesday; 6:00-7:30 pm EST
 - **Location:** Baptist Health Cancer Resource Center; 4003 Kresge Way, First Floor, Louisville, KY 40207
 - **Contact:** Debby Phillips @ 1-800-955-2566 ext. 2393 for more information
- **How to Make Informed Choices @ Standard of Care & Clinical Trials**
 - **Date/Time:** Oct. 23; 6:00-8:00pm
 - **Location:** Hilton Garden Inn; 2735 Crittenden Dr., Louisville, KY 40209 (Complimentary dinner & CEUS)
 - **For more info & to register,** contact Debby Phillips at 502-584-8490 or email <mailto:debby.phillips@lls.org>
- **Making Strides Against Breast Cancer (American Cancer Society)**
 - **Date/Time:** October 26th; 1:00PM
 - **Location:** Waterfront Park, 129 E. River Road, Louisville
 - [Click here](#) for details
- **FREE Legal Clinic:** for cancer patients and their families. Sponsored by KY Cancer Program, Louisville Bar Association and Louisville Pro Bono Consortium
 - **Date/Time:** Wednesday, Oct. 29; 5:30-7:30pm
 - **Location:** Gilda's Club
 - **RSVP:** 502-852-6318 (see attached flyer for details)
- **Bone Marrow Transplants 101**
 - **Date/Time:** Nov. 2nd; 5:30-8:00pm
 - **Location:** Louisville Boat club; 4200 River Road (Complimentary dinner & CEUs for RNs & SWs)
 - **For more info & to register,** contact Debby Phillips at 502-584-8490 or email <mailto:debby.phillips@lls.org>
- **Caregivers' Luncheon:** Hosted by University of Louisville, Kent School of Social Work & Office of Community Engagement; Any caregiver is invited
 - **Date/Time:** Nov. 7th; 11:00am-2:00pm
 - **Location:** Muhammad Ali Center, 144 N. Sixth St., Louisville
 - **Event is FREE but RSVP by Oct. 20th;** [Register here](#) or call Shawnise Martin Miller at 502-852-4769 (see flyer)
- **I'm a Caregiver and I Matter:** For family caregivers
 - **Date/Time:** Monday, Nov. 10; 9:30am-3:00pm
 - **Location:** The Olmsted; 3701 Frankfort Ave, Louisville
 - Event is **FREE** but **registration is required;** Register by contacting Mauri Malka at 502-452-6341 ext. 250 or mmalka@jfclsouthern.org (see flyer)

Events in Ashland, KY

- **Making Strides Against Breast Cancer (American Cancer Society)**
 - **Date/Time:** Saturday, Oct. 25th, 12:00pm
 - **Location:** Central Park; 615 22nd Street, Ashland, KY
 - [Click here](#) for details

Events in Paducah

- **How to Make Informed Choices @ Standard of Care & Clinical Trials**
 - **Date/Time:** Nov 3; 5:30-8:00pm; **RSVP by Oct. 31st**
 - **Location:** Whaler's Catch Restaurant, Paducah, KY (Complimentary dinner & CEUs provided)
 - **For more info & to register,** contact Debby Phillips at 502-584-8490 or email <mailto:debby.phillips@lls.org>