

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **October 2, 2013** issue of “Wednesday’s Word” (see table below), a KCC communication which relays recent state and national cancer control articles, resources, events and tools to you on a weekly basis. 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.

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
Breast Cancer	<ul style="list-style-type: none"> • More Black Women in U.S. Diagnosed With Breast Cancer, Report Finds. Whites still have highest rates, but blacks more likely to die.
Coalition Work	<ul style="list-style-type: none"> • REMINDER: NACCHO has just launched a web-based resource to help Local Health Departments (LHDs) and local stakeholders implement cancer prevention activities via partnerships with state and local stakeholders. The interactive toolkit, provides tips, tools, and resources for how LHDs and local stakeholders can build local coalitions that are organized to implement effective comprehensive cancer prevention and control strategies in their jurisdictions. Access the toolkit at www.lhdcancer.org
Colon Cancer	<ul style="list-style-type: none"> • Regular doc visits tied to fewer colon cancers, deaths. Older Americans who visit their doctors regularly are less likely to develop or die from colon and rectal cancers, according to a new study. • The Colon Cancer Prevention Project has created a one-page fact sheet on FIT testing. Take a moment to review this new, easy to read resource for your community! • Smokers Have Higher Complication Risk After Colon Surgery, Study Finds. Current smokers had highest rates of pneumonia, infection.
General	<ul style="list-style-type: none"> • Medicare, Medicaid To Keep Running Despite U.S. Government Shutdown. But other programs, such as disease surveillance, food and drug inspections, could be curtailed, according to contingency plans. • Why The Federal Government Wants To Redefine The Word 'Cancer' (Forbes Op-Ed)
Health Reform	<ul style="list-style-type: none"> • Kentuckians Eager to Find Affordable Health Care Immediately: Nearly 60,000 visit kynect within first 15 hours. Huge response temporarily closed kynect website; site is now back up and running. •
Palliative Care	<ul style="list-style-type: none"> • REMINDER: WEBINAR - Improving Quality of Life Through Innovative Pain and Symptom Management. Thursday, October 10, 2013, from 1:00-2:00 PM ET. Speaker: Janet L. Abrahm, MD, Division of Adult Palliative Care, Dana-Farber Cancer Institute. As innovative pain treatment solutions have increased, the need has emerged for advanced educational preparation to help clinicians deal with the needs of patients with serious, life-limiting illnesses. During this session, learn the challenges healthcare professionals face when managing pain in patients with life-limiting illnesses, and how to improve patient quality of life with effective pain and symptom management. 1 CME. Free registration.

Patient Navigation	<ul style="list-style-type: none"> • The Cancer Insurance Checklist is designed to help individuals compare insurance plans and consider their health needs when shopping for insurance in their state’s Health Insurance Marketplace/Exchange. The Checklist is a useful guide to help find a plan that will meet specific needs. It can be utilized by those who have cancer, a history of cancer, or are at risk for cancer, and is versatile enough to be used in conversations with a navigator, Marketplace/Exchange representative, or when discussing cancer care needs with their health care provider. A PDF version of the checklist is attached to this email. Contributing Partners to the resource include: The Leukemia & Lymphoma Society, Living Beyond Breast Cancer, Lung Cancer Alliance, National Coalition for Cancer Survivorship, Oncology Nursing Society, Patient Advocate Foundation & the Prevent Cancer Foundation.
Prevention, Genetics, Causes	<ul style="list-style-type: none"> • REMINDER: WEBINAR: “SUPER-SIZED: Cancer, the Obesity Epidemic, and the Role of State Cancer Coalitions”, Thursday, October 17, 2013, 4:00pm - 5:00pm ET. Please join C-Change and Legacy for a webinar focused on the role of obesity cancer prevention, treatment and survival. Webinar learning objectives include: Identify and discuss the role of obesity and physical activity in cancer etiology, prevention and survival. Discuss national and state specific overall obesity and obesity caused cancer rates, deaths, and costs from the Trust for America's Health <i>F as in Fat</i> report. Describe practical examples of policies and programs developed and implemented by comprehensive cancer control coalitions that promote prevention and combat obesity. Discuss what state-level coalitions can do to further their efforts to reduce obesity in their state. REGISTER FOR THIS WEBINAR
Smoke-free	<ul style="list-style-type: none"> • The City of Coal Run Village in Pike County, KY did not pass its proposed smoke-free ordinance during the second reading, September 12, 2013. After first reading on August 8, the ordinance included e-cigarettes in its definition of smoking, but provided exemptions for smoking rooms in hotels and motels; tobacco retailers; enclosed and independently ventilated smoking rooms; and private residences unless used as a child care, adult day care, or health care facility. The Coal Run Village ordinance had significant exemptions and would not have protected all workers from secondhand smoke. For more information on the model comprehensive ordinance, go to http://www.no-smoke.org/pdf/modelordinance.pdf.
Throat Cancer	<ul style="list-style-type: none"> • Eating, Swallowing Exercises May Aid Throat Cancer Patients. Keeping up these activities during chemo or radiation linked to better diets after treatment, study find.
Tobacco Control	<ul style="list-style-type: none"> • The KY Center for Smoke-free Policy encourages these talking points related to e-cigarettes: 1) E-cigs are derived from tobacco and an inhaled product that emits fine particles into the air. For this reason, they should be covered under smoke- and tobacco-free policies. 2) ‘Vaping’ creates a dense mix of vapor and fine particles that smells and looks like tobacco smoke. If exempt from smoke- or tobacco-free policies, the ‘smoky look and smell’ creates confusion with enforcement. ‘ 3) E-cigs may pollute the air less than conventional cigarettes but they still pollute the air. For more information about electronic cigarettes, see this fact sheet from KCSP.
Events	<ul style="list-style-type: none"> • LOUISVILLE: REMINDER: There are MULTIPLE upcoming events and support groups to be held this fall at Gilda’s Club Louisville, from Wellness Groups to book clubs to support for caregivers. See attached flyer for topics, dates and times.

- **FRANKFORT: REMINDER:** As part of National Breast Cancer Awareness Month, [Frankfort Regional Medical Center will be hosting "Pink Out Frankfort" event, including the 2nd Annual Pink Poker Motorcycle Run](#). There will be plenty of food, shopping, fun and support for a great cause – Breast Cancer Awareness. **Saturday, October 5, 2013, 9am – 4pm**, Frankfort Regional Medical Center, 299 King's Daughters Drive, Frankfort, KY 40601. Proceeds will benefit the Kentucky Pink Connection, an organization who provides support for breast cancer patients by reducing and/or eliminating barriers to screening, diagnosis and treatment. All events are weather permitting. Cancelled if rain. For more information, [download the flyer](#) or call Consult-A-Nurse® at 502-226-1655.
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- **LOUISVILLE: REMINDER: 2013 Breast Cancer Insights and Updates Friday, October 11, 2013, 7:00 a.m. – 1:15 p.m.** At The Olmsted, 3701 Frankfort Avenue, Louisville, KY. Audience: Physicians and nurses in specialties of medical oncology, surgery, surgical oncology, plastic surgery, radiation oncology, radiology and OB/GYN. Topics: Altered Fractionation for Women With Early-stage Breast Cancer, Breast Reconstruction in the Multidisciplinary Settings, Cardio-Oncology: Cardiac Toxicity and Survivorship in Breast Cancer, 3-D Mammography, Breast Cancer Worldwide. CNE: 4 hours; CME: 4 hours category 1. Event is free on a first come, first serve basis. More detail on the [attached flyer](#). Register at [\(502\) 629-1234](#) option 2.
- **LEXINGTON: REMINDER:** [Día de la Mujer Latina](#) 's mission is to motivate our vulnerable population to early detection screening via our signature health fiestas. Lexington's **Día de la Mujer Latina Resources Fair will be held Saturday, October 19, 2013 from 9:00 a.m. to 4:00** at Consolidated Baptist Church, 1625 Russell Cave Road. The fair will inform attendees about available resources; navigate them if they need follow up care via our patient navigation services, and educate in a culturally and linguistically proficient manner via our trained and certified Promotores de Salud/ Community Health Workers. [Read more about this program](#).
- **LOUISVILLE: REMINDER:** Garlove Lectureship: ["Bone Marrow Transplantation: Arriving Early"](#). Wednesday, **November 6, 2013, 5:30 – 7:15 p.m.** At The Olmsted, 3701 Frankfort Avenue, Louisville, KY. Audience: Physicians, nurse practitioners and nurses in specialties of oncology, radiology, hematology, OB/GYN & primary care. Interested patients and community members are also welcome. Speaker: [Hugo F. Fernandez, M.D.](#); Associate Chair, Clinical Director and Senior Member; Department of Blood and Marrow Transplant; Moffitt Cancer Center; Professor of Oncology; University of South Florida; Tampa, Fla. CNE: 1 hour; CME: 1 hour. Event is free - first come, first serve. Register at [\(502\) 629-1234](#) option 2.
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- **LEXINGTON: REMINDER:** Support the fight against lung cancer and give your lungs some exercise by participating in this year's **Free to Breathe 5K Run/Walk!** This annual event will take place on **Saturday November 16th at Commonwealth Stadium in Lexington, KY.** Free to Breathe Run/Walk kicks off UK's Tobacco-free Campus 4th anniversary week and the [Great American SmokeOut](#). Free to Breathe is sponsored by the National Lung Cancer Partnership and focuses on increasing lung cancer awareness and fundraising to support research, awareness, and change to prevent and treat lung cancer. Register at the Free to Breathe [website](#). If you want to show your support but are unable to participate, Free to Breathe offers several [suggestions](#) for alternative ways to get involved. One idea is to consider sponsoring the KCSP/Markey Cancer Center team: **Lung Cancer: Let's Not Be #1!**