

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **October 30, 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 |
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| Affordable Care Act Implementation | <ul style="list-style-type: none"> • In race to launch insurance sites, states that started small win out • Kentucky’s Health Benefit Exchange, kynect.ky.gov , has a calculator to help Kentuckians find out their estimated 2014 health insurance costs. It can determine if they qualify for special discounts, as well as determine eligibility for Medicaid and the Kentucky Children’s Health Insurance Program. <ul style="list-style-type: none"> ○ Subsidy Calculator: This national online tool, developed by the Kaiser Family Foundation, helps individuals from any state in the country determine the amount of premium assistance they are eligible for under Healthcare Reform. • When Buying Insurance on the Exchanges, It Helps to Have Help. New online marketplaces don't do enough to let consumers weigh their options, experts say. • Thousands Of Consumers Get Insurance Cancellation Notices Due To Health Law Changes |
| Breast Cancer | <ul style="list-style-type: none"> • October is Breast Cancer Awareness Month. Find out what is happening across the state through Susan G Komen for the Cure affiliates in Lexington and Louisville, as well as the KY Pink Connection. |
| Colon Cancer | <ul style="list-style-type: none"> • JOURNAL ARTICLE: Colorectal Cancer Control Program Grantees’ Use of Evidence-Based Interventions, American Journal of Preventive Medicine, November 2013. Article attached. |
| Data | <ul style="list-style-type: none"> • “Data! Fostering Health Innovation in Kentucky and Ohio” is scheduled for Tuesday, November 19, 2013 9:30 AM - 4:00 PM (EST) at the NKU METS Center in Erlanger, Kentucky. This conference will showcase novel and effective uses of health data in our region. Keynote speakers Dwayne Spradlin, CEO of the Health Data Consortium and Damon Davis, Director of the Health Data Initiative at HHS will update us on federal open data efforts and provide national context for innovation and entrepreneurial activity around health data. |
| Environmental Carcinogens | <ul style="list-style-type: none"> • Outdoor air pollution a leading environmental cause of cancer deaths |
| Financial | <ul style="list-style-type: none"> • High Out-of-Pocket Costs Called a Hidden 'Side Effect' of Treatment. Some doctors say it's time to discuss financial aspects with patients. • The Cost of Living: New drugs could extend cancer patients’ lives—by days. At a cost of thousands and thousands of dollars. Prompting some doctors to refuse to use them. |

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| | <ul style="list-style-type: none"> • How a Routine Pap Smear Ends Up Costing \$1,000. Family physician investigated how some of her patients received big bills for common tests. |
| Hospice | <ul style="list-style-type: none"> • 5 Ways to Connect With a Dying Loved One |
| Patient Navigation | <ul style="list-style-type: none"> • JOURNAL ARTICLE: Effect of Patient Navigation on Time to Diagnostic Resolution among Patients with Colorectal Cancer-Related Abnormalities, <i>Journal of Cancer Educ</i>, Oct 2013. Article attached. • Use of Survivorship Care Plans in the United States: Associations with Survivorship Care Published in the <i>Journal of the National Cancer Institute</i> this study highlights the self-reported provision and receipt of survivorship care plans among oncologists and primary care providers and the impact of the survivorship care plan on post-treatment care. Read the full article. • Comprehensive Survivorship Care With Cost and Revenue Analysis. This article in the <i>Journal of Oncology Practice</i> explores the survivorship model implemented at St. Luke's Mountain States Tumor Institute including reimbursement for survivorship services. Read the full article. |
| Prevention, Genetics, Causes | <ul style="list-style-type: none"> • One-Third of U.S. Adults Are Obese, CDC Says. The number hasn't budged for years, agency notes. <ul style="list-style-type: none"> ○ Read NCI's fact sheet on the link between obesity and cancer ○ Check out the attached Kentucky-specific Obesity fact sheet • Women's Health Initiative reaffirms use of short-term hormone replacement therapy for younger women: Latest results provide new details on risks and benefits of therapy across age groups and time. • Tanning gene linked to increased risk of testicular cancer, according to NIH scientists • Being Web-Savvy Tied to Better Health in Seniors: Study. Nonusers were less likely to exercise, eat a healthy diet or get colon cancer screening. • Walking can be a lifesaver, but many need to pick up pace |
| Smoke-free | <ul style="list-style-type: none"> • Pricey Cigarettes, Smoke-Free Homes Help Curb Habit, Study Suggests. Findings especially applicable to low-income smokers. • Kids with asthma still exposed to secondhand smoke |
| Tobacco Control | <ul style="list-style-type: none"> • Study: Flavored small cigars are popular with kids. 1 in 12 high school seniors smoke small flavored cigars, says first national study of its kind. |

Events

- **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.
- **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.
- **LOUISVILLE:** The [Kentucky Cancer Program-West](#) will be sponsoring a **FREE Legal Clinic with the Louisville Bar Association and the Louisville Pro Bono Consortium at Gilda's Club on Thursday, Nov. 7th.** The Clinic is open to cancer patients, their families and/or caregivers. Refreshments/Dinner: 5:30pm. Clinic: 6:00-7:30pm. *PLEASE RSVP – Call (502) 852-6318 to reserve your spot! Attorneys will be available to offer free help and advice on: Life planning documents, Including Medicare-D (will, power of attorney, healthcare surrogate, living will); Employee benefits during illness; Government assistance (Medicaid, Medicare, Social Security Disability). [A flier is attached.](#)
- **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!**
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- **LEXINGTON: "Breath of Life, Women's Health Luncheon":** In observance of **Lung Cancer Awareness Month** (and COPD Awareness Month), on **November 19th** the American Lung Association is holding an event with morning educational sessions starting at 9:30 a.m. (for the general public and medical professionals) and **a luncheon at 11:45 a.m.** featuring keynote speakers Kentucky Representative Susan Westrom, sponsor of smoke-free legislation, and Janice Nolen, Assistant Vice President of National Policy and Advocacy, American Lung Association. It is at Marriott Griffin Gate in Lexington. A flyer is attached. Register online and find more information at: www.BreathofLifeLEX.org. Recognizing that Kentucky has the highest rate in nation for new lung cancers and deaths from lung cancer, one of the morning sessions focuses on women and lung cancer and one of our keynote speakers will address efforts to curb Kentuckians exposure to secondhand smoke. You are cordially invited to attend!