

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **October 8, 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 Implementation	<ul style="list-style-type: none"> • 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 • WEBINAR ARCHIVE: Understanding the Affordable Care Act (ACA) for People Living with Cancer • WEBINAR ARCHIVE: A Successful Health Insurance Exchange: Kentucky’s Kynect
Bereavement	<ul style="list-style-type: none"> • Special Therapy May Help Relieve 'Complicated Grief'. Standard depression treatment is less successful after a loved one dies, study finds.
Breast Cancer	<p>October is Breast Cancer Awareness Month</p> <ul style="list-style-type: none"> • Breast Cancer Awareness Social Media Toolkit • Increasing Skirt Sizes May Hike Your Breast Cancer Risk: Study. British researchers suggest that going up a size every 10 years raised chances of disease by 33 percent. • Breast-Feeding May Cut Risk for Aggressive Breast Cancer in Black Women: Finding was specific to tough-to-treat estrogen receptor-negative tumors, researchers say • Breast Cancer Insights and Updates Symposium, a free CE event on Friday October 10th from 7am-1:30pm, at the University of Louisville Shelby Campus. Sponsored by Norton Cancer Institute, this program is geared towards medical and nursing professionals who care for breast cancer patients. 4 CMEs and 4 CEUs available. Flyer attached. • Does Breast Cancer or Ovarian Cancer Run in Your Family? • Breast Cancer Awareness • Breast Cancer Info Page (CDC): If you are 50-74 years old, be sure to have a screening mammogram every two years. • CDC Breast Cancer Facebook page: 1 in 8 women will be diagnosed with breast cancer in her lifetime. • Breast Cancer: What You Need to Know (CDC Fact Sheet) • Breast Cancer Risk Factors Infographic • 5 things we get wrong @ BREAST CANCER (Today Health)

	<ul style="list-style-type: none"> • Breast Cancer: Are men the forgotten victims? Men have breasts too. • Male Breast Cancer: A Rare Disease, on the Rise: (US Dept. of Veteran Affairs) • 3D Technologies Poised to Change how Doctors Diagnose Cancers
Colon Cancer	<ul style="list-style-type: none"> • Colorectal Cancer in Kentucky- A Snapshot: KCC updated the colon cancer data snapshot. Please share with your partners (see attached). • Differences between screening and diagnostic colonoscopies: Provided by partners at the American Cancer Society & American Gastroenterological Association • Overuse of Colonoscopies • Obesity tied to higher Cancer Risk for Colon Cancer Survivors: Finding is yet another reason to maintain a healthy weight, experts say
Community Health Worker (CHW)	<ul style="list-style-type: none"> • Policy Evidence Assessment Report: Community Health Worker Policy Components (From the Division of Heart Disease and Stroke Prevention). Report provides a strong evidence base to support many components that could comprise a CHW policy.
Environmental Carcinogens	<ul style="list-style-type: none"> • HHS releases 13th Report on Carcinogens
Genomics/ Genes	<ul style="list-style-type: none"> • Cancer Gene Test 'would save lives': (BBC Health News): Genetic screening of tumors would save lives & would be cost-effective...particularly with Lynch Syndrome which raises the risk of developing bowel, womb and ovarian cancers.
Grants	<ul style="list-style-type: none"> • Join the Foundation for a Healthy Kentucky for a workshop entitled Grant Writing Basics "Increasing Your Grant Seeking Competitiveness!" on October 17th from 9:30am – 4pm EST at 1640 Lyndon Farm Court, Suite 100, in Louisville, Kentucky.
Health Equity	<ul style="list-style-type: none"> • A Cancer Center's Approach to Engaging African American Men @ Cancer: The Men's Fellowship Breakfast, Southeastern Michigan, 2008-2014: This is a promising strategy for bringing men together to discuss cancer screening and risk reduction. • 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 ○ Click here to register (do not forward as it is tied to your email address)
Health Care	<ul style="list-style-type: none"> • Where are the Nurses? Legislation has been proposed regarding the number of registered nurses needed on site in nursing homes.
Hospice and Palliative Care	<ul style="list-style-type: none"> • EVENT: Patient Quality of Life Forum: Hosted by American Cancer Society- Cancer Action Network <ul style="list-style-type: none"> ○ Date/Time: October 16th; 10:00am-Noon (Lunch provided) ○ Location: Berry Hill Mansion, 700 Louisville Road, Frankfort, 40601

	<ul style="list-style-type: none"> ○ RSVP: Contact Eric Evans at eric.evans@cancer.org or call 502-560-6031 or visit http://acscan.org/events/view/event/2265 ○ See attached flyer for more details ● Dying in America: Improving Quality and Honoring Individual Preferences Near the End of Life: a newly released consensus report from the Institute of Medicine (IOM). Two key findings of the report: <ul style="list-style-type: none"> ○ Coverage of patient’s social needs: Improving the quality and availability of medical and social services for patients and their families could not only enhance quality of life through the end of life, but may also contribute to a more sustainable care system. ○ Universal palliative care education ● COMMENTARY: End-of-life planning should be regular part of U.S. health care ● YOUTUBE VIDEO: You are a Bridge: Palliative care can help support you (and your bridge) when you are faced with illness. ● The Best Possible Day (Opinion by Atul Gawande) ● A Field Guide to Community-Based Palliative Care in California
HPV (Human Papillomavirus)	<ul style="list-style-type: none"> ● Increased Knowledge of HPV Vaccines does not predict higher rate of vaccination- other interventions needed: Click here to read abstract in <i>Pediatrics</i>
Liver Cancer	<ul style="list-style-type: none"> ● Liver Cancer & Viral Hepatitis: Viral hepatitis is the leading cause of liver cancer and the most common reason for liver transplant. <ul style="list-style-type: none"> ○ Born between 1945-1965? CDC recommends Hep. C screening for this age group as part of standard care. ○ Are you or do you know an Asian American or Pacific Islander? CDC recommends Hep. B testing for this population. ● Liver Cancer Information (National Cancer Institute) ● Liver Cancer Risk Factors (American Cancer Society). Of particular interest to KCC’s work includes: <ul style="list-style-type: none"> ○ Obesity ○ Tobacco Use
Lung Cancer	<ul style="list-style-type: none"> ● Lung Infections May Hamper Ability to Detect Lung Cancer: Certain conditions make it harder to reliably detect tumors, study says
Obesity	<ul style="list-style-type: none"> ● Soda makers Coca-Cola, PepsiCo and Dr. Pepper Join in Effort to Cut Americans’ Drink Calories ● The link between fat and cancer (CNN) ● Obesity grant awarded to UK: This grant will focus on KY counties that have obesity rates higher than 40% which include Logan, Clinton, Lewis, Martin, Letcher and Elliott counties.
Pancreatic Cancer	<ul style="list-style-type: none"> ● Scientists Detect Early Sign of Pancreatic Cancer. Finding might lead one day to test for a disease that's hard to detect before advanced stages.

Patient Navigation	<ul style="list-style-type: none"> 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.
Prevention	<ul style="list-style-type: none"> Half of Cancer Deaths are Preventable (American Institute for Cancer Research): More than half of the estimated cancer deaths projected to occur in the US this year are related to preventable causes (maintaining a healthy weight and diet, exercise, not smoking, using sun protection). Click here for a pdf of the report (includes a wide variety of topics such as survivorship, disparities, how cancer drugs get approved, etc). Kentucky Dept. for Public Health (DPH) Issues Call to Action for Preventing Obesity in Kentucky's Youngest Children: Obesity is everyone's issue: <ul style="list-style-type: none"> Partnership for a Fit Kentucky Full Document on the Call to Action Obese in adolescence, colon cancer in later life? Healthier school meals and snacks are vital for addressing obesity & supporting national security
Prostate Cancer	<ul style="list-style-type: none"> A Decade of Prostate Cancer Progress (FDA)
Skin Cancer	<ul style="list-style-type: none"> Talking Skin Cancer Prevention with acting Surgeon General Boris Lushniak <ul style="list-style-type: none"> Read online or Listen to the podcast
Survivorship	<ul style="list-style-type: none"> Sharsheret: Jewish Community fighting breast cancer and ovarian cancer. <ul style="list-style-type: none"> Programs and Services for Jewish women 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 REMINDER: Susan G. Komen Lexington Affiliate is conducting their 2015 Community Profile survey – a biennial assessment of community partners to better understand the state of breast cancer in the Eastern/Central region of Kentucky. Results will inform strategic planning, priorities for granting, education needs, and to determine priority populations. Breast cancer survivors are asked to complete this version of the survey. Surveys close October 2014. Second Cancer: For Many, It's the Price of Survival
Tobacco Control	<p>Tobacco Control Efforts (General)</p>

- [US Framework Convention on Tobacco Control](#): US is falling behind international best practices when it comes to protecting its citizens against the harms of tobacco.
 - [Database](#) on Implementation evidence-based practices and policies
 - [Find your state](#): click on Kentucky, Excise Tax- for example-, and see KY legislation on this issue
 - The WHO Framework Convention on Tobacco Control: An Implementation Guide for U.S. State and Local Officials, [click here](#) to see the report

Smoke-Free/Smoke-Free Policy

- **You're Invited: Help Change Kentucky For the Better**: Launch of the 2015 **Smoke-Free Kentucky** Campaign in Lexington.
 - **Date/Time**: Nov. 13th; 4:00-5:30pm
 - **Location**: Marriott Griffin Gate; 1800 Newtown Pike, Lexington
 - [RSVP here](#)
- [Almost \\$500 million could be saved annually by making subsidized housing smoke-free](#) (CDC):
 - [Infographic](#)

E-cigarettes

- [World Health Organization's Recommended Options for Regulating E-Cigarettes \(July 2014\)](#)
- [Electronic Cigarette Use among Patients with Cancer: Characteristics of Electronic Cigarette Users and their Smoking Cessation Outcomes](#): Published in the American Cancer Society's *Cancer Journal*
- [Fourfold increase in e-cigarette use seen among current, former smokers, many of whom still smoke cigarettes, use among adult nonsmokers levels off: CDC](#)
- [Regulating Toxic Vapor: A Policy Guide to Electronic Smoking Devices](#)
- [Key Findings: Trends in Awareness & Use of Electronic Cigarettes among U.S. Adults, 2010-2013](#) (CDC)
- [Tobacco giants trumpet the dangers of nicotine in e-cigarettes](#)
- [Dire Warnings by Big Tobacco on E-Smoking](#)

Tobacco Cessation

- [Tobacco Cessation Coverage: The Basics and Beyond](#): From our partners with the American Lung Association. Watch videos on what is the "comprehensive tobacco cessation benefit" and what do you do when you have it.

Youth Initiation

- [100% Tobacco Free Schools](#): Letter from KY Dept. of Education & KY Dept. for Public Health encouraging school districts to pass & implement this policy.

	<ul style="list-style-type: none"> • Preventing Initiation of Tobacco Use: Outcome Indicators for Comprehensive Tobacco Control Programs (2014) • Not a Replacement: A 1984 RJ Reynolds document identified teens as “replacement smokers” for those killed by tobacco use. (This quote and others can be located here: http://www.tobaccofreekids.org/research/factsheets/pdf/0114.pdf). Have teens create signs saying “I am not a replacement” and take pictures in cemeteries (please be respectful of individual graves) and post on social media with #notareplacement. <p>Tobacco Grant(s)/Funding Opportunities</p> <ul style="list-style-type: none"> • Grant Opportunity for 100% smoke-free or tobacco-free campus policies <ul style="list-style-type: none"> ○ Eligible organizations: Community Colleges ○ Amount: Up to \$5,000 ○ Funding organization: Legacy ○ For more info, click here <p>Tobacco Media/Marketing</p> <ul style="list-style-type: none"> • CDC <i>Tips from Former Smokers</i> media campaign is recruiting for 2016! They are looking for smokers who have some of the following conditions as a result of their smoking: <ul style="list-style-type: none"> ○ Anxiety or depression ○ Have used e-cigarettes b/c they thought it was better for their health ○ For more information, contact Mimi Webb Miller Casting at mailto:mcontact@joinCDCTips • #20Million Memorial: Since the first Surgeon General’s Report was released, there have been an estimated 20 million deaths in the US due to smoking or exposure to secondhand smoke. <p>Tobacco Tax/Tobacco Sales</p> <ul style="list-style-type: none"> • Standardized Tobacco Assessment for Retail Settings (STARS) Survey: Informs state and local tobacco control policies for the point of sale. <p>Tobacco Research/Articles/Fact Sheets</p> <p>Smokeless Tobacco: No fire, but still bad for your health</p>
Events	<p>Events in Lexington</p> <ul style="list-style-type: none"> • LEXINGTON: BRA Day Event: KY Cancer Link & Baptist Health are hosting a Breast Cancer Survivors’ Event focused on emotional wellness, reconstruction and breast surgery comparisons. October 16th from 4pm-9:30pm, Embassy Suites Lexington. • 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.

- **Bone marrow Transplant 101 for Patients & Caregivers**
 - **Date/Time:** **Oct. 28**; 6:00-8:00pm
 - **Location:** **Malone's Banquets; 3373 Tate's Creek Road, Lexington, KY 40502**
 - **For more info & to register,** contact Debby Phillips at 502-584-8490 or email <mailto:debby.phillips@lls.org>
- **LEXINGTON:** There is an ongoing monthly support group for **Myeloma Survivors & their caregivers:**
 - **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

Events in Louisville

- 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. See attached flyer for topics, dates and times.
- 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
 - **For more info & to register,** contact Debby Phillips at 502-584-8490 or email <mailto:debby.phillips@lls.org>
- **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)

Events in Bullitt County

Bullitt County Breast Cancer Support Group/Survivors Celebration: The KY Cancer Program, Bullitt Co. Health Dept. & Bullitt Co. Cooperative Extension are

hosting an educational event and special tribute for breast cancer survivors (flyer attached)

- **Date/Time:** Tuesday, Oct. 21st; 5:30-7:30pm
- **Location:** Paroquet Springs Conference Center, Shepherdsville, KY
- **RSVP:** 502-955-5355

Events in Paducah

- **How to Make Informed Choices @ Standard of Care & Clinical Trials**
 - **Date/Time:** Nov 3; 6:00-8:00pm
 - **Location:** TBA- Paducah, KY
 - **For more info & to register,** contact Debby Phillips at 502-584-8490 or email <mailto:debby.phillips@lls.org>