

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **October 9, 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](mailto:katie@kycancerc.org).

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
<b>Affordable Care Act Implementation</b>	<ul style="list-style-type: none"> <li>• <a href="#">Nearly 7,000 enroll through Kentucky’s health benefit exchange</a></li> <li>• <a href="#">Misinformation on law common in Kentucky</a></li> <li>• <a href="#">Why Kentucky’s Health Exchange Worked Better Than Many Others</a></li> <li>• <a href="#">The Affordable Care Act and Cancer</a></li> <li>• <a href="#">Uninsured Find More Success via Health Exchanges Run by States</a></li> <li>• <a href="#">White House plans to release Obamacare data monthly</a></li> <li>• <b>RESOURCE REMINDER:</b> <a href="#">The Cancer Insurance Checklist</a> 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. 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. Contributing Partners to the resource include: The Leukemia &amp; Lymphoma Society, Living Beyond Breast Cancer, Lung Cancer Alliance, National Coalition for Cancer Survivorship, Oncology Nursing Society, Patient Advocate Foundation &amp; the Prevent Cancer Foundation.</li> </ul>
<b>Breast Cancer</b>	<ul style="list-style-type: none"> <li>• <b>October is Breast Cancer Awareness Month.</b> Find out what is happening across the state through Susan G Komen for the Cure affiliates in <a href="#">Lexington</a> and <a href="#">Louisville</a>, as well as the <a href="#">KY Pink Connection</a>.</li> <li>• <a href="#">Daily walking can reduce breast cancer risk</a></li> </ul>
<b>Colon Cancer</b>	<ul style="list-style-type: none"> <li>• <a href="#">Colon Cancer Hits Younger Adults Especially Hard</a>. Risk of advanced disease, death greater than for middle-aged patients.</li> <li>• <b>RESOURCE REMINDER:</b> The <a href="#">Colon Cancer Prevention Project</a> has created a <a href="#">one-page fact sheet on FIT testing</a>. Take a moment to review this new, easy to read resource for your community!</li> </ul>
<b>Financial</b>	<ul style="list-style-type: none"> <li>• <a href="#">Rural cancer survivors forgo health care over cost</a></li> </ul>

	<ul style="list-style-type: none"> <li>• <a href="#">Costliest 1 Percent Of Patients Account For 21 Percent Of U.S. Health Spending</a></li> </ul>
Health Equity	<ul style="list-style-type: none"> <li>• <a href="#">Breast cancer incidence up for African-American women</a></li> </ul>
Affordable Care Act Implementation	<ul style="list-style-type: none"> <li>• <a href="#">Nearly 7,000 enroll through Kentucky's health benefit exchange</a></li> <li>• <b>RESOURCE REMINDER:</b> <a href="#">The Cancer Insurance Checklist</a> 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. 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. Contributing Partners to the resource include: The Leukemia &amp; Lymphoma Society, Living Beyond Breast Cancer, Lung Cancer Alliance, National Coalition for Cancer Survivorship, Oncology Nursing Society, Patient Advocate Foundation &amp; the Prevent Cancer Foundation.</li> </ul>
Patient Navigation	<ul style="list-style-type: none"> <li>• <a href="#">Unmarried Cancer Patients need Extra Support : Study</a></li> <li>• <a href="#">What Cancer Patients, Survivors, and Caregivers Should Know About the Flu</a>. Read this detailed FAQ about how to advise cancer patients and caregivers re: the flu. Also, check out their campaign's <a href="#">waiting room poster</a> and <a href="#">postcard</a> from CDC, urging flu vaccination.</li> </ul>
Prevention, Genetics, Causes	<ul style="list-style-type: none"> <li>• <b>REMINDER: WEBINAR: "SUPER-SIZED: Cancer, the Obesity Epidemic, and the Role of State Cancer Coalitions", Thursday, October 17, 2013, 4:00pm - 5:00pm ET.</b> 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. <a href="#">REGISTER FOR THIS WEBINAR</a></li> </ul>
Smoke-free	<ul style="list-style-type: none"> <li>• <a href="#">E-cigarette makers lobbying hard to shape rules for fast-growing industry</a></li> </ul>
Tobacco Control	<ul style="list-style-type: none"> <li>• <a href="#">Respiratory therapist with roots in tobacco country encourages smokers to kick the habit</a> (Louisville Courier Journal – Reader Column)</li> </ul>

## 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: 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](tel:5026291234) 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:** Kentucky African Americans Against Cancer is hosting **["JOINING HANDS TO FIGHT CANCER"](#) on Friday, October 25, 2013**, a Dinner and Celebration beginning at 6:00 pm at the Kentucky One Health Jewish Hospital Rudd Heart and Lung Center, 201 Abraham Flexner Way, Louisville, KY 40202. Mistress of Ceremonies is Dawne Gee of WAVE 3. The event is free but there is limited seating available. **R.S.V.P. by October 11th** to Virginia Bradford at 502 852-6318.
- **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](tel:5026291234) option 2.
- **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 16<sup>th</sup> at Commonwealth Stadium in Lexington, KY.** Free to Breathe Run/Walk kicks off UK's Tobacco-free Campus 4<sup>th</sup> 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!**