

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **November 5, 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"> • Get ready for 2015 Coverage--KYNECT: The 2015 Open Enrollment period begins November 15, 2014. You may still apply for 2014 coverage if you have certain life events that involve a change in your family or a loss of other health coverage. You may also apply for Medicaid. • My Coverage, My Care: Making Health Insurance Work for Me: Office of Minority Health, Health and Human Services • 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 • 100 days in Michigan: New analysis of state’s Medicaid expansion • Lessons for open enrollment round two: Robert Wood Johnson • Is the Affordable Care Act Working?
Bladder Cancer	<ul style="list-style-type: none"> • The quality of biopsy is directly linked to survival in patients with bladder cancer
Brain Cancer	<ul style="list-style-type: none"> • Better Chemotherapy through Targeted Delivery: New approach could kill tumor cells in the brain more effectively and avoid side effects.
Breast Cancer	<ul style="list-style-type: none"> • Breast Cancer Screening Recommendations: U.S. Preventive Services Task Force (November 2009) • Mammography: What You Need To Know: FDA <ul style="list-style-type: none"> ○ FDA certifies facilities that perform mammography, click here to see the list of certified facilities in Kentucky ○ YOUTUBE VIDEO: Breast Cancer Awareness: Mammography (FDA) • Women with Disabilities and Breast Cancer Screening (CDC): Women with disabilities are less likely to receive a mammogram or clinical preventive services. <ul style="list-style-type: none"> ○ The Right to Know Campaign for Breast Cancer Screening: English & Spanish materials available ○ Association of Maternal & Child Health Programs (AMCHP) Toolbox: Improving Receipt of Clinical Preventive Services Among Women with Disabilities

	<ul style="list-style-type: none"> • New Report Highlights Potential Links between Weight, Physical Activity and Breast Cancer Survival: American Institute for Cancer Research
Caregiving	<ul style="list-style-type: none"> • ‘Informal Caregiving’ for Older Americans Tops \$500 Billion Annually
Clinical Trials	<ul style="list-style-type: none"> • Trial participation low in lung and colorectal cancers
Colon Cancer	<ul style="list-style-type: none"> • Support for fecal testing in familial colorectal cancer screening • Fecal blood test may save more lives than colonoscopy • Eliminating Cost-Sharing Requirements for Colon Cancer Screening in Medicare: Currently, Medicare beneficiaries do not have to pay for screening colonoscopies but must pay coinsurance if a polyp is removed via polypectomy (Email Jessica @ jjones@kycancerc.org if you have trouble accessing this article). • Five Healthy Behaviors That May Lower Colorectal Cancer Risk • Colon Cancer Test Story: Cologuard DNA Test. Medicare covers this new test but private insurers aren’t covering it yet.
Data	<ul style="list-style-type: none"> • Leading Causes of Morbidity and Mortality and Associated Behavior Risk and Protective Factors: United States, 2005-2013: Morbidity & Mortality Weekly Report (MMWR): offers data on life expectancy, common causes of deaths, and health behaviors. <ul style="list-style-type: none"> ○ CDC National Health Report: Tobacco & Obesity are the leading causes of death in US ○ Dashboards related to Cancer, Obesity, Tobacco Use, and Leading Causes of Death are provided
Environmental Carcinogens	<p>Radon</p> <ul style="list-style-type: none"> • SAVE THE DATE: Kentucky Radon Coalition Fall Conference: Sponsored by the Kentucky Association of Radon Professionals (KARP), hosted by the KY Radon Program & KY Cancer Consortium (KCC). This educational seminar will provide an overview on radon news, events, research, and future planning relative to radon education and policy in Kentucky and the nation. <ul style="list-style-type: none"> ○ Date/Time: Dec. 2nd; 11:45am-3:30pm EST ○ Location: KY Transportation Cabinet, 200 Mero St., Frankfort, KY 40601 ○ Lunch is provided so please RSVP by Nov. 24th; Contact Clay Hardwick at Clay.Hardwick@ky.gov to RSVP or for more information
Health Care	<ul style="list-style-type: none"> • HHS Secretary announces \$840 million initiative to improve patient care and lower costs. HHS encourages all interested clinicians to participate in this initiative, click here for more info. Funding will focus on: <ul style="list-style-type: none"> ○ Practice and Transformation Networks ○ Support and Alignment Networks • Association between Serious Psychological Distress (SPD) and Health Care Use and Expenditures by Cancer History: (American Cancer Society) Cancer survivors with SPD spend more on medical services each year, than those with SPD without cancer.

Health Communications	<ul style="list-style-type: none"> • Clear Communication Index: (CDC): Is an assessment tool to help enhance clarity and aid understanding of public health messages and materials. • Lung Cancer Awareness Social Media Toolkit (November 2014): Contains basic information about social media which includes info on: <ul style="list-style-type: none"> ○ Hootsuite: online platform that allows organizations to schedule Tweets and Facebook posts.
Health Literacy	<ul style="list-style-type: none"> • Researchers develop the first cancer health literacy tool
Hospice and Palliative Care	<p>November is National Hospice Month</p> <ul style="list-style-type: none"> • Hospice Outreach Tools • Consumer Guide to Hospice: Washington Post <ul style="list-style-type: none"> ○ Choosing a Hospice: Reviewing the Washington Post’s Consumer Guide to Hospice (Pallimed) • The Ethical Will, an Ancient Concept, Is Revamped for the Tech Age: Historically an oral tradition, ethical wills pass down life lessons and ethics to family survivors: our KCC partner, Turner West (Hospice of the Bluegrass) can provide more information @ oral recordings • Coalitions Tackling Pain Policy: C-Change. Click here, then “download” to view this archived webinar (need Windows Media Player) • Quality of U.S. Hospices varies, patients left in the dark • A Conversation with a Cancer Patient about Palliative Care • Early Palliative Care can cut Hospital Readmissions for Cancer Patients • Brittany Maynard, as promised, ends her life at 29 • Many Americans May Get Hospice Care Too Late
Leukemia/ Lymphoma	<ul style="list-style-type: none"> • Online Chats: Leukemia & Lymphoma Society (LLS) is providing weekly online chats for patients & caregivers. For more information on the topics covered in chats and registration, click here. • LLS has updated their factsheets on Peripheral T-Cell Lymphoma & Cutaneous T-Cell Lymphoma (Spanish publications are also available on their website)
Lung Cancer	<p>November is Lung Cancer Awareness Month- & there’s a lot happening!</p> <p>Events for Lung Cancer Awareness Month</p> <ul style="list-style-type: none"> • Nov. 11th, 6:30-8:30pm; Lexington, KY; Shine a Light on Lung Cancer • Nov. 12th, 11:00am; Frankfort; KY Formal Announcement of BMSF Lung Cancer Survivorship Grant; RSVP Jamie Studts if you plan to attend • Nov. 12th, 8:00-3:30pm; Ashland, KY: Oncology Update: Focus on Lung Cancer; RSVP by calling 606-833-3458 (see attached flyers) • Nov. 13th, 4-5:30pm; Lexington, KY; Smoke-Free KY Campaign Launch; Click here to register • Nov. 13th; 5-7:00pm; Paduah, KY; Shine a Light on Lung Cancer • Nov. 20th, 6-8:00pm; Harrodsburg, KY; Shine a Light on Lung Cancer

	<ul style="list-style-type: none"> • Nov. 20th, 6-8:00pm; Louisville, KY; Shine a Light on Lung Cancer • Nov. 21st, LUNG FORCE Expo; please see attached flyer- times vary for professionals vs. patients/caregivers; Lexington, KY; -\$75 fee for Professionals, \$10 for Patients & Caregivers; Contact Tami Cappelletti if you/your organization would like to have a table at this event <p>Lung Cancer News</p> <ul style="list-style-type: none"> • Lung Cancer Awareness Social Media Toolkit: Brought to you by the George Washington Cancer Institute • Anyone Can Get Lung Cancer But You Can Follow These Steps to Protect Your Lungs (American Lung Association) • 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 • The Invisible Disease from a Survivor's Standpoint: From our partners with Lung Cancer Alliance • HPV infection found to increase risk of lung cancer <p>Lung Cancer Screening</p> <ul style="list-style-type: none"> • Lung Cancer Screening Recommendations: U.S. Preventive Services Task Force (December 2013) • Merlene Davis: New Lung Cancer Screening is Good News, May Promote Survival Rates (Lexington Herald-Leader): Drs. Jennifer Redmond Knight & Tim Mullet were recently interviewed for this article (see attached article)
<p>Medicare</p>	<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
<p>Pancreatic Cancer</p>	<ul style="list-style-type: none"> • Pancreatic cancer blood test: scientists discover more potential markers • Factors contributing to pancreatic cancer identified
<p>Patient Navigation</p>	<ul style="list-style-type: none"> • FOLLOW-UP: Kentucky Cancer Patient Navigators' Fall Forum 2014: Thanks to everyone who attended the forum for your participation! There was definitely a lot of networking going on! Katie and Jessica are organizing all the helpful information and presentations from the forum-we'll send an email to let everyone know when the information is posted on the KCC website so you can further share with your partners.

	<ul style="list-style-type: none"> • Core Competencies for Non-Clinically Licensed Patient Navigators: From the George Washington University (GW) Cancer Institute
Policy	<ul style="list-style-type: none"> • WEBINAR: Moving from Programs to Policy, Systems, and Environmental Change <ul style="list-style-type: none"> ○ Date/Time: Nov. 12th, 1:00-2:15pm ○ Registration Link
Prevention	<ul style="list-style-type: none"> • Google is developing cancer and heart attack detector • Small Steps/Big Difference Infographic • Future Health of Our Nation Infographic: By 2030, cancer may overtake heart disease as the #1 cause of death. • “Purpose in Life” a Boon to Your Health: Study found those who felt their life had meaning were more likely to get screening tests such as colonoscopies, mammograms
Prostate Cancer	<ul style="list-style-type: none"> • Finally: A Missing Link Between Vitamin D and Prostate Cancer • Updated guideline recommends not using PSA test for prostate cancer • Most Internet Sources on Prostate Cancer Disagree with Expert Panel’s Recommendation <ul style="list-style-type: none"> ○ Prostate Cancer Screening Recommendation: U.S. Preventive Services Task Force (May 2012) • New hope for potential prostate cancer patients
Skin Cancer	<ul style="list-style-type: none"> • Why Hugh Jackman Wants You to Wear Sunscreen
Survivorship	<ul style="list-style-type: none"> • WEBINAR: Implementing Survivor Care Plans in CoC-accredited Cancer Programs: Hosted by the American Cancer Society <ul style="list-style-type: none"> ○ Date/Time: Nov. 11th, 1-2:30pm EST ○ For more information, click here ○ To register, click here • 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) & Other Information</p> <ul style="list-style-type: none"> • California’s Tobacco Control Efforts Losing Steam, finds report • 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 • Latino College Health Initiative: Legacy • National Experts Outline Next Steps in “Making Tobacco History” <p>Smoke-Free/Smoke-Free Policy</p>

- **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](#)
- [Cigarette-Maker Reynolds American to Ban Smoking at Work:](#) Effective January 2015, workers will have to go outside or use a specially equipped smoking room; e-cigarettes and smokeless tobacco are allowed.
- [The Company that Banned Its Own Product](#)
- [Secondhand Smoke Can Cause Weight Gain](#)

E-cigarettes

- Thanks to **Amy Jeffers** of the Pathways Regional Prevention Center, KY Tobacco Prevention Enhancement Site (PES) for this notice that we wanted to share about the dangers of **NICOTINE**:
 - **It's ADDICTIVE:** Nicotine is one of the hardest addictions to break & more addictive than heroin and cocaine
 - **It's TOXIC:** Liquid nicotine found in e-cigarettes is highly concentrated; ingestion or skin contact is very dangerous
 - **It's found in e-cigarette AEROSOL:** along with other ultrafine particles and low levels of toxins that cause cancer & exacerbate respiratory issues
 - For more information, contact [Amy](#) to be added to her email newsletter
- **Tools to help you educate others about the dangers of e-cigarettes** (provided by Dr. Ellen Hahn with UK's KY Center for Smoke-Free Policy & Amy Jeffers, Pathways):
 - [5 Reasons to include E-Cigarettes in Smoke-free Laws](#)
 - [10 Reasons Not to Allow E-Cigarette Use Inside Your Business](#)
 - [Top 10 Reasons Not to Allow E-Cigarette Use Inside Your Business \(Push Card\)](#)
 - [E-Cigarettes and Comprehensive Smoke-free Policies](#)
 - [E-Cigarettes: What Health Professionals Need to Know](#)
 - [Top 10 Things Parents Need to Know About E-Cigarettes](#)
 - **Top 5 Reasons Why E-Cigarettes are the Next Big Lie: For Youth** (see attached flyer)
- **WEBINAR: [E-Cigarettes](#)—The Controversy: Insights & Information for Employers:** Hosted by the American Cancer Society & Alere Health, webinar will provide information to employers who are struggling to create policies about **e-cigarettes** in their workplace.
 - **Date/Time:** Nov. 6th; 1:00-2:00pm EST
 - [Click here to register](#)

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.
- **SELF-STUDY WEBINAR: Treating Tobacco Use and Dependence in Kentucky Hospitals- 2nd edition:** Presented in partnership by the Kentucky Cancer Program (KCP)-Uni. Of Louisville, KY Dept. for Public Health, Tobacco Prevention & Cessation Program, & KY Hospital Association (see attached flyers)
 - **For PHYSICIANS:**
 - **Physician Credit:** 2.0 AMA PRA Category 1 Credits (**FREE CME**)
 - To register for first time users, [click here](#) or call KCP at 502-852-6318
 - **For NURSES:**
 - **Nursing Credit:** 2.4 continuing education credits (**FREE CEU**)
 - To register for first time users, [click here](#) or call KCP at 502-852-6318

Tobacco Grant(s)/Funding Opportunities

- **Grant Opportunity for 100% smoke-free or tobacco-free campus policies**
 - **Eligible organizations:** Community Colleges—**Deadline Extended: Nov. 13th**
 - **Amount:** Up to \$5,000
 - **Funding organization:** Legacy
 - For more info, [click here](#)

Tobacco Data

- **Healthy People 2020 Data: Tobacco Use:** Good information on overall data.
 - The rate of adults with less than a HS education for cigarette smoking was ~4.5X the rate for adults with an advanced degree.

	<ul style="list-style-type: none"> • What to know Your County's Tobacco & related cancer data? Check out Sorting Through the Smoke website.
Treatment	<ul style="list-style-type: none"> • Putting Cancer 'In Check' Through Immunotherapy: Sponsored by Norton Cancer Institute & the Gail Klein Garlove Family; Objectives include identifying novel strategies being used to manipulate the immune system of cancer patients and explaining anti-tumor immunity. <ul style="list-style-type: none"> ○ Date/Time: Nov. 5th; 5:30pm (Registration), 6:30 (Welcome & Program); RSVP by calling 502-629-1234, option 2 ○ Location: The Olmsted; 3701 Frankfort Ave., Louisville, KY ○ FREE CEUs (1.5 Hours): Physicians & Nurses; contact Karen Busse at 502-629-8574 or Karen.busse@nortonhealthcare.org for more information
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 • WEBINAR: Integrated Safety and Health for Small Businesses <ul style="list-style-type: none"> ○ Date/Time: Nov. 14th, 12:00-1:30pm ○ Focus: Quality of life & health in relation to employment status ○ Click here to register
Events	<p>Events in Lexington</p> <ul style="list-style-type: none"> • LEXINGTON: Free Mammography Screening & health education: Hosted by KY Cancer Link & UK's Markey Cancer Center 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 their upcoming events in addition to their regularly scheduled support groups and activities (see attached flyer or click on Gilda's Club): • 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
- **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
- **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@jfclsouville.org