

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **November 13, 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
Affordable Care Act Implementation	<ul style="list-style-type: none"> • Kentucky Health Exchange Enrollment Tops 40,000 • HHS awards Affordable Care Act funds to expand access to care: Funding supports new primary care sites in 236 communities. Kentucky received 5 awards totaling \$2,500,001 to serve a proposed additional 18,549 patients in the following five locations: Burkesville, Gray, Providence, Beattyville and Hopkinsville, KY.
Breast Cancer	<ul style="list-style-type: none"> • 'One-Stop' Radiation Treatment Might Offer Breast Cancer Care Alternative. Study patients received radiation during surgery rather than after. • Poorer Women Delay Examination of Breast Lumps, Study Suggests. Expert says reducing co-pays and doctor's office parking costs might result in more timely evaluation.
Childhood Cancer	<ul style="list-style-type: none"> • Despite Major Progress, Some Childhood Cancers Are Still Killers. Better funding is vital to improve treatments, experts say.
Commission on Cancer Accreditation	<ul style="list-style-type: none"> • The Commission on Cancer (CoC) of the American College of Surgeons (ACoS) has granted a Three-Year Accreditation with Commendation to the cancer program at Frankfort Regional Medical Center. Congratulations FRMC! • From the American College of Surgeons: Accreditation 101: Learning the Basics of CoC Accreditation and Standards Are you a new staff member just learning the ropes of Commission on Cancer (CoC) accreditation? Is your cancer program considering CoC accreditation and you want to learn about the CoC Standards? Consider attending “Accreditation 101: Learning the Basics of CoC Accreditation and Standards” in Austin, Texas on Feb. 28, 2014. This is the only program developed and taught by CoC surveyors and staff that reviews the CoC Standards, provides practical information on how to achieve compliance, and discusses the important role you and your cancer team play throughout the continuum of cancer care. For additional information go to www.facs.org/cancer.
Data	<ul style="list-style-type: none"> • The Behavioral Risk Factor Surveillance System (BRFSS) program has recently uploaded the 2013 BRFSS ADD profile on the KY CHFS website. It consists of data stratified by Area Development Districts (ADD). Cancer specific rates in each Profile include: CRC screening, prostate screening, tobacco use, mammogram, and pap test. Please pass this information to partners who use BRFSS 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.
Financial	<ul style="list-style-type: none"> • The American Medical Association panel that plays a key role in setting payment rates for physicians has voted to make public more of its deliberations and is revamping some of the methods it uses for determining the values of services. • What makes U.S. health care so overpriced?
General	<ul style="list-style-type: none"> • REMINDER: WEBINAR: Please join C-Change November 21, 3:30pm - 4:30pm EST for a webinar on The Institute of Medicine's (IOM) new report: Delivering High-Quality Cancer Care: Charting a New Course for a System in Crisis. IOM Committee Chair Dr. Patricia Ganz along with IOM Staff Expert Laura Levit, will share the findings and recommendations of this report to begin a dialogue on the implications for cancer care. Register now. IOM produced video to accompany this report. Access the video here. Download the report here: “Delivering High-Quality Cancer Care: Charting a New Course for a System in Crisis”.
Health IT	<ul style="list-style-type: none"> • Digital health tools likely to decrease visits to the doctor
Hospice	<ul style="list-style-type: none"> • WEBINAR: End of Life Decisions: A Community Approach to Hospice and Palliative Care within Care Transitions, November 20, 2013, 3:00 to 4:00 p.m. EST. Will discuss how to incorporate end-of-life care into care integrations; how to engage family and caregivers in this process; help providers communicate with family and caregivers to discuss end-of-life processes Speakers: Beverly Walton, Executive Director, Community Patient Safety Coalition (CPSC) of Southwestern Indiana/Kentucky, Inc.; Salli Whisman, Senior Hospice Medical Director, and Turner West, Director of Education and Community Programs, Hospice of the Bluegrass. Call-in #: 866-901-2585. Webinar webpage: https://qualitynet.webex.com Enter the password: post
Lung Cancer	<ul style="list-style-type: none"> • The Kentucky Cancer Program and their District Cancer Councils are in the midst of hosting community forums across the state to discuss new lung cancer screening guidelines proposed by the USPSTF. Panel members discuss lung cancer incidence and mortality data, lung cancer screening guidelines and services, insurance coverage and costs of screening, impact of the Affordable Care Act on lung cancer screening and tobacco cessation resources. Forums include a light lunch. For details on times and locations of the remaining forums listed below, contact KCP staff: <ul style="list-style-type: none"> ○ 11/18: London, Mindy Rogers at mrogers@kcp.uky.edu ○ 11/19: Louisville, Pam Temple-Jennings at pam.templejennings@louisville.edu ○ 12/2: Pikeville, Becky Simpson at rssimp2@uky.edu ○ 12/4: Ashland, Becky Simpson at rssimp2@uky.edu ○ 12/5: Madisonville, Joan Lang at Joanlang.kcp@att.net ○ 12/6: Paducah, Jamie Smith at jamiesmith@vci.net ○ 1/8/14: Elizabethtown, Suzanne Gude at s.gude@louisville.edu

	<ul style="list-style-type: none"> ○ 1/14, TBA: Lexington, Tonya Pauley at tonya@kcp.uky.edu ● Lung cancer research should be higher on the funding list (Lexington Herald-Leader column) ● Lung Cancer Awareness Month in November: KY Center for Smoke-free Policy encourages local health departments and other health organizations and coalitions to capture and share stories about the dangers of secondhand smoke and the benefits of smoke-free policy. Lung Cancer Awareness Month may be a particularly effective time to initiate an educational campaign that blends low-cost and free smoke-free media. For free smoke-free related print ad templates, see KCSP's Smoke-free Print Media Resource. For more suggestions on effective ways to increase awareness and prevention of lung cancer in your community, visit the Lung Cancer Alliance, the National Lung Cancer Partnership, and the American Lung Association websites.
Ovarian Cancer	<ul style="list-style-type: none"> ● No Advantage With Asymptomatic Screening for Ovarian Cancer
Palliative Care	<ul style="list-style-type: none"> ● WEBINAR: The *New* National Palliative Care Registry™: Making the Data Work for you, Thursday, December 5, 2013, 1:30 - 2:30 PM EST. Register Now! Speaker: Rachel Augustin, MPH, Director of Research, Center to Advance Palliative Care, New York, NY. In 2009, CAPC launched the National Palliative Care Registry to promote standardization and quality in the nation's palliative care programs. This presentation will provide you with a tour of new Registry features and capabilities, discuss how to collect reliable metrics for submission to the Registry, and discuss the results of the DY 2011 National Report. ●
Patient Navigation	<ul style="list-style-type: none"> ● There has been some confusion on the part of both the public and providers as to the “difference” between community health workers and patient navigators. Last week the CDC created a summary of state community health worker laws that may be helpful to cancer programs and coalitions interested in working on community health worker policy initiatives. You may also be interested in the Association of State and Territorial Health Officials (ASTHO) 2012 brief entitled “Improving Cancer Prevention and Control: How State Health Agencies Can Support Patient Navigators and Community Health Workers”.
Policy	<ul style="list-style-type: none"> ● REMINDER: WEBINAR: “Advocacy and Lobbying Rules for Nonprofits”, Wednesday, December 4th, 3pm EST. In this one-hour webinar, hosted by the Foundation for a Healthy KY, an Alliance for Justice attorney will explain where lobbying fits into the broad concept of “advocacy;” how the IRS rules permit, but limit, the amount of lobbying a 501(c)(3) organization can do; and what exactly is and isn’t lobbying. The webinar will also discuss lobbying restrictions for nonprofits that receive federal funds. Alliance for Justice helps nonprofits and foundations navigate the rules and regulations around advocacy, and better understand what’s possible through advocacy, an important tool to further support the communities that nonprofits serve. Register now.

<p>Prevention, Genetics, Causes</p>	<ul style="list-style-type: none"> • CONFERENCE: Growing Healthy Kids in Kentucky Year 12 -- Weight of Kentucky Children: Accelerating Progress in Obesity Prevention. Thursday, November 21, 2013. Loucon Training & Retreat Center, Leitchfield, KY. Register Now! • Prevention Programs For People Without Insurance Still Play Key Role
<p>Smoke-free</p>	<ul style="list-style-type: none"> • Ky. Voices: Smoke-free laws build groundwork to battle lung cancer • SAVE THE DATE: Smoke-Free Kentucky Day at the Capitol, Wednesday, February 12th, 10am – 2pm, Kentucky State Capitol, Annex Room 111. Join us as we head to the State Capitol to educate legislators about smoke-free policies. Please register now and watch your inbox for details. • ANR Releases Update of Smoke-free Maps and Listings: Americans for Nonsmokers' Rights (ANR) has released its most recent quarterly update of smoke-free maps and listings. These maps and listings show which municipalities and states in the U.S. have adopted smoke-free policies. A total of 593 municipalities in the U.S. now have a comprehensive smoke-free ordinance in effect, along with 24 states, Washington D.C., Puerto Rico, and the U.S. Virgin Islands. These strong laws currently protect 49.1% of the U.S. population. ANR now also has a listing of smoke-free laws that include e-cigarettes. For more information, visit ANR's maps and listings website. Visit KY Center for Smoke-free Policy's webpage for the most updated map and listing (as of October 1, 2013) of KY's smoke-free ordinances. • From Smoke-Free Kentucky: Did you ever stop to think that many of the workers not covered by smoke-free laws in Kentucky are pregnant women? Our partners at Kentucky Youth Advocates are getting ready to release a report that will explore smoking during pregnancy and pregnant women's exposure to secondhand smoke. The data is strong, but we would like to help them put a face on the story that the data tells. Do you know someone who is/was pregnant and regularly exposed to secondhand smoke? Please have them email mkalra@kyyouth.org or call 502-895-8167 x114 to share their story. We want to make this as easy as possible, and we will protect their identity if there are concerns of repercussions from an employer. • JOURNAL ARTICLE: "The effectiveness of cigarette price and smoke-free homes on low-income smokers in the United States". American Journal of Public Health, 2013 Dec. 103(12):2276-83. Key findings: Higher cigarette prices were associated with lower consumption in both the low- and high-income populations. They also found that while low-income subjects were less likely to adopt smoke-free homes, those who did were more likely to quit smoking and sustain cessation.
<p>Tobacco Control</p>	<ul style="list-style-type: none"> • MMWR Surveillance Summaries: Volume 62, No. SS-6. Trends in Smoking Before, During, and After Pregnancy — Pregnancy Risk Assessment Monitoring System (PRAMS). This report provides data on trends in smoking among women before, during, and after pregnancy from 40 sites during 2000–2010. • CDC: Makers of e-cigarettes, little cigars target kids • The California Tobacco Control Program's "Lost Moments" media campaign shows what the tobacco industry takes away. These ads were developed from actual home video footage

that was uploaded to YouTube. With the consent of the family, the CA Tobacco Control Program was able to turn these simple, memorable and emotional life moments into new anti-tobacco messages. The concepts tested well with the General Market as the home footage video is able to quickly cut through the daily advertising clutter and the selected life moments are emotional and relatable. The ad creators are hopeful the PSAs give people pause for thought about what the tobacco industry takes away from them. **Watch the ads on the [TobaccoFreeCA YouTube channel](#)**, or find out more at www.tobaccofreeca.com.

- **Student Taking Charge Grant:** Attached is an application for a mini-grant for youth groups to **receive money to pass or implement a 100% Tobacco Free School Policy**. There will be 10 grants for \$1000 each. The grant **deadline is November 22nd**. For more information contact: ElizabethA.Hoagland@ky.gov

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.
- **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!**
-
- **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!
- **GEORGETOWN:** Free **Cooper Clayton Method to Stop Smoking Facilitator Training** will be held on **Wednesday, December 11, 2013, from 8:30 AM – 3:30 PM EST** at Scott County Health Department in Georgetown. Dr. Cooper and Clayton will lead the training. [Fill out the registration form](#). Questions? Call Carolyn Gyurik with the Kentucky Cancer Program, at (606) 784-6458.

