

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **November 18, 2015** 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 Katie Bathje at katie@kycancerc.org

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
Breast	<ul style="list-style-type: none"> • Tumor Test Helps Tailor Breast Cancer Treatments
Cancer Control	<ul style="list-style-type: none"> • Found too late: Cancer preys on rural Americans • REMINDER: The Kentucky Cancer Program (KCP) is hosting District Cancer Council (DCC) meetings across the state in November and December. This year’s forums will include discussions on: the KCP Pathfinder and other resources; Community partner cancer control highlights; KY LEADS Collaborative; Youth smoking prevention, and more. Explore the schedule and contact your regional cancer control specialist to reserve your spot!
Cervical Cancer	<ul style="list-style-type: none"> • The GW Cancer Institute has released a Cervical Cancer Awareness Social Media Toolkit for January 2016, featuring messages designed to increase knowledge and awareness and prompt the public to talk to their health care providers about their risk and prevention strategies.
Childhood Cancers	<ul style="list-style-type: none"> • Childhood Cancer Tied to Raised Risk for Other Ills in Adult Life: Study found upped odds for diabetes, autoimmune disorders decades later
Colon Cancer	<ul style="list-style-type: none"> • Disparities in Colorectal Cancer Death Rates Take a Large Economic Toll: Preventable deaths account for \$6.4 billion in lost productivity • JOURNAL ARTICLE: Public Health Impact of Achieving 80% Colorectal Cancer Screening Rates in the United States by 2018 • WEBINAR by the National Colorectal Cancer Roundtable (NCCRT): NCCRT 80% by 2018 “mini webinar” on Thursday, December 10th, 2:00pm EST – New York Citywide Colon Cancer Control Coalition (‘C5’) Lessons Learned.
Communication	<ul style="list-style-type: none"> • WEBINAR: “Communication in Cancer Care,” Tuesday, November 24, 2015 2 PM – 3 PM EST, hosted by the GW Cancer Institute. Elizabeth Hoffler, MSW, will present on the importance of communication in cancer care, particularly as it relates to the unique role that patient navigators, social workers and other helping professionals play in ensuring open, honest and straightforward communication with patients. Register today!
Community Health	<ul style="list-style-type: none"> • Community health improvement (CHI) is a process to identify and address the health needs of communities. Because working together has a greater impact on health and economic vitality than working alone, CHI brings together health care, public health, and

	<p>other stakeholders to consider high-priority actions to improve community health. The CDC Community Health Improvement Navigator (CHI Navigator) is a website for people who lead or participate in CHI work within hospitals and health systems, public health agencies, and other community organizations. It is a one-stop-shop that offers community stakeholders expert-vetted tools and resources</p>
Complementary and Integrative Health	<ul style="list-style-type: none"> • Americans who practice Yoga report better wellness, health behaviors. Analysis reveals reasons for use of yoga, supplements, and spinal manipulation.
Costs	<ul style="list-style-type: none"> • Pfizer doubling patient income limit for free drug program
Data	<ul style="list-style-type: none"> • Why is there so much difference in the health of residents in one county compared to other counties in the same state? The recently released State Health Gaps Report, from the RWJF County Health Rankings & Roadmaps program, explores how wide gaps are throughout each state and what is driving those differences. This information can help state leaders as they identify ways for everyone to have a fair chance to lead the healthiest life possible. • Komen Lexington has completed their 2015 community needs assessment, conducted to guide develop of priorities and work more effectively within the community. The needs assessment includes an overview of demographic and breast cancer statistics that highlight target areas, groups or issues, and is used to make informed decisions on how the Affiliate can use its resources to make the greatest impact on breast cancer in the area through the awarding of local grants for education, screening and treatment programs.
Environmental Carcinogens	<ul style="list-style-type: none"> • Radon causes 21,000 lung cancer deaths every year, even though we know how to find, fix and prevent it. On November 10th, the EPA and Partners Announced the release of a National Plan to Prevent Lung Cancer Deaths Due to Radon Exposure. Download the plan here.
Employment Issues	<ul style="list-style-type: none"> • WEBINAR for healthcare professionals: “Health Insurance Options”, Thursday, November 12, 2015 - 12 PM ET. Webinar will provide information about existing health insurance options as well as the changes in healthcare brought about by the Patient Protection and Affordable Care Act (ACA), including new consumer protections and coverage options, and how this might affect cancer patients. We will also discuss where states are with regard to implementing various provisions of the ACA and potential areas where advocates can weigh in with decision-makers in their states. Hosted by Cancer and Careers. • WEBINAR for employers: Cancer in the Workplace: Supporting Treatment for Positive Employee & Employer Results. November 30, 2015 at 11:00am EST hosted by the Integrated Benefits Institute. Register here.
Epidemiology	<ul style="list-style-type: none"> • ActivEpi Web is a multimedia electronic textbook that provides an interactive resource to learn the fundamentals of epidemiology, and is now available on-line at no cost. Whether you’re looking to review concepts and methods, or just beginning to learn epidemiology, ActiveEpi includes 15 lessons with narrated instructional expositions that

	<p>use video and animation; interactive study questions and quizzes; and homework exercises.</p>
Head and Neck Cancers	<ul style="list-style-type: none"> • Head, Neck Cancer Patients May Be at Higher Risk for Suicide: Study. Dependence on breathing tubes, feeding tubes might play a part in despair, researcher says.
Health Equity	<ul style="list-style-type: none"> • Race Gap in Life Expectancy Is Narrowing: U.S. Study -- Difference is now less than four years, down from six in 1999. • Social Determinants of Health (SDOH) website: Visit the new website to find CDC resources for SDOH data, tools for action, programs, and policies.
Kidney Cancer	<ul style="list-style-type: none"> • Barbecued, Pan-Fried Meat May Boost Kidney Cancer Risk. High-heat cooking methods implicated in new study. • Kidney Woes Tied to Raised Cancer Risk, Study Finds: Dialysis, organ transplant may boost odds for certain types of cancer.
Lung Cancer	<ul style="list-style-type: none"> • High-Risk Lung Cancer Patients May Benefit From Surgery: Study showed procedure can be an option for people with early stage disease. • Receiving Curative Lung Cancer Surgery Varies by State • REMINDER: November is Lung Cancer Awareness Month: Is your organization looking for ways to promote lung cancer awareness but don't know where to start? Utilize the GW Cancer Institute's Lung Cancer Social Media Toolkit, featuring messages designed to increase knowledge and awareness and prompt the public to talk to their health care providers about their risk and prevention strategies. • REMINDER: The Lung Cancer Alliance is hosting multiple "Shine a Light on Lung Cancer" events across Kentucky throughout the month in Ashland, Hazard, Lexington, Louisville, Paducah and Somerset. Shine a Light, founded by a lung cancer survivor and caregiver is the largest coordinated awareness event for lung cancer in the United States. Find out where and when you can join an event!
Obesity, Nutrition and Physical Activity	<ul style="list-style-type: none"> • Adult Obesity Still Growing in U.S., Youth Rates Hold Steady: CDC. Expert says stabilization isn't good enough because still high rates of preventable chronic disease. • The Childhood Obesity Intervention Cost Effectiveness Study (CHOICES) team at the Harvard Prevention Research Center has released a new study highlighting the importance of prioritizing primary prevention for policy makers aiming to reduce childhood obesity. • WEBINAR: Health People 2020 "Who's Leading the Leading Health Indicators? Nutrition, Physical Activity, and Obesity." TOMORROW - November 19, 2015, 12 – 1pm ET. Join us to learn more about the King County, WA Communities Putting Prevention to Work Initiative, which focuses on implementing PSE and infrastructure changes to address obesity by promoting healthy eating and active living (HEAL). Register Now.

Pharmaceutical	<ul style="list-style-type: none"> • Leading Doctors' Group Wants to Ban Prescription Drug Ads: Barrage of consumer-directed advertising drives up health costs, American Medical Association says
Policy	<ul style="list-style-type: none"> • Health in All Policies (HiAP) Resource Center: The new website is a one-stop-shop that provides practical resources and tools for collaboration across sectors to achieve policies that improve community health.
Prostate Cancer	<ul style="list-style-type: none"> • Prostate Cancer Screening, Detection Both Down in U.S., Studies Say. But whether that's good or bad isn't yet clear.
Providers	<ul style="list-style-type: none"> • Aetna, OHC Form Oncology Medical Home in Cincinnati and Northern Kentucky
Research	<ul style="list-style-type: none"> • The U.S. Preventive Services Task Force (USPSTF) has released its “Fifth Annual Report to Congress on High-Priority Evidence Gaps for Clinical Preventive Services.” In this report, USPSTF has prioritized evidence gaps related to women’s health. Research in these areas would generate much needed evidence for important new recommendations to improve the health and health care of women in the US. Please click here to read the complete USPSTF report. • CDC’s Prevention Research Centers (PRC) Program is pleased to announce the launch of the new and improved PRC website. The new site offers quick and easy ways to access information about PRC core research and special interests projects for all viewers.
Survivorship	<ul style="list-style-type: none"> • CDC’s Division of Cancer Prevention and Control sponsored a special supplement in the <i>American Journal of Preventive Medicine</i> entitled, Addressing Cancer Survivorship Through Public Health Research, Surveillance, and Programs. This collection of articles adds to the existing cancer survivorship literature by offering new research findings, information on surveillance and programmatic activities, and an overview of other work conducted by CDC and its partners over the past decade to identify and address the needs of cancer survivors.
Tobacco Control	<p>Tobacco Control</p> <ul style="list-style-type: none"> • U.S. Adult Smoking Rate Falls to New Low: CDC says less than 17 percent are lighting up, but big gap remains between well-off and poor • New tobacco pouch from Swedish Match is first to go through FDA review <p>Smoke-free</p>

- [Public Housing Nationwide May Be Subject to Smoking Ban](#)
- **RESOURCE REMINDER:** What do you say to policymakers and community advocates who may be willing to compromise on a smoke-free law, hoping for a legislative ‘win?’ Take a look at the [Kentucky Center for Smoke-free Policy’s](#) new [fact sheet](#) for talking points on what makes an effective smoke-free law and the dangers of not protecting everyone.

E-Cigarettes

- [E-Cigarette Sales Rapidly Lose Steam](#): Customer dissatisfaction, inventory backlogs, state laws and safety issues are curbing revenue growth
- **FACTSHEET:** [Five Reasons to Include E-cigarettes in Smoke-free Laws](#)

Tobacco Cessation

- Tobacco use remains the single largest preventable cause of disease and premature death in the United States. Every year, the [American Cancer Society](#) sets aside the third Thursday in November to encourage smokers to finally give up smoking. **The “Great American Smokeout” is TOMORROW, November 19th.** [Use these tools and resources](#) to share about the GASO throughout the day tomorrow via your social media network.
- [MMWR- Morbidity and Mortality Weekly Report for November 12, 2015: Current Cigarette Smoking Among Adults — United States, 2005–2014:](#)
 - *“There is a need to fully implement proven population-based interventions to successfully reduce smoking. A combination of tobacco price increases, comprehensive smoke-free laws, high impact media campaigns, and easy access to quitting assistance are critical to reducing cigarette smoking and smoking-related disease and death.”*
- [Study found smokers can get angry, defensive when public health programs stigmatize tobacco use](#)
- **REMINDER: Freedom from Smoking Trainings** scheduled for 2/17/15 in Bowling Green. American Lung Association’s Tami Cappelletti will offer more Freedom From Smoking facilitator classes beginning January 2016. Training and materials are discounted to \$100.00 per facilitator if you are able to provide: a room, AV equipment, breakfast and lunch and 8 trainees. Scholarships may be available. Contact Bobbye Gray at bobbye.gray@ky.gov or 502-564-9358 ext. 4017.

Events

Events in Lexington

- **AMERICAN CANCER SOCIETY All In to End Cancer Casino Night** at the Livery in Lexington this **Friday, 11/20/15**. Join us for an unforgettable evening of casino games featuring celebrity dealers, popular eats and libations, live music, a silent auction, and more! For more information, visit allintoendcancer.org or call 859-260-8350.

- The [LUNG FORCE Expo, December 4, 2015](#) at Embassy Suites Lexington, is a program designed for patients, caregivers and healthcare providers to learn more about the latest trends, resources and research surrounding lung cancer, COPD and asthma.
- **SAVE THE DATE:** Kentucky Center for Smoke-Free Policy's 2016 Spring Conference: Mobilizing an Army of Smoke-free Advocates; **Thursday April 28, 2016** in Lexington, KY. Keynote speaker: Stanton Glantz, PhD, Professor of Medicine at the University of California, San Francisco. Dr. Glantz is known worldwide for his work in tobacco control.

Events in Louisville

- **Freedom From Smoking facilitator training** scheduled for Bowling Green: **February 17, 2016 in Bowling Green**, contact Tami Cappelletti for more information. The facilitator training and materials is \$100.00 per facilitator. For more information contact Tami Cappelletti with the American Lung Association at (502) 363-2652 or toll free at (877) 893-5864 or email at tami.cappelletti@lung.org .
- **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 (click on [Gilda's Club](#)).

Events of Interest (in chronological order)

- [Cancer Survivorship Symposium: Advancing Care and Research – A Primary Care and Oncology Collaboration. January 15-16, 2016](#) at the San Francisco Marriott Marquis in San Francisco. Hotel Reservation and Early Registration Rate Deadline: Wednesday, December 9, 2015 at 11:59 PM (EST). Conference is a unique collaboration among the American Academy of Family Physicians, the American College of Physicians, and the American Society of Clinical Oncology to provide information about survivorship issues that both primary care physicians and oncologists are faced with throughout the cancer care continuum.
- The Prevent Cancer Foundation [2016 Dialogue for Action Conference](#) will be **April 6-8, 2016 in Baltimore, MD**. The DFA is an annual national conference that convenes a diversity of stakeholders committed to realizing the lifesaving potential of cancer screening for all communities. The Dialogue emphasizes evidence-based cancer screening according to guidelines.
- [Kentucky Conference on Health Communication: Building a Culture of Health on April 14-16, 2016](#), at the Hyatt Regency in Lexington, KY.