

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **November 19, 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
<p>Affordable Care Act (ACA) Implementation</p>	<ul style="list-style-type: none"> • Help Kentuckians get ready for 2015 Coverage--KYNECT: <ul style="list-style-type: none"> • "New" to insurance through KYNECT?: Open enrollment starts November 15th-February 15th. Coverage can start as soon as January 1st if signed up by December 15th. <ul style="list-style-type: none"> ○ Click here to find someone to talk to in your local area about insurance coverage. ○ How the Affordable Care Act Helps People with Disabilities: YouTube Sign Language & English speaking Video • Already insured through KYNECT but have had a “life event”?: If you have a qualifying life event (QLE), you can change your enrollment. 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. <ul style="list-style-type: none"> ○ Examples of QLEs include: a change in family status (birth of a child, marriage/divorce, etc.), change in employment status (change to part-time, receive a raise, etc.), or you or family member lose coverage, etc. ○ Important Phone Numbers <ul style="list-style-type: none"> ▪ KYNECT’s Customer Service: 1-855-4kynect (459-6328); Spanish translators available ▪ TTY: 1-855-326-4654 ▪ Department for Community-Based Services (DCBS- offices where applications are taken in person): 1-855-306-8959 ▪ KYNECT’s Mailing Address: KYNECT 8 Mill Creek Park Frankfort, KY 40601 ▪ Ombudsman’s Office (questions related to Medicaid): 1-877-807-4027 ▪ Kentucky Children’s Health Insurance Program (KCHIP): 1-877-524-4718 ▪ Medicare: 1-800-633-4227 ▪ Social Security Administration: 1-800-772-1213 • KYNECT 2015 Open Enrollment Process: Provides a timeline of enrollment and other helpful information.

	<ul style="list-style-type: none"> • State Refor(u)m: An Online Network for Health Reform Implementation: provides information & resources for all states (including KY) regarding ACA and open enrollment. • What Worked and What's Next? Strategies in Four States Leading ACA Enrollment Efforts (Kaiser Commission): Kentucky's State-Based Marketplace is highlighted. • Boosting Enrollment: Lessons Learned from 2013-2014: Kentucky again is highlighted for their work. <p>WEBINAR: Medicaid Expansion-New Opportunities for Public Health: This webinar will look at how states are implementing it, who is enrolling and how to reach this new population with health messages including tobacco cessation.</p> <ul style="list-style-type: none"> ○ Date/Time: Wednesday, Dec. 10th; 3:00pm EST ○ Click here to register & for more information
Breast Cancer	<ul style="list-style-type: none"> • Meditation, group support linked to cellular benefits for breast cancer survivors
Caregiving	<ul style="list-style-type: none"> • Seeing the 'Invisible Patient'
Cervical Cancer & HPV vaccinations	<ul style="list-style-type: none"> • Cervical Cancer is PREVENTABLE yet millions of US women are not getting screened. Check out the latest info from CDC here: <ul style="list-style-type: none"> ○ Vital Signs: Cervical Cancer Incidence, Mortality, and Screening-United States, 2007-2012 (MMWR) ○ Vital Signs on Cervical Cancer (In Spanish, click here) ○ Fact Sheet (In Spanish, click here) ○ Infographic ○ Cervical Cancer Social Media • One in 10 Women Miss Cervical Cancer Screening • HPV Vaccine Uptake Among Girls is Lowest in States With Highest Rates of Cervical Cancer <ul style="list-style-type: none"> ○ According to State Cancer Profiles, KY ties for 9th in the nation for cervical cancer incidence (new cancer cases) rates in 2011 • Preteen and Teen Vaccines (CDC): Includes recommended vaccine schedule (Spanish version also available) <ul style="list-style-type: none"> ○ HPV Vaccine for Boys and Girls Fact Sheet • Study shows men can get oral HPV Infection From Women: Virus could put them at raised risk for throat cancers, researchers say
Colon Cancer	<ul style="list-style-type: none"> • JOURNAL ARTICLE: Promotion and Provision of Colorectal Cancer Screening: A Comparison of Colorectal Cancer Control Program Grantees and Nongrantees, 2011-2012 • Young patients with Newly Diagnosed Colorectal Cancer Anticipated to Nearly Double by 2030: Authors point to lifestyle and behavioral factors but exact causes of predicted increases are not known. • The Burden of Colon Cancer Shifts from Rich to Poor: Death rates due to colorectal cancer were shown to be highest for those that held a high diploma or less, examining the national data.

	<ul style="list-style-type: none"> ○ In Kentucky, we see this relationship holds true: Those with the least education, are also the least likely to receive a colon cancer screening. Click here to see the latest version of the “Colorectal Cancer in Kentucky-A Snapshot”. ○ Half of Premature Colorectal Cancer Deaths due to Socioeconomic Inequality
Community Health Workers	<ul style="list-style-type: none"> ● SAVE THE DATE: Community Health Workers-Public Health Bridging the Gap with nationally noted speaker, Carl Rush (see attached flyer): sponsored by the Montgomery County Health Department <ul style="list-style-type: none"> ○ Date/Time: Dec. 8th, 9:00am-4:30pm EST ○ Location: Clay Community Center, 3400 Indian Mound Dr., Mount Sterling, KY 40353 ○ Lunch is provided so please RSVP by Nov. 25th; call Lana Sanders at 859-497-2413 or by email at mailto:lana.sanders@ky.gov
Data	<ul style="list-style-type: none"> ● The ‘incredible possibilities’ of big data
Environmental Carcinogens	<p>Radon</p> <ul style="list-style-type: none"> ● 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
Grants/Funding Opportunities	<ul style="list-style-type: none"> ● Bold, Upstream, Integrated, Local, Data-Driven (BUILD) Health Challenge: Awards are designed to support community collaborations that are working to give everyone a fair chance to be healthy. BUILD Health will award up to \$7.5 million in grants, low-interest loans, and program-related investments over two years to strengthen partnerships among hospitals, nonprofits, local health departments, and other community organizations to improve the health of low-income neighborhoods within cities with populations greater than 150,000. <ul style="list-style-type: none"> ○ Question & Answer web conferences for potential applications will be held on December 2nd, 4th, and 9th, 2014. ○ Round 1 applications are due January 16, 2014. ○ For more information, click here. ● Humana Foundation Grants: Funds nonprofit organizations & social institutions that focus on supportive relationships and their potential to generate healthy behaviors and prevent chronic disease. <ul style="list-style-type: none"> ○ Award amount: Prefer greater than \$10,000 ○ Deadline: Varies by location, greatest consideration is given to proposals submitted between Nov. 1st- Jan. 15th ○ For more info, click here

<p>Health Care</p>	<ul style="list-style-type: none"> • Preclinical oncology coursework could help with practitioner shortage • Hospital Safety Score: Some people do more research on which car to buy than what hospital to go to for medical care. Learn about how hospitals are scored for patient safety. <ul style="list-style-type: none"> ○ Click here to see how Kentucky Hospitals scored • AUDIO RECORDING: Why Shared Decision Making May Not Be that Simple
<p>Health Equity</p>	<ul style="list-style-type: none"> • Social Determinants of Health: Healthy People 2020 organizes them into 5 domains- can you name them? <ul style="list-style-type: none"> ○ A New Way to Talk about Social Determinants of Health (Robert Wood Johnson): Here are some key phrases from RWJ: <ul style="list-style-type: none"> ▪ Health starts where we live, learn, work and play. ▪ Health starts-long before illness-in our homes, schools and jobs. • Investing in the Health and Well-Being of Young Adults: Recent IOM soon to be released; A key finding reports young adult health is declining.
<p>Health Literacy</p>	<ul style="list-style-type: none"> • First Cancer Health Literacy Tool Developed: The demand for self-care was emphasized in the Affordable Care Act (ACA) which cites patient engagement as a key strategy in addressing health care costs & improving quality of care. This tool has the potential to improve communication & understanding between physicians & patients, which in turn, could lead to better clinical outcomes. <ul style="list-style-type: none"> ○ Interested in reading more about this tool, contact Jessica Jones at mailto:jjones@kycancerc.org
<p>Hospice and Palliative Care</p>	<p>November is National Hospice Month</p> <ul style="list-style-type: none"> • National Hospice and Palliative Care Organization (NHPCOs): Facts and Figures, Hospice in America, 2014 • Many Americans may get hospice care too late • Palliative care an option for those not ready for hospice • Gather Round: Understanding How Culture Frames End-of-Life Choices for Patients and Families • Palliative care? But I am not Dying! • Association between the Medicare Hospice Benefit and HealthCare Utilization and Costs for Patients with Poor-Prognosis Cancer (JAMA article): The article highlights that those who receive hospice care had significantly lower rates of hospitalizations, ICU admissions and invasive procedures at the end of life = lower health care costs. <ul style="list-style-type: none"> ○ VIDEO: Association between the Medicare Hospice Benefit and Health Care Utilization Costs for Patients with Poor-Prognosis Cancer ○ Our KCC partner, Turner West with Hospice of the Bluegrass, made an important observation regarding this article in his weekly newsletter, <i>Issues in Hospice & Palliative Care</i>, “While this is important for all of us to know, we need to be careful how we talk about these outcomes. When we describe the benefit and value of hospice and palliative care services, the most important benefits are to the patient and family and any cost-savings are an epiphenomenon or side-effect.”

	<ul style="list-style-type: none"> • Breaking the Barriers to Effective Palliative Care (Oncology Nurse Advisor Interview)
Leukemia/ Lymphoma	<ul style="list-style-type: none"> • WEBINAR: Non-Hodgkin Lymphoma (NHL): Keys to an Accurate Diagnosis: Hear the latest information for patients, caregivers and healthcare professionals. <ul style="list-style-type: none"> ○ Date/Time: Dec. 12th, 12:00-1:00pm EST ○ Click here to register
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. 20th, 6-8:00pm; Harrodsburg, KY; Shine a Light on Lung Cancer • Nov. 20th, 6-8:00pm; Louisville, KY; Shine a Light on Lung Cancer • Nov. 20th: Great American Smokeout (See "Tobacco Control" section below for resources) • Nov. 21st, LUNG FORCE Expo; please see attached flyer- times vary for professionals vs. patients/caregivers; to be held in 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"> • Kentucky receives \$7 million to lead first of its Kind Collaboration to Reduce Burden of Lung Cancer: The Kentucky LEADS Collaborative is a first of its kind project that brings together an interdisciplinary team of community partners and lung cancer prevention and control experts to assess novel approaches for identifying lung cancer earlier to improve survival. The project will also develop and evaluate interventions to improve quality of life and survivorship for individuals with lung cancer and their caregivers. These efforts are supported through a \$7 million grant from the Bristol-Myers Squibb Foundation's Bridging Cancer Care initiative. <ul style="list-style-type: none"> ○ Want to receive updates on the KY LEADS Collaborative, "like" their Facebook page ○ Numerous KCC partners are involved with this project. In addition, KCC has a Lung Cancer Prevention & Early Detection Network which is serving as the Community Advisory Board for Component 3 of this effort, Prevention & Early Detection. Want to hear more about this network's projects or ways your organization can be involved or receive information? Contact Dr. Jennifer Redmond Knight at mailto:jredknight@kycancerc.org or visit the KCC/Teams & Networks/Lung Cancer web page. ○ Kentucky Aims to Lead the Nation in Fighting Lung Cancer (USA Today) ○ U of L, UK join Forces Against Lung Cancer <p>Lung Cancer Screening</p> <ul style="list-style-type: none"> • Lung Cancer Screening Recommendations: United States Preventive Services Task Force (USPSTF)

	<ul style="list-style-type: none"> ○ Talking with your patients about Screening for Lung Cancer (See attached) ● Centers for Medicare & Medicaid Services (CMS): Proposed Decision Memo for Screening for Lung Cancer with Low Dose Computed Tomography (LDCT): CMS proposes that the evidence is sufficient to cover as a preventive service: <ul style="list-style-type: none"> ○ A lung cancer screening counseling and shared decision making visit ○ And <u>for appropriate beneficiaries</u>, screening for lung cancer with low dose computed tomography (LDCT) <p>Each service is covered-once per year- as an additional preventive service under the Medicare program. Click here to read the whole memo as well as <u>criteria that must be met</u>. The proposal is open for public comment for 30 days and will not become final until February 2015 (unless reversed which is unlikely to happen).</p> ● Lung Cancer Alliance Says Centers for Medicare and Medicaid Services “Got It Right” <ul style="list-style-type: none"> ○ LCA’s Screening Centers of Excellence: for Kentucky, click here ● Medicare plans to pay for Lung Cancer Screening ● Medicare Proposes Paying for Lung Cancer Screening for Older Longtime Smokers ● Medicare Plans to Cover Lung Cancer Screening
Medicare	<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
Obesity	<ul style="list-style-type: none"> ● Medicare may need to expand options for behavioral weight loss counseling in primary care settings, review finds
Patient Navigation	<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! Please go to KCC website, Survivorship and Patient Navigation Team page to view e-versions of forum handouts, resources and presentations. <ul style="list-style-type: none"> ○ Health Advocacy Minor: It was mentioned at the PN Fall Forum that UK has a degree to help patient navigators. This degree is currently a <i>Health Advocacy Minor</i> offered through UK’s College of Health Sciences. It provides some foundational courses that some patient navigators may find useful in their work. For more information, click here. In the future, UK is looking to offer an undergraduate degree in <i>Interdisciplinary Healthcare Navigation</i>- we’ll let you know when we learn more and please pass along to us any trainings or educational offerings that you hear of! ● Core Competencies for Non-Clinically Licensed Patient Navigators: From the George Washington University (GW) Cancer Institute. ● Colon Cancer Screening Follow-up Assisted by Nurse Navigators

	<ul style="list-style-type: none"> • Accreditation 101: Learning the Basics of COC Accreditation & Standards: CoC is offering a one-day workshop Feb. 27, 2015 in Chicago.
Prevention & Early Detection	<ul style="list-style-type: none"> • Scientists make progress on blood test that screens for multiple cancers • Fourth Annual Report to Congress on High-Priority Evidence Gaps for Clinical Preventive Services (USPSTF): The USPSTF has prioritized evidence gaps related to the care of children & adolescents in this year’s report. More research is needed on clinical preventive services for these population age groups related to (to name a few): <ul style="list-style-type: none"> ○ Mental Health Conditions & Substance Abuse (includes tobacco use) ○ Obesity & Cardiovascular health ○ Cancer Prevention • Genetic-Based NanoFlare Technology Can Detect Live Cancer Cells in the Bloodstream
Prostate Cancer	<ul style="list-style-type: none"> • Diet, nutrition, physical activity and prostate cancer (2014): One key finding from the report: there is strong evidence that being overweight or obese increases the risk of advanced prostate cancer.
Skin Cancer	<ul style="list-style-type: none"> • U.S. Skin Cancer Cases and Costs: On the Rise from 2002-2011: Skin cancer is the most commonly diagnosed cancer in the U.S., yet most cases are preventable. Annual costs for all skin cancer treatments increased by 126%. <ul style="list-style-type: none"> ○ CDC infographic ○ US Skin Cancer Costs Rise from 2002 through 2011 (CDC) • Coach, ASDS Skin Cancer Patient: ‘Tanning Not Worth the Price’
Survivorship	<ul style="list-style-type: none"> • Healthwell Foundation Kicks Off Lung Cancer Awareness Month with Launch of Non-Small Cell Lung Cancer (NSCLC) Fund: Copayment Assistance Program • UPDATED: ASCO Cancer Treatment Summaries and Survivorship Care Plans: General information provided as well as specific plans for breast, colon, lung, and lymphoma. • LIVESTRONG Care Plan • Two free Apps Help Manage Cancer Symptoms and Coordinate Care • Cancer Survivorship E-Learning Series for Primary Care Providers (includes nurses): Provides information on caring for survivors; Continuing education credits are available at no cost to participants for each 1-hour module. • Patients’ distress level a new focus of concern • Hormel develops a low-smell, low-effort food line for cancer patients
Thyroid Cancer	<ul style="list-style-type: none"> • Study Points to Overdiagnosis of Thyroid Cancer
Tobacco Control	<p>Tobacco Control Efforts (General) & Other Information</p> <ul style="list-style-type: none"> • Reducing Tobacco Use and Secondhand Smoke Exposure: Comprehensive Tobacco Control Program: The Community Preventive Services Task Force recommends comprehensive tobacco control programs based on strong evidence of effectiveness in reducing tobacco use and secondhand smoke exposure.

- [Evidence-based strategies/interventions for reducing tobacco use and secondhand smoke exposure](#)
- [Best Practices for Comprehensive Tobacco Control Programs](#)
- [Adult Smoking in the United States](#)
- [Dollar-Store Chains find Smokers are Some of Their Best Shoppers](#)
- [Beware! Smoking Increases Your Chance of Developing a Second Smoking-Related Cancer](#)
- [Thirdhand Smoke: Toxic Airborne Pollutants Linger Long After the Smoke Clears](#)
- [33 Schools “Free from Tobacco Money”](#): Lexington Seminary is included on the list.
- [Smoking and Cancer Fact Sheet \(CDC\)](#)
- [The Nicotine Fix](#): Low-income Americans continue to smoke-and die-at alarming rates. A radical new strategy could help them quit once and for all.

Initiation of Tobacco Use/Youth Tobacco Use

- [Tobacco Use Among Middle and High School Students-United States, 2013](#) : The CDC report cautions that there is a growing number of high school students using e-cigarettes.
 - [Teens’ use of electronic cigarettes worries health officials](#)
- **YOUTUBE VIDEO: [Robbing the Future](#)**: 1 out of 13 children alive today in this country will die early from smoking.
 - [Smoking and Youth Fact Sheet](#)

Smoke-Free/Smoke-Free Policy

- [Lexington Council approves immediate ban on e-cigarettes in bars, restaurants and most other workplaces](#)
- [Expanded smoking ban on most state property has some government workers fuming](#): Governor Beshear chose to start the new policy on **November 20th** to coincide with the annual **Great American Smokeout**, an event sponsored by the American Cancer Society to encourage Americans to stop smoking.
- **WEBINAR: [Reducing Exposure: A Healthy People 2020 Progress Review of Environmental Health and Tobacco Use](#)**
 - **Date/Time:** Dec. 5th, 12:30-2:00pm EST
 - [Click here](#) to register
 - CME/CNE/CHES credit available.

Electronic Cigarettes

- **Electronic Smoking Devices (ESDs) and Smokefree Laws**: Provided by the American Nonsmokers’ Rights Foundation (See [attached](#) flyer)
- [E-Cigarettes: The Next Battle in the Smoking Fight](#)

Tobacco Cessation

- [Smoking Cessation Does Not Interfere with Recovery Form Substance Abuse](#): National Institute on Drug Abuse

	<ul style="list-style-type: none"> • 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). • Great American Smokeout-November 20th <ul style="list-style-type: none"> ○ Great American Smokeout (ACS) ○ GASO 2014 Poster -add your own logo ○ GASO One-Pager ○ Tobacco and Related Cancers Fact Sheet (ACS): See attached • Does your organization have a Facebook page? CDC has a number of Smoking & Tobacco videos you can post, available from YouTube, to help promote the Great American Smokeout. Some are in Spanish as well. • What's one of the healthiest things you can do? Quitting Smoking. <ul style="list-style-type: none"> ○ Quitting smoking information ○ Want to know what resources are available in Kentucky to help smokers quit? Contact Jessica Jones at mailto:jjones@kycancer.org and she will be happy to share the information. • Tobacco Cessation Coverage: The Basics and Beyond: From our partners at the American Lung Association. Short video presentations are provided on topics such as "What is a Comprehensive Tobacco Benefit?". Click here to view the presentation topics.
Worksite Wellness	<ul style="list-style-type: none"> • Research study recommends five steps for businesses and Americans to benefit from workplace disease prevention programs
Events	<p>Events in Lexington</p> <ul style="list-style-type: none"> • 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). Here is a sample of upcoming events: <ul style="list-style-type: none"> ○ Side Effects and Intimacy: Dec. 3rd, 6:30-8pm ○ Tracey Maxwell, Solo Survivor: Dec. 8th, 6-8pm ○ Spirituality Workshop: Dec. 15th, 7-8pm • There is an ongoing monthly support group for Lymphoma Survivors & their caregivers: <ul style="list-style-type: none"> ○ Date/Time: Monthly, on 2nd Tuesday; 6:00-7:30 pm EST

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| | <ul style="list-style-type: none">○ 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○ Event is FREE but registration is required; Register by contacting Mauri Malka at 502-452-6341 ext. 250 or mmalka@jfcsloisville.org |
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