

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **November 27, 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.

Happy Thanksgiving!

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
Affordable Care Act Implementation	<ul style="list-style-type: none">• In rural Kentucky, health-care debate takes back seat as the long-uninsured line up (Washington Post)• Gov. Beshear: Kentucky Will Comply with President’s Request on Existing Health Insurance Policies• 56,000 Kentuckians Enrolled in Health Insurance through kynect• Some 5 million uninsured U.S. adults eligible for Medicaid• State successes show health law can work•
Breast Cancer	<ul style="list-style-type: none">• Most Men With Breast Cancer Undergo Mastectomy, Study Finds. Surgery, radiation decisions differ between men and women, researchers say.• Many Women Suffer Persistent Pain After Mastectomy. Study suggests that psychological factors may be to blame.• Study Compares Treatments for Arm Swelling Due to Breast Cancer. Costly massages worked no better than simple compression bandages.• Living Beyond Breast Cancer’s Young Women’s Initiative is now accepting applications for the 2014 Young Advocate Program. The Young Advocate Program will train a small group of young women to better advocate within their communities and to gain a better understanding of breast cancer, while providing financial assistance to attend C4YW, the Annual Conference for Young Women Affected by Breast Cancer, on February 21-23, 2014, in Orlando, Fla. Living Beyond Breast Cancer is looking for help in identifying young women that who might be a good match for the program: Women who were diagnosed with breast cancer before age 45, live in the United States and have with an annual household income at least 200% of the Federal Poverty Guidelines (\$22,980 for a single person). We will be giving preference to women who are under 35 years old, have never attended C4YW before, and who have been diagnosed with breast cancer in the last three years or who are living with metastatic breast cancer. The application deadline is Monday, January 13, 2014. You can also direct potential applicants to our website where the application can be downloaded.

Childhood Cancer	<ul style="list-style-type: none"> • Childhood cancer treatment takes toll on hearts of survivors
Colorectal Cancer	<ul style="list-style-type: none"> • Blacks Less Likely to See Cancer Specialists, Study Finds: Research might explain better survival rates of whites with colorectal cancer
Commission on Cancer Accreditation	<ul style="list-style-type: none"> • REMINDER: 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"> • REMINDER: 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!
General	<ul style="list-style-type: none"> • The 2014 Dialogue for Action™: Right-Sizing Cancer Screening will take place on March 20-21, at the Renaissance Baltimore Harborplace Hotel in Baltimore, Maryland with pre-conference sessions on March 19. <i>Dialogue for Action</i> covers the mandated guidelines-driven cancer screenings seen in quality measures (colorectal, cervical and breast cancer screenings) and issues related to other cancer screenings (such as prostate, lung and skin). Are you working to reduce disparities by– <ul style="list-style-type: none"> ...Reducing structural barriers to colorectal, cervical and breast cancer screening? ...Developing collaborative community-level programs, including public-private partnerships, bridging gaps in cancer screening? ...Finding new ways to educate underserved patients about cancer screening? ...Bundling preventive screening tests (e.g., colorectal, cervical and breast)? Then consider submitting a Dialogue for Action poster abstract! Download the Poster Abstract Submission Form. Share it with your colleagues! • The U.S. Lags in Life Expectancy Gains
Health Equity	<ul style="list-style-type: none"> • Health Disparities Persist in America: Report. CDC finds race, sex, education, location and wealth among key factors in these inequalities. In 2011, CDC presented the first Health Disparities and Inequalities Report, which assessed disparities across a wide range of diseases, behavioral risk factors, environmental exposures, social determinants, and health-care access. This is the second health disparities report. It provides new data for 19 of the topics published in 2011 and presents 10 new topics. Read the entire report here.

Hospice	<ul style="list-style-type: none"> • 7 tips for receiving better cancer care near the end of life (PBS NewsHour)
Human Papilloma Virus	<ul style="list-style-type: none"> • Why Many U.S. Preteens Aren't Getting the HPV Shot: Review found cost, fear of kids becoming sexually active deters some parents. Read original Journal article here. • CDC FAQ Resource: Are HPV vaccines safe? How is the safety of HPV vaccines monitored and evaluated in the United States? Find the answers to these and other important HPV vaccine safety-related questions at http://www.cdc.gov/vaccinesafety/Vaccines/HPV/hpv_faqs.html.
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"> ○ 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 ○ 1/14, TBA: Lexington, Tonya Pauley at tonya@kcp.uky.edu
Lymphoma	<ul style="list-style-type: none"> • New Drug For Mantle Cell Lymphoma Approved by FDA • NIH study finds low-intensity therapy for Burkitt lymphoma is highly effective
Palliative Care	<ul style="list-style-type: none"> • WEBINAR: Join C-Change on December 6, 2:30pm - 3:30pm EST for a webinar on: How Restrictive Pain Medication Policies May Reduce Access for Cancer Patients. We will be exploring how policies implemented at the state and federal levels to reduce abuse of prescription pain medications may reduce access for people in chronic pain, including cancer patients. Join us to learn more about these policies, and what we can do to assure adequate access to pain medications for those legitimately suffering with pain from cancer and other chronic illnesses. Webinar Registration • REMINDER: 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"> • JOURNAL ARTICLE: “Barriers and Facilitators to Implementing Cancer Survivorship Care Plans”, Oncology Nursing Forum • Vol. 40, No. 6, November 2013. This objective of this article is to evaluate the process of survivorship care plan (SCP) completion and to survey oncology staff and primary care physicians (PCPs) regarding challenges of implementing SCPs. Article attached to email. • Nurses Engage Family in Care Decisions: Nurses need to help caregivers understand the importance of including them in care decisions.
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. Register now.
Prevention, Genetics, Causes	<ul style="list-style-type: none"> • Sodas, Other Sweet Drinks Tied to Higher Risk for Endometrial Cancer. Study of 23,000 older women saw odds for a tumor rise as daily intake went up.
Primary Care	<ul style="list-style-type: none"> • The Cancer Survivorship E-Learning Series is a free continuing education program that provides a forum to educate primary care providers (PCPs) who may have patients who are cancer survivors about how to better understand and care for survivors in the primary care setting. Continuing education credits (CEs) are available at no cost to participants for each 1-hour module.

<p>Smoke-free</p>	<ul style="list-style-type: none"> • WUKY Launches StoryCorps Series on Tobacco Control in Kentucky: Listen in to WUKY (91.3 FM) to hear Smoke-free Lexington’s StoryCorps series! The series highlights a variety of perspectives related to the 10th anniversary of Lexington enacting its smoke-free ordinance, as well as broader tobacco control issues in Kentucky. The 3-minute stories will air on Thursdays at 8:35 AM and 5:45 PM. Listen to the introduction to the series by Dr. Ellen Hahn that aired on Tuesday November 19th. The first story aired on Great American SmokeOut featuring Lexington’s Vice Mayor, Linda Gorton and restaurant owner, Rob Ramsey who has changed his mind about the ordinance over time. • Chicago is set to become the first major American city to ban the use of electronic cigarettes in public places. • REMINDER: 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. • REMINDER: 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.
<p>Tobacco Control</p>	<ul style="list-style-type: none"> • Smoke-Free Sports: Tobacco Prevention Through Athletics • Emerging tobacco products gaining popularity among youth. Increases in e-cigarette and hookah use show need for increased monitoring and prevention. (CDC) • E-cigarettes gain attention in schools amid rise in popularity (Washington Post) • Tobacco Myths Continue Half-Century After Landmark U.S. Report. And Americans continue to die from smoking-related lung cancer, experts note. • College Students Feel Pull of Cigarette Ads, Study Finds: A single pro-smoking message can have a week-long effect, researchers say • From our partners at KY Center for Smokefree Policy: E-cig Marketing Eerily Similar to Former Cigarette Commercials: The U.S. House of Representatives’ Committee on Energy & Commerce released a website comparing modern e-cigarette ads to cigarette commercials from the tobacco industry’s advertising heyday. The similarities are striking, and include similarly-themed magazine and television commercials, sponsorships, and cartoon imagery. Several of these tactics appeal to youth as well as adults, which is reflected in the doubling of e-cigarette use among youth from 2011 to 2012.

Events

- **PRESTONSBURG: Highlands Cancer Centers' 5K Run, Walk or Crawl Event this Saturday, November 30th** to raise funds for gas cards for needy cancer patients. Pre-registration at 9am, Race will start at 10am. Fee is \$20 and includes a T-shirt. Sire registration will be at the Downtown Water Fountain area. [Flyer attached!](#)
- **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.
- **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.