

Dear **Kentucky Cancer Consortium** Partners:

Happy Holidays to all our cancer control partners in Kentucky! Our next edition of Wednesday’s Word will be sent on January 7th, 2015. Please continue to send Jessica information that would be useful to share with our partners throughout Kentucky!

KCC is pleased to provide you with the **December 17, 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"> • 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 <ul style="list-style-type: none"> ○ Click here to find someone to talk to in your local area about insurance coverage. • 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. • Exchanges fail to protect colon cancer patients: Problem comes from shifting cost burden of cancer medications to patients. • Affordable Care Act (ACA) Enrollment Assistance for LGBT Communities: Although geared towards mental health and substance abuse benefits & services, ACA can help LGBT individuals obtain cancer screenings and tobacco treatment as well. (See “Health Equity” section below)
Breast Cancer	<ul style="list-style-type: none"> • Doctors are Slow to Adopt Changes in Breast Cancer Treatment • Many Breast Cancer Patients Get Too Much Radiation Therapy, Research Suggests: Studies show that a shorter course of treatment yields similar benefits, but it remains underused, experts say • Home Treatment for Cancer-Related Swelling May Slash Costs: Annual cost of lymphedema fell \$12,000, study found. • Breast cancer prevention drug gives lasting protection, study finds • More sensitive (& expensive) tests increasingly tapped for breast cancer screening <ul style="list-style-type: none"> ○ “Are you Dense?” campaign ○ What are the Risk Factors for Breast Cancer (CDC)? One of the factors is dense breasts determined by a mammogram.

**Cervical Cancer
& HPV
vaccinations**

Funding Opportunity

- [NACCHO invites eligible LHDs to apply for funds to Improve HPV Vaccination Rates in their Communities:](#) Focus of this demonstration project is to increase capacity of selected LHDs to work with healthcare providers & other key stakeholders in their communities to increase HPV vaccination rates.
 - To view the **Request for Applications** (RFA)- Due **December 19th**, [click here](#)
 - To view slides from the informational webinar, [click here](#)
 - To listen to the informational webinar recording, [click here](#)

Latest News

- [FDA approves Gardasil 9 for prevention of certain cancers caused by five additional types of HPV](#)
- [New Gardasil Vaccine Will Protect Against 5 More Cancer-Causing HPV Strains](#)
- [Provider-focused intervention improves HPV vaccination rates](#)
- [Infographic on Cancers caused by HPV in the US:](#) (National Cancer Institute) HPV infection causes virtually all cases of cervical cancer and a substantial proportion of several other cancers.

January is Cervical Cancer Awareness Month (Reminder)

- Here are some resources from CDC to help you get ready:
 - [Cervical Cancer is Preventable \(CDC\):](#) facts @ cervical cancer
 - [Infographic on HPV Vaccination & Screening Recommendations:](#) if you need resized for use on your website or as a poster, let Jessica know (jjones@kycancerc.org)
 - [Facts sheets on cervical, ovarian, uterine & vaginal/vulvar cancer:](#) English & Spanish
 - [Gynecologic Cancer Brochure \(Comprehensive\):](#) English & Spanish
 - [Symptom Diaries:](#) to help track gynecological symptoms (English & Spanish)
 - [Posters:](#) English & Spanish
 - [Prevent Cervical Cancer: With the Right Test at the Right Time \(infographic\)](#)
 - [Why HPV Vaccine is Important to My Family: The Story of a Cervical Cancer Survivor \(PODCAST\)](#)
 - [Web Buttons](#)
 - Consider 'content syndication' from CDC's website; this means that you can use the CDC web pages & make them your own. When CDC updates the page, yours will be automatically updated as well!
 - [Syndication](#)
 - [What it is & how it works](#)
 - [Free HPV Vaccine PSAs](#)
 - While almost all cervical cancers are caused by HPV, CDC asks that we consider this opportunity to remind others of the increased risks associated with [tobacco use](#).

Childhood Cancer	<ul style="list-style-type: none"> • Lack of follow-up care puts childhood cancer survivors at risk
Colon Cancer	<ul style="list-style-type: none"> • UK's Nursing Faculty receives grant to promote colorectal cancer screening in Rural Appalachia: Dr. Jennifer Hatcher with UK's College of Nursing received a 2-year grant to focus on "Promoting Colorectal Cancer Screening (CRC) in Rural Emergency Departments". This study will involve pilot testing a culturally tailored intervention using brief motivational interviewing by lay health advisors to promote CRC screening. • Prolonged TV watching may lower colorectal cancer survival chances
Community Health Worker	<ul style="list-style-type: none"> • The Health Resources and Services Administration's (HRSA) Office of Rural Health Policy (ORHP) conducted extensive literature reviews on Community Health Worker models that have been proven to work, and compiled the Community Health Workers Evidence Based Models Toolbox. The document shares strategies with rural communities interested in developing or expanding their community health workers efforts – in essence, so that they 'do not have to reinvent the wheel'.
Data	<ul style="list-style-type: none"> • Healthy Kentuckians 2020 Report (June 2013): The goal of <i>Healthy Kentuckians 2020</i> is to highlight topical areas & objectives with science-based benchmarks that could be monitored over time to gauge progress. Some topics that may be of interest: <ul style="list-style-type: none"> ○ Cancer: pg. 19 ○ Tobacco use: pg. 35
Early Detection/ Screening	<ul style="list-style-type: none"> • Majority of People Ignore Cancer Warning Signs, Study finds: Attribute to less serious illnesses. • UK Researchers Awarded CDC Grants for Cancer Research in Appalachia: KCC member, Dr. Robin Vanderpool, is leading a project for promote & increase guideline-recommended breast, cervical, colorectal and lung cancer screening services in Appalachia.
Evaluation	<ul style="list-style-type: none"> • Moving Beyond Patient Satisfaction: Tips to Measure Program Impact • Comprehensive Cancer Control Branch Program Evaluation Toolkit: This is the toolkit KCC uses to write its annual evaluation report. For more information, ask Jessica!
Environmental Carcinogens	<ul style="list-style-type: none"> • RESCHEDULED- NEW DATE: Kentucky Radon Conference: An educational seminar focused 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: January 27th, 11:30am-4:00pm, Lunch is provided! ○ Location: Transportation Cabinet KY, 200 Mero Street, Frankfort, KY 40622 ○ Click here to RSVP for lunch & the conference
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.

	<ul style="list-style-type: none"> ○ 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"> ● Models of Collaboration Involving Hospitals, Public Health Departments, and Others: Improving Community Health Through Successful Partnerships: A study took place at UK to identify, compare, and contrast exceptional models of collaboration involving community hospitals, public health departments, and other stakeholders. <ul style="list-style-type: none"> ○ Click here to view a copy of the report, <i>“Improving Community Health through Hospital-Public Health Collaboration”</i> ● Smarter screening for cancer possibilities and challenges of personalization: An important emerging model for screening & many preventative strategies is personalization. ● What can we learn from Cuba with Health Care? A lot! Cuba has universal health care coverage and produces excellent health outcomes at a fraction of the budget spent in the U.S.- focus is on prevention & primary health delivered at the neighborhood level. Click here to read about this Robert Wood Johnson project. ● United Healthcare, MD Anderson deal may spur more bundled payments in cancer
<p>Health Equity</p>	<ul style="list-style-type: none"> ● Resources for Lesbian, Gay, Bisexual & Transgender (LGBT) Individuals new to ACA/health insurance & professionals who serve them: <ul style="list-style-type: none"> ○ Lesbian, Gay, Bisexual, and Transgender Health (CDC) ○ Gay & Lesbian Medical Association (GLMA) Provider Directory: Click here to see providers in your area that specifically serve LGBT individuals. ○ Center Link: is a community center for the LGBT population which provides information/education about health issues (among other programs). The only Center Link organization in Kentucky is in Lexington- click here for contact information. ○ HealthLink: A community-driven network, funded by CDC, looking to enhance LGBT health by eliminating tobacco use, and other health disparities. <ul style="list-style-type: none"> ▪ LGBT Infographic: Smoking causes greater ‘life years lost’ than HIV ○ Cancer Facts for Gay & Bisexual Men: American Cancer Society; cancer screenings & other preventive behaviors info ○ Cancer Facts for Lesbians & Bisexual Women: American Cancer Society; cancer screenings & other preventive behaviors info ○ Transgender information ● Cancer Prevention Approaches for People with Mental Illness and Addictions: Due to disproportionately high rates of tobacco and alcohol use, people with behavioral health conditions are at increased risk for developing cancer. <ul style="list-style-type: none"> ○ National Council for Behavioral Health: is the unifying voice of America’s community mental health & substance abuse treatment organizations. They

	are committed to ensuring all Americans have access to comprehensive, high-quality care (includes cancer prevention strategies).
Health Literacy	<ul style="list-style-type: none"> • Want to be more Health Savvy?
Hospice and Palliative Care	<ul style="list-style-type: none"> • Educational Videos on Hospice, Grief, Planning for End of Life Care and Caregiver Stress: Provided by the National Hospice & Palliative Care Organization • One-Step Screening Tool Identifies Patients Needing Palliative Care • The importance of measuring outcomes in palliative care • Cases: Are Goals of Care Conversations About Emotion or Fact? • Hospice can greatly benefit cancer patients • “Warehouses for the dying’: Are we prolonging life or prolonging death? • Code Comfort: A Code Blue Alternative for Patients with DNRs
Leukemia/ Lymphoma & other Blood Cancers	<ul style="list-style-type: none"> • Myeloma- Update on Treatment: Hosted by Leukemia and Lymphoma Society. <ul style="list-style-type: none"> ○ Date/Time: January 13th, 1-2:30pm EST ○ Target Audience: Patients, Caregivers, Healthcare Professionals ○ Click here to register
Lung Cancer	<ul style="list-style-type: none"> • Lung Cancer gets much less research funding than other cancers, but is deadlier, especially in Kentucky • Two great articles on lung cancer screening and lung cancer screening programs: <ul style="list-style-type: none"> ○ Components necessary for high quality lung cancer screening: American College of Chest Physicians and American Thoracic Society Policy Statement 9 essential components of a lung cancer screening program were identified. ○ Cost-effectiveness of CT Screening in the National Lung Screening Trial ○ Unable to access these articles but want to read more, contact Jessica at mailto:jjones@kycancerc.org
Obesity	<ul style="list-style-type: none"> • Kentucky Ag Economy Remains Strong, but Concerns are for 2015: Direct markets and programs such as Kentucky Proud, Farm-to-School, Restaurant Rewards and Kentucky Farm Bureau Certified Roadside Farm Market Program continue to drive demand & growth in KY....more than 50% of produce is sold through direct markets. <ul style="list-style-type: none"> ○ To view a copy of the report produced by UK- College of Agriculture, Food & Environment, click here • Help support your Farmer’s Market: From our partners with Partnership for a Fit Kentucky, the Community Farm Alliance opened the application period for Farmers Markets to join their Farmers Market Support Program. Ten farmers markets will be selected to receive business development, market development toolkits and workshops as well as on-going technical assistance. Successful applicants will be chosen based on the potential impact of the program on their market, their willingness to create a long-term plan for market sustainability, the participation of market vendors, number of farmers impacted, and demonstrated community support. <ul style="list-style-type: none"> ○ Click here to apply

	<ul style="list-style-type: none"> ○ Applications are due January 1st ● Managing obesity should be part of cancer care
Patient Navigation	<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.
Prostate Cancer	<ul style="list-style-type: none"> ● Prostate Cancer Screening: U.S. Preventive Services Task Force: Recommends against prostate-specific antigen (PSA)-based screening for prostate cancer ● The Problem with Prostate Screening: The New York Times, Opinion Page ● Prevention and Early Detection of Prostate Cancer ● Prostate Cancer Survivorship Care Guidelines: From Nicole Erb with the American Cancer Society, continuing education credit is offered for doctors & nurses.
Research	<ul style="list-style-type: none"> ● Building on Opportunities in Cancer Research: National Cancer Institute: An Annual Plan and Budget Proposal for Fiscal Year 2016 <ul style="list-style-type: none"> ○ The data on cancer survivors might be useful & interesting to some KCC partners.
Survivorship	<ul style="list-style-type: none"> ● Komen Needs Our Help: Breast Cancer Survivor Survey: Susan G. Komen is currently working on their Community Health Profile, an assessment process they perform every few years in order to understand the state of breast cancer in our community. The purpose of this profile is to establish focused priorities for granting, education needs, and to determine priority populations. You might recall we promoted this survey in August and September but their survey participation rate has been low. Please share this survey link with any partners, breast cancer survivors or community persons you may know. The survey is ANONYMOUS and short. Here are the links to the surveys: <ul style="list-style-type: none"> ○ 2015 Community Profile Population Survey https://redcap.uky.edu/redcap/surveys/?s=MxG3w2dGKR Who should take this survey: Community people, cancer professionals, ANYBODY ○ 2015 Community Profile Breast Cancer Survivor Survey https://redcap.uky.edu/redcap/surveys/?s=ceqAJsULpy Who should take this survey: Breast Cancer Survivors ● The National Cancer Survivorship Resource Center: Is a collaboration between the American Cancer Society and The George Washington University Cancer Institute. The Center offers resources and programs for cancer survivors and healthcare professionals. <ul style="list-style-type: none"> ○ Advancing Survivorship Care Through the National Cancer Survivorship Resource Center: To receive a copy of this informational Powerpoint from our partner at ACS, Nicole Erb, which details activities of the Center, please contact Jessica (jjones@kycancerc.org). Due to the file size, it was not attached to this email. ○ The National Cancer Survivorship Resource Center: see attached flyer ● Infographic on Cancer Survivors in the US: (National Cancer Institute) 18 million cancer survivors are predicted in 2022. It is estimated that cancer survivors will account for more than 5% of the population in 2022.

	<ul style="list-style-type: none"> • Infographic on Cancer Death Rate in US: (National Cancer Institute) Overall cancer death rate in US fell by 22% from 1990 to 2011 • 10 Things Every Cancer Patient Should Know about Chemo: One of the most dangerous side effects of chemotherapy, Neutropenia, is very common, cannot be seen, and puts patients at a higher risk for getting a potentially deadly infection. Neutropenia means having a low white blood-cell count: one of the body’s main defense against infection. <ul style="list-style-type: none"> ○ CDC’s Resources for Preventing Infections in Cancer Patients: <ul style="list-style-type: none"> ▪ Basic Infection Control & Prevention Plan for Outpatient Oncology Settings ▪ Prevent Cancer Infections: for cancer patients & caregivers ▪ Educational materials for patients, caregivers & healthcare providers
<p>Testicular Cancer</p>	<ul style="list-style-type: none"> • Testicular Cancer (American Cancer Society): Most men do not have any risk factors that could be avoided but an undescended testicle increases risk on that side. Any swelling, lump or aching should be examined by a doctor right away. ACS recommends a testicular exam as part of a routine cancer-related check-up. Testicular cancer is highly treatable, usually curable, and relatively uncommon. • Testicular Cancer (National Cancer Institute) • Testicular Cancer Screening Recommendation: U.S. Preventive Services Task Force. Recommends against screening for testicular cancer in adolescent or adult men.
<p>Tobacco Control</p>	<p>Tobacco Control Efforts (General) & Other Information</p> <ul style="list-style-type: none"> • Discussions between Health Care Providers & their Patients Who Smoke Cigarettes: About one-half of adult cigarette smokers had a doctor or other health professional talk to them about their smoking, although prevalence varied by population subgroup. • Kentucky Ag Economy Remains Strong, but Concerns are for 2015: Excess burley supplies and slumping demand will likely induce tobacco companies to reduce contract volumes/reduce acres in the U.S. in 2015, article reports. <ul style="list-style-type: none"> ○ To view a copy of the report produced by UK- College of Agriculture, Food & Environment, click here • A Lesser Warning? Maybe: Maker of Snus, a Smokeless Tobacco, Says it’s less harmful than Cigarettes • Cigarettes cause 1/3 of U.S. Cancer Deaths: Report: Figure doesn’t include secondhand smoke, cigars, pipes or smokeless tobacco • U.S. Taxpayers bear Financial Burden of Smoking-Related Disease: Taxpayers bear 60% of the cost of smoking-attributable diseases through publicly funded programs such as Medicare & Medicaid. • Smoking and higher mortality in men: New association between smoking, loss of the Y chromosome & cancer • Dr. Schroeder’s Blog: Smoking Rates Continue to Decline but two new potential threats are on the horizon: electronic cigarettes and marijuana <p>Initiation of Tobacco Use/Youth Tobacco Use</p> <ul style="list-style-type: none"> • The number of high schoolers using e-cigarettes has tripled since 2011

- [The Real Cost Campaign Launches New Advertising](#): FDA launched a new advertisement recently, *The Real Cost*, to introduce new information, reinforce key messages, and keep teens engaged & informed about the dangers of tobacco.
 - [Click here](#) to see graphic videos on the dangers to youth with smoking

Smoke-Free/Smoke-Free Policy

- **Smoke-Free Kentucky- Day at the Capital:**
 - **Date/Time:** February 11th, 8:30am-2:00pm- **Be sure to Pre-Register!**
 - **Location:** Kentucky State Capital, Meet in Annex Room 131 @ 8:30am to register the day of the event
 - [Click here](#) to **pre-register online** by **Feb. 2, 2015**: **NOTE: if you have not registered by Feb. 2nd, you will not be scheduled to visit your legislator.**
 - Please share the **attached** flyer
- 2/3 of Kentucky are not covered by a smoking ordinance which prohibits smoking indoors, the Smoke-Free Kentucky campaign notes. Twenty-four other states already have enacted an indoor, smoke-free ordinance.
 - [Could KY be Smoke-Free in 2015?](#)
 - [Courier-Journal: Editorial- Going Smoke-free](#)
 - [Your View: Kentucky should pass statewide smoke-free law](#)
 - [Kentucky Hospital Association backs state smoking ban](#)
 - [Kentucky Business Leaders: Smoke-Free Helps Bottom Line](#)

Electronic Cigarettes

- [State Laws Prohibiting Sales to Minors and Indoor Use of Electronic Nicotine Delivery Systems-United States, November 2014](#)
- [FDA opens a Public Docket for Comments at E-Cigarette Workshops](#): The FDA is requesting **all interested parties** to submit comments, supported by research and data, regarding electronic cigarettes and the public's health by **April 15, 2015**.
- [Prevalence and Reasons for Initiating Use of Electronic Cigarettes among Adults in Montana, 2013](#): Younger users reported they wanted to "[try] something new" and older users reported they were "trying to quit or reduce cigarette use".
- [Protect Your Family from E-Cigarettes](#): Tobacco Education Clearinghouse of California (TECC): Provides basic info about e-cigarettes and the dangers.
 - English & Spanish versions are available
- [Study finds e-cigarettes surpass regular smoking for US teens](#)
- [China's E-Cigarette Boom Lacks Oversight for Safety](#)

Funding/Technical Assistance Opportunities

- [2015 Tobacco & Cancer Control Community of Practice \(COP\)](#): This announcement is open to any organization that provides direct services to individuals with mental illnesses & substance use disorders. Selected participants will join a 9-month COP seeking to enhance their tobacco & cancer control practices.

	<ul style="list-style-type: none"> ○ Application Submission Date: January 8, 2015
Worksite Wellness	<ul style="list-style-type: none"> ● The National Institute for Occupational Safety and Health (NIOSH) Office for TOTAL WORKER HEALTH has proposed an agenda to help improve, integrated workplace practices, prevent worker injury and illness, and advance worker safety, health, and well-being. The draft agenda is available for public comment, until the end of the day on December 22nd. For more info, click here.
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). ● 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 ○ 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 <p>National Conferences of Interest</p> <ul style="list-style-type: none"> ● Dialogue for Action: Prevent Cancer Foundation: Registration opens Tuesday, Dec. 16th. The 2015 Dialogue for Action Conference will be held April 22nd-April 24th at the Renaissance Baltimore Harborplace Hotel. Click here for details.