

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **December 2, 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 |
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| Alcohol | <ul style="list-style-type: none"> • Women Starting to Match Men's Drinking Habits, Study Finds: Men still consume more alcohol, but gap is narrowing. • RESOURCE: Alcohol is a known cause of cancers of the Mouth, Throat (pharynx), Voice box (larynx), Esophagus, Liver, Colon and rectum, Breast. Read ACS’s 2-page primer on alcohol and cancer. |
| Breast | <ul style="list-style-type: none"> • Survival Improves for Patients With Advanced Breast Cancer: Study finds better prognosis in women whose tumors have spread beyond the breast, nearby lymph nodes. |
| Cervical Cancer | <ul style="list-style-type: none"> • Cervical Cancer Detection on the Rise in Young Women: Researchers link early diagnoses with expanded coverage under the Affordable Care Act. • REMINDER: 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 Survivors May Suffer Physically, Mentally Decades Later. Long-term effects of powerful treatments merit further study, experts say. • New ACS Children’s Book Tackles Emotional Effects of Cancer |
| Clinical Trials | <ul style="list-style-type: none"> • Low Income Is a Barrier to Clinical Trial Enrollment, Study Suggests |
| Colon Cancer | <ul style="list-style-type: none"> • OPINION piece in Louisville Courier Journal: Colorectal cancer screening options deserve OK • SAVE THE DATE: Southeastern Colorectal Cancer Symposium, April 20-22, 2016 in Atlanta, GA. The goal of this symposium is to increase colorectal cancer screening rates in the southeastern states through regional collaboration and sharing success stories. Who should attend? Gastroenterologists, Family Doctors, Pharmaceutical Company Representatives, Cancer screening and awareness programs. Registration details coming soon! • JOURNAL ARTICLE: “New York Citywide Colon Cancer Control Coalition: A public health effort to increase colon cancer screening and address health disparities”, was |

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| | <p>published online 11/23 in the journal Cancer. A strong partnership between the NYC Dept. of Health and Mental Hygiene and an actively engaged community and academic coalition successfully raised colorectal screening colonoscopy rates from 42% to 69% and eliminated ethnic disparities. A WEBINAR hosted by the National Colorectal Cancer Roundtable (NCCRT): NCCRT 80% by 2018 will take place on Thursday, December 10th, 2:00pm EST to discuss NYC's efforts. Register now.</p> <ul style="list-style-type: none"> • |
| Cost | <ul style="list-style-type: none"> • Many cancer drugs are put in highest-cost tier by insurance companies |
| Environmental Carcinogens | <ul style="list-style-type: none"> • OP-ED: Contaminating Our Bodies With Everyday Products |
| Health Equity | <ul style="list-style-type: none"> • Shorter People Less Likely to Get Lung Transplants: They also have higher odds of dying while waiting for surgery, the study says. |
| Hepatitis | <ul style="list-style-type: none"> • Pricey Hepatitis C Drugs Denied to Almost Half of Medicaid Patients: Study -- But another study shows treating all infections would save more than \$3 billion in long run • Screening Inmates for Hepatitis C Benefits General Community: Study: Besides reducing the spread of hepatitis C after prisoner release, universal [hepatitis C] testing and treatment in prisons would reduce outcomes of advanced [hepatitis C] such as liver cancer, end-stage liver disease and death among prisoners. |
| Human Papilloma Virus | <ul style="list-style-type: none"> • WEBINAR: Using Social Media to Reach Health Care Providers; a National AHEC Organization HPV Immunization Project Webinar. Wednesday, December 9 at 3 p.m. EST. Despite advances in awareness and prevention, human papillomavirus (HPV) remains a major public health threat. This webinar is intended to provide area health education centers, public health professionals and community-based organizations with the tools to successfully reach health care providers via social media as a strategy to improve the quality of provider HPV vaccine recommendation. |
| Lung Cancer | <ul style="list-style-type: none"> • Changing the Face of Lung Cancer in Kentucky: New Program May Serve as National Model • China to Have Over 800,000 Lung Cancer Patients a Year by 2020, State Media Says |
| Media | <ul style="list-style-type: none"> • Thomas C. Tucker, PhD, MPH, Associate Director for Cancer Prevention and Control at the University of Kentucky's Markey Cancer Center, will discuss The Cancer Burden in Kentucky on KET's Kentucky Health Program. The program will first air on December 27, 2015 at 10:30 AM EST. • |
| Obesity, Nutrition and Physical Activity | <ul style="list-style-type: none"> • Soft Drinks Removed From Children's Menus at Applebee's and IHOP |

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| Pharmaceutical | <ul style="list-style-type: none"> • American College of Physicians Urges Greater Use of Generic Drugs: Lower-cost options are usually just as safe and effective, experts say |
| Providers | <ul style="list-style-type: none"> • Doctor Burnout Rates on the Rise: Surveys show a nearly 10 percent increase across a range of specialties in the U.S. |
| Screening | <ul style="list-style-type: none"> • The Horses and Hope mobile van will be dedicated to cancer prevention and early detection services for Kentucky, THIS FRIDAY, December 4, 2015 at 10 a.m. – Keeneland Library on the grounds of Keeneland in Lexington, and at 2:30 p.m. – James Graham Brown Cancer Center in Louisville. The van will provide education and screenings for cancers which can be prevented or diagnosed early including breast, cervical, colon, lung, prostate, skin, and head/neck. Services will be delivered through the James Graham Brown Cancer Center, a part of KentuckyOne Health, and supported by the Kentucky Cancer Program. • JOURNAL ARTICLE: Improving breast and colon cancer screening rates: a comparison of letters, automated phone calls, or both. Philips et al., J Am Board Fam Med. 2015 Jan-Feb;28(1):46-54. In a primary care practice, letters plus automated telephone calls are better than either alone in increasing cancer screening rates among patients who are overdue for screening. These findings suggest the promise of a relatively inexpensive intervention to improve cancer screening. |
| Shared Decision Making | <ul style="list-style-type: none"> • WEBINAR: AHRQ - Shared Decision-Making With Low Health Literacy Patients Registration is open now for a webinar on December 9 from 1 to 2:30 p.m. ET that will address how clinicians can effectively engage patients who have limited health literacy skills in shared decision-making. The webinar will be accredited for continuing education for physicians, physician assistants, nurse practitioners, nurses, pharmacists and certified health education specialists. |
| Skin Cancer | <ul style="list-style-type: none"> • The U.S. Preventive Services Task Force seeks comments on a draft recommendation statement and draft evidence review on screening for skin cancer. The Task Force found insufficient evidence to recommend for or against visual skin cancer screening by doctors in adults. The draft recommendation statement and draft evidence review are available for review and public comment from December 1st thru 28th, 2015. |
| Survivorship | <ul style="list-style-type: none"> • JOURNAL ARTICLE: Are long-term cancer survivors and physicians discussing health promotion and healthy behaviors? Kenzik et al. Journal of Cancer Survivorship, July 26, 2015. The frequency of health promotion discussions varied across survivor characteristics. Discussions were more frequently reported by some groups, e.g., survivors with diabetes, or among individuals less likely to engage in healthy behaviors. In contrast, males and older and less educated survivors were less likely to have these discussions. • Cancer patients may benefit from mindfulness-based therapy |
| Tobacco Control | <p>Tobacco Cessation</p> <ul style="list-style-type: none"> • REMINDER: Freedom from Smoking (FFS) Trainings scheduled for 2/17/15 in Bowling Green. American Lung Association’s Tami Cappelletti will offer more Freedom From |

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| | <p>Smoking facilitator classes beginning January 2016. Training and materials are discounted to \$100 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. Go to http://www.lung.org to find FFS trainings being offered across the state.</p> |
| <p>Events</p> | <p>Events in Lexington</p> <ul style="list-style-type: none"> • The LUNG FORCE Expo, THIS FRIDAY, 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. <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 (click on Gilda's Club). <p>Events of Interest (in chronological order)</p> <ul style="list-style-type: none"> • 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. |