

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the November 28, 2012 issue of “Wednesday’s Word”, 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.

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
Breast Cancer	<ul style="list-style-type: none">• Women with a new diagnosis of breast cancer who are covered by Medicare are waiting longer and longer to get treatment, according to a nationwide study. B/w 1992 and 2005, the average waiting time b/w being diagnosed and having surgery rose from 21 days to 32 days. Delay was especially long for black and Hispanic women, and for those living in large cities.
General	<ul style="list-style-type: none">• Boomers Zero In on Health at Age 50 and 65, Study Says Doctors might time important messages to these age points, researcher says. The findings may help doctors and other health professionals target boomers with health messages when they’re most receptive to hearing them, according to the OSU researchers.• E-Medicine' May Not Be Cost Saver After All, Study Says. Patients with online access to medical records made more office visits.• Cancer drug ads don't boost inappropriate prescribing
Health Disparities	<ul style="list-style-type: none">• Black Women Have Higher Death Rates from Breast Cancer Than Other Women
Lung Cancer	<ul style="list-style-type: none">• American Cancer Society-funded Research Sheds Light on Lung Cancer
Palliative Care	<ul style="list-style-type: none">• Hospice-Nursing Home Partnership Crucial as Boomers Age More than a quarter of Americans dying from non-traumatic causes spend their last days in nursing homes, emphasizing the need for a partnership between hospice and nursing home care—especially as the baby boomer generation continues to age, says a LeadingAge report.• NY Times: Aiding the Doctor Who Feels Cancer's Toll “Most physicians have no other strategies, no other arrows in their quiver beyond administering tests and treatments. To avoid feeling that they’ve abandoned their patients, doctors throw procedures at them.”
Prevention, Genetics, Causes	<ul style="list-style-type: none">• Routine Checkups Don't Cut Cancer, Heart Deaths: Study. Large evidence review suggests standardized screenings aren't that helpful for the 'worried well'.• Decades Later, Chernobyl Accident Yields Clues to Leukemia Risk
Prostate Cancer Screening	<ul style="list-style-type: none">• KCC hosting WEBINAR: Monday, December 3rd, from 1 - 2pm EST. Dr. Paul Crispen, Assistant Professor of Surgery at the UK will share the latest information on prostate cancer screening. Dr. Crispen will relay recent research findings, and how it may impact our

	<p>conversations with Kentucky men regarding cancer prevention and screening. Webinar link: https://connect.uky.edu/prostate/ Call-in information: 1-877-394-0659; Participant Code: 7250592994#</p>
Resources	<ul style="list-style-type: none"> • New on NCI's Website - Cancer Patient Education Materials for E-Readers, Smartphones, and Tablets
Smoke-free	<ul style="list-style-type: none"> • Secondhand Smoke Very Unhealthy for Kids in Cars: Study. Backseat exposure to polluted air is worse than in restaurants, bars, casinos • Smoking harms the brain by damaging learning, memory and reasoning, a new study says. U.K. researchers looked at 8,800 people over age 50 and found a "consistent association" between smoking and lower scores on mental skills' tests. The study was published in the journal <i>Age and Ageing</i>. • Commission recommends upping Kentucky's cigarette tax by 40 cents • SAVE THE DATE: KCSP's annual Spring Conference "Achieve Smoke-free: Takin' It to the Streets" on 4/18/13 at Central Baptist Hospital's Learning Center in Lexington. So what happens after you have adopted your voluntary policy or enacted a policy in your community? You take it to the streets! Implementation takes time & effort. Sessions will discuss determining who is exposed to the new policy, how well adherence is going, It's important to develop your message regarding your smoke-free policy and begin "takin' it to the streets" in your community. • Smoking During Pregnancy Impacts Offspring's Reading Skills: In addition to serious outcomes, such as stillbirth, preterm birth, and miscarriage, offspring of mother's who smoke during pregnancy were found to have lower reading scores in school. • The American Cancer Society has a new infographic: Tobacco - The True Cost of Smoking. • Ventilation at five major U.S. airports with designated smoking areas does not protect passengers from the health risks of secondhand smoke, the Centers for Disease Control and Prevention warns