

ADVOCACY

- The **American Cancer Society** is sponsoring their annual “Lobby Day” on February 9th from 8am – 1pm at the Capitol in Frankfort. Reserve your place by contacting Eric Evans at 502-560-6031 or eric.evans@cancer.org.

BREAST CANCER

- **IOM Releases Report entitled “Breast Cancer and the Environment: A Life Course Approach”**
Many wonder about the role that environmental exposures may be playing in America’s high rates of breast cancer. Susan G. Komen for the Cure® asked the IOM to review the current evidence on breast cancer and the environment, consider gene–environment interactions, review the research challenges, explore evidence-based actions that women might take to reduce their risk, and recommend directions for future research. The report urges a life-course approach to studying breast cancer because new information suggests that women and girls might be more susceptible to some risk factors during certain life stages. Read more about the report in an IOM [Q & A Booklet](#) for the public, or a [report brief](#).

CANCER IN THE NEWS

- [Cancer death rates continue to drop](#) (1/4/12, USA Today) Small but continued drops in cancer incidence and deaths in the [United States](#) in recent years are charted in a new report. Between 2004 and 2008, death rates for cancer went down by 1.8 percent a year in men and 1.6 percent a year in women, the American Cancer Society (ACS) reported Wednesday.
- [Preventive care free - sometimes: It can depend on what doctor does](#) (12/30/11, Louisville Courier Journal) “Bill Dunphy thought his colonoscopy would be free. His insurance company told him it would be covered 100 percent, with no copayment from him and no charge against his deductible. The nation’s 1-year-old health law requires most insurance plans to cover all costs for preventive care including colon cancer screening. So Dunphy had the procedure in April. Then the bill arrived: \$1,100...”
- [Life Lessons: Karen Morrison, Gilda's Club president](#) (12/29/11, Louisville Courier Journal) “Karen Morrison is the president and chief executive officer of Gilda’s Club Louisville, a support community for individuals and families affected by cancer. In this 12/29/11 Louisville Courier Journal article, Morrison shares some of the things she’s learned as the leader of the club, 633 Baxter Ave., for more than four years.”
- [Sgt. 1st Class | Cancer survivor credits Army's help](#) (1/8/12, Louisville Courier Journal) Army Sgt. 1st Class Ana Carrizo is surviving breast cancer while her mother is dying of the disease. Carrizo, 43, said she found her cancer early, thanks to an Army program that electronically reminds soldiers to get medical screenings. Carrizo, who works in operations at the Noncommissioned Officer Academy at Fort Campbell, has experienced many facets of Army care.

- [Obesity Linked to Higher Esophageal Cancer Death Rates](#) (12/23/11, HealthDay) Obese people who have had surgery to treat esophageal cancer are twice as likely to have a recurrence of the disease or die from cancer within five years as patients of normal weight, according to a new study. In the study, published in the Dec. 1 issue of the *Journal of Clinical Oncology*, researchers from the Mayo Clinic in Rochester, Minn., suggested their findings could change the way some doctors treat obese patients with this type of cancer.

CERVICAL CANCER

- [Personalized Awareness Campaign Targets High Cervical Cancer Rates in Kentucky](#) (1/3/12, CCFKY). A new awareness campaign launched today by Cervical Cancer Free Kentucky uses a Facebook application to demonstrate in a very personal way how the devastating disease might affect users' circle of friends. Through the new "Cause the Movement" campaign, Cervical Cancer-Free Kentucky hopes to reduce Kentucky's cervical cancer rate, which is eighth highest in the country, through three steps: Educating Kentuckians about cervical cancer, prevention and treatment; Increasing the number of women who get cervical cancer prevention screenings, and who get follow up testing and/or treatment when the screenings yield abnormal results; and encouraging both males and females ages 9 to 26 to get the HPV vaccine series.

The campaign will include speaking engagements, news announcements, posters and creation of a new website: causethe-movement.org.

COLON CANCER

- ["FamilyPLZ!"](#) is a new national colon cancer screening public awareness campaign which focuses on the importance of learning about your family history of colorectal cancer, sharing this information with your doctor and loved ones, and getting the younger generations to start conversations about health and screening. The campaign was created by the [National Colorectal Cancer Roundtable](#).

Several free tools are now available to promote the Family PLZ! Campaign, including: downloadable posters and palm cards, Facebook applications, Animated video, and Web banner ads.

- CDC's multiyear [Screen for Life: National Colorectal Cancer Action Campaign](#) recently filmed and shot new television and print PSAs in English ("*No Excuses*") and Spanish ("*No Hay Excusas*"). CDC plans to distribute these new PSAs by late February 2012. The TV and print creative concepts were tested in focus groups around the country, and address common excuses and misconceptions that lead people to delay or avoid getting screened for colorectal cancer.

DATA

- **NCI announces guide to communicating data to lay audiences**
"Making Data Talk: A Workbook" is the National Cancer Institute's newly released publication that helps public health practitioners, scientists, health educators, clinicians, researchers, students, and statisticians understand the critical roles data play in communication.

The workbook, based on the book *Making Data Talk: Communicating Public Health Data to the Public, Policy Makers, and the Press*, provides key information, practical suggestions, practice exercises and best practice examples on how to effectively communicate health-related scientific data to lay audiences. Making Data Talk: A Workbook is available as a print or electronic version. Visit NCI's website to order a copy or **download** the workbook.

RESOURCES

- **Online Education and Training for Health Professionals Now Easily Accessible on Cancer.gov**

The National Cancer Institute (NCI) has organized its online tutorials, web-based tools, and video casts into one convenient location at <http://www.cancer.gov/cancertopics/health-professional-training-tools>. Learn about critical topics including clinical trials, translational research, and program planning.

Target audiences include health providers, public health program planners, researchers and cancer registrars. Courses are offered in a number of formats: online self study, CD/DVD, downloadable material, webinars, podcasts and animated tutorials.

- **ASCO Resource for Teens with Cancer**

[This webpage](#) on Cancer.net, a patient resource of the American Society of Clinical Oncology, was recently updated and includes resources for teens with cancer, including websites, camps and retreats, and educational scholarships.

SURVIVORSHIP

- **Exercise Program for Cancer Survivors**

Cancer Foundation For Life (CFFL) is a non-profit organization based out of Texas, focusing on enhancing the quality of life and survival for individuals living with cancer and chronic disease through their *FitSTEPS for Life*[®] (FSFL) program. They are currently seeking to expand throughout the United States, as FSFL was developed as a scalable model to be replicated nationwide as a standard of care.

Since 2001, FSFL has offered an individualized, structured, free exercise program for unlimited time to patients with any type of cancer, at any stage of diagnosis. *Cancer Foundation For Life*[®] recently published an article in the Journal of Oncology Practice (July 2011) chronicling the CFFL's development of the FSFL program, its growth and potential. Visit www.cancerfoundationforlife.org.

- **LIVESTRONG at the YMCA**

LIVESTRONG at the YMCA is a twelve-week, small group program designed for adult cancer survivors. This program targets survivors in a transitional period between completing their cancer treatment and the shift to feeling physically and emotionally strong enough to attempt to return to their normal life. The program is conducted outside of medical facilities to emphasize that LIVESTRONG at the YMCA is about health, not disease.

YMCA fitness instructors work with each participant to fit the program to their individual needs. The instructors are trained in the elements of cancer, post rehab exercise and supportive cancer care. Watch the [LIVESTRONG at the YMCA](#) video for more information. Currently, LIVESTRONG at the YMCA is offered in two Kentucky locations (Lexington and Louisville). For contact info, visit [LIVESTRONG at the YMCA Map](#).

- **2012 Survivorship Research Conference and Survivor Advocate Program**

NCI's Office of Cancer Survivorship, the American Cancer Society, LIVESTRONG, and the Centers for Disease Control and Prevention are bringing together researchers, clinicians, cancer survivors, advocates, program planners, policy-makers, and public health experts to present, discuss and disseminate groundbreaking cancer survivorship research. The [6th Biennial Cancer Survivorship Research Conference](#), entitled "*Cancer Survivorship Research: Translating Science to Care*," will be held on June 14-16, 2012, at the Crystal Gateway Marriott in Arlington, Virginia.

Applications are now being accepted for the [Survivor Advocate Program](#), which provides scholarships for up to 20 advocates to attend the conference. Deadline for applicants is January 23rd.

- **Updated Phone App Helps Cancer Patients Manage Their Care**

"*Cancer.Net Mobile 2.0: Tools to Manage Your Care*", an updated version of Cancer.Net Mobile, is now available for free download. The app provides timely, doctor-approved cancer information and interactive tools such as questions to ask the doctor, and the recording of voice answers; save information about prescriptions; and track the time and severity of symptoms and side effects. [Download Cancer.Net Mobile](#) or update the app from your iPhone, iPod Touch, or iPad. An Android version is coming soon.

TOBACCO

- See the latest version (updated Dec. 22, 2011) of the **Kentucky Center for Smoke Free Policy's** [map](#) of Kentucky communities with smoke free ordinances.

- [The Return on Investment of a Medicaid Tobacco Cessation Program in Massachusetts](#)

A program that helped low-income Massachusetts residents stop smoking saved three dollars for every dollar spent. That's the conclusion of a study from George Washington University published online January 7th in the journal *PLoS One*.