

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **January 20, 2016** 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
ACA & Cancer	<ul style="list-style-type: none"> ● Bevin notifies feds he'll dismantle kynect ● Obamacare Enrollment Initiative Targets Latinos: Consumers can still sign up for health-care coverage through Jan. 31. ● Studies: 2 Ways Obamacare Is Saving Money - Hospital reimbursements up, births to young moms more often privately covered, researchers say ● Senior Clinical Officer at Anthem, Kentucky Medicaid’s Medical Director, and Louisville Gastroenterologist jointly author a call to Kentucky’s primary care providers: “The best colorectal cancer screening strategy is the one that gets the job done.” Commentary urges implementation of evidence based screening for colorectal cancer. “Eliminating system barriers around CRC screening such as out-of-pocket expenses and non-economic burdens are being managed though the implementation of the ACA and are being advanced with recent KY state legislation (KY HB 69/SB61) effective January 1, 2016 that allows for 100 percent coverage when billed with CPT code 82247, importantly, without cost share to the member.” Read the letter in its entirety here.
Alcohol	<ul style="list-style-type: none"> ● Alcohol Ads Should Be a No-See on TV for Kids: But 1 in 8 drinking ads don't adhere to industry's own standards, study reports.
Breast	<ul style="list-style-type: none"> ● The U.S. Preventive Services Task Force (Task Force) has issued their final recommendation statement on Screening for Breast Cancer <ul style="list-style-type: none"> ○ PRESS RELEASE on statement: Mammograms a Personal Decision for Women in Their 40s, Panel Says: USPSTF recommends screening every 2 years for all after the age of 50. ● Bottom Line: Mammograms are Still Covered (Blog post on USPSTF statement by Dr. Nancy Lee, Director, Office on Women’s Health (OWH)) ● Regular Mammograms Worthwhile for Elderly Women: New study shows screenings helped lower breast cancer deaths among those over 69.
Cancer Control	<ul style="list-style-type: none"> ● President Obama calls on America to end cancer in last State of the Union address
Cervical Cancer	<ul style="list-style-type: none"> ● REMINDER: January is Cervical Cancer Awareness Month... <ul style="list-style-type: none"> ○ Help take action with targeted messaging and materials from the CDC. ○ The American Cancer Society has news, resources, and tools here.

	<ul style="list-style-type: none"> ○The GW Cancer Institute has a Cervical Cancer Awareness Social Media Toolkit ○National AHEC has created a HPV Vaccine Myth Busting for Health Care Providers Social Media Toolkit.
Childhood Cancer	<ul style="list-style-type: none"> ● Fewer Childhood Cancer Survivors Dying From 'Late' Effects: Improved treatments are avoiding many of the toxic reactions to older therapies, study finds. ● Kids With Vision-Damaging Cancers May Face Ills Later: Lifelong screening recommended to detect problems early.
Colon Cancer	<ul style="list-style-type: none"> ● BLOG POST: New screening coverage in Ky. starts this month ● Kentucky Colon Cancer Screening Program proposed expansion: On Jan. 14th, the Kentucky House Health & Welfare Committee unanimously voted to support a proposal to expand the Kentucky Colon Cancer Screening Program to under-insured Kentuckians, allowing even more people to qualify for CRC screenings. Follow the latest developments on this proposal, as it makes its way to the Senate H & W Committee, on the Colon Cancer Prevention Project's Facebook page. ● Minorities More Likely To Be Diagnosed With Colon Cancer at Younger Age: Researchers say screening guidelines in U.S. should be reviewed. ● WEBINAR: Tuesday, February 9th at 12:00pm EST. National Colorectal Cancer Roundtable will discuss their new 2016 80% by 2018 Communications Guidebook, which now includes tested messages in Spanish. ● The American Society of Clinical Oncology recently updated the ASCO Answers Guide to Colorectal Cancer helps people who are newly diagnosed better understand the disease and their treatment options. ● The National Colorectal Cancer Roundtable has launched the 80% by 2018 Blog featuring posts that highlight 80% by 2018 success stories and emergent topics to support your work to achieve 80% by 2018, including interviews with recognized experts and innovators in the field. ● REMINDER: The Colon Cancer Prevention Project's "Bottoms Up Bash" is March 4th, 2016 tickets on sale now.
Cost	<ul style="list-style-type: none"> ● High Deductibles = Fewer Imaging Tests: Study - Insurance costs keep patients from seeking X-ray, CT or MRI scans, researchers report. ● For Cancer Survivors, Expenses Keep Mounting: Even after treatment, medical costs are still thousands more annually, study finds.
Data	<ul style="list-style-type: none"> ● Cancer Statistics Report: Death Rate Down 23% in 21 Years
End-of-Life Care	<ul style="list-style-type: none"> ● Families Say Hospice Better Than Hospital for Dying Cancer Patients: Doctors need to heed preferences of patients, prepare for end of life sooner, experts say.

	<ul style="list-style-type: none"> • Doctors Choose Less Aggressive Care at End of Life, Studies Reveal -- Findings suggest they understand limits of modern medicine better than the patients they treat do. • Terminal Cancer Patients in U.S. Less Likely to Die in Hospitals: Study compares end-of-life practices in seven countries • SAVE THE DATE: The Art and Science of Palliative Medicine Conference: May 13, 2016, Keeneland Sales Pavilion, 4201 Versailles Rd., Lexington, KY 40501. Hosted by Hospice of the Bluegrass. Participants will identify the importance of palliative care in meeting the needs of seriously ill individuals; Describe strategies for encouraging advance care planning and conversations around values and preferences for medical care in the context of serious illness; Articulate key trends in health care delivery that will influence the future of hospice and palliative care. CEs available. Registration is \$99.
Flu	<ul style="list-style-type: none"> • Women May Have Better Flu Defenses: Study might explain why men often seem harder hit by the virus.
Gynecologic cancer	<ul style="list-style-type: none"> • CDC's New online Gynecologic Cancer Curriculum discusses the risk factors, symptoms, prevention strategies, and screening recommendations of gynecologic cancers. Intended for primary health care professionals, consists of 6 free, case-based modules that address cervical, ovarian, uterine, vaginal, and vulvar cancers. CEs available at no cost.
Health Equity	<ul style="list-style-type: none"> • Some Women Face Geographic Barriers to Breast Reconstruction: Those treated at academic hospitals travel nearly 50 miles on average, research shows. • Study Finds Poverty a Stronger Harbinger of Childhood Obesity Than Race: Low-income students may consume more fast food, have less access to activity, researchers suggest
Human Papilloma Virus	<ul style="list-style-type: none"> • HPV Vaccine Rates Highest in Poor and Hispanic Communities: Study - Researchers say teen girls in mostly black and mostly white neighborhoods have lowest rates. • In observance of Cervical Health Awareness Month this month, CDC is presenting the "Taming Conversations Around HPV Vaccine in Social Media" webinar series. Weekly presentations address various aspects of engaging with negative comments or safety concerns on social media platforms. Remaining webinars include: <ul style="list-style-type: none"> ○ January 22nd - 11:00AM ET: "But I saw it on the internet! Addressing safety concerns that have gone viral." Presented by Cindy Weinbaum, MD, MPH and Melinda Wharton, MD, MPH. ○ January 29th - 11:00AM ET: "Harnessing Enthusiasm: Real world examples of engaging partners in social media discussions." Presented by Karen Ernst and Christine Vara. • Also, look through this exhaustive compilation of live and archived webinars available online addressing HPV, provided by the HPV Roundtable.
Lung Cancer	<ul style="list-style-type: none"> • January is Nation Radon Action Month. Radon is the leading cause of lung cancer in non-smokers. KCC encourages you and your organization to help raise awareness of the health effects of radon exposure, promote testing and mitigation, and advance the use of radon resistant new construction. Join the national outreach efforts today and help prevent

	<p>thousands of lung cancer deaths from radon! Please see the resources below and share widely with your organization and within your community, and contact Kristian Wagner at kristian@kycancerc.org for more information!</p> <ul style="list-style-type: none"> ○ EPA offers free tips and tools to help you plan and implement radon outreach activities in your community. ○ Check out the newly released National Radon Action Plan, developed by the American Lung Association. ○ Please see the, "Know Your Number" 1-pager developed by the Kentucky Radon Program and the Kentucky Association of Radon Professionals. ○ Find out how to obtain a free Radon Home Test Kit in Kentucky. <ul style="list-style-type: none"> ● Smokers With Pneumonia at Risk for Lung Cancer: Study -- Chest scans a cost-effective strategy to screen this population, researchers say
Media	<ul style="list-style-type: none"> ● Cancer Prevention Month and World Cancer Day Social Media Toolkit – Cancer control partners are welcome to adapt messaging for their target audiences from this GW Cancer Institute developed toolkit, developed for Cancer Prevention Month and World Cancer Day (Thursday February 4, 2016).
Medicaid	<ul style="list-style-type: none"> ● OP-ED: Results don't lie; Medicaid expansion benefits Kentucky
Obesity, Nutrition and Physical Activity	<ul style="list-style-type: none"> ● New Dietary Guidelines Call for Less Sugar, Less Meat ● The Sugar-Cancer Connection ● Cancer-obesity link should be motivator ● More Evidence That Severe Poverty Harms Kids' Health: Children living way below poverty line more likely to be obese, exposed to lead. ● Mexico's Soda Tax Linked to Reduced Consumption: American Heart Association says measure should improve rates of obesity, diabetes, heart disease.
Palliative Care	<ul style="list-style-type: none"> ● Palliative Care Cuts Costs for Cancer Patients With Other Health Problems: Relieving symptoms and stress helps families as well, study says. ● Pain Relief Advice May Help ER Patients With Terminal Cancer: These consultations linked to better and longer quality of life, researchers say.
Policy	<ul style="list-style-type: none"> ● American Cancer Society Cancer Action Network: Kentucky Day at the Capitol - Tuesday, February 9, 2016, 8:30am-2:30pm, Capitol Building in Frankfort. Lunch Provided. ACSCAN's annual Day at the Capitol is a time for those touched by cancer to come together, share their stories and talk with elected officials about making the fight against cancer a priority in our state. RSVP by Monday, February 1, 2016 ● 'Moonshot' to Cure Cancer, to Be Led by Biden, Relies on Outmoded View of Disease

Risk	<ul style="list-style-type: none"> • Teens Who Tan Indoors May Be More Likely to Smoke, Drink, Use Drugs: Study -But researchers add that finding doesn't prove cause-and-effect link.
Survivorship	<ul style="list-style-type: none"> • Personal Care Plans Tied to Better Follow-Up in Breast Cancer Survivors: Study found improvement in number of low-income women meeting care recommendations
Tobacco Control	<p>Tobacco Control</p> <ul style="list-style-type: none"> • FDA's Smoking Prevention Campaigns: Reaching Kids Where They "Live" <ul style="list-style-type: none"> ○ The Real Cost, launched in 2014, is FDA's first national youth tobacco prevention campaign and its largest effort to date. The Real Cost aims to reach an estimated 10 million kids ages 12 to 17 who are open to smoking or already experimenting with cigarettes. ○ Fresh Empire - Another targeted campaign effort launched in fall 2015. Fresh Empire is the agency's first attempt at targeting underserved, multicultural populations, including African American, Hispanic, and Asian American/Pacific Islander youth. • Appeals Court Overturns Ruling on Menthol Cigarette Report • One hookah tobacco smoking session delivers 25 times the tar of a single cigarette • REMINDER re: WEBINARS: The Smoking Cessation Leadership Center is offering Kentucky providers free access to over 50 webinars featuring experts in tobacco control and public health, with free CME/CEUs, now through 2/28/16! Use the discount code: KY15 to waive the \$35 certificate fee. For a complete list of webinars or for more information, visit smokingcessationleadership.ucsf.edu <p>Tobacco Cessation</p> <ul style="list-style-type: none"> • REMINDER: Freedom From Smoking® Facilitator Training: February 17, 2016, 8:30 a.m. - 4:30 p.m. in Bowling Green at the WKU Health Sciences Complex, Room 2271. To register, contact Tami Cappelletti at (502)363-2652 or tami.cappelletti@lung.org Space is limited, Registration Deadline: January 19, 2016. \$100 registration fee includes FFS Facilitator Guide, certificate of course completion, continental breakfast and lunch. • Other upcoming Freedom From Smoking trainings: <ul style="list-style-type: none"> ○ Jan. 26 Owensboro ○ Feb 8 Georgetown <p>E-Cigarettes</p> <ul style="list-style-type: none"> • E-cigarettes Don't Help Smokers Quit Tobacco: Study - Devices actually lower chances of quitting by 28 percent, researchers say. • REMINDER: E-Cigarette Ads and Youth: CDC reports that E-cigarette ads reach nearly 7 in 10 middle and high-school students. Take a moment to read through this valuable new fact sheet, with infographics and calls to action.

	<ul style="list-style-type: none"> • CONFERENCE: "Project e-Prevent" at the London Community Center in London on March 24th, 8am – 3:30pm. Experts from across the state will present information on several e-cigarette issues. Deadline for registration is March 11. This is a free conference and CME's are available. Register today! <p>Secondhand Smoke</p> <ul style="list-style-type: none"> • Grayson County group asks Fiscal Court for a local smoke free ordinance (by Al Cross, Kentucky Health News) • Half of U.S. Teens Exposed to Secondhand Smoke, CDC Says: Their own homes and family cars are common sources.
Events	<p>Events in Lexington</p> <ul style="list-style-type: none"> • SMOKE-FREE: 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"> • FUNDRAISER: The Colon Cancer Prevention Project's "Bottoms Up Bash" is March 4th, 2016 tickets on sale now. <p>Events of Interest (in chronological order)</p> <ul style="list-style-type: none"> • 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. • 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! • The 8th Biennial Cancer Survivorship Research Conference, "Innovation in a Rapidly Changing Landscape," will be held June 16-18, 2016, at the Omni Shoreham Hotel in Washington, DC. Registration is NOW OPEN for the 2016 Cancer Survivorship Research Conference and Survivor Advocate Program. The American Cancer Society, the National Cancer Institute of the National Institutes of Health, the Centers for Disease Control and Prevention, and the LIVESTRONG Foundation 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.