

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **January 21, 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 Jessica Jones at <mailto:jjones@kycancerc.org>.

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
<p>Affordable Care Act (ACA) Implementation</p>	<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. <p>Want information about grandfathered health plans under ACA: How many are there? How can members tell if their plan has been grandfathered? Join the American Lung Association for a discussion with healthcare expert, Sara Collins.</p> <ul style="list-style-type: none"> • Date/Time: January 22nd, 2:30pm EST • To participate in this informal/phone discussion (come with your questions), please RSVP Anne (anne.digiulio@lung.org). <p>As coverage expands under ‘Obamacare’, fewer report problems getting care, paying medical bills</p> <p>New Year, New Coverage for Millions: Robert Wood Johnson</p>
<p>Breast Cancer</p>	<ul style="list-style-type: none"> • Nutrition education may help prevent breast cancer reoccurrence • Exercise Hormone May Offer Breast-Cancer Protection: Study offers possible link between physical activity & reduced risk, improved survival rates • Cook for Your Life program leads to dietary behavior changes in Latina breast cancer survivors
<p>Cervical Cancer & HPV vaccinations</p>	<p>January is Cervical Cancer Awareness Month</p> <ul style="list-style-type: none"> • We posted a ton of resources in the Dec. 17th edition of Wed. Word and don’t want to repeat them so please see the KCC website, Wed. Word page (Dec. 17th edition) for more resources. Here is just a few highlighted documents: <ul style="list-style-type: none"> ○ Infographic: Prevent Cervical Cancer with the Right Test at the Right Time ○ Cervical Cancer Fact Sheet • Cervical Cancer Awareness Social Media Toolkit: The George Washington Cancer Institute has developed a Social Media Toolkit designed to help public health

	<p>professionals understand the functions of social media, establish a media strategy, manage social media accounts, etc. For more information, click here.</p> <ul style="list-style-type: none"> • Routine screening for cervical cancer urged • Two medical organizations recommend use of HPV test for cervical cancer screening • Panel advises HPV test replace Pap test for cervical cancer screening • HPV test 'more accurate' than Pap for cervical cancer screening
<p>Clinical Trials</p>	<ul style="list-style-type: none"> • Clinical Trials Education: With support from the National Cancer Institute (NCI), this educational program is designed to provide general information about clinical trials & how they work.
<p>Colon Cancer</p>	<p>Colon Cancer Information from our Partners:</p> <ul style="list-style-type: none"> • The Colon Cancer Prevention Project (the "Project") needs our help & would also like to help! <ul style="list-style-type: none"> ○ SURVEY HELP NEEDED: The Project is working on developing new support programs for colon cancer survivors/fighters across our region. Please forward this survey link to colon cancer survivors/fighters in your area to help the Project determine how best to meet the needs of these survivors. <ul style="list-style-type: none"> ▪ 2014 Fall Survivor Survey or you can click here to access it through the Project's website ○ HELP FOR COLON CANCER SURVIVORS: Fighters' Fund: This fund is a financial assistance program that provides one-time grants of \$200 to qualifying patients based on need. ○ FUNDING OPPORTUNITY: Project Innovation Is a new program developed by the Project with the goal of jumpstarting programs in our communities. By encouraging individuals to join in efforts to raise awareness about colon cancer & educate people about the importance of screening, the Project is looking for ideas & people to lead the efforts with hopes to spread the word to areas it's targeting with greatest need. Click here to find out who can apply, details of the project, and to download/print an application which can be mailed/emailed to the Project. <ul style="list-style-type: none"> ▪ Projects service area: Preference given to Whitley/Knox/Bell/Clay, Madison, Fleming, Morgan, Martin/Pike, Hopkins, Hardin; but also any area of KY &/or Southern Indiana ▪ Applications will be accepted January 15th-May 15th, 2015. • Stool Based Screening Tests: Colon Cancer Prevention Project • Stool DNA Testing for Colon Cancer: American Cancer Society • Journal Article: Celebrity Appeal: Reaching Women to Promote Colorectal Cancer Screening: Provided by CDC and published in <i>Journal of Women's Health</i> • High vitamin D levels increase survival of patients with metastatic colorectal cancer • Researchers Identify New Gene Mutations Linked to Colorectal Cancer in African American Patients: Discovery paves way for new approaches for population with highest incidence & mortality rates from this kind of cancer <ul style="list-style-type: none"> ○ The American College of Gastroenterology (ACG) released in 2008 a recommendation for colon cancer screening in African Americans beginning at age 45.

	<ul style="list-style-type: none"> ○ See “Health Equity” section to view a report on Cancer & African-Americans. ● Cancer Action Plan (CAP) Updates: Colon Cancer: Many thanks to the KCC Consortium partners who helped update this section of the CAP! With their help, we were able to update the goal, objectives, and strategies for colon cancer in Kentucky. See the attached document to view these updates. <ul style="list-style-type: none"> ○ What is the CAP? Good question- it’s Kentucky’s comprehensive cancer control plan (similar to a strategic plan) to reduce the burden of cancer in our state. We work with partners throughout the state to implement the plan. To view the entire CAP online, click here but please refer to the attached document for the latest information on colon cancer. ○ Want more information on the CAP or the Kentucky Cancer Consortium? If so, please contact Katie Bathje (KCC’s Program Director) at mailto:kbathje@kycancerc.org
Environmental Carcinogens	<p style="text-align: center;">January is National Radon Action Month</p> <p>Radon is the second leading cause of lung cancer overall and the LEADING cause in non-smokers.</p> <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 & to register for the conference ● Environmental Protection Agency: National Radon Action Month information ● YOUTUBE VIDEO: Are you Breathing Radon?
Genomics/Genes	<ul style="list-style-type: none"> ● Random chance’s role in cancer
Health Care	<ul style="list-style-type: none"> ● WEBINAR: Access to Health Services: Healthy People 2020 <ul style="list-style-type: none"> ○ Date/Time: January 22nd, 12-1:00pm EST ○ Click here for more information and to register ● Higher health-care costs for smokers, the obese ● CDC releases New Resources for Hospitals to Create Healthier Environments: <ul style="list-style-type: none"> ○ Step-by-Step Guide: Using the Healthy Hospital Food, Beverage, and Physical Activity Environment Scans ○ Creating Healthier Hospital Food, Beverage, and Physical Activity Environments: Forming Teams, Engaging Stakeholders, Conducting Assessments & Evaluations
Health Equity	<ul style="list-style-type: none"> ● WEBINAR: Social Determinants of Health and Lesbian, Gay, Bisexual, and Transgender Health <ul style="list-style-type: none"> ○ Date/Time: February 5th, 12:30-2:00pm EST ○ Click here for more information and to register

	<ul style="list-style-type: none"> • Cancer Facts & Figures for African Americans (2013-2014): American Cancer Society
<p>Hospice & Palliative Care</p>	<ul style="list-style-type: none"> • End of Life Planning does not make Cancer Patients Hopeless or Anxious • How Americans' refusal to talk about death hurts the elderly • KET VIDEO TRAILER: "Being Mortal" by Atul Gawande, MD: The video will air on Feb. 10th as FRONTLINE follows Dr. Gawande as he explores relationships doctors have with patients who are nearing the end of life. • VIDEO & ARTICLE: Stuart Scott and fighting metaphors in medicine: In the words of Mr. Scott, "You beat cancer by how you live, why you live and the manner in which you live." • Choosing Life: A Story of the Value of Palliative Care • NPR PODCAST: The Rise of the For-Profit Hospice Industry
<p>Leukemia/ Lymphoma & other Blood Cancers</p>	<ul style="list-style-type: none"> • WEBINARS (some webinars offer free CE credit for nurses & social workers): <ul style="list-style-type: none"> ○ Update on Chronic Myeloid Leukemia <ul style="list-style-type: none"> ▪ Date/Time: February 3rd, 2-3:00pm EST ▪ Click here to register ○ Living with Myeloma-Treatment & Side Effects Management <ul style="list-style-type: none"> ▪ For patients/caregivers & healthcare professionals ▪ Click here to view archived webinar ○ Living with Slow-Growing Lymphoma <ul style="list-style-type: none"> ▪ For patients/caregivers & healthcare professionals ▪ Click here to view archived webinar
<p>Lung Cancer</p>	<ul style="list-style-type: none"> • Lung CT scan use expected to swell • For Lung Cancer Screening, a Small Dose of Hope
<p>Patient Navigation</p>	<ul style="list-style-type: none"> • FOLLOW-UP: Kentucky Cancer Patient Navigators' Fall Forum 2014: One of the most popular sessions at the forum was entitled "Tobacco Treatment throughout the Cancer Patient Navigation Continuum of Care: Best Practice Interventions". Some of the panelists discussed Motivational Interviewing (MI). Here is an upcoming educational opportunity for MI: <ul style="list-style-type: none"> • Using Motivational Interviewing to Enhance Your Practice: This workshop is offered by UK College of Social Work. It utilizes a client centered & directive approach to therapy that assists individuals in resolving their ambivalence about positive change. It has been proven effective in a wide range of human problems- both emotional and medical- where significant changes in entrenched behaviors are necessary to bring about healing. <ul style="list-style-type: none"> ▪ Date/Time: January 30th, 1:30pm-4:30pm ▪ Location: Eastern State Hospital, 1350 Bull Lea Road, Lexington ▪ Cost: \$60.00 for 3.0 CEUs ▪ Click here to register ▪ For more information, contact Jessica Morris at mailto:jessicamorris@uky.edu • Oncology Patient Navigation: Bringing this crucial role to the forefront

	<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.
Prevention	<ul style="list-style-type: none"> ● CONFERENCE: Dialogue for Action on Cancer Screening/Prevent Cancer Foundation- see the “EVENTS” section at the end of this email for more details ● Cyber Steps Toward Saving Lives: Benefitting the American Cancer Society (ACS) Relay for Life Program: ACS wants to motivate us to be active as a means for cancer prevention. The challenge works by tracking and logging your steps. Based on your progress, you will be entered to win prizes such as a FitBit. See the attached flyer for more information. ● Cancer Causes and Risk Factors (NCI): <ul style="list-style-type: none"> ○ Factors KNOWN to increase risk of cancer: <ul style="list-style-type: none"> ▪ Cigarettes smoking and Infections are among those listed (KCC works with partners on tobacco & smoke-free efforts as well as HPV vaccination efforts) ○ Factors that MAY AFFECT the risk of cancer: <ul style="list-style-type: none"> ▪ Physical activity, obesity & environmental risk factors are also on this list ● Violence and the Media in 2014: Q & A with Lori Dorfman: Risa Lavizzo-Mourey of RWJ said recently, “We will never be a healthy nation, if we continue to be a violent one.” ● Following lifestyle guidelines may reduce risk for certain cancers and for overall mortality ● Pinterest has a “Women’s Health” page which has cancer prevention & screening info listed on it from CDC (when Jessica looked, she could not find a “Men’s Health” page)
Prostate Cancer	<ul style="list-style-type: none"> ● New study findings help physicians and patients determine prostate cancer risk
Research	<ul style="list-style-type: none"> ● Rate of investment in medical research has declined in U.S., increased globally
Screening & Early Detection	<ul style="list-style-type: none"> ● Cancer biopsies do not promote cancer spread, research finds
Skin Cancer	<ul style="list-style-type: none"> ● Warning: That Tan Could Be Hazardous: Indoor tanning poses cancer risks, Teenagers learn ● Sun risk for children of melanoma survivors
Survivorship	<ul style="list-style-type: none"> ● CONFERENCE: Transforming Cancer Survivorship: Through Research and Best Practice: The NCI Director of Cancer Survivorship & other national experts will be presenting. <ul style="list-style-type: none"> ○ Date/Time: March 27th, 8-4:00pm EST ○ Location: Kingsgate Marriott Conference Center, 151 Goodman Dr., Cincinnati, OH ○ Event geared towards the following health professionals: Physicians, Nurses, Psychologists, Residents & Med. Students, Social Workers, Counselors, Dietitians, & other health professionals

	<ul style="list-style-type: none"> ○ Fee: \$150 per person, \$95 for student/fellow, Early Bird- \$130 but due in February ○ CEUS will be provided ○ Click here to register & for more information ● Call for research into needs of cancer survivors ● Do you know someone with colon or rectal cancer that is having financial difficulties getting a colon cancer screening or treatment for colon cancer? <ul style="list-style-type: none"> ○ If so, they may qualify for one-time grant assistance through the Colon Cancer Prevention Project’s Fighters’ Fund. Click here to read more. ● Many cancer survivors have unmet physical and mental needs related to their disease and its treatment
Tobacco Control	<p>Tobacco Control Efforts (General) & Other Information</p> <ul style="list-style-type: none"> ● State of Tobacco Control 2015: Provided by the American Lung Association <ul style="list-style-type: none"> ○ How did Kentucky do? <ul style="list-style-type: none"> ▪ F in Tobacco Prevention ▪ F in Smokefree Air (see Smoke-Free information below) ▪ F in Access to Cessation Services ▪ F in Tobacco Taxes ● Smoking keeps wounds from healing, Ups the risk of infections <p>Smoke-Free/Smoke-Free Policy</p> <ul style="list-style-type: none"> ● Smoke-Free Kentucky- Day at the Capital: <ul style="list-style-type: none"> ○ 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 ● Here’s a quick point: The media loves to use the phrase “smoking ban”. Remember- this has nothing to do with banning smoking. It has to do with restricting where smoking takes place for the health and safety of everyone (Thanks, Amy Jeffers from Pathways for reminding us!) ● Smoke-Free Kentucky has information on talking points that you can share with your partners: <ul style="list-style-type: none"> ○ Smoke-Free Kentucky Talking Points for Advocates- Pass HB 145 in 2015! (see attached) ○ Everyone has the Right to Breathe Smoke-Free Air ○ Why Pass a Strong Smoke-Free Law? ○ Kentucky Leads the Nation in Lung Cancer ○ Tobacco smoke is not just an annoyance, it’s a proven health hazard for smokers and the people around them ○ The U.S. Surgeon General encourages smoke-free protection for all ○ Support for smoke-free law in Kentucky remains steady ● Smoke-Free in the News:

- [Stivers cites absurd reason for blocking statewide smoking ban](#)
- [Beshear urges lawmakers to pass statewide smoking ban](#)
- [Poll shows steady support for Smoke-Free Law in Kentucky](#)
- [Two-Thirds of Kentuckians support a statewide smoking ban](#)
- [Everyone has the right to breathe smoke-free air](#)

Electronic Cigarettes

- **ARCHIVED PRESENTATION/WEB RECORDING (Dec. 11th):** [Preventing E-Cigarette Poisoning Among Children & Youth](#)
 - **Kentucky Regional Poison Control Center: 1-800-222-1222** (24 hours/7 days a week)
 - The call is **FREE** and confidential for questions regarding possible drug interactions and other nonemergency situations.
 - New data shows that e-cigarettes and their liquid nicotine refills are poisoning children at an alarming rate, [click here](#) to read more.
- **WEBINAR: E-Cigarette Messages: Exploring Messages on E-Cigarettes Aimed at Women & Youth:** Presented by ASTHO
 - **Date/Time:** **January 29th**, 2-3:30pm EST
 - [Click here for more information and to register](#)
 - Note: a recording of the webinar & slides will be available on the [ASTHO Tobacco website](#) within 2 weeks.
- **WEBINAR: Connecting All Patients to Evidence-Based Tobacco Cessation through Electronic Health Records**
 - **Date/Time:** **Feb. 17th**, 3:00-4:00pm EST
 - [Click here](#) to register
- [Study reveals inaccurate labeling of liquid in e-cigarettes](#)
- [New Policy Statement Issued on E-Cigarettes by Cancer Organizations:](#) There is not enough data yet on the health effects of E-Cigs and their role in smoking cessation.
- [Vaping is gaining fast on traditional cigarettes](#)
- [Teenagers using e-cigarettes to get high:](#) Kentucky high schoolers packing devices with marijuana

Tobacco Cessation

- **Facilitator Trainings Being Offered:** American Lung Association in Kentucky
 - [Freedom from Smoking](#), Facilitator Training will be held:
 - Bowling Green, KY on Jan. 23rd
 - Elizabethtown, KY on Feb. 10th
 - Frankfort, KY on Feb. 18th
 - Corbin, KY on March 16th
 - [NOT on Tobacco](#), Facilitator Training will be held in Bowling Green, KY on Feb. 11th
 - Contact tami.cappelletti@lung.org for registration information or call 502-363-2652.

	<ul style="list-style-type: none"> • WEBINAR: What’s Smoking Got to Do with It? Improving the Health of Priority Populations by Treating Tobacco Use <ul style="list-style-type: none"> ▪ Date/Time: January 27th, 1:00-2:00pm EST ▪ Click here for more information and to register • Using Motivational Interviewing to Enhance Your Practice: This workshop is offered by UK College of Social Work. This therapeutic technique can be useful in talking to smokers about their smoking status. It utilizes a client centered & directive approach to therapy that assists individuals in resolving their ambivalence about positive change. It has been proven effective in a wide range of human problems- both emotional and medical- where significant changes in entrenched behaviors are necessary to bring about healing. <ul style="list-style-type: none"> ▪ Date/Time: January 30th, 1:30pm-4:30pm ▪ Location: Eastern State Hospital, 1350 Bull Lea Road, Lexington ▪ Cost: \$60.00 for 3.0 CEUs ▪ Click here to register ▪ For more information, contact Jessica Morris at mailto:jessicamorris@uky.edu • Journal Article: Maximizing the Impact of Digital Media Campaigns to Promote Smoking Cessation: A Case Study of the California Tobacco Control Program and the California’s Smokers’ Helpline: Provided by CDC and published in <i>California Journal of Health Promotion</i> <p>Smokers’ metabolisms may suggest which quitting aid is best for them</p>
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 (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: The 2015 Dialogue for Action Conference will be held April 22nd-April 24th at the Renaissance Baltimore

Harborplace Hotel. [Click here](#) for details & [click here](#) to register. **Early Bird Registration is due February 14th! If you bring 1-2 colleagues, you will receive a 10% your registration fee, bring 3 or more colleagues, you will receive a 25% rebate.**

- Call for Nominations for **Cancer Prevention Laurel Awards**: Deadline is **January 26th**. There are (3) categories for which to nominate colleagues- [click here](#) to read more.