

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the January 23, 2013 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">• Many Suffer Chronic Pain After Breast Cancer Surgery, Study Finds: Researchers call for better pain management
Cervical Cancer	<ul style="list-style-type: none">• Intervention Proves Successful in Protecting Appalachian Women From Cervical Cancer• CDC Feature: Are your kids protected from HPV-related cancers?
Colon Cancer	<ul style="list-style-type: none">• REMINDER: 2013 “Bottoms Up Bash”! The Colon Cancer Prevention Project is celebrating Dress in Blue Day on March 1 with it's 2nd Annual Bottoms Up Bash. Event is from 7:30pm til midnight at the Mellwood Art Center in Louisville and includes a live band, silent auction, heavy appetizers, & signature blue cocktail drinks by Heaven Hill and wine by Barefoot Wine & Bubbly. For info: www.ColonCancerPreventionProject.org or call (502) 290-0288.• REMINDER: Raise awareness for colon cancer this March during National Colorectal Cancer Awareness Month by participating in the Dress in Blue Day program. Contact your regional KCP Cancer Control Specialist to find out what is going on in your area.
Complementary and Alternative Medicine	<ul style="list-style-type: none">• In 2012, over 3 million visitors came to NCCAM’s Web site seeking information on complementary health approaches. Read about what the science says concerning the 5 Most Searched-For Herbs of 2012.
Cost of Care	<ul style="list-style-type: none">• High Medical Bills Driving Some Americans to Extreme Measures: In study, stories of credit card debt and cutting back on food and heating were common, even for the insured

<p>Data</p>	<ul style="list-style-type: none"> • U.S. Cancer Death Rates Have Dropped 20 Percent Since 1991: American Cancer Society report credits better screening, treatment for the gains. • WEBINAR: Healthy People 2020 Progress Review: Cancer and Genomics Topic Areas, Thursday, February 6, 2013 12:30 PM ET. Do you ever wonder how Healthy People measures progress on objectives? The Office of Disease Prevention and Health Promotion is kicking off a series of Progress Review webinars focused on sharing the latest data over the decade. This month the discussion will focus on the Cancer and Genomics Topic Areas. Cancer remains the second leading cause of death in the United States. In this webinar, you will learn how genetic counseling and early detection can help reduce death and disability associated with breast and colorectal cancers. In addition, we will highlight the latest data and national and local efforts relating to cancer and genomics. Register Now! http://bit.ly/Xq4Y6E
<p>General</p>	<ul style="list-style-type: none"> • NCI SPOTLIGHT: Busting a Myth about How Chemotherapy Works • Chemo Pills Effective, But Patients May Skip Doses: Automated calls improve compliance, study shows • REMINDER: Health Literacy KY invites poster abstracts to be submitted for its 2013 Summit in Covington. Call seeks original contributions in all areas related to health literacy (research, program development, education, etc.). Submissions should be sent electronically to healthliteracykentucky@gmail.com Deadline is 1/31/13. For more information, visit www.healthliteracy.org • REMINDER: KY Health Literacy Summit, March 7-8, 2013, Covington, KY - Details Coming Soon! For information on health literacy, visit www.healthliteracykentucky.org
<p>Health Care Reform</p>	<ul style="list-style-type: none"> • HHS awards Kentucky's Cabinet for Health and Family Services \$182 million dollars to support building Health Insurance Marketplace The grant will help in creating a highly interoperable structure that houses the KY Health Benefit Exchange IT system. The IT system will integrate data exchanges with all of Kentucky's health and human services programs.
<p>Health Equity</p>	<ul style="list-style-type: none"> • Segregation tied to more lung cancer deaths: study • Issues pose challenge to closing minority health gap • NCI's Center for Reducing Health Disparities provides a webpage statistical snapshot of the impact of cancer health disparities among racial and ethnic minorities and medically underserved communities. • REMINDER: Health Equity Summit III: "Equipping Ourselves for Action"; Monday, April 15, 2013 • 8:15 a.m. to 3:30 p.m.; Muhammad Ali Center • 144 N. Sixth St. • Louisville, Ky. Breakfast and lunch will be provided. Space is limited. To register, call (502) 629-1234 or visit NortonHealthcare.com/HealthEquitySummit.

Prevention, Genetics, Causes	<ul style="list-style-type: none"> • Airborne Toxins Down, But Overall Pollutant Levels Rising: EPA: Better technologies may bring cleaner air, but dumping of toxins onto land is rising, agency says
Skin Cancer	<ul style="list-style-type: none"> • Smartphone Apps for Skin Cancer Risk Aren't Reliable, Study Finds: They could delay people seeking medical advice on possible melanoma lesions, researchers say
Smoke-free	<ul style="list-style-type: none"> • Join us on Thursday, February 14, 2013 from 8:30am - 2pm, for Smoke Free Kentucky's Day the Capitol. We will gather in the Kentucky State Capitol Annex Room 154 to coordinate our efforts towards educating legislators about the importance of comprehensive smoke-free policies on the health of Kentuckians. To register, visit http://bit.ly/Vy6Tbn • Cooper Clayton Method to Stop Smoking Facilitator Training & Refresher Course will take place at the Scott County Health Department on Thursday, February 21, from 8:30am – 3:30pm. Registration Deadline is Friday, February 15, 2013. Registration is limited to 20. Contact Carolyn Gyurik for a registration form: cgyurik@kcp.uky.edu • Louisville Courier-Journal prints editorial on statewide smoke-free effort: “It's time to make Kentucky smoke-free.” Read the editorial. • Pictures Speak Louder Than Words on Cigarette Labeling: Graphic images of health consequences shored up smokers' intentions to quit, study found • REMINDER: 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. • REMINDER: American Lung Association of KY announces Annual Fight for Air Walk on June 8, 2013 at the Iroquois Park, Louisville. For more info, contact Madelyn Anetrella with ALA in KY at 502-363-2652 or e-mail manetrella@midlandlung.org
Survivorship	<ul style="list-style-type: none"> • The Lung Cancer Alliance of Kentucky and S. Indiana and Gilda’s Club Louisville collaborate to host a Lung Cancer Networking/Support Group. Meets at Gilda’s Club Louisville Every 4th Wednesday, 6:30-8pm. (DINNER AT 6PM). Call 502-583-0075 to RSVP. • REMINDER: Susan G. Komen Lexington Affiliate presents Couture for the Cure; a night of fashion filled with live entertainment, silent auctions, a fabulous fashion show, door prizes, food, drinks & more. Friday, February 22, 2013, 7:00 PM - 11:00 PM at the Aviation Museum of KY, 4029 Airport Road, Lexington, KY 40510. Purchase tickets at Susan G. Komen for the Cure Lexington.

**Worksite
Wellness**

- **WEBINAR:** Are you working with a company/employer for worksite wellness initiatives? Ask them to consider [registering](#) for the CDC's National Healthy Worksite Program Webinar, "Better Together: Creating Healthy Partnerships Between Employers and Communities". The focus? Practical actionable guidance and recommendations for employers pertaining to building the case for community engagement, effective partnerships, and starting a partnership. Monday, February 11. 1-2 p.m. EDT. Space is limited.