

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the January 2, 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"> • NCI: Ten Years of Tamoxifen Reduces Breast Cancer Recurrences, Improves Survival
Cervical Cancer	<ul style="list-style-type: none"> • January is Cervical Health Awareness Month – KDPH’s Kentucky Women's Cancer Screening Program provides breast and cervical screening and follow-up services (via local providers through contracts with local HDs), professional education, public education, outreach, quality assurance and surveillance. Find links to cervical cancer resources .
Colon Cancer	<ul style="list-style-type: none"> • Web-based info may not increase colon cancer screening • Do United Kingdom’s guidelines catch more colon polyps than U.S.? • SAVE THE DATE: 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. The event, which had a crowd of more than 300 people last year, includes a live band, silent auction, heavy appetizers, and signature blue cocktail drinks by Heaven Hill and wine by Barefoot Wine & Bubbly. The event is presented by KentuckyOne Health and will be from 7:30 p.m. to midnight at the Mellwood Art Center in Louisville, Ky. Visit www.ColonCancerPreventionProject.org or call (502) 290-0288. Limited VIP tickets/reserved tables are also available. All funds raised go to the Project's mission of ending preventable colon cancer. • 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.
Data	<ul style="list-style-type: none"> • WEBINAR: “State Cancer Profiles: A Dynamic Data Tool for Cancer Control”. Tuesday, 1/15/13; 2:00-3:00p.m. EST. -- Join NCI & CDC professionals as we discuss how to use data to make a local impact. State Cancer Profiles website provides a system to identify the cancer burden in a standardized manner in order to motivate action, integrate surveillance into cancer control planning, and expose health disparities. For more info and to register: https://researchtoreality.cancer.gov/cyber-seminars
Electronic Health Records	<ul style="list-style-type: none"> • Careful design of personal health records can improve the delivery of preventive care
Financial	<ul style="list-style-type: none"> • A survey of cancer doctors finds that some believe they get paid more when they administer their patients' chemotherapy and other drugs, raising concerns about conflict of interest and the potential for overtreatment.
General	<ul style="list-style-type: none"> • U.S. Cancer Screening Rates Dropping: Study. Confusing guidelines, insurance gaps may discourage people from getting recommended testing.

	<ul style="list-style-type: none"> • Where Have All the Primary Care Doctors Gone? General practitioners work as many hours as, or more, than their subspecialty colleagues. Yet they have among the lowest reimbursement rates. They also shoulder disproportionate responsibility for the bureaucratic aspects of patient care, spending more time and money obtaining treatment authorization from insurance companies, navigating insurers' ever changing drug formularies and filling out health and disability forms. • Tumor boards may add little to VA cancer care • SAVE THE DATE: KY Health Literacy Summit, March 7-8, 2013, Covington, KY - Details Coming Soon! For information on health literacy, visit www.healthliteracykentucky.org
Health Equity	<ul style="list-style-type: none"> • Obesity declining in young, poorer kids: study • SAVE THE DATE: 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.
Liver Cancer	<ul style="list-style-type: none"> • 'Boomers' With Hepatitis C Boosting Demand for Liver Transplants. Study finds many in need of new organs have liver cancer.
Palliative Care	<ul style="list-style-type: none"> • Palliative Care Eases Suffering for Seniors at End of Life: Study. Such patients in long-term care were less depressed, had fewer ER visits.
Prevention, Genetics, Causes	<ul style="list-style-type: none"> • Many Primary-Care Doctors Want Help Treating Obesity. Physicians say more training, practice-based changes might lead to improved care for obese patients. • In challenge to personalized cancer care, DNA isn't all-powerful • 2012 CDC Breastfeeding Report Card brings together state-by-state info to help tell the story of breastfeeding practices in states. In KY, 59% of mothers report having ever breastfed their baby. The 2020 Healthy People Objective is 82%. • Does your community coalition need some evidence-based nutrition and physical activity ideas for the New Year? Share the Shaping KY's Future: Community Guide to Reducing Obesity booklet. Each local success story includes resources, selling points and contact information from the local community. Some communities have used them with a viewing of the documentary "Weight of the Nation". For hard copies, contact: Elaine.Rusell@ky.gov • Children of Older Parents With Cancer May Be at Risk, Too. Swedish researchers say genetics must play a part in increased odds.
Resources	<ul style="list-style-type: none"> • Psychological stress alone has not been found to cause cancer, but psychological stress that lasts a long time may affect a person's overall health and ability to cope with cancer. NCI recently updated their informative Fact Sheet 3.17, "Psychological Stress and Cancer".
Skin Cancer	<ul style="list-style-type: none"> • Pain Intensity May Help Differentiate 2 Skin Cancers. Both squamous cell and basal cell cause itch, but pain more common with squamous, study finds.
Smoke-free	<ul style="list-style-type: none"> • First Ever Evidenced-Based Quit Smoking App Launches On Facebook

- **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>**
- [Secondhand Smoke in Pregnancy Tied to Behavior Woes in Kids](#). Women in study were not smokers.
- [Drug May Help Women Who Quit Smoking Avoid Weight Gain](#). Those who added naltrexone (ReVia) to smoking cessation therapy put on fewer pounds, study says.
- The Community Guide recently posted the following Community Preventive Services Task Force findings on increasing tobacco use cessation: [recommends](#) quitline interventions, particularly proactive quitlines (i.e., those which offer follow-up counseling calls), based on strong evidence of effectiveness. [Reducing Out-of-Pocket Costs for Evidence-based Tobacco Cessation Treatments](#) – added [economic efficiency information](#) to its statement [recommending](#) policies and programs to reduce tobacco users' out-of-pocket costs for evidence-based cessation treatments.
- [Kentucky continues to make progress in limiting retail sales of tobacco to minors](#), according to a recently released survey from the Cabinet for Health and Family Services (CHFS). The 2012 Annual Synar Buying Survey of Kentucky retail tobacco outlets showed that 94.4 percent of retailers complied with the law barring tobacco sales to anyone under the age of 18.
- [Smoking ban gives Shepherdsville music barn a boost](#)
- **WEBINAR: Storytelling is a key communications tool in the fight against chronic disease.** Stories can help increase awareness, educate key lawmakers and stakeholders, strengthen coalitions, and build or sustain partnerships. Prevention Speaks is offering a 90-minute webinar tailored to the needs of Smoke-Free Kentucky, addressing how to craft and use stories that will help achieve your tobacco control goals. January 22nd at 1:00 p.m. EST. [Register now](#) – spaces are limited.
- **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.