

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **January 6, 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"> • State ends kynect advertising campaign
Breast	<ul style="list-style-type: none"> • Ultrasound may help find cancer in women with dense breasts • Study Suggests Link Between Gum Disease, Breast Cancer Risk: Higher odds seen among postmenopausal women who smoke, smoked in the past.
Cancer Control	<ul style="list-style-type: none"> • Found too late: Cancer preys on rural Americans. Getting preventive screenings, quality treatment is much tougher for people who struggle to get by. • What's New on the National Cancer Institute’s websites? NCI is constantly publishing new information, so periodically they provide updates on new content of interest to the cancer community.
Cervical Cancer	<ul style="list-style-type: none"> • January is Cervical Cancer Awareness Month. Help take action with targeted messaging and materials from the CDC. • The GW Cancer Institute has a Cervical Cancer Awareness Social Media Toolkit designed to help public health professionals and includes tips, sample messaging, and an image bank of royalty-free images for use in digital messaging. • The National AHEC Organization has created a HPV Vaccine Myth Busting for Health Care Providers Social Media Toolkit. Public health professionals, state area health education centers and community-based organizations can all use this toolkit and adapt its messaging to reach health care providers most effectively. • The American Cancer Society is actively fighting cervical cancer on many fronts. Check out news, resources, and tools here.
Childhood Cancer	<ul style="list-style-type: none"> • Childhood Cancer Treatment May Raise Adult Heart Disease Risk: Study finds many survivors have no symptoms, but still have heart problems
Colon Cancer	<ul style="list-style-type: none"> • JOURNAL ARTICLE: Outreach for Annual Colorectal Cancer Screening - A Budget Impact Analysis for Community Health Centers

	<ul style="list-style-type: none"> ● Colon Cancer Among Hispanics Varies by Birthplace: Study found people from Cuba, Puerto Rico have highest death rates from the disease ● SAVE THE DATE: The Colon Cancer Prevention Project's "Bottoms Up Bash" is March 4th, 2016 tickets on sale now.
Cost	<ul style="list-style-type: none"> ● Hospital Prices Vary Widely Across the United States: This variation is driving up health care costs, researchers say.
Data	<ul style="list-style-type: none"> ● Morbidity and Mortality Weekly Report, Vol. 64: No. 49: December 18, 2015, "Invasive Cancer Incidence and Survival — United States, 2012". ● REMINDER: The 2015 Area Development District (ADD) profiles, created using 2014 KyBRFS data, are now posted on the Cabinet for Health and Family Services' website. Information on colon, breast and cervical cancer screenings, as well as tobacco use, are included.
End-of-Life Care	<ul style="list-style-type: none"> ● End-of-Life Talk Often Comes Too Late for Blood Cancer Patients: Study found most lymphoma, leukemia specialists don't discuss hospice care until death is imminent
Genetics	<ul style="list-style-type: none"> ● Some Families Carry Shared Risk of Cancer, Twins Study Shows. Large review finds if one identical twin gets a cancer, the other is at increased risk for the disease as well.
Human Papilloma Virus	<ul style="list-style-type: none"> ● In observance of Cervical Health Awareness Month this month, the Centers for Disease Control and Prevention (CDC) is presenting the "Taming Conversations Around HPV Vaccine in Social Media" webinar series. Weekly presentations will address various aspects of engaging with negative comments or safety concerns on social media platforms. Each webinar will offer perspectives from experts in immunization, vaccine safety, vaccine acceptance, and social media. Registration is required. <ul style="list-style-type: none"> ○ January 8th - 11:00AM ET: "Vaccine Hesitancy, Public Health, and Evidence Based Research." Presented by Seth Mnookin. ○ January 14th - 4:00PM ET: "To Engage or Not to Engage: That is the question for social media comments." Presented by Julie Leask, PhD, MPH. ○ 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. ● The National AHEC Organization has created a HPV Vaccine Myth Busting for Health Care Providers Social Media Toolkit. Public health professionals, state area health education centers and community-based organizations can all use this toolkit and adapt its messaging to reach health care providers most effectively. ● FDA Approves 9-Valent HPV Vaccine for Males 16-26

Lung Cancer	<ul style="list-style-type: none"> • JOURNAL ARTICLE: Lung Cancer Screening With Low-Dose CT in the United States. J Am Coll Radiol. 2015 Dec;12(12 Pt B):1395-402.
Media	<ul style="list-style-type: none"> • New Rules for Mammograms, Tanning Beds Top Health News of 2015
Medicaid	<ul style="list-style-type: none"> • Questions linger over Bevin's Medicaid plans • Study: Expanding Medicaid boosts access to care – article by Laura Ungar in the Louisville Courier Journal
Obesity, Nutrition and Physical Activity	<ul style="list-style-type: none"> • Report: DASH Diet Best Overall Eating Plan. The MIND, Mediterranean and Fertility diets also get high marks for health.
Palliative Care	<ul style="list-style-type: none"> • Thanks to Turner West at Hospice of the Bluegrass for providing this timely and relevant journal article synopsis and link: Comfort Care for Patients Dying in the Hospital (<i>New England Journal of Medicine</i>) “This is an excellent article describing the need for effective palliation in individuals dying in the inpatient setting. This article is intended for generalists (non-palliative care specialists) and the authors provide readers with a practical, evidence-based approach to the essentials of care for dying patients.”
Patient Navigation	<ul style="list-style-type: none"> • Families of Critically Ill Patients Need Extra Support, Too: Tips for coping when a loved one is in the ICU.
Prevention	<ul style="list-style-type: none"> • In Defense of the Annual Checkup: Arguments against the time-honored practice are flawed, new research paper says.
Screening	<ul style="list-style-type: none"> • New Horses and Hope mobile cancer screening unit unveiled; will screen for seven cancer types
Skin Cancer	<ul style="list-style-type: none"> • FDA Proposes Tanning Bed Ban for Minors: Agency also wants those over 18 to sign papers stating they know health risks before using the beds.
Surgery	<ul style="list-style-type: none"> • Safe to Use Blood Thinner Before Major Cancer Surgery, Study Finds: Results led Sloan Kettering to change pre-op practices
Survivorship	<ul style="list-style-type: none"> • Paid Sick Leave Can Be Crucial When Cancer Strikes: Patients nearly twice as likely to keep their jobs if they had the benefit, study found • One-Third of Incurable Cancer Patients Keep Working, Study Finds: Tumor location, type of treatment unlikely to influence decision • Thyroid Cancer Survivors: Good Prognosis, Gloomy Outlook? Study finds quality of life may suffer, despite favorable odds. • New Template May Help Radiation Oncologists Better Guide Cancer Survivors. The template includes both elements required by Commission on Cancer in SCPs (a summary of past treatment and directions for future care).

	<ul style="list-style-type: none"> ● RESOURCE for cancer patients: Managing Your Weight After a Cancer Diagnosis: A Guide for Patients and Families
<p>Tobacco Control</p>	<p>Tobacco Control</p> <ul style="list-style-type: none"> ● Smoking Bans Beat Cigarette Taxes to Help Smokers Quit: Study -- Bans deter casual smokers from lighting up, possibly becoming heavy smokers ● Hawaii Becomes First State to Raise Smoking Age to 21 ● New CDC Feature article -- Make 2016 Your Year to Quit: The latest CDC feature article encourages smokers to use this new year to get healthy by quitting smoking. The article is full of ideas and resources that can help smokers keep their New Year’s resolutions to be tobacco-free in 2016. ● WEBINAR series: 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"> ● Graphic Warnings on Cigarettes Help Smokers Consider Quitting: Disturbing images get people thinking about health risks associated with tobacco, study finds. ● 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. <p>E-Cigarettes</p> <ul style="list-style-type: none"> ● E-Cigarette Ads and Youth: CDC reports that E-cigarette ads reach nearly 7 in 10 middle and high-school students. More than 18 million youth see e-cigarette ads; many ads use themes from cigarette ads that appeal to youth. <ul style="list-style-type: none"> ○ This informative issue of CDC’s Vital Signs challenges us to: support efforts to implement and sustain proven youth tobacco prevention actions such as tobacco price increases, comprehensive smoke-free laws, and high-impact mass media campaigns.
<p>Events</p>	<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.

Events in Louisville

- **SAVE THE DATE:** The Colon Cancer Prevention Project's ["Bottoms Up Bash" is March 4th, 2016](#) tickets on sale now.
- **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](#)).

Events of Interest (in chronological order)

- 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!