

Dear **Kentucky Cancer Consortium** Partners:

Happy New Year-2015!

KCC is pleased to provide you with the **January 7, 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
Affordable Care Act (ACA) Implementation	<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.• WEBINAR: Affordable Care Act Enrollment Assistance for LGBT Communities:<ul style="list-style-type: none">○ Date/Time: January 13th, 3-4:30pm EST○ Click here to register○ There is a free toolkit for health professionals in helping lesbian, gay, bisexual and transgender (LGBT) people understand health insurance options, particularly mental health and substance abuse benefits & services under ACA. <p>Health Insurance Coverage: Early Release of Estimates from the National Health Interview Survey, January-June 2014</p>
Anal Cancer	<ul style="list-style-type: none">• Anal Cancer is preventable with lifestyle modifications, HPV vaccine
Cervical Cancer & HPV vaccinations	<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 for more resources.• Here are some resources from CDC:<ul style="list-style-type: none">○ Cervical Cancer is Preventable (CDC): facts @ cervical cancer○ Infographic on HPV Vaccination & Screening Recommendations: if you need resized for use on your website or as a poster, let Jessica know (jjones@kycancerc.org)○ While almost all cervical cancers are caused by HPV, CDC asks that we consider this opportunity to remind others of the increased risks associated with tobacco use.

Colon Cancer	<ul style="list-style-type: none"> • Korean scientists publish the latest results on colorectal cancer screening using the M2-PK test
Community Health Worker	<ul style="list-style-type: none"> • Community Health Worker Training Program: University of Louisville’s School of Public Health & Information Sciences (SPHIS) has established the Commonwealth Institute of Kentucky as a result of investment from KentuckyOne Health. This institute will focus on addressing health disparities across the state and includes a community health worker training program. We’ll pass along more info on this exciting program as we receive it! • States Implementing Community Health Worker Strategies, Technical Assistance Guide (CDC)
Data	<ul style="list-style-type: none"> • Falling Cancer Death Rate Means 1.5 Million Lives Saved Over 20 Years: American Cancer Society reports that even with a 22% drop in deaths, cancer will overtake heart disease as the leading killer of Americans in a few years.
Environmental Carcinogens	<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 • American Lung Association Applauds New Life-Saving Cleaner Gasoline and Vehicle Standards: A highlighted story of 2014 regarding national regulations for lower sulfur content in gasoline which is expected to provide cleaner air for American communities.
Genomics/Genes	<ul style="list-style-type: none"> • The Story of Cancer: The Emperor of Maladies: KET and PBS will show a 6 hour documentary by Ken Burns on cancer throughout history over three consecutive nights, March 30th-April 1st at 9pm on KET.
Grants/Funding Opportunities	<ul style="list-style-type: none"> • Bold, Upstream, Integrated, Local, Data-Driven (BUILD) Health Challenge: Awards are designed to support community collaborations that are working to give everyone a fair chance to be healthy. BUILD Health will award up to \$7.5 million in grants, low-interest loans, and program-related investments over two years to strengthen partnerships among hospitals, nonprofits, local health departments, and other community organizations to improve the health of low-income neighborhoods within cities with populations greater than 150,000. <ul style="list-style-type: none"> ○ Question & Answer web conferences for potential applications will be held on December 2nd, 4th, and 9th, 2014. ○ Round 1 applications are due January 16, 2014. ○ For more information, click here. • Humana Foundation Grants: Funds nonprofit organizations & social institutions that focus on supportive relationships and their potential to generate healthy behaviors and prevent chronic disease. <ul style="list-style-type: none"> ○ Award amount: Prefer greater than \$10,000 ○ Deadline: Varies by location, greatest consideration is given to proposals submitted between Nov. 1st- Jan. 15th

	<ul style="list-style-type: none"> ○ For more info, click here
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
Health Equity	<p>Education</p> <ul style="list-style-type: none"> ● Social Determinants and Health: Education is a leading social determinant and is key to improving the health of the nation & Kentucky. In particular, people with a quality education tend to be healthier throughout their lives. <ul style="list-style-type: none"> ○ Infographic on On-Time School Graduation Rates by Race/Ethnicity: Asian or Pacific Islander, non-Hispanic had the highest (best) rates while Black, non-Hispanic had the lowest.
Leukemia/ Lymphoma & other Blood Cancers	<ul style="list-style-type: none"> ● First Connection Program- A Peer-to-Peer Support Program: This Leukemia & Lymphoma Society program provides patients and their families the opportunity to share experiences with someone who has been successfully treated for the same diagnosis. This program is open to patients, parents and caregivers/spouses. <ul style="list-style-type: none"> ○ For more information on Kentucky's First Connection Program, contact Debbie Phillips at debbie.phillips@lls.org or call 502-719-0542. ● Have you referred your recently diagnosed blood cancer patient to the Leukemia & Lymphoma Society? You can use the Fax Referral Form to do so. Debbie Phillips, the Patient Access Manager for Kentucky, will contact your patients and inform them about LLS services. See Debbie's contact info above. ● Weekly Online Chats: The Leukemia & Lymphoma Society provides a forum to share experiences and chat with others about anything from the initial phase of diagnosis to treatment and survivorship. Chats are moderated by an oncology social worker and are password-protected. For more information about the chats being held, click here. ● Two Webinar/Telephone Educational Opportunities coming up: <ul style="list-style-type: none"> ○ Myeloma-Update on Treatment from the American Society of Hematology (ASH) Annual Meeting <ul style="list-style-type: none"> ▪ Date/Time: January 13, 1-2:30pm EST ▪ Click here to register ○ Update on Chronic Myeloid Leukemia <ul style="list-style-type: none"> ▪ Date/Time: February 3rd, 2-3:00pm EST ▪ Click here to register
Liver Cancer	<ul style="list-style-type: none"> ● What are the risk factors for Liver Cancer? <ul style="list-style-type: none"> ○ One risk factor is Chronic Viral Hepatitis- Hepatitis B virus (HBV) or Hepatitis C (HCV) ● Liver Cancer: A preventable cancer: Liver cancer is difficult to treat, and lethal if not caught early. But its most common causes, such as hepatitis viruses and obesity, can be prevented. ● New Resource for Hepatitis C Patients from the Patient Advocate Foundation: Includes a new toll-free CareLine providing personalized case management support.

	<ul style="list-style-type: none"> ○ Hep C CareLine: 1-800-532-5274; Spanish case managers are available ○ Hep C CareLine Website: hepatitis.pafcareline.org/
Lung Cancer	<ul style="list-style-type: none"> ● Lung Cancer Milestones of 2014: From our partners at Lung Cancer Alliance, KY LEADS (Lung Cancer. Education. Awareness. Detection. Survivorship.) Collaborative is mentioned! ● Give a Scan: In an effort to accelerate lung cancer research, the Lung Cancer Alliance has created the “Give a Scan” program which is the world’s first people-powered, publicly available archive of images and clinical data on lung cancer patients & those at risk for the disease. All the images & data have been donated by people who have been diagnosed & undergone treatment or screened for lung cancer. It is hoped this project will accelerate early detection, diagnosis and treatment of lung cancer. <ul style="list-style-type: none"> ○ For instance, data on pack years and exposure to second hand smoke are encouraged to be ‘donated’. ○ For more information, click here. ● Find out if you are at risk for Lung Cancer: A cool, interactive online tool developed by the Lung Cancer Alliance. ● Lung Cancer Phone Buddy Program: The Lung Cancer Alliance has developed a peer-to-peer program for people with lung cancer. To find out information on how to be matched with a Buddy or how to become a Buddy, click here.
Obesity	<ul style="list-style-type: none"> ● Cancer Prevention Guidelines May Lower Risk of Obesity-linked Cancers ● What 2,000 Calories Looks Like ● Hit the Weights, not the treadmill, to reduce belly fat
Patient Navigation	<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 ● PROFESSIONAL DEVELOPMENT TRAINING: The GW Cancer Institute’s Center for the Advancement of Survivorship, Navigation and Policy (caSNP) is excited to announce the launch of our Online Academy! The Online Academy will feature trainings to provide you with the latest in cancer survivorship and navigation research, best practices to

	<p>deliver patient-centered care and technical assistance to enhance your Comprehensive Cancer Control initiatives. Trainings are self-paced and available to you free of charge.</p> <ul style="list-style-type: none"> ○ Visit the Online Academy and use enrollment code ETrain (note, this is case sensitive). ● Accreditation 101: Learning the Basics of COC Accreditation & Standards: CoC is offering a one-day workshop Feb. 27, 2015 in Chicago.
Prostate Cancer	<ul style="list-style-type: none"> ● Prostate Cancer Survivorship Care Guidelines: From Nicole Erb with the American Cancer Society, continuing education credit is offered for doctors & nurses.
Screening	<ul style="list-style-type: none"> ● Kentucky First Lady Jane Beshear Launches Horses and Hope Campaign for New Cancer Screening Van: Many KCC partners- including the Kentucky Cancer Program, University of Louisville & KentuckyOne Health- are working on this screening initiative. Once the \$1 million is raised, the mobile unit will provide free or significantly reduced cancer screenings for 7 cancer types to underserved populations.
Skin Cancer	<ul style="list-style-type: none"> ● Indoor Tanning-Related Injuries Treated in a National Sample of US Hospital Emergency Departments
Survivorship	<ul style="list-style-type: none"> ● Komen Needs Our Help: Breast Cancer Survivor Survey: Susan G. Komen is currently working on their Community Health Profile, an assessment process they perform every few years in order to understand the state of breast cancer in our community. The purpose of this profile is to establish focused priorities for granting, education needs, and to determine priority populations. You might recall we promoted this survey in August and September but their survey participation rate has been low. Please share this survey link with any partners, breast cancer survivors or community persons you may know. The survey is ANONYMOUS and short. Here are the links to the surveys: <ul style="list-style-type: none"> ○ 2015 Community Profile Population Survey https://redcap.uky.edu/redcap/surveys/?s=MxG3w2dGKR Who should take this survey: Community people, cancer professionals, ANYBODY ○ 2015 Community Profile Breast Cancer Survivor Survey https://redcap.uky.edu/redcap/surveys/?s=ceqAJsULpy Who should take this survey: Breast Cancer Survivors ● Seeking Volunteers: Our KCC partner, Friend for Life Cancer Support Network is a 501(c)3 nonprofit organization made up of nearly 300 cancer survivors and caregiver volunteers that provide 1:1 emotional support to persons beginning a similar cancer journey. They try to match as closely as possible to same cancer type, stage, treatment, age and gender. Volunteers receive training to prepare them for their role as a peer navigator and most support is provided over the phone. This support is available to anyone, anywhere as long as they have a phone or Internet connection. Their biggest need currently is for caregiver volunteers. These are often significant others, siblings or parents/children of someone who had cancer. <ul style="list-style-type: none"> ○ Please encourage anyone interested in becoming a volunteer to contact Friend for Life by calling 502-893-0643 or 866-374-3634 or email: staff@friend4life.org

	<ul style="list-style-type: none"> ○ More information can be found on Friend for Life website at: http://www.friend4life.org/
Tobacco Control	<p>Tobacco Control Efforts (General) & Other Information</p> <ul style="list-style-type: none"> ● YOUTUBE VIDEO: Worse than We Thought: We keep finding new diseases associated with smoking. ● Current Cigarette Smoking Among Adults- United States, 2005-2013: CDC, Morbidity and Mortality Weekly Report (MMWR) ● Cigarette Smoking Costs Weigh Heavily on the Healthcare System: New analysis shows of every \$10 spent on healthcare in the U.S., almost 90 cents is due to smoking ● WEBINAR: What’s Smoking Got to Do With It? Improving the Health of Priority Populations by Treating Tobacco Use: Presented by Smoking Cessation Leadership Center & American Psychological Association <ul style="list-style-type: none"> ○ Date/Time: January 27th, 1-2:00 pm (EST) ○ Click here to register ○ Free CEUs are available ● CDC’s Tips from Former Smokers Campaign Provided Outstanding Return on Investment: National mass media anti-smoking campaign exceptionally cost-effective <ul style="list-style-type: none"> ○ Infographic ● The Role of Fear and Disgust in Predicting the Effectiveness of Television Advertisements that Graphically Depict the Health Harms of Smoking: Antismoking advertisements that elicit the greatest responses of fear or disgust are the most effective. ● Are states spending enough on tobacco control and prevention? Kentucky spends 4.4% (or \$2.5 million) of CDC recommended spending on tobacco prevention programs (FY 2015). <p>Initiation of Tobacco Use/Youth Tobacco Use</p> <ul style="list-style-type: none"> ● Teen marijuana use declines even as states legalize: Survey finds teens are using less marijuana, alcohol and cigarettes but may be trading traditional cigarettes for e-cigarettes. ● Rhode Island Department of Health Uses Text Messages to Help Teen Smokers Quit <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: 72% of adults in Kentucky don’t smoke. ● Smoke-Free in the News: <ul style="list-style-type: none"> ○ State needs smoke-free law

- [Members of Health and Welfare Committee express support for smoke-free legislation](#)
- [Kentucky smoking ban gains momentum](#)
- [Is 2015 the Year Kentucky's General Assembly Passes a Statewide Smoking Ban?:](#) Could 2015 be the year a statewide smoking ordinance finally passes? With both House and Senate Committee Chairs ready to sign onto the ban, and a growing popularity among Kentuckians, the prospects are looking better than ever.
- [KY Healthcare Leaders Advocate Statewide Smoking Ban](#)
- [UK Study finds College Campus Tobacco-Free Policies are Effective](#)

Electronic Cigarettes

- [State Laws Prohibiting Sales to Minors and Indoor Use of Electronic Nicotine Delivery Systems \(ENDS\)-United States, November 2014 \(MMWR\):](#) Kentucky has a state law which prohibits ENDS sales to minors ([SB 109](#)) but has no law prohibiting smoking and use of ENDS in indoor areas of private worksites, restaurants, and bars.
 - [16 million children can legally purchase e-cigarettes](#)

Funding/Technical Assistance Opportunities

- [2015 Tobacco & Cancer Control Community of Practice \(COP\):](#) This announcement is open to any organization that provides direct services to individuals with mental illnesses & substance use disorders. Selected participants will join a 9-month COP seeking to enhance their tobacco & cancer control practices.
 - **Application Submission Date:** [January 8, 2015](#)

Smokeless Tobacco

[More than 300 Million People in at least 70 Countries Use Smokeless Tobacco](#)

Tobacco Cessation

- **Quit Now Kentucky UPDATE:** As of January 1st, 2015, uninsured Kentuckians who call Quit Now Kentucky (Kentucky's quit line) will receive **8 weeks of free NRT** (patch, lozenge or gum). This is for a **limited time** so please encourage smokers to call today!
 - **Quit Now Kentucky:** [1-800-QUITNOW](#) or [1-800-784-8669](#)
- [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.
 - **Date/Time:** [January 30th](#), 1:30pm-4:30pm

	<ul style="list-style-type: none"> ▪ 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 <ul style="list-style-type: none"> • Tobacco Cessation Among Users of Telephone and Web-Based Interventions-Four States, 2011-2012: CDC, Morbidity and Mortality Report • Discussions Between Health Care Providers and Their Patients Who Smoke Cigarettes: Men, younger adults, Hispanic adults, and non-Hispanic Asian adults were less likely than other cigarette smokers to have had a health professional talk to them about their smoking.
Worksite Wellness	<ul style="list-style-type: none"> • Workplace Wellness: Not Just About the Dollars
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!

- 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.