

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the February 13, 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">• Breast Cancer Research Needs More Focus on Environment: Report. Unlike family history, risk factors such as chemical exposure, obesity can be changed, experts say.
Cervical Cancer	<ul style="list-style-type: none">• WEBCAST: CDC’s Public Health Grand Rounds, “Reducing the Burden of HPV-associated Cancer and Disease through Vaccination in the US.” Live webcast from CDC headquarters in Atlanta, Georgia on Tuesday, February 19 at 1 p.m. (EST). CDC estimates that \$8 billion are spent each year on direct medical costs for preventing and treating HPV-associated disease. Currently available HPV vaccines prevent infection from the HPV types that cause about 70% of cervical cancers and the majority of other HPV-attributable cancers. Join us to learn about the HPV vaccination program and how CDC, state and local health departments, and health care providers can work together to achieve high vaccination levels and reduce the substantial burden of HPV-associated disease.
Clinical Preventive Services	<ul style="list-style-type: none">• The U.S. Preventive Services Task Force (USPSTF or Task Force) has two new tools available for primary care clinicians. The Task Force’s updated 2012 <i>Guide to Clinical Preventive Services</i> is an authoritative source that can help primary care clinicians and patients decide together what preventive services are right for a patient’s needs. This edition of the <i>Guide</i> includes the Task Force’s evidence-based recommendations on clinical preventive services from 2002 through March 2012, topics in development, background on the USPSTF, and additional resources. It also includes at-a-glance clinical summary tables for ease of use.
Colon Cancer	<ul style="list-style-type: none">• REMINDER: March is national Colon Cancer Awareness month and Friday, March 1 is Dress in Blue Day. Join the statewide campaign to raise awareness about the importance of colon cancer screening: wear blue and encourage your family, friends, and co-workers to do the same; plan a fun event to get the message out; schedule an educational program; display posters; or distribute educational materials. Contact your local Kentucky Cancer Program office to learn more or visit the KCP West website at www.tinyurl.com/coloncancerresourcekit or the KCP East website is at http://www.kcp.uky.edu/TCCOP.html for additional resources like newsletter templates, proclamations and promotional materials. Please see the attached Dress in Blue Day flier and pass it on.• REMINDER: 2013 “Bottoms Up Bash”! The Colon Cancer Prevention Project’s 2nd Annual Bottoms Up Bash is March 1st, 7:30pm-12am, Mellwood Art Center in Louisville. Includes 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.

<p>General</p>	<ul style="list-style-type: none"> • New rankings compare patient satisfaction, care at Cincinnati hospitals • How Design of Mobile Apps Can Promote Healthier Behavior • Insurers press doctors to file more claims electronically • WEBINAR: “Telling the Story: Cancer Risk Communication Strategies for Underserved Populations”. February 26, 2013 2:00PM-3:00PM EST. Register Now! Adhering to some basic principles for presenting risk information to patients and individuals can improve understanding. However, different risk communication methods may be needed for individuals based on culture, literacy/numeracy, and other factors. Join us February 26th as we explore the use of storytelling and other strategies for risk communication in culturally diverse and underserved populations. • REMINDER: KY Health Literacy Summit, March 7-8, 2013, Covington, KY - Details Coming Soon! For information on health literacy, visit www.healthliteracykentucky.org
<p>Grants</p>	<ul style="list-style-type: none"> • REMINDER: Cervical Cancer-Free America Announces a Request for Proposals (RFP). The Cervical Cancer-Free America (CCFA) initiative, led by the University of North Carolina at Chapel Hill Gillings School of Global Public Health, seeks to competitively award funding for collaborative research projects: To increase vaccination, particularly among girls aged 10 to 18, against the human papillomavirus (HPV), which causes cervical cancer; To increase cervical cancer screening by cytology, especially among women who have not been screened in the last four years, including HPV/cytology co-testing for women 30 years and older. Funding level of up to \$10,000. CCFA anticipates funding 7-9 innovative projects to help impact cervical cancer disparities across the United States. Applicants must be a US-based non-profit organization, health department, or university. SUBMISSION DEADLINE: Proposals must be received by CCFA before 5:00pm EST, Friday, March 1, 2013. Please see our website for more information and the full application. • REMINDER: The University of Kentucky Center for Clinical and Translational Science (CCTS) is now accepting CCTS Pilot Applications for 2013.
<p>Health Equity</p>	<ul style="list-style-type: none"> • 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.
<p>Obesity</p>	<ul style="list-style-type: none"> • Please see the attached Kentucky Obesity Fact Sheet which includes nutrition, physical activity and obesity data and resources. Great information right at your fingertips!

<p>Patient Navigation</p>	<ul style="list-style-type: none"> • The Association of Community Cancer Centers has multiple resources available through their website, including “Tools for Community Cancer Centers”. This list includes tools for implementing a comprehensive patient navigation program at your community cancer center, including assessment tools, navigator job descriptions, and SOPs. Also included in this resource are sample intake and referral forms, tracking forms, discharge tools, and patient and physician satisfaction surveys. • REMINDER: Cancer Patient Navigators of Kentucky! Visit KCC’s new blog, http://www.CPNoKY.blogspot.com moderating your discussions, ideas, collaborations and shared resources. Post questions to your colleagues from across the state, and gain from their valuable experience. • REMINDER: EXECUTIVE TRAINING ON NAVIGATION AND SURVIVORSHIP: FINDING YOUR PATIENT FOCUS. March 7 & 8, 2013, Washington, DC. The two-day training provides participants with the knowledge, tools, and resources to develop, implement, evaluate and sustain navigation and survivorship programs. To view the training agenda and register, please go to: http://www.regonline.com/gwciexecutivetraining2013
<p>Prevention, Genetics, Causes</p>	<ul style="list-style-type: none"> • The Case for Prevention: Saving More Dollars by Making More Sense – A Huffington Post Blog entry by Dr. David Katz, Director, Yale Prevention Research Center. • On-the-Job Stress Won't Raise Your Risk for Cancer, Study Finds. But it could lead to behaviors that increase the chances of disease, one expert says. • REMINDER: ACS’s Cancer Prevention Study, called Cancer Prevention Study-3 (CPS-3), will help researchers better understand the genetic, environmental and lifestyle factors that cause or prevent cancer, which will ultimately save lives. The study is open to anyone who is between 30 and 65 years old; Has never been diagnosed with cancer (not including basal or squamous cell skin cancer); and is willing to make a long-term commitment to the study, which involves completing periodic follow-up surveys at home. Enrollment is free and will take place in Louisville and Southern Indiana on March 19-20, and in Edgewood and Ft Thomas on April 17-19, 2013. To schedule your appointment, find the enrollment location most convenient for you and click on the name of the location. <ul style="list-style-type: none"> ○ Help us to spread the word about Cancer Prevention Study-3. Post a Facebook status update or tweet the following link on Twitter: <i>“If you could do something to prevent cancer would you? Fight cancer by participating in the ACS Cancer Prevention Study-3. http://www.cps3kyin.org For more information, visit cps3kyin.org or cancer.org/cps3 or call toll free at 1-888-604-5888”</i> • REMINDER: The UKCOM Chapter of the American Medical Women's Association (AMWA) is thrilled to announce that we are hosting a theater screening of the new CNN- produced documentary "Girl Rising" at Hamburg Pavilion Movie Theatre (1949 Starshoot Rd) on Monday, March 11, at 7:30pm. The film tells the stories of nine girls from different countries - including Cambodia, Haiti, India and Afghanistan - and shows how access to education would change their lives. You can view the trailer here: http://www.youtube.com/watch?v=BJsvklXhYaE and Reserve your seat to the screening here: http://gathr.us/screening/1078

Resources	<ul style="list-style-type: none"> • NCI recently updated its 4-page fact sheet on Advance Directives. The resource explains the concept of informed consent and addresses end-of-life issues during advanced or terminal disease.
Rural health	<ul style="list-style-type: none"> • REMINDER: Save the Date for Doing Care Differently in Rural Kentucky May 7, 2013 / Louisville. The Kentucky Rural Health Association and the Foundation for a Healthy Kentucky are jointly-sponsoring a conference, Doing Care Differently in Rural Kentucky, to be held on May 7, 2013 in Louisville, Kentucky. This one-day conference, to be held the day before the National Rural Health Association's annual meeting, will address key health policy issues affecting Kentucky through a rural health lens. Speakers will address the evolving roles of providers in rural health care delivery, telemedicine, Affordable Care Act implementation in the Commonwealth, and the changing responsibilities of public health in rural Kentucky. Download a printable version of the save the date announcement here and begin sharing this among your networks
School Health	<ul style="list-style-type: none"> • Western Kentucky University to Host Healthy Schools Summit: A day of special guest speakers has been planned to provide strategies for principals and other administrators looking to support staff and student wellness efforts. Keynote speaker is David Jones, Jr., Chairman of Chrysalis Ventures (Kentucky's largest venture capital firm), former Chairman of Humana Inc., and recently elected member of the Jefferson County Board of Education. Topics range from State and Federal Policies and School Meals to Employee Wellness and more. Please register online by March 21, 2013. For more information or questions, contact Jacy Wooley, Healthy Schools Program Manager for the Alliance for a Healthier Generation at 270-991-1103 or jacy.wooley@healthiergeneration.org • KAHPERD 2013 Summer Workshop Announced: The Kentucky Association for Health, Physical Education, Recreation, and Dance (KAHPERD) will hold its summer workshop at Highland Middle School (Jefferson County) on June 11-12, 2013. The summer workshops are a great opportunity to engage in quality professional learning around Health and Physical Education. Visit the KAHPERD website for more information. Anyone interested in presenting a session, please contact Vicki Johnson-Leuze at vjleuze@gmail.com. The deadline for submission is April 12, 2013. • University of Kentucky PAWS Institute – Physical Education Summer Workshop: UK PAWS celebrates its 5th year this summer. To help celebrate this milestone, there will be a one-time only special offer. Physical Educators will be able to register and attend for a reduced fee of \$35. This fee includes the workshop, lunch, and a T-shirt. More details coming soon. • Kentucky Teen Institute – June 23rd-27th: Announcing an exciting opportunity to improve teen health, youth leadership and civic engagement in your school and community. The Kentucky Teen Institute (KTI), a program of the KY YMCA Youth Association in partnership with the University of Louisville, develops the leadership capacity of teens to lead the way to greater health in our commonwealth. Through dynamic educational programming, teams of young people from across the state are trained to implement health initiatives in their communities and transform themselves in the process. For more information go to: http://kymca.org/programs/kti

- **REMINDER: Join us on TOMORROW 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 171 to coordinate our efforts towards educating legislators about the importance of comprehensive smoke-free policies on the health of Kentuckians. Training in room 171 from 8:30 – 10:45am. **Press conference in the Rotunda begins at 11am!**
- **The newly-introduced smoke-free air bill (HB 190) passed overwhelmingly in the House Health and Welfare Committee on Thursday, February 7th.** , and it will now move to the full House for consideration. In addition, Governor Beshear highlighted his support for statewide smoke-free legislation in his State of the Commonwealth address on Wednesday night. Consider reminding your representatives why smoke-free air is cancer-friendly, and enlist them to vote in support of HB 190. Go to: <http://www.lrc.ky.gov/record/13RS/HB190.htm> to read the bill, sponsored by Representatives Westrom, Adams, and Watkins.
- Congratulations to the Mayor Harrison and the **City of Williamsburg, KY on the passage of a comprehensive smoke-free workplace ordinance.** The ordinance passed unanimously at the City Council meeting 2/11/13. Congratulations are also extended to Kathy Lay and her colleagues from the Whitley County Health Department for their hard work to protect the workers of Whitley County from secondhand smoke exposure. The ordinance is “effective immediately, upon publication.” Williamsburg becomes the 37th community to enact a smoke-free law and the 23rd to enact a COMPREHENSIVE smoke-free workplace ordinance in KY.
- Who do you know who has actively championed a local campaign or the state efforts to promote smoke-free policy? KCSP is looking to recognize one such person as our 2013 David B. Stevens, MD, **Smoke-free Advocate of the Year.** This prestigious award will be presented at the KCSP Spring Conference on April 18, 2013, at the Central Baptist Hospital Education Center. All nominees will receive recognition as well, so even if your nominee isn’t chosen, their contributions will be praised! KCSP is taking nominations until February 22, 2013. [Please nominate your smoke-free hero today](#) .
- [Smoke-free Businesses Video: Smoke-free Kentucky](#) has released a video highlighting the experiences of business owners in the hospitality industry across the state after smoke-free ordinances have been implemented in their communities. The owners discuss how the smoke-free laws have increased the cleanliness of their businesses, improved atmosphere and customer satisfaction, and increased overall business.
- The Kentucky Center for Smokefree Policy has [updated its map](#) and [listings of Kentucky communities](#) protected by smoke-free laws or regulations. These are current as of February 1, 2013.
- [Va.-Tenn. health care system to stop hiring tobacco users, says it's to set good example](#)
- **REDMINER: 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

- **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

<p>Survivorship</p>	<ul style="list-style-type: none"> • Prescribing a New Kind of Rehab for Cancer Survivors • REMINDER: 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.
<p>Worksite Wellness</p>	<ul style="list-style-type: none"> • 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.