

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **February 17, 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](mailto:katie@kycancerc.org)

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
ACA & Cancer	<ul style="list-style-type: none"> <li>• <a href="#">12.7 million Americans enrolled in health plans</a> for 2016 coverage through the Health Insurance Marketplaces.</li> <li>• <a href="#">Gains in Kids' Health Coverage Continue, But Many Still Uninsured</a>: 23 states had declines in number of uninsured kids in 2014, and none had significant increases, study finds</li> </ul>
Appalachia	<ul style="list-style-type: none"> <li>• <a href="#">Gov. Bevin welcomed as co-chair of SOAR, promises support for organization, Eastern Kentucky region</a></li> </ul>
Breast Cancer	<ul style="list-style-type: none"> <li>• <a href="#">Meditation May Ease Pain, Anxiety From Breast Cancer Biopsy: Study</a> -- Researchers also found music helps during the procedure.</li> <li>• <a href="#">Overactive Thyroid Linked to Breast Cancer Risk</a>: But researchers added that their study did not prove cause-and-effect.</li> <li>• <a href="#">More Young Breast Cancer Patients Getting Gene Test</a>: New study finds nearly all women under 40 at diagnosis are opting for BRCA evaluation</li> </ul>
Cancer Control (General)	<ul style="list-style-type: none"> <li>• <a href="#">Majority of Americans and Canadians Expects Cancer Cure in Their Lifetime</a>: And, about two-thirds don't see cancer diagnosis as inevitably fatal, Harris Poll finds.</li> </ul>
Caregiving	<ul style="list-style-type: none"> <li>• <a href="#">Helping With Health Care Takes Heavy Toll on Caregivers</a>: Analysis found that family and friends suffered physical, financial and social costs.</li> </ul>
Childhood Cancer	<ul style="list-style-type: none"> <li>• <a href="#">Adult Survivors of Childhood Brain Tumors May Have Lingering Troubles: Study</a> -- Intelligence, memory and attention can be affected by treatments, researchers say.</li> </ul>
Colon Cancer	<ul style="list-style-type: none"> <li>• <a href="#">CDC MMWR: Use of Evidence-Based Interventions to Address Disparities in Colorectal Cancer Screening</a>. Supplements / February 12, 2016 / 65(01); 21–28.</li> <li>• George Washington University (GW) Cancer Institute developed and released <a href="#">Colorectal Cancer Awareness Month Social Media Toolkit</a> for March 2016. This toolkit can help public health professionals establish a social media strategy for colorectal cancer awareness month in March.</li> <li>• NCCRT is pleased to announce the release of two new resources The newly revised <a href="#">2016 80% by 2018 Communications Guidebook</a>, and The new <a href="#">Hispanics/Latinos and Colorectal</a></li> </ul>

	<p><a href="#">Cancer Companion Guide</a>. The 2016 <i>80% by 2018 Communications Guidebook</i> includes additional templates, tools and customized resources, such as a template press release to announce 80% by 2018 successes. The <i>Hispanics/Latinos and Colorectal Cancer Companion Guide</i> features new market research with unscreened Hispanics/Latinos and introduces and explains new tested messages, available in both Spanish and English.</p> <ul style="list-style-type: none"> <li>• <b>REMINDER:</b> The <a href="#">Kentucky Cancer Program</a> is leading the 8th annual statewide public awareness campaign for colon cancer. March is Colon Cancer Awareness Month and Friday, <b>March 4<sup>th</sup></b> is National Dress in Blue Day! Take a photo and submit it for KCP's "Dress in Blue" Facebook Photo Contest! Whether you dress yourself, your baby, your pet, your friends, or a building in blue - send us your creative BLUE photo and you could win \$200! <a href="#">Click here for more information</a> about the contest or to access our online toolkit for colon cancer screening resources.</li> <li>• <b>WEBINAR:</b> Tuesday, <b>March 8th</b> at 2:00pm EST – NCCRT's Annual 80% by 2018 Webcast – Registration not yet open, <a href="#">stay tuned!</a></li> </ul>
Community Health Workers	<ul style="list-style-type: none"> <li>• <b>WEBINAR: Thursday, March 3, 3:30 p.m. - 5 p.m. EST</b> Integrating Community Health Workers (CHWs) into the healthcare workforce is a growing strategy for increasing access and improving population health, while decreasing cost. ASTHO will host an interactive panel discussion to highlight issues related to CHW certification and licensure. <a href="#">Register today!</a></li> </ul>
Cost	<ul style="list-style-type: none"> <li>• <b>Resource to Help Manage Cancer Costs:</b> Cancer.Net's <i>Managing the Cost of Cancer Care</i> booklet provides information on the main financial categories for cancer care, an easy-to-understand explanation of health insurance benefits, information about the Affordable Care Act and cancer, tips for organizing financial information, a list of financial resources, and a cost and insurance dictionary. Download a <a href="#">free printable PDF</a></li> </ul>
Data	<ul style="list-style-type: none"> <li>• <b>REMINDER:</b> The American Cancer Society's <a href="#">Cancer Statistics Center website</a> is an interactive resource for estimating numbers of new cancer cases and deaths in the current year; Current cancer incidence, mortality, and survival rates and trends; State-level risk factor and screening metrics. The website seeks to serve the needs of cancer control advocates, journalists, government and private public health agencies, and policy makers, offering easy-to-download infographic tables, charts and graphs.</li> </ul>
Grants	<ul style="list-style-type: none"> <li>• Announcing the Opening of the <a href="#">Prevent Cancer Foundation 2016 Community Grants Cycle!</a> The Community Grants program funds cancer awareness, education and screening programs in communities across the United States. Successful applicants must demonstrate the potential of their programs to make a positive impact on individuals, families or communities, especially underserved communities. For this cycle, the Foundation expects to fund nine <b>\$25,000 one-year awards</b>. Review the 2016 Guidelines here. Apply now for the 2016 cycle: 1) Submit the Intent to Apply form <b>by February 25, 2016 at 6 P.M. ET</b>. All eligible organizations will be notified by March 1 and sent an application. 2) Submit the application <b>by March 21, 2016 at 6 P.M. ET</b>.</li> </ul>
Health Equity	<ul style="list-style-type: none"> <li>• <a href="#">Young Black, Hispanic Hodgkin Lymphoma Patients Face Worse Outcomes: Study</a> -- Early stage disease can be cured about 90 percent of the time, researchers note</li> </ul>

Hospice	<ul style="list-style-type: none"> <li>• <a href="#">Many in Hospice Don't Get Medical Visit in Last 2 Days of Life: Study</a> -- Findings led to an increase in Medicare payments to improve care, researchers say.</li> </ul>
Leukemia	<ul style="list-style-type: none"> <li>• <a href="#">New Immune Therapy Achieves Complete Remission in Blood Cancer Patients</a></li> </ul>
Lung	<ul style="list-style-type: none"> <li>• <a href="#">Philip Morris Doesn't Have to Pay for Smokers' Lung Cancer Screenings: Court</a></li> </ul>
Obesity, Nutrition and Physical Activity	<ul style="list-style-type: none"> <li>• <a href="#">Proposed Food Stamp Changes Would Boost Access to Healthy Foods</a></li> <li>• <a href="#">Community Farm Alliance</a> is now accepting applications for the Farmers Market Support Program! <a href="#">Apply now</a> for any of the three programs: Technical Assistance, Double Dollars, and the Market Manager Cost-Share. Deadline for applications is February 24th, 2016.</li> </ul>
Palliative Care	<ul style="list-style-type: none"> <li>• <a href="#">In Palliative Care, Comfort Is the Top Priority</a></li> </ul>
Policy	<ul style="list-style-type: none"> <li>• <b>REMINDER:</b> Read about the <a href="#">2016 legislative priorities in Kentucky</a> for the American Cancer Society Cancer Action Network!</li> </ul>
Prostate Cancer	<ul style="list-style-type: none"> <li>• <a href="#">PSA Testing Differs Among Primary Care Doctors, Urologists</a>: Researchers examine falloff after change in prostate cancer screening recommendations.</li> </ul>
Resource	<ul style="list-style-type: none"> <li>• <a href="#">MIYO, Make It Your Own</a>: Since 2007, organizations have been using MIYO to create customized health information for the specific populations they serve (Flyers, inserts, postcards, etc.). MIYO assures high quality by standardizing the look and feel of materials and using evidence-based strategies recommended by the U.S. Centers for Disease Control and Prevention. MIYO delivers industry-standard, production-ready files for print, web and interactive applications.</li> <li>• <b>Campaign Launched to Streamline Access to Cancer Information:</b> The Hope Light Foundation launched their "Be Cancer SMART!" campaign last week to encourage all people to learn about cancer, including knowing signs and symptoms in order to recognize changes in body norms which may be the first sign of this deadly disease. By clicking the "Be Cancer SMART!" logo on <a href="#">The Hope Light Foundation's website</a> have instant direct access to critical cancer information that can help in early cancer detection and save lives.</li> <li>•</li> </ul>
Risk	<ul style="list-style-type: none"> <li>• <a href="#">Allergies, Asthma Tied to Lower Risk of Brain Cancer</a>: Researchers found 30 percent lower odds for those with respiratory allergies and eczema</li> <li>• <a href="#">Breast Cancer Survivors Vulnerable for Thyroid Tumors, and Vice Versa: Study</a> -- Doctors, patients should know of increased risk, expert says</li> </ul>
Survivorship	<ul style="list-style-type: none"> <li>• <b>TRAINING:</b> <a href="#">Friend for Life Cancer Support Network Peer Navigator training</a> will be <b>Saturday, March 19th from 9-5pm</b> at Baptist Health Louisville, Cancer Resource Center, 4003 Kresge Way, Suite 100, Louisville, KY 40207. FFL takes providing support seriously and require all Friend for Life volunteers to go through training so that they</li> </ul>

	<p>know more about the organization, how it works, and the best way to provide support. FFL volunteers provide 1:1 emotional support mainly via phone to persons recently diagnosed with cancer and their loved ones. Cancer Survivors/Caregivers (parents, children, siblings, significant other, close friend, etc.) of someone who has survived cancer are all welcome. The cost is FREE. Breakfast and Lunch will be provided. <b>RSVP required:</b> <a href="mailto:staff@friend4life.org">staff@friend4life.org</a> or <a href="tel:502-893-0643">502-893-0643</a></p> <ul style="list-style-type: none"> <li>• <b><a href="#">Surviving Spouse Still Influenced By the Other:</a></b> Quality of life remains the same even after one partner dies, researchers report.</li> <li>• <b><a href="#">Cancer Patients Who Miss Radiation Treatments at High Risk for Relapse:</a></b> Missed appointments prolong treatment, increase likelihood for cancer to return, study finds.</li> <li>• <b><a href="#">The Write Stuff lets Kentucky students share cancer stories</a></b></li> </ul>
<p><b>Tobacco Control</b></p>	<p><b>Tobacco Control</b></p> <ul style="list-style-type: none"> <li>• <b><a href="#">Many U.S. Women Still Smoke Before, During Pregnancy: Report</a></b> -- Smoking puts about 300,000 infants at risk each year, experts say.</li> <li>• Bill proposed in Kentucky to ban smoking for those under 21: Sent to Appropriations and Revenue Committee</li> </ul> <p><b>Tobacco Cessation</b></p> <ul style="list-style-type: none"> <li>• <b>Freedom From Smoking® Facilitator Training: March 9<sup>th</sup> at Mason County Health Department.</b> To register, contact Tami Cappelletti at (502)363-2652 or <a href="mailto:tami.cappelletti@lung.org">tami.cappelletti@lung.org</a> Space is limited, <b>Registration now.</b> \$100 registration fee includes FFS Facilitator Guide, certificate of course completion, continental breakfast and lunch.</li> <li>• <b>REMINDER:</b> The <b><a href="#">2016 CDC Tips campaign</a></b> began on January 25<sup>th</sup> and will run 20+ weeks. If you use any Tips materials in your communities, please let the Kentucky Tobacco Prevention and Cessation Program know the materials that were used and how they were utilized. Send info to Bobbye Gray at <a href="mailto:bobbye.gray@ky.gov">bobbye.gray@ky.gov</a> .</li> </ul> <p><b>E-Cigarettes</b></p> <ul style="list-style-type: none"> <li>• <b>REMINDER, CONFERENCE: "<a href="#">Project e-Prevent</a>"</b> at the London Community Center in London on <b>March 24<sup>th</sup>, 8am – 3:30pm</b>. Experts from across the state will present information on several e-cigarette issues. Deadline for registration is March 11. This is a free conference and CME's are available. <b><a href="#">Register today!</a></b></li> </ul> <p><b>Secondhand Smoke</b></p> <ul style="list-style-type: none"> <li>• <b><a href="#">National Smoking Bans Help Everyone, Especially Nonsmokers: Study</a></b> -- Review of worldwide research finds reductions in heart disease after restrictions introduced.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Remember to <a href="#">submit a Nomination for the 2016 David B. Stevens, MD Smoke-free Advocate of the Year</a></b> Nominations will be accepted no later than <b>February 26, 2016</b>. The 2016 Smoke-free Advocate of the Year will be announced during the April 28<sup>th</sup> Kentucky Center for Smoke-free Policy Annual Conference Smoke-free Awards Luncheon at the Hyatt Regency in Lexington, and ALL nominees will be acknowledged. Make sure your favorite advocate is considered for this important award by nominating them today! QUESTIONS? Contact Holly Brown at <a href="mailto:hmbrow4@uky.edu">hmbrow4@uky.edu</a></li> </ul>
<b>Worksite Wellness</b>	<ul style="list-style-type: none"> <li>• <b><a href="#">Sticks, Not Carrots, May Work Best to Boost Employees' Health</a></b>: Monetary penalties beat rewards in motivating workers to get healthier, study finds.</li> </ul>
<b>Events</b>	<p><b>Events in Lexington</b></p> <ul style="list-style-type: none"> <li>• <b>OPEN HOUSE</b>: Please Join the American Cancer Society staff on March 3rd, 3:30-6pm, Hope Lodge, Lexington KY. Take personal tours; hear more about the Support Services of the American Cancer Society; and meet your Kentucky Health Systems Staff! <b>RSVP by 2/25/16</b> to Jason Young at <a href="mailto:Jason.young@cancer.org">Jason.young@cancer.org</a></li> <li>• <b>SMOKE-FREE</b>: Kentucky Center for Smoke-Free Policy's 2016 Spring Conference: Mobilizing an Army of Smoke-free Advocates; <b>Thursday April 28, 2016</b> 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.</li> <li>• <b>SAVE THE DATE: <a href="#">The Art and Science of Palliative Medicine Conference</a>: May 13, 2016</b>, Keeneland Sales Pavilion, 4201 Versailles Rd., Lexington, KY 40501. Hosted by <a href="#">Hospice of the Bluegrass</a>. Participants will identify the importance of palliative care in meeting the needs of seriously ill individuals; Describe strategies for encouraging advance care planning and conversations around values and preferences for medical care in the context of serious illness; articulate key trends in health care delivery that will influence the future of hospice and palliative care. CEs available. Registration is \$99.</li> </ul> <p><b>Events in Louisville</b></p> <ul style="list-style-type: none"> <li>• <b>FUNDRAISER</b>: The Colon Cancer Prevention Project's <b><a href="#">"Bottoms Up Bash" is March 4th, 2016</a></b> tickets on sale now.</li> <li>• <b>TRAINING: <a href="#">Friend for Life Cancer Support Network</a> Peer Navigator training</b> will be <b>Saturday, March 19th from 9-5pm</b> at Baptist Health Louisville, Cancer Resource Center, 4003 Kresge Way, Suite 100, Louisville, KY 40207. FFL volunteers provide 1:1 emotional support mainly via phone to persons recently diagnosed with cancer and their loved ones. Cancer Survivors/Caregivers (parents, children, siblings, significant other, close friend, etc.) of someone who has survived cancer are all welcome. The cost is FREE. Breakfast and Lunch will be provided. <b>RSVP required: <a href="mailto:staff@friend4life.org">staff@friend4life.org</a> or <a href="tel:502-893-0643">502-893-0643</a></b></li> </ul> <p><b>Events of Interest (in chronological order)</b></p> <ul style="list-style-type: none"> <li>• <b>CONFERENCE: <a href="#">"Project e-Prevent"</a></b> at the London Community Center in London on <b>March 24<sup>th</sup>, 8am – 3:30pm</b>. Experts from across the state will present information on several e-cigarette issues. Deadline for registration is March 11. This is a free conference and CME's</li> </ul>

are available. [Register today!](#)

- 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.
- [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!
- [The 8<sup>th</sup> Biennial Cancer Survivorship Research Conference, "Innovation in a Rapidly Changing Landscape,"](#) will be held **June 16-18, 2016**, at the Omni Shoreham Hotel in Washington, DC. [Registration is NOW OPEN for the 2016 Cancer Survivorship Research Conference and Survivor Advocate Program](#). The American Cancer Society, the National Cancer Institute of the National Institutes of Health, the Centers for Disease Control and Prevention, and the LIVESTRONG Foundation are bringing together researchers, clinicians, cancer survivors, advocates, program planners, policy-makers, and public health experts to present, discuss and disseminate groundbreaking cancer survivorship research.