

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **February 18, 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 Katie Bathje at katie@kycancerc.org

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
Affordable Care Act (ACA) Implementation	<ul style="list-style-type: none"> • Health Literacy and Health Insurance Literacy: Do Consumers Know What They Are Buying? A toolkit developed by the Alliance for Health Reform, with support from the Robert Wood Johnson Foundation. • The Affordable Care Act: Closing the Gap When It Comes to Health Care: 7.8 million African Americans with private insurance from both inside & outside the Marketplace now have access to expanded preventive services with no cost-sharing.
Breast Cancer	<ul style="list-style-type: none"> • Which Breast Cancer Patients Need Lymph Nodes Removed? Ultrasound narrows it down • WEBINAR: Update on Triple Negative Breast Cancer: Hosted by CancerCare <ul style="list-style-type: none"> ○ Date/Time: March 3rd, 1:30-2:30 EST ○ Click here for more information and to register
Cervical Cancer & HPV vaccinations	<ul style="list-style-type: none"> • HPV Vaccination Does Not Appear to Boost Risky Teen Sex, Study Shows. After its introduction, increase in STD rates was same in vaccinated, unvaccinated girls. • Head and Neck Cancer: Building the Evidence Base for Precision Oncology: Describes changes in a cell’s DNA which can drive cancer growth, confirms that “a substantial fraction of head and neck cancers are attributable to HPV”.
Childhood Cancer	<ul style="list-style-type: none"> • Family-Centered Advance Care Planning for Teens with Cancer: New program highlighted on the National Cancer Institute (NCI)’s Research-tested Intervention Program (RTIPs) website.
Colon Cancer	<ul style="list-style-type: none"> • The Colon Cancer Prevention Project needs help, and offers it right back... <ul style="list-style-type: none"> ○ Survey help needed: Forward this survey link to colon cancer survivors/fighters in your area to help the Project determine how best to meet the needs of these survivors, as they develop new support programs. ○ Help for colon cancer survivors: Fighters’ Fund: financial assistance program that provides one-time grants of \$200 to qualifying patients. ○ Funding Opportunity: Project Innovation’s goal is to jumpstart programs that encourage individuals to raise awareness about colon cancer & educate people about the importance of screening. Click here for details of the project, and an application. • Have you or someone you know gone into a screening colonoscopy (i.e., average risk, no symptoms, colonoscopy) and then faced an unexpected bill because a polyp was removed? Legislation is coming before the Kentucky legislature in 2015 that seeks to address this issue, as well as assuring that colonoscopies following a positive non-

	<p>invasive fecal test are also covered.</p> <ul style="list-style-type: none"> • MARK YOUR CALENDAR: DRESS IN BLUE Day is March 6th. The Kentucky Cancer Program has several tailored resources, as does the Colon Cancer Prevention Project. ALL Kentuckians can wear blue in March! • 80% by 2018: Communications Guidebook Webinar: Provided by the National Colorectal Cancer Roundtable (NCCRT). <ul style="list-style-type: none"> ○ Guidebook ○ Tool and Resources- webinar slides ○ Social Media Toolkit- George Washington University ○ FYI-Increasing colon cancer screening rates in adults' ages 50+ to 80% is in the Kentucky Cancer Action Plan (CAP)! • Colon Cancer Rates Rising Among Americans Under 50 • Colorectal cancer patients who smoke 'have double the risk of death': American Cancer Society study • Preventing Colorectal Cancer: Call for Nominations to Recognize Champions of Colorectal Cancer Prevention: You can recognize any individual or group for various categories. Deadline for nominations has been extended until February 24, 2015.
Community Health Worker	<ul style="list-style-type: none"> • Public Health Institute (PHI) Expands Dialogue on Community Health Workers with New Releases <ul style="list-style-type: none"> ○ Community Health Workers in California: Sharpening Our Focus on Strategies to Expand ○ Bringing Community Health Workers into the Mainstream of the U.S. Health Care: IOM Discussion Paper
Data	<ul style="list-style-type: none"> • State Cancer Profiles: Provides cancer statistics information for the nation as well as Kentucky. From this website you can see how Kentucky ranks according to other states. • Healthy People 2020 Leading Health Indicators: Progress Update: This report provides national estimates on high-priority health issues, such as tobacco use and clinical preventive services. • 2015 Kentucky Annual Economic Report: From the Center For Business and Economic Research, Gatton College of Business and Economics, University of Kentucky <ul style="list-style-type: none"> ○ Overview and Risk Behaviors and Chronic Disease in Kentucky, pg. 97 <ul style="list-style-type: none"> ▪ Brookings Institution study (12/2014) found "13.2% of Kentucky's Medicaid spending-about \$750 million- is directly attributable to adult obesity", p. 97 ▪ Another study (2010) found "annual direct costs to the economy attributable to smoking were in excess of \$5.6 billion", p. 97 • America's Health Rankings (United Health Foundation): Kentucky's overall ranking is 47th in the nation; we're ranked low because of our high rates of smoking & chronic disease. • The Past, Present, and Future of Cancer Incidence in the United States: 1975 through 2020: Greater emphasis needed on primary prevention and early detection to counter effects of aging and growing population on the burden of cancer.

	<ul style="list-style-type: none"> • Chronic Disease Indicators (CDC): Data is provided on specific indicators such as cancer and tobacco. It also compares Kentucky to the U.S. Click here, then on Kentucky to see Kentucky's data. <ul style="list-style-type: none"> ○ To read more about this online data tool, click here.
Genetics	<ul style="list-style-type: none"> • Is it time for Precision/Personalized Medicine? American Cancer Society blog
Gynecologic Cancers	<ul style="list-style-type: none"> • Coffee Linked to Possible Lower Endometrial Cancer Risk. Women benefited from drinking about 4 cups daily, study suggests.
Health Care	<ul style="list-style-type: none"> • Specialist Doctors Head for Exit as U.S. Shifts Payments: Up until now, specialists have been largely paid on fee-for-service which rewards quantity of services provided rather than quality of care. Oncologists will be the first group Medicare will target in experimenting how to pay specialists, such as “bundled payment”. • The Role of Hospitalists in Preventive Medicine
Health Equity	<ul style="list-style-type: none"> • Confronting Health Disparities in African American Communities. Free, live webcast on TOMORROW, February 19, 2015. 9:00am - 10:00am ET. Hosted by the Univ. of Albany School of Public Health. • CDC Health Disparities & Inequalities Report, United States, 2013: Topics of special interest include: <ul style="list-style-type: none"> ○ Colorectal Cancer Incidence and Screening, p. 53 ○ Cigarette Smoking, p. 83 • WEBINAR: Cancer Reduction in Indian Country: Culturally Understanding Commercial Tobacco Abuse Messaging among American Indians and Alaska Natives <ul style="list-style-type: none"> ○ Date/Time: Feb. 24th, 3-:00pm EST ○ Click here to register • Income Inequality Affects Kids' Health, Research Shows. Study of 34 countries finds widening gap in physical and mental health of rich and poor.
Health Literacy	<ul style="list-style-type: none"> • SAVE-THE-DATE: The 6th Annual Health Literacy Kentucky Summit: Kentucky Health Literacy Now, will be held on Wednesday, October 7, 2015, at the University of Louisville, Shelby Campus, Founder's Union Building, Louisville, KY. Visit Health Literacy Kentucky's website for tools and resources.
Hospice & Palliative Care	<ul style="list-style-type: none"> • Study identifies 8 signs associated with impending death in cancer patients • NPR: Cancer Patients and Doctors Struggle to Predict Survival • End-of-Life Discussions: Clinicians Identify Important Barriers • VIDEO: Five Key Questions at the End of Life: Based on Dr. Atul Gawande's recommendations • Death in American is getting more painful • Depression Common in Final Year of Life • “When ‘Doing Everything’ is Way Too Much • What ‘do everything’ can mean • VIDEO: It's Very Hard to Come to the Realization that You're Dying

<p>Leukemia/ Lymphoma & other Blood Cancers</p>	<ul style="list-style-type: none"> ● WEBINAR: Medical Update on Acute Myelogenous Leukemia (AML): Hosted by CancerCare <ul style="list-style-type: none"> ○ Date/Time: March 6th, 1:30-2:30 EST ○ Click here for more information & to register
<p>Lung Cancer</p>	<ul style="list-style-type: none"> ● Medicare will cover Lung Cancer Screening for Individuals with certain Risk Factors: The Centers for Medicare & Medicaid Services (CMS) have issued their final decision requiring Medicare coverage of low-dose computed tomography (CT) lung cancer screening for at-risk beneficiaries. <ul style="list-style-type: none"> ○ There are some differences between the USPSTF and CMS' guidelines for low-dose CT screening for lung cancer. KCC created a document which shows these differences in order to help you communicate these differences to your partners. See attached document. ○ Breath of Fresh Air: Medicare to Cover Lung Cancer Screening ○ CMS Proviso on Lung Cancer Screening: Good or Bad? ● VIDEO: Four Years after NLST, Lung Cancer Screening Uptake 'Way Too Slow' ● Lung Cancer No. 1 Cancer Killer of Women in Wealthy Nations: It has been the leading cancer killer of American women for many years. ● Want to be an advocate for lung cancer? The Lung Cancer Alliance is holding the 7th National Lung Cancer Summit April 12-15 in Washington, D.C. ● People with Non-Small Cell Lung Cancer (NSCLC) & Brain Mets and their caregivers invited to participate in study: A partner of the Lung Cancer Alliance, Adelphi Values is a health outcomes research organization that works with pharmaceutical companies to assess the impact of health conditions & treatments on peoples' lives. For more information on the study, click here. ● WEBINAR: Advances in Treatment of Lung Cancer: Hosted by CancerCare <ul style="list-style-type: none"> ○ Date/Time: March 10th, 1:30-2:30pm EST ○ Click here for more information & to register
<p>Patient Navigation</p>	<ul style="list-style-type: none"> ● Cancer Navigators: Guiding You to Good Care ● Accreditation 101: Learning the Basics of COC Accreditation & Standards: The American College of Surgeons' Commission on Cancer offers a one-day workshop Feb. 27, 2015 in Chicago, IL.
<p>Prevention</p>	<ul style="list-style-type: none"> ● CONFERENCE: Dialogue for Action on Cancer Screening hosted by the Prevent Cancer Foundation April 22-24 in Baltimore, MD - see the "EVENTS" section at the end of this email for more details ● Journal Article: Inadequate Physical Activity and Health Care Expenditures in the United States: Only half of US adults meet the minimum guidelines for aerobic physical activity. The study also found 11.1% of total health care expenditures were associated with inadequate levels of physical activity. ● Prevent Nearly 50% of the Most Common Cancers: American Institute for Cancer Research. Eat well, stay lean, move more, don't smoke, protect your skin, and get vaccinated <ul style="list-style-type: none"> ○ Infographic ○ Video & other information

	<ul style="list-style-type: none"> • Prevention Services recommended just for you (U.S. Dept. of Health and Humans Services): This online tool allows you to plug in your age and gender, then suggests preventive health screenings and behaviors. • TRAINING: Steps to Make a More Walkable Community (Partnership for a Fit KY) <ul style="list-style-type: none"> ○ Date/Time: <ul style="list-style-type: none"> ▪ March 10th, 9:30-3:30pm CST Paducah, KY ▪ March 19th, 9:30-3:30pm EST Morehead, KY ○ Click here to register • The Four Domains of Chronic Disease Prevention: Chronic diseases account for most deaths in the U.S. They also are major drivers of sickness, disability, and health care costs in the nation. • What Most Americans get wrong about Their Cancer Risk
Public Health	<ul style="list-style-type: none"> • WEBINAR: Tools of the Trade: Putting Public Health Evidence into Action <ul style="list-style-type: none"> ○ Date/Time: Feb. 24th, 2-3:00pm EST ○ Click here for more information & to register • ‘State of Public Health 2015’ with CDC Director Tom Frieden
Research	<ul style="list-style-type: none"> • How to Measure a Medical Treatment’s Potential for Harm: “When we stray from recommendations for therapies {or cancer screenings}, the Number Needed to Treat (NNTs) often go up, but the Number Needed to Harm (NNH) stay the same...Fewer people benefit, but just as many are harmed”, say the authors.
Screening/Early Detection	<ul style="list-style-type: none"> • Behavioral Economics: “Nudging” Underserved Populations to be Screened for Cancer
Survivorship	<ul style="list-style-type: none"> • CONFERENCE: Transforming Cancer Survivorship: Through Research and Best Practice: The NCI Director of Cancer Survivorship & other national experts will be presenting. March 27th, 8-4:00pm EST. Kingsgate Marriott Conference Center, 151 Goodman Dr., Cincinnati, OH. \$150 per person, \$95 for student/fellow, Early Bird- \$130 in February. CEs available. • WEBINAR &/OR PODCAST: Managing the Costs of Living with Cancer: Presented by <i>CancerCare</i> • Sparing hope for the future: Preserving Fertility in Cancer Patients
Tobacco Control	<p>Tobacco Control Efforts (General) & Other Information</p> <ul style="list-style-type: none"> • Smoking is even worse than we thought: the number of annual smoking-related deaths in the U.S. has increased from 480,000 to 540,000. The new deaths come from increased risks of infection, kidney disease, intestinal ailments, and other heart & lung disease. <ul style="list-style-type: none"> ○ Smoking’s Toll on Health is even worse than previously thought, a study finds ○ More Americans die from smoking than previously thought ○ JOURNAL ARTICLE: Smoking and Mortality-Beyond Established Causes • Working Towards a Tobacco-Free Generation: 51 Years of Progress • Interested in more tobacco control news? Sign up for the more news & announcements with ActionToQuit Network.

- **WEBINAR: Big Marijuana: Lessons from Big Tobacco**
 - **Date/Time:** Feb. 19th, 2-3:30pm
 - [Click here](#) to register & for more information
- [Waiting to Inhale: Hospitalists, Marijuana, and Legalization](#)

Smoke-Free/Smoke-Free Policy

- **What's the latest?** Per the Smoke-Free KY's Facebook page, as of February 13th, "House Bill (HB) 145 passed the House today by a 51-46 vote. It's a big step forward that the Kentucky House-for the first time ever-has voted on and approved statewide, smoke-free workplace legislation". Now the Bill will go to the Senate.
 - [In State with Tobacco Ties, Kentucky House Oks Smoking Ban](#)
 - [Statewide Smoking Ban Crucial Step to Fight High Lung Cancer Deaths in Kentucky](#)
- **Want updates on what is happening for the Statewide Smoke-free Bill?**
 - "Like" the [Smoke-Free Kentucky Facebook](#) page
 - Email [Amy Jeffers](#) with the Tobacco Prevention Enhancement Site (PES), Pathways and ask to be added to her listserv which provides lots of info on smoke-free efforts in the news.
- [Support for Smoke-Free Law in Kentucky Remains Steady](#): Kentucky Health Issue Poll (KHIP) regarding support for Statewide, Smoke-free Law.
- The **Kentucky Center for Smoke-Free Policy** is seeking nominations for the Dr. David B. Stevens Smoke-Free Advocate of the Year award. To nominate an advocate, [click here](#).

Electronic Cigarettes

- [States Dash to Regulate E-Cigarettes](#): Record Number of Bills Designed to Rein in "Vape" Industry are being considered in 21 state legislatures

Tobacco Cessation

- **WEBINAR: Exploring the Use of Electronic Health Records to Support Tobacco Cessation and Million Hearts**
 - **Date/Time:** Feb. 23rd, 1-2:00pm EST
 - [Click here](#) for more information and to register
- **JOURNAL ARTICLE:** [Helping Smokers Quit-Opportunities Created by the Affordable Care Act \(NEJM\)](#)
- **Facilitator Trainings Being Offered:** American Lung Association in Kentucky
 - [Freedom from Smoking](#), Facilitator Training will be held:
 - Corbin, KY on **March 16th**
 - Contact tami.cappelletti@lung.org for registration information or call 502-363-2652.

Treatment

- [Bacteria May Help Battle Cancer, Study Suggests](#)

Events

Events in Lexington

- **LEXINGTON:** There is an ongoing monthly support group for [Myeloma Survivors & their caregivers](#):
 - **Date/Time:** Monthly, on 2nd Tuesday; 6:30-8:00pm EST
 - **Location:** Centenary Methodist Church, 2800 Bates Creek Road, Lexington, KY 40502
 - **Contact:** Debby Phillips @ 1-800-955-2566 ext. 2393 for more information

Events in Louisville

- [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](#):
 - **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

National Conferences of Interest

- **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! If you bring 1-2 colleagues, you will receive a 10% your registration fee, bring 3 or more colleagues, you will receive a 25% rebate.