

Wednesday's Word for February 1, 2012

Cervical Cancer

- Cervical Cancer-Free Kentucky (CCFKY) is hosting their Annual Statewide Conference on May 15, 2012, at the Sloan Convention Center in Bowling Green, KY. Sessions will include: Updates on cervical cancer prevention, speakers from CCFKY Mini-Award recipients, and a report on their Cause the Movement personalized cervical cancer awareness campaign. Registration is free, and lunch will be provided. There will be a complimentary reception & tour at the National Corvette Museum the evening before (May 14th) 7:00 – 9:00pm CST. To aid in their planning, please email your ability to attend with your contact information to pkeyes@uky.edu. Also, please indicate if you plan to attend the pre-conference reception, and if you will need to make a room reservation. More details to come!
- Facebook application raises awareness of cervical cancer, highlighted on local news (1/31/12, WHAS11.com) Watch a TV interview of Dr. Connie White by WHAS11's Renee Murphy, as they discuss Cervical Cancer Free Kentucky's "cause the movement.org" awareness campaign. The campaign uses a Facebook application to demonstrate how cervical cancer might affect your friends.
- **Study Finds No Link Between HPV Vaccine and Autoimmune Disorders** (1/26/12, HealthDay News) The human papillomavirus (HPV) vaccine Gardasil does not trigger autoimmune disorders such as rheumatoid arthritis, lupus, type 1 diabetes or multiple sclerosis, according to a two-year study that included nearly 190,000 girls and women. Gardasil is recommended in the United States for girls and young women to protect them against HPV infection, which is the most common sexually transmitted disease in the United States and can lead to cervical cancer.

Colon Cancer

- **The Colon Cancer Prevention Project is hosting a “Bottom's Up Bash”** on Friday, March 16th from 7-11pm at the Louisville Glassworks, 815 W. Market Street in Louisville. Find out more!
- **The Kentucky Cancer Program is excited to kick-off their 4th annual Dress in Blue Day statewide campaign** to increase colon cancer screening. Once again KCP is coordinating an awareness and education program with our District Cancer Councils and community partners. New this year, Madeline Abramson, the Lieutenant Governor's wife, will serve as the Dress in Blue Day Honorary Chair for Kentucky. KCP is pleased to provide the attached 2012 Dress in Blue Day flier, which you will find useful for your organization and to share with your partners, contacts, family and friends. Additional materials and resources will be available soon.
- **Flexible sigmoidoscopy shown to increase detection of colorectal cancer** (2/1/12, National Cancer Institute) Repeated screening by flexible sigmoidoscopy (FSG) increased the detection of colorectal cancer or advanced adenoma in women by one-fourth and in men by one-third, according to a study published Jan. 31 in the *Journal of the National Cancer*

Institute. Endoscopic methods are known to have a higher sensitivity than fecal occult blood testing in detecting colorectal cancer and adenoma and repeated screening detects a higher number of colorectal adenomas and carcinomas when compared to a single screen. However, the cost-effectiveness of endoscopic screening relies on the age groups screened as well as the frequency of screening, which greatly affects the effectiveness of the test. The Prostate, Lung, Colorectal, and Ovarian (PLCO) cancer screening trial sought to determine the yield of repeated FSG screenings are beneficial and at what time interval they should be conducted. Despite these findings, the researchers point out: "Although repeated FSG increases screening yields, it also increases the costs of screening, the need for diagnostic intervention, and the risks of complications."

- The Colon Cancer Prevention Project, Kentucky Cancer Program and the Kentucky Cancer Program are **exhibiting materials in the Capitol Annex building tunnel** this week, to raise legislators and their staffs' awareness of the importance of colon cancer screening. Included in the display are KCP's "Faces of Colon Cancer" photographs -- stunning portraits accompanied by brief accounts of colon cancer survivors from across the state. Also displayed is a map of Kentucky's Area Development Districts, with data for each District as to the number of Kentuckians who have died from cancers that have recommended screening methods. If you are in the Capitol, visit the Annex Tunnel!

Financial

- A new study finds that health insurance premiums and deductibles doubled between 2003 and 2010 (1/26/12, New York Times). Over 7 years, the total premiums (those paid by both the employer and employee) doubled to almost \$14,000 a year, with the employee's share of annual premiums rose by 63%. Deductibles also doubled from \$1,000 to \$2,000, increasing the amount that employees have to pay out of pocket.

General

- The 2012 CDC National Cancer Conference will be held August 21-23 in Washington, DC at the Omni Shoreham Hotel. The theme of the 2012 CDC National Cancer Conference is: "Uniting Systems, Policy & Practice in Cancer Prevention and Control." This theme was chosen to reinforce and reflect the need to explore the implications of a changing health system on cancer prevention and control and discuss how to prepare and maximize opportunities. Registration is \$375.

Human Papilloma Virus

- **Oral HPV More Common in Men Than Women** (1/26/12, New York Times) About one in 15 Americans is infected with oral human papillomavirus, a sexually transmitted virus that causes throat cancers, and the disease is especially common among men, new research shows. The research is the first major study to document the nationwide prevalence of oral human papillomavirus, or HPV, a disease that has drawn growing attention from public

health experts because it has fueled a rise in oropharyngeal cancers affecting the back of the tongue and the throat. Researchers showed last year that throat cancers caused by a particular strain of the virus, HPV Type 16, have tripled in the last 20 years. But it was unclear exactly how many people over all were carrying HPV, which exists in more than 40 forms. But the study, which was published in *The Journal of the American Medical Association*, also revealed some reassuring findings. While the overall prevalence of HPV was about 7 percent, only 1 percent, or roughly two million people, were infected with HPV 16, the strain linked to throat cancers and many cases of cervical cancer. Fewer than 10,000 cases of throat cancer caused by HPV 16 are diagnosed every year, indicating that most people with the virus do not develop cancer.

Health Literacy

- **The 3rd Annual Kentucky Health Literacy Summit**, entitled “Building Your Health Literacy Toolkit” will be held on March 22-23, 2012, at the Marriott Griffin Gate Hotel in Lexington. This conference is open to all those interested in improving their health literacy and patient communications skills. Keynote speakers will include: Cindy Brach, AHRQ; Audrey Riffenburgh, Plain Language Works; Al Cross, Institute for Rural Journalism; and Bruce Rector, Monday Morning Messages. Interactive workshops will provide you with a health literacy toolkit of skills and resources, and contributed papers and posters will highlight local/regional health literacy activities. For more information or to register, visit <http://www.ccentral.com/live/3748> Questions? Contact Jane Bryant at (859) 323 - 5715 or jbryant@uky.edu

Resources

- **CDC Releases Its First iPad “App”** More and more people are using smart phones and tablets to find health information. To meet this need, CDC is announcing their first application (or “app”) for the Apple iPad platform. The CDC App is free, and serves up important information from CDC’s website tailored to meet the needs of iPad users. Users can use tabs to immediately access health articles, popular journals, fast-breaking health updates, blogs, and podcasts. There are also tabs that allow them to access social media channels (Facebook, Twitter, and YouTube) that can help people engage more with CDC, provide additional health information, and links back to CDC’s main website. You can read more about it at [CDC Mobile iPad Application on CDC’s web site](#).
- **National Cancer Institute Cyber-Seminar:** Howdy, Partner! Using the PARTNER Tool to Track and Analyze Community Partnerships February 21, 2012 2:00PM - 3:00PM EST. A major challenge facing public health researchers and practitioners today is how to partner with other organizations, agencies, and groups to collaboratively address public health goals while effectively leveraging resources. The process by which organizations have engaged partners in collaboration has varied, with few ways to measure the success of these partnerships. The PARTNER Tool (Program to Analyze, Record, and Track Networks to Enhance Relationships), is a free social network analysis tool designed to demonstrate how community organizations members are connected, how resources are leveraged and

exchanged, the levels of trust, and to link outcomes to the process of collaboration. Find out more. »

Screening

- **Too Few Americans Getting Screened for Common Cancers: CDC** (1/26/12, MMWR via HealthDay News) The number of Americans being screened for colon, breast and cervical cancers still fall below national targets, federal health officials said Thursday. In 2010, 72.4 percent of women were being screened for breast cancer, below the target of 81 percent, for cervical cancer it was 83 percent of women, while the target is 93 percent, and for colon cancer 58.6 percent of Americans were screened, missing the target of 70.5 percent, according to the U.S. Centers for Disease Control and Prevention. The screening rates are part of a report in the [Jan. 27 issue of Morbidity and Mortality Weekly Report](#)•

Skin Cancer

- **[New Report Reveals Indoor Tanning Industry's False and Misleading Practices](#)** (2/1/12, U.S. Congressional Committee on Energy and Commerce Press Release) Today Reps. Waxman, DeGette, Pallone, DeLauro, and Maloney released a report prepared by the minority staff of the Committee on Energy and Commerce, describing the false and misleading health information provided to teens by the indoor tanning industry. The report, based on undercover interviews of tanning salon employees conducted by Committee investigators, finds that tanning salons target teenage girls with advertising and promotions, deny known risks of indoor tanning, provide false information on benefits of tanning, and fail to follow recommendations by the Food and Drug Administration on tanning frequency. Among report findings:
 - Nearly all of the salons denied the known risks of tanning. Ninety percent of the salons stated that indoor tanning did not pose a health risk, while over half of the salons denied that indoor tanning would increase the risk of skin cancer.
 - Nearly 80% of the salons asserted that indoor tanning would be beneficial to the health of a fair-skinned teenage girl.
 - Several salons asserted that indoor tanning would prevent cancer.
 - Tanning salons fail to follow FDA recommendations on tanning frequency. Three-quarters of salons allow customers to tan daily, despite FDA recommendations that indoor tanning be limited to no more than three visits in the first week.
 - Salons used many approaches to downplay the health risks of indoor tanning.

Survivorship

- **[Caregivers improve care, lower costs](#)** (1/26/12, UPI) Family members who routinely accompany older adults to physicians' offices help improve care, U.S. researchers found. Researchers at the Johns Hopkins and the Weill Cornell Medical College, analyzed a national survey of Medicare beneficiaries ages 65 and older. The study, published in the Journal of the American Geriatrics Society, found 75 percent of the 9.5 million older adults who attended routine physician visits with a family companion were consistently accompanied at

12 months follow-up -- and were accompanied 89 percent of the time by the same companion. The caregivers of these patients were more active in communication during visits, providing information directly to the doctor, asking the doctor questions and explaining the doctor's instructions to the patient.

- [Exercise a Good Pick-Me-Up After Cancer Treatment: Study](#) (2/1/12, HealthDay News) Exercise can improve the health, energy and well-being of cancer patients after they've completed their main cancer treatment, a new review finds. University of Hong Kong researchers analyzed the results of 34 clinical trials that examined the effects of physical activity among adult patients with breast, prostate, gynecologic, colorectal, gastric or lung cancer. The study was published online Feb. 1 in *BMJ*. There were an average of 93 patients in each trial, which included aerobic, resistance and strength training. The patients' average age was 55, and the training lasted roughly 13 weeks. Breast cancer patients showed improvements in blood sugar control, body mass index (BMI) and body weight, physical functions such as lower limb strength, mental health problems such as fatigue and depression, and quality of life. Patients with other types of cancer who were physically active experienced improvements in BMI and body weight, physical function such as oxygen consumption and hand-grip strength, depression and quality of life.

Smoke-free

- [Study: Indoor Air Pollution Remains at Dangerous Levels After Partial Smoke-Free Law](#) (1/31/12, UK Now) The average level of indoor air pollution in Kenton County, Ky., dropped after implementation of the smoke-free ordinance in April 2011 but air quality remained dangerously high and above the National Ambient Air Quality Standard for indoor air, according to a report released Jan. 31 by the University of Kentucky College of Nursing. The purpose of the study was to assess air quality in nine hospitality venues in Kenton County before and after implementation of their partial smoke-free ordinance on April 15, 2011, then compare the results to Lexington and Louisville air quality data before and after their smoke-free laws took effect. The study also compared air quality in 19 venues after the ordinance took effect including nonsmoking, smoking and split-shift locations. Kenton County's law exempts bars and venues may adopt a 'split shift' exemption, allowing smoking after 4 p.m.
- [Statewide smoke-free law will aid Ky. health, economy](#) (1/24/12, kentucky.com) *An opinion editorial by Eli Capilouto (president of UK) and James Ramsey (president at UofL):* "As Kentucky's public research universities, we often compete on the court but collaborate in the laboratory. Together, there is a great deal we are proud of — work we do as institutions for the commonwealth we serve. But now, it's critical that we join together to fight an opponent that's bigger and more important than anything we face on the court. The fact is that Kentucky is on the wrong side of the rankings when it comes to our health. And one of the most important reasons is because smoking rates continue to remain among the highest in the nation. But there are common-sense solutions. Smoke-free policies that prohibit smoking in public places protect everyone from the unnecessary risk of secondhand smoke by simply preventing smokers from lighting up around others. This will eliminate the

dangers of secondhand smoke exposure in public spaces — exposure that is causing cancer, heart disease and other health problems in non-smokers. The health of all Kentuckians is in the best interest of our state for health and economics. The public cost of secondhand smoke exposure is estimated at more than \$80 million annually in Kentucky — money that could be put to better use addressing other pressing needs, from health care to education.....Passing a statewide smoke-free law is good for health and good for business. Kentucky should adopt a smoke-free law that protects everyone's right to breathe smoke-free air."

- The Kentucky Center for Smoke-free Policy is hosting **their Spring 2012 Smoke-free Conference** on April 11, 2012 at the Doubletree Suites in Lexington. Save the date!
- The [Kentucky Center for Smoke-free Policy](#) is also currently accepting nominations for the **2012 Smoke-free Advocate of the Year**. This is your opportunity to nominate a colleague or community advocate who has worked on secondhand smoke education or a smoke-free policy campaign in an innovative or creative way. Nominations are due on or before **February 10, 2012**. No late nominations will be accepted. To nominate someone for 2012 Smoke-free Advocate of the Year, contact Heather Robertson for a nomination form, at HRobertson@uky.edu and return the form on or before February 10, 2012.

EVENT REMINDERS from previous Wednesday's Words:

- **American Cancer Society's Lobby Day** is February 9th from 8am - 1pm at the Capitol in Frankfort. Reserve your place by contacting Eric Evans at Eric.Evans@CANCER.org or 502-560-6031. ACS will offer training on their legislative priorities to equip attendees in taking with their legislators. 2012 priorities include Smoke-free Kentucky, Colon Cancer Screening funding, and expanding the Kentucky Women's Screening Program.
- **Colon Cancer Day at the Capitol:** Thursday, March 1, 2012, 1-3 pm, Frankfort Kentucky. The [Colon Cancer Prevention Project](#) is coordinating volunteers and advocates from across the state to rally and educate Kentucky's leaders regarding HB 55, a bill that appropriates \$8 million over the next two years for the Kentucky Colon Cancer Screening Program. Wear blue and bring family and friends! To register, call Andrea Shepherd, (502) 290-0288.
- **Friend for Life Cancer Support Network** is a non-profit support network of cancer survivors who serve the emotional and psychological needs of persons recently diagnosed with cancer, and their loved ones. FFL matches persons recently diagnosed with any form of cancer as closely as possible with a trained volunteer who has encountered the same type of cancer and similar course of treatment. Wherever possible, they also match for age and gender. Friend for Life's next volunteer training will be Saturday, March 3, 2012 from 9:00am until 5:00pm at Baptist Hospital East, Administrative Building, 2nd Floor, VTC room, 4007 Kresge Way, Louisville, KY. The training is free, and Breakfast and lunch will be provided. Registration is required. Visit <http://www.facebook.com/events/297742476944531/> for information, or call: [502-893-0643](tel:502-893-0643) or [866-374-3634](tel:866-374-3634).