

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the February 20, 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"> • NCI has developed a new 6-page fact sheet, entitled “Breast Reconstruction After Mastectomy”, including surgical options, follow-up care, and breast cancer screening after reconstruction.
Cervical Cancer	<ul style="list-style-type: none"> • The video and presentation slides from the February session of CDC’s Public Health Grand Rounds, “Reducing the Burden of HPV-associated Cancer and Disease through Vaccination in the US,” are now available at http://www.cdc.gov/about/grand-rounds/archives/2013/February2013.htm
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. • 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.
General	<ul style="list-style-type: none"> • 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

Health Equity	<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.
Health Reform	<ul style="list-style-type: none"> • Big tobacco and anti-cancer activists agree: Health provision goes too far when allowing insurance companies to charge smokers 50 percent more than patients who do not use tobacco.
Patient Navigation	<ul style="list-style-type: none"> • Across the state, health navigators, lay health workers, and patient advocates help to reduce barriers to care for countless Kentuckians. Unlocking the Complexity of the Health Care System: Kentucky’s Health Navigators is a new report from Michael Childress at the University of Kentucky, which was funded by the Foundation for a Healthy Kentucky. This report underscores the importance of lay health workers, and assesses the health navigator workforce in Kentucky relative to the needs of the population. • RESEARCH ARTICLE OF INTEREST: “Patient navigation for breast and colorectal cancer in 3 community hospital settings: an economic evaluation.” In this study, the authors assessed the incremental cost effectiveness of adding patient navigation to standard cancer care in 3 community hospitals in the United States – one of which included Kentucky. Find the article in <i>Cancer</i>. 2012 Oct 1; 118 (19) : 4851-9.

<p>Prevention, Genetics, Causes</p>	<ul style="list-style-type: none"> • Alcohol Blamed for 1 in Every 30 Cancer Deaths: Study - Research suggests that even a little drinking can raise odds for malignancy • Study says IVF does not increase cancer risk • Youth Smoking, Obesity May Lead to Early Death: Study found first raised risk by 86 percent, while second increased it by 39 percent. • People spend up to 70 percent of their time in a home and millions of homes each year are the source of serious health problems including asthma, lung cancer, unintentional injuries and lead poisoning. Several federal agencies have teamed up for a joint initiative, Advancing Healthy Housing: A Strategy for Action, to reduce home-based injury and illness. View the infographic for their initiative, which includes radon and secondhand smoke stats. • 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
<p>Rural health</p>	<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.

School Health

- **REMINDER: 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 info, contact [Jacy Wooley](#), Healthy Schools Program Manager for the Alliance for a Healthier Generation.
- **REMINDER: 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. Interested in presenting a session? Contact [Vicki Johnson-Leuze](#) . The deadline for submission is April 12, 2013.
- **REMINDER: [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.

Smoke-free	<ul style="list-style-type: none"> • House Bill 190, a comprehensive smoke-free law, passed the House Health and Welfare Committee. As originally filed, the bill would be the strongest smoke-free workplace law in the country. The bill is expected to be called before the House before the end of the session. Governor Beshear publicly supports the bill. An amendment to exempt e-cigarettes was filed as a House Floor Amendment (Rep. S. Lee). E-cigarettes are derived from tobacco and an inhaled product that emits fine particles into the air (including formaldehyde, a known carcinogen); e-cigarettes are not a proven or approved product to help people quit smoking. Other amendments will most likely be filed. Smoke-free supporters and advocates will work hard to educate all the legislators about the importance of keeping the legislation comprehensive with no amendments. For the latest developments on the bill go to: http://www.smokefreekentucky.org • 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 . • 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. Register today. • REMINDER: American Lung Association of KY announces Annual Fight for Air Walk on June 8, 2013 at the Iroquois Park, Louisville. For more info, contact Madelyn Anetrella with ALA in KY at 502-363-2652 or e-mail manetrella@midlandlung.org
Survivorship	<ul style="list-style-type: none"> • Life, Interrupted: Crazy, Unsexy Cancer Tips A NY Times contributor writes about her experiences as a young adult with cancer. • 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.
Tobacco Control	<ul style="list-style-type: none"> • Study: California saved \$134B in health care costs thanks to tobacco control program
Worksite Wellness	<ul style="list-style-type: none"> • Employers who have invested in employee workforce programs may be interested in a new report that finds outcomes are most positive when employee spouses are included in the programs.