

Dear Kentucky Cancer Consortium Partners:

Below is the **February 23, 2012** 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, in a brief, easy-to-read format. You may read archived editions on our [website](#). If your organization has a cancer-related item of interest that you would like to be included in a Wednesday's Word, or you know of someone who may benefit from receiving this communication, feel free to contact Katie Bathje at kbathje@kycancerc.org.

Sincerely,
Kentucky Cancer Consortium Staff

February 23, 2012

Advocacy

- *(reminder)* **Colon Cancer Day at the Capitol:** Thursday, March 1, 2012, 1-3 pm, Frankfort Kentucky. The [Colon Cancer Prevention Project](#) and [American Cancer Society](#) are 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. Governor Beshear is expected to be in attendance. Wear blue and bring family and friends! To register, call Andrea Shepherd, [\(502\) 290-0288](tel:5022900288) or James Sharp at [\(859\) 229-8880](tel:8592298880). See attached flyer.

Cervical Cancer

- *(reminder)* [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!

Clinical Trials

- [Commentary: Cancer patients shouldn't be afraid of clinical trials](#) (2/19/12, by. Dr. Jay Hayslip, Lexington Herald-Leader) Today's cancer therapies are far different than the treatments of 20 years, 10 years, or even a year ago. How does cancer care evolve? Through research and clinical trials. Clinical trials are carefully planned and regulated studies in which patients receive therapy under the observation of specially trained cancer doctors and staff. In most clinical trials, patients will either receive standard therapy or a new treatment. Clinical trials are important because they provide evidence that a new treatment can be beneficial to patients. Major cancer-

related foundations, including the National Cancer Institute, American Cancer Society and Leukemia & Lymphoma Society, encourage patients to educate themselves on clinical-trial options that might be available.

- [Majority of Kentuckians in the 15th Kentucky House District Support Stem Cell Research](#) (2/22/12, surfky.com) At least 75 percent of residents in the 15th Kentucky House District support stem cell research, according to a recent survey by State Rep. Brent Yonts, D-Greenville. Of 186 respondents to the survey, 144—or 77 percent—said they believe stem cell research should be allowed for its potential to find cures for diseases like cancer or spinal cord injuries, while 19 percent said they are opposed to stem cell research.

Colon Cancer

- The [Kentucky Cancer Program](#) is working with District Cancer Councils to raise awareness about the importance of screening. “Colon cancer is the second leading cause of cancer death in Kentucky, despite the fact that it can be successfully treated when detected early,” said Madeline Abramson, honorary chair of the Dress in Blue Day campaign. “Dress in Blue Day serves as a helpful reminder to encourage Kentuckians to get screened, increase awareness and decrease the staggering statistics of this deadly disease.” A flyer regarding the campaign is attached to this week’s e-mail. Additional materials and resources for the campaign are available at: <http://www.kycancerprogram.org/special-events/new-programs.html/targeted-colon-cancer-outreach-program-materials.html>
- *(reminder)* **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!](#)

General

- [MCATs to gauge bedside manner](#) (2/20/12, Los Angeles Times) Proficiency in organic chemistry may still be a necessary condition for getting into medical school. But starting in 2015, it will no longer be sufficient. In an effort to create a cadre of future physicians with improved bedside manners, the Association of American Medical Colleges has announced changes to the Medical College Admission Test (MCATs) that would plumb applicants’ knowledge of psychology, sociology and biology, as well as their ethical and scientific reasoning skills. Starting in 2015, aspiring doctors will sit down for a 6 ½-hour test that will go beyond plumbing their knowledge of physics, general and organic chemistry, and biochemistry. Two new sections will be added: one titled “Psychological, Sociological and Biological Foundations of Behavior,” and another, “Critical Analysis and Reasoning Skills.” Those will require students to have a broad background in the social sciences and an ability to analyze, evaluate and apply information from subjects as diverse as philosophy and ethics, population health and cross-cultural studies.
- [New platform developed to link clinical data with electronic health records](#) (2/21/12, National Cancer Institute) To make data gathered from patients in clinical trials available for use

in standard care, the National Cancer Institute (NCI) has created a new computer tool to support interoperability between clinical research and electronic health record systems. This new software represents an innovative solution for rapid and accurate data exchange between systems with diverse applications and information models, a task that is normally time and resource-intensive. The software, which will be freely available under an open-source license, will be in use later this year as part of NCI's unique platform known as TRANSCEND. Through the adoption of this software, healthcare providers will be able to make progress in fulfilling some of the mandated criteria for the meaningful use of electronic health records, and clinical trial sites will be able to improve efficiency and quality. This can speed the delivery of new therapies as well as furnish physicians with the details of a patient's study participation.

- [**FDA Moves to Head Off Shortages of 2 Cancer Drugs: Methotrexate highly effective against childhood leukemia; Doxil treats ovarian cancer**](#) (2/21/12, HealthDay News) The U.S. Food and Drug Administration announced Tuesday what it called a series of steps to ensure the continued availability of vital cancer drugs that have been in dangerously short supply. One of the drugs, methotrexate, is used in combination with other drugs to combat -- and in many cases cure -- acute lymphoblastic leukemia (ALL), the most common type of cancer in children. It typically strikes kids aged 2 to 5. And another drug, Lipodox, will be temporarily imported from a pharmaceutical company in India to ease a shortage of the chemotherapy drug Doxil (doxorubicin), which is used to treat ovarian cancer, multiple myeloma and AIDS-related Kaposi's sarcoma. Lipodox is similar in chemical makeup to Doxil; there are no generic versions of Doxil. "Through the collaborative work of [the] FDA, industry and other stakeholders, patients and families waiting for these products or anxious about their availability should now be able to get the medication they need," FDA Commissioner Dr. Margaret A. Hamburg said in a news release.
- [**Robert Wood Johnson Foundation Grants Aim to Help Shape Difficult Public Health Funding and Service Decisions**](#) (2/16/12, Center for Public Health Systems and Services Research) Protecting and improving the public's health in a time of scarce resources means challenging times for public health practitioners and policymakers, who face difficult decisions about addressing the ever-increasing health needs of communities. Against this backdrop, a series of new public health services and systems research (PHSSR) projects funded by the Robert Wood Johnson Foundation (RWJF) will provide timely insights into the best strategies and practices to enable state and local health departments to be the most effective and efficient in keeping people healthy and safe. The 11 grants, totaling \$2.7 million, are being facilitated by the National Network of Public Health Institutes (NNPHI), with guidance from the National Coordinating Center for Public Health Services and Systems Research, an RWJF-funded center housed at the University of Kentucky College of Public Health. The grants will support two-year studies examining the impact of budget reductions and program cuts on the health of the population, and key areas such as the recruitment and retention of staff, the structure of health departments, and the delivery of public health services.
- *(reminder)* **How To Make Informed Choices About Standard Care and Clinical Trials.** Please join The [Leukemia & Lymphoma Society](#) for a patient education program on Tuesday, March 6, 2012 from 6pm-8pm at Malone's Banquets, above Sal's Chophouse, 3373 Tates Creek Road, Lexington, KY 40502. The speaker will be Dr. John Hayslip, of the University of Kentucky College of Medicine, Division of Hematology, Oncology and Blood & Marrow

Transplantation. Dr. Hayslip will address: Steps to take to help you make treatment decisions; Questions to ask about benefits and risks of standard treatments and treatments under study in clinical trials; How new blood cancer treatments are developed and approved; How to sort out the myths from the facts about clinical trials; How to locate clinical trials that may be right for you; and How The Leukemia & Lymphoma Society can help. There is no charge for this program, but pre-registration is required. Complimentary dinner will be served. REGISTER BY PHONE: Debbie Peyton at [1-800-955-2566](tel:1-800-955-2566) ext. 499 or by email at debbie.peyton@lls.org

- *(reminder)* [Health Care Excel of Kentucky](#) is the Medicare Quality Improvement Organization (QIO) for Kentucky. It is contracted with the Centers for Medicare & Medicaid Services (CMS) to improve quality of care for Medicare beneficiaries, protect the integrity of the Medicare Trust Fund, focus on quality improvement initiatives, and promote preventive health care services. Health Care Excel is holding a Learning and Action Network (LAN) meeting on **Tuesday, March 20, 2012, from 9am to 6pm at the Hyatt Regency in Lexington.** Learning and Action Networks are structures by which large-scale improvement around specific health initiatives are fostered, studied, adapted, and rapidly spread. Health care partners and stakeholders are invited to the process of making change and attaining the goals of better health care; working toward better health for people and communities; and achieving affordable care through lowering cost. A formal invitation, agenda and registration information will be available next week. If you have questions, contact Scott Gibson at sgibson@kyqio.sdps.org.
- *(reminder)* 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.

Health Equity

- [Health Equity Summit II “Setting a Vision for Tangible Change: Moving from Awareness to Action”](#) is scheduled for Monday, April 16, 2012 • 7:30 a.m. to 3 p.m. at the Muhammad Ali Center • 144 N. Sixth St. • Louisville, Ky. Invited speakers include: Brian D. Smedley, Ph.D., vice president and director, Health Policy Institute, Joint Center for Political and Economic Studies; Adewale Troutman, M.D., MPH, M.A., CPH, president-elect, American Public Health Association; director of Public Health Practice and Leadership, University of South Florida; and M. Chris Gibbons, M.D., MPH, associate director, Johns Hopkins Urban Health Institute. The Summit is hosted by Norton Healthcare and the Center for Health Equity, Louisville Metro Department of Public Health and Wellness. Space is limited • Call [\(502\) 629-1234](tel:502-629-1234) to reserve your seat.

Health Literacy

- *(reminder)* **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.cecentral.com/live/3748> Questions? Contact Jane Bryant at (859) 323 - 5715 or jbryant@uky.edu

Media Campaigns

- “Evaluating Media Campaigns” is an upcoming interactive webinar in [CDC’s Soundbites series](#). Launched in 2011, the Soundbites series provides technical assistance and support to grantees on how to conduct earned media outreach strategies that generate media coverage of public health priorities. The webinar will feature detailed case studies focused on evaluating the success of public health media campaigns. Susan Svencer, MPH, and Epidemiologist and Evaluator Erin Kulick, MPH, of the Massachusetts Department of Public Health will present their evaluation approach and results from the state’s sodium reduction and stroke symptom awareness campaigns. The webinar will conclude with an interactive Q&A session. To login to the webinar, go to: <http://altarum.adobeconnect.com/CDC> Select “Enter as a Guest,” type your first and last name, and click “Enter Room.” Audio will be available via your computer speakers, or you may listen via your telephone (toll free) at [1-877-705-6006](tel:1-877-705-6006).

Melanoma

- [Fewer Melanoma Deaths in Counties With More Dermatologists](#) (2/20/12, HealthDay News) Counties with more dermatologists have lower rates of deaths from melanoma, a new study finds. Researchers compared the number of dermatologists and melanoma deaths in 2,472 U.S. counties between January 2002 and December 2006. The analysis revealed that having 0.001 to one dermatologist per 100,000 people in a county was associated with a 35 percent lower rate of melanoma deaths. However, having a higher density of dermatologists was not associated with a further decrease in melanoma death rates. Among the other findings: Counties where there were hospitals with oncology departments had slightly lower melanoma death rates; Metropolitan counties had about 30 percent lower melanoma death rates than rural counties; Melanoma death rates appeared to be higher in counties with a higher incidence of melanoma, larger white populations and larger numbers of people with health insurance. The study was published in the February issue of the *Archives of Dermatology*.

Obesity

- [Ky. schools to track students' body mass index](#) (2/10/12, Associated Press) Public school health screenings in Kentucky are changing with the times. In a nod to the growing problem of childhood obesity, the state Board of Education recently approved a proposal that would require schools to calculate and record a child's body mass index, which relates to body fat. Kentucky ranked third in the number of children ages 10 to 17 considered obese at 21 percent in a 2010 study by the non-profit public advocacy group Trust for America's Health and the Robert Wood Johnson Foundation. Mississippi was first, at almost 22 percent, and Georgia second at 21.3 percent. The Trust said that as of 2011, 21 states were calculating BMI in schools, up from just

four states in 2005. The BMI calculation would likely be made during a student's annual exam in grades preschool through five, Gross said, then at least once in middle school and once in high school. Kentucky's new regulation could go into effect in the 2012-2013 school year, depending on how long the regulatory process takes.

- **Congratulations to the Partnership for a Fit Kentucky for their hard work on this initiative!** This is a great success for Kentucky. Tracking BMI was one of the recommended policies in “Shaping KY’s Future: Policies to Reduce Obesity”, as well as a strategy towards achieving Objective 2.9 in the Kentucky Cancer Action Plan (By 2013, decrease the percentage of Kentucky youth (grades 9-12) who are obese (students who were ≥ 95 percentile for body mass index (BMI) by age and sex based on reference data) from 15.6% (YRBS 2007) to 13.5%.)
- This information will have the potential to increase understanding of childhood obesity, help evaluate the effectiveness of current practices and policies, improve programs and increase the understanding how weight issues affects different groups of children.

Prevention/Genetics/Causes

- **Hepatitis C Now Kills More Americans Than HIV** (2/20/12, HealthDay News) Deaths from hepatitis C have increased steadily in the United States in recent years, in part because many people don't know they have disease, a new government report says. More Americans now die of hepatitis C than from HIV, the AIDS-causing virus, according to 1999-2007 data reviewed by the U.S. About 3.2 million Americans are infected with hepatitis C, a major cause of liver cancer and cirrhosis, the CDC authors said. An estimated one-half to three-quarters of infected adults are unaware they have the disease, which progresses slowly. "Chronic hepatitis is a leading and preventable cause of premature death in the United States," CDC viral hepatitis researchers say. "Over time, leaving viral hepatitis untreated can lead to costly care and treatments, and lifetime costs can total hundreds of thousands of dollars. However, early detection and intervention can be cost-effective and save lives." The report is published in the Feb. 21 issue of the *Annals of Internal Medicine*.
- **Eating Fish May Help Ward Off Colon Polyps in Women** (2/17/12, HealthDay News) Eating at least three servings of fish a week may reduce women's risk of developing some types of colon polyps, according to a new study. Colon polyps are small growths on the intestinal lining that may develop into cancer. Previous research has suggested a link between inflammation and formation of colon polyps. Omega-3 fats in fish may reduce inflammation and help protect against the development of colon polyps, according to the researchers at the Vanderbilt-Ingram Cancer Center in Nashville, Tenn. Their study of more than 5,300 people found that women who ate at least three servings of fish a week were 33 percent less likely to develop colon polyps, and also had lower levels of an inflammation-related hormone called prostaglandin E2. Fish oil appears to have the same beneficial effect as aspirin in reducing inflammation, he said. The researchers were surprised to find that eating fish reduced the risk of colon polyps in women, but not in men.
- (reminder) **“Step Up to the Plate: Food and Nutrition Conference and Exhibition 2012” with a special pre-conference opportunity: 2012 Breastfeeding Summit.** March 29 & 30 at the Clarion Hotel in Lexington. Sponsored by the Kentucky Dietetic Association. For

registration rates and program agenda, read the [Conference brochure](#).

Resource Planning

- The Kentucky Cancer Foundation will hold a press conference to launch their efforts on Tuesday, February 28th at 10am in the Capitol, Room 110. The Mission of KCF is to ensure that all Kentucky citizens have access to life-saving preventative and early detection cancer services, regardless of their financial situation. Their work supports the priorities of the Kentucky Cancer Plan and Resource Plan.

KCF will raise public and private funds that will be used to increase the volume of proven prevention and early detection services. This money will be used by both public and private organizations throughout the state that are working collaboratively to impact cancer prevention and control. The Foundation will have a Board and an Advisory Committee, with the Board focusing its efforts on fundraising, and the advisory committee provide input

Resources

- **Electronic learning**, or "e-learning," is commonly described as learning that is accessed through computerized electronic technologies, such as the Internet, intranet, compact disc, or other digital media. The instructional designers and e-learning developers in CDC's Scientific Education and Professional Development Program Office recognize that e-learning also supports distinct learning objectives through a variety of instructional strategies. One of the newest quality e-learning products added to the [CDC Learning Connection](#) is entitled, "*Advance Care Planning: An Introduction for Public Health and Aging Services Professionals*". *Advance Care Planning* is designed to help prepare and encourage public health and aging services professionals to accept their vital role in assisting older Americans to plan and document what should be done in the event they become seriously ill or lose decision-making capacity. This course highlights key issues related to planning for end of life, including communicating and documenting one's wishes and preferences. *Advance Care Planning* offers continuing education for health education specialists and other professionals. To access the *Advanced Care Planning* course, please visit the [Featured Examples](#) list on CDC Learning Connection.
- The National Institutes of Health has developed a new online resource for use by both the public and providers regarding education and awareness of clinical trial participation. [NIH Clinical Research Trials and You](#) includes videos, articles, trial search engines, and more.

Smoke-free

- [Walgreens partners with Kentucky Medicaid health plan on smoking cessation](#) (2/21/12, drugstorenews.com) Walgreens on Tuesday partnered with Passport Health Plan, a local Medicaid health plan in Louisville, Ky., on a new smoking cessation program that launched in early January. The program is free to Walgreens customers and Passport members and aims to improve the community's health by giving smokers the tools, resources and ongoing clinical pharmacist counseling to help them achieve their cessation goals. Participating Walgreens pharmacists and technicians have undergone specialized training provided by the Kentucky

Cancer Program at the University of Louisville's James Graham Brown Cancer Center. The program provides further education on tobacco treatment and helped in the development of Walgreens formal, 12-month process for helping those interested in tobacco cessation. Passport Health Plan members identified as tobacco users can enroll by visiting one of the eight participating Walgreens pharmacy locations. Walgreens will be sharing program results with Passport Health Plan on a monthly basis and also will be measuring the program's effectiveness for individuals enrolled over a six- and 12-month period.

- [Lance Armstrong campaigns for California cigarette tax measure](#) (2/16/12, Los Angeles Times) Lance Armstrong, the Tour de France champion and cancer survivor, gets behind California's Proposition 29, which would raise taxes on cigarettes to fund cancer research and other programs. The proposal is simple: Raise taxes on cigarettes to pay for cancer research. The push for it is quintessentially Californian, melding celebrity salesmanship and the whims of state voters, who have increasingly been called on to decide key policy questions. The pitchman for Proposition 29, which will appear on the June ballot, is seven-time Tour de France champion and cancer survivor Lance Armstrong, who is asking voters to increase taxes on a pack of cigarettes by \$1. On Wednesday, he announced a \$1.5 million contribution from his Texas-based foundation to the Yes on 29 campaign. If approved, the measure would raise more than \$850 million a year, according to the state's nonpartisan legislative analyst. The money would be used to fund cancer research, build new research facilities and aid anti-smoking programs. Three percent of the take would go to the state attorney general and local law enforcement agencies to fight black-market cigarette sales and crack down on retailers who sell tobacco to minors.
- *(reminder)* 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!

Survivorship

- [Female Cancer Survivors Report Worse Health Habits: Survey](#) (2/20/12, HealthDay News) Female cancer survivors are more likely to smoke and have other unhealthy behaviors than women who have never had cancer, a new study finds. Researchers compared nearly 20,000 women aged 35 and older with no history of cancer to more than 2,700 female cancer survivors. Both groups were undergoing mammography screening for breast cancer. Cancer survivors aged 30 to 49 had higher rates of smoking than women with no cancer history. Cancer survivors were also less likely to engage in strenuous exercise, and were more likely to rate their health as "poor." Cancer survivors were less likely, however, to drink alcohol at least once a month. The study was published in a recent issue of the *American Journal of Clinical Oncology*.
- **The Tenth Annual Cancer Survivorship Series: Living With, Through & Beyond Cancer** CancerCare, in collaboration with the National Cancer Institute: Office of Cancer Survivorship and Office of Communications and Education, LIVESTRONG, American Cancer Society, Intercultural Cancer Council, Living Beyond Breast Cancer and National Coalition for Cancer Survivorship, is pleased to invite you to participate in a **free, four-part workshop series**. The series will take place on Tuesdays, from 1:30-2:30 pm Eastern Time – April 24, May 15, June 19 and July 17. You can listen to these workshops on the telephone or via live streaming through the internet. This free offers cancer survivors, their families, friends and health care professionals practical information to help them cope with concerns that arise after treatment

ends. Part I, **Using Mind/Body Techniques to Cope with the Stress of Survivorship**, will be presented on April 24th. Pre-registration is required. To register, and for more information, simply go to the CancerCare website, www.cancercare.org/connect.

- *(reminder)* **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).