

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **February 26, 2014** issue of “Wednesday’s Word” (see table below), 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"> • More Breast Cancer Patients Choosing Reconstructive Surgery, Study Finds. But rates vary widely from state to state, and doctors worry that not all women have equal access to procedures.
Chemotherapy	<ul style="list-style-type: none"> • Avastin Shows Mixed Results Against Different Cancers. Drug improved survival by 4 months with cervical cancer, but no such benefit seen with brain tumors.
Colon Cancer	<ul style="list-style-type: none"> •  <p>March is colon cancer awareness month and March 7 is Dress in Blue Day. Once again Madeline Abramson is working with the Kentucky Cancer Program as Honorary Chair of Dress in Blue. Please share her message about the importance of screening and the attached Blue Day announcement with your co-workers, family and friends</p> <p>For more information about the incredible colon tour in western Kentucky and ideas for becoming a Blue Star Champion, see the attached card.</p> <p>For information about the incredible colon tour in eastern Kentucky, see the attached flyer. Educational materials, articles, press releases, and other resources are available in the 2014 Colon Cancer Screening Resource Kit for planning activities to promote national Colon Cancer Awareness Month and Dress in Blue Day.</p> <p>Remember to check out the KCP Pathfinder, a comprehensive guide to cancer resources and services for every area development district. There is a special section in the Pathfinder with information about colon cancer screening resources. http://www.kcp.uky.edu/pathfinders.html</p> <ul style="list-style-type: none"> • The Bottoms Up Bash presented by KentuckyOne Health will be March 7th from 7:30 p.m. to midnight at the Mellwood Arts Center in Louisville, Ky. Come out for a night of food, drinks, dancing to a live band, a silent auction, and more! All proceeds go to the fight to end colon cancer. More information and tickets: ColonCancerPreventionProject.org • Show your support for support for colorectal cancer screening by joining the Colon Cancer Prevention Project at a rally & press conference on Thursday, March 13 at 11:30 a.m. in Room 110 of the State Capitol. Speakers including Gov. Steve Beshear and Madeline Abramson will be talking about the success of the Kentucky Colon Cancer Screening Program, which provides screenings for low-income, uninsured Kentuckians. Interested in more information? Contact us at 502.290.0288 or ashepherd@c2p2ky.org.

	<ul style="list-style-type: none"> • Three Groups Miss Out on Colon Cancer Survival Gains, Study Says. Blacks, Hispanics and elderly have benefitted less from treatment advances.
<p>Costs</p>	<ul style="list-style-type: none"> • How much would it cost to find cancers in Kentucky at an earlier stage? Or prevent them altogether? Find out in the Kentucky Cancer Consortium Resource Plan, highlighted in the February issue of the Journal of the Kentucky Medical Association. • Read the National Coalition of Cancer Survivorship’s piece on Medicare Payment Reform
<p>Governor’s Office</p>	<ul style="list-style-type: none"> • Gov. Beshear Sets 7 Major Goals to Improve State’s Dismal Health. Gov. Steve Beshear announced a new initiative on Thursday, called “kyhealthnow,” that builds on Kentucky’s implementation of health care reform. kyhealthnow sets specific, five-year goals in 7 areas: health insurance, smoking, obesity, cancer (reduce Kentucky cancer deaths by 10 percent), cardiovascular disease, dental decay and drug addiction. Goals regarding cancer will be implemented through “a combination of executive actions, legislative actions, public-private partnerships and enrolling more Kentuckians in health care coverage”. Strategies specifically targeted in kyhealthnow to reduce cancer deaths in the Commonwealth include: <ul style="list-style-type: none"> ○ Increase screening rates for colon, lung and breast cancer by 25% in accordance with evidence-based guidelines. ○ Provide a \$1 million match to the Kentucky Colon Cancer Screening Program in the 2014-2016 executive budget to provide \$2 million for screenings for uninsured and underinsured Kentuckians. ○ Provide \$1 million to expand screenings through the Kentucky Cancer Program in the 2014-2016 executive budget to increase breast and cervical cancer screening among Kentucky women. The funding also helps women navigate the health care system. ○ Increase rates of HPV vaccination by 25% in order to reduce incidence of cervical, oral, and related cancers among men and women, through support for legislation requiring HPV vaccination among boys and girls as a condition of school attendance, along with partnering with stakeholders to implement a comprehensive educational campaign regarding safety, effectiveness and importance of the HPV vaccination for both girls and boys. ○ Support legislation banning tanning bed use by children under 18 to reduce the incidence of skin cancer. <p>Lt. Gov. Jerry Abramson will serve as chair of the kyhealthnow working group, which will meet quarterly and report the initiative’s progress to the Governor every six months. Department of Public Health Commissioner Dr. Stephanie Mayfield will serve as vice chair. The working group will be composed of leaders from every state Cabinet, and will invite input and partnerships from various nonprofit and private sector agencies.</p>
<p>HPV Vaccine</p>	<ul style="list-style-type: none"> • President’s Cancer Panel recently released a report titled “Accelerating HPV Vaccine Uptake: Urgency for Action to Prevent Cancer”. The report issues an urgent call for energizing efforts to increase the rate at which young people around the world are vaccinated against several types of human papillomavirus (HPV) known to cause cancer and other diseases. • More Evidence That HPV Vaccine Might Lower Cervical Cancer Risk. Danish study finds reduction in precancerous lesions for women who got vaccinated in girlhood.

Melanoma	<ul style="list-style-type: none"> • Lymph Node Test a Good Strategy for Melanoma: Study. Disease spread was detected and treated sooner, with better survival in patients who received 'sentinel node' biopsy.
Patient Navigation	<ul style="list-style-type: none"> • Exciting news from Kentucky Pink Connection – expanding mission, re-branding with new name. KY Pink Connection is a 501c3 organization that works statewide, with a mission to provide support by reducing and/or eliminating barriers to screening, diagnosis and treatment for breast and cervical cancer patients. In 2013, KY PC expanded their mission to include colon cancer screening for Fayette County residents as well. Yet there are still more Kentuckians who need additional cancer screenings or who have been diagnosed with other types of cancer. To meet these needs, the organization is rebranding, effective April 1, 2014, and will proudly become Kentucky CancerLink. Kentucky CareLink's expanded mission is to be a link to hope for those with a cancer diagnosis and a resource to remove/reduce barriers to screening, diagnosis and cancer treatment. The primary service request received is for transportation to and from medical appointments and treatments. • REMINDER! The Kentucky Cancer Consortium is hosting a webinar for cancer patient navigators on cancer health disparities on April 24th from 10am – 11:30am. To be accredited by the ACOS Commission on Cancer, entities must conduct a community needs assessment to address health care disparities and barriers to care, and utilize a patient navigation process and identify resources to address those barriers. What are Kentucky's barriers and how can you as patient navigators identify resources to help address them? Speakers: Linda Alexander, Ed.D. and Vivian Lasley-Bibbs, MPH. Webinar link: https://connect.uky.edu/r1f1kr6j3s0/ Call-in information: 1-877-392-0659 Passcode: 7250592994#
Prevention, Genetics, Risk Factors	<ul style="list-style-type: none"> • U.S. Obesity Rate Shows Signs of Leveling Off. CDC study finds very young children seem to be slimming down, but more older women are obese. • Healthy Adults Shouldn't Take Vitamin E, Beta Carotene: Expert Panel. Jury still out on whether multivitamins prevent cancer or heart disease, task force says. • Vitamin E, Selenium Supplements Might Double Chances of Prostate Cancer. Risk was highest when men had high or low levels of selenium already in their body.
Providers	<ul style="list-style-type: none"> • Nurse staffing and education linked to reduced patient mortality. NIH-EU supported study demonstrates critical role of nurses in improving patient outcomes.
Skin Cancer	<ul style="list-style-type: none"> • Instructional Video Improves Skin Cancer Diagnoses in Older Men: Study. Whole-body exams more common among film viewers. • Beauty, Not Health May Spur Teens to Use Sunscreen. Tanning's damaging effect on looks mattered more to teens than skin cancer risks, study found.
Smoke-free	<ul style="list-style-type: none"> • Kentucky smoking ban supporters push lawmakers to pass statewide bill <ul style="list-style-type: none"> ○ To read the bill and follow its progress, visit http://www.lrc.ky.gov/record/14RS/HB173.htm.

	<ul style="list-style-type: none"> • Bullitt Board of Health backs smoking ban in response to suit. To read more, click here.
Thyroid Cancer	<ul style="list-style-type: none"> • Surge in Thyroid Cancer Cases May Be Due to Overdiagnoses: Study. Many might be getting unnecessary treatment for slow-growing disease, some experts say. • Thyroid Tumors May Be More Dangerous for Cancer Survivors: Study. Researchers still found 'excellent' survival rates for both primary, secondary disease.
Tobacco Control	<ul style="list-style-type: none"> • Quitting Smoking Linked to Better Mental Health in Study. Over 3 years, people who stopped reported drop in mood disorders, alcohol and drug problems. • REMINDER: FDA has launched its first national public education campaign to prevent, reduce youth tobacco use. TV, radio and print campaign targets at-risk youth aged 12-17 who are open to smoking or already experimenting with cigarettes. To read more, click here. To view the TV ads, click here. For downloadable materials, click here.
Events	<ul style="list-style-type: none"> • REMINDER: LOUISVILLE: 2014 Health Equity Summit, Thursday, April 10, 2014, 7:30 a.m. to noon. Muhammad Ali Center, 144 N. Sixth St. • Louisville, Ky. Norton Healthcare Centers for Prevention & Wellness. Continuing education credits pending. Breakfast will be provided. • REMINDER: LEXINGTON: The Kentucky Center for Smoke-free Policy's Annual Spring Conference (Smoke-free 2013: Refresh. Replenish. Re-energize.) will be held Tuesday, April 29, 2013, 8:30 AM – 3:45 PM, at the Doubletree Suites, 2601 Richmond Road, Lexington. Stay tuned for registration information. • LOUISVILLE: There are MULTIPLE upcoming events and support groups are being held at Gilda's Club Louisville, from Wellness Groups to book clubs to support for caregivers. See attached flyer for topics, dates and times.