

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **February 3, 2016** 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](mailto:katie@kycancerc.org)

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
ACA & Cancer	<ul style="list-style-type: none"> <li>• <a href="#">High Deductibles Don't Prompt People to Shop for Best Health Care Deal: Study</a> -- Instead, they tend to use fewer services to save money, research shows.</li> </ul>
Breast Cancer	<ul style="list-style-type: none"> <li>• <a href="#">Girls Who Eat More Fiber May Face Lower Breast Cancer Risk Later: Study</a> -- Start eating vegetables, fruits, beans and whole grains early in life, experts say.</li> </ul>
Breastfeeding	<ul style="list-style-type: none"> <li>• <a href="#">Obstetricians' Group Urges Docs to Help Support Breast-Feeding</a>: Physicians can be resource for new moms, says American College of Obstetricians and Gynecologists.</li> <li>• <a href="#">Worldwide Boost in Breast-Feeding Could Save 800,000 Lives: Study</a> -- Among mothers, long-term breast-feeding reduces the risk of breast and ovarian cancer.</li> </ul>
Cancer Control (General)	<ul style="list-style-type: none"> <li>• <a href="#">White House To Request \$1 Billion For Cancer 'Moonshot'</a> <ul style="list-style-type: none"> <li>◦ White House <a href="#">Fact Sheet</a> detailing plans for monetary investment in cancer research</li> </ul> </li> <li>• <a href="#">Many Older Americans May Get Unneeded Breast, Prostate Cancer Screenings</a>: Seniors shouldn't be checked if they have less than 10 years to live, but study found almost 16 percent do</li> <li>• <a href="#">Text Messages May Prompt People to Take Their Meds</a>: New analysis finds these reminders double chances patients take drugs as prescribed</li> <li>• <a href="#">Patient Care Doesn't Suffer When Surgical Residents Work More: Study</a> -- Even shifts that exceeded 28 hours didn't worsen outcomes.</li> <li>• <a href="#">Surgical Safety Checklists May Shorten Hospital Stays, Save Lives</a>: Overall health costs fall as a result, researchers say.</li> </ul>
Childhood Cancer	<ul style="list-style-type: none"> <li>• <b>RESEARCH “Did You Know?”: <a href="#">The Childhood Cancer Survivor Study, or CCSS</a></b>, is an NCI funded multi-institutional study composed of 35,923 childhood cancer survivors diagnosed between 1970 and 1999. CCSS hopes to gain new knowledge about the long-term effects of cancer and therapy to help design treatment protocols and intervention strategies that will increase survival and minimize harmful health effects. <a href="#">Sign up for the CCSS Newsletter to receive notifications, new publications and new abstracts from the study.</a></li> </ul>
Colon Cancer	<ul style="list-style-type: none"> <li>• <a href="#">Study Finds Stool Test Effective for Detecting Colon Cancer</a>. New journal article explores FIT Program Performance Over 4 Rounds of Annual Screening.</li> </ul>

	<ul style="list-style-type: none"> <li>• <a href="#">More People Under 50 Getting Colon Cancer, Analysis Finds</a>: Though guidelines suggest screening starts at 50, researcher says it's premature to change them.</li> <li>• <a href="#">Rate of office visits, cumulative costs prior to colonoscopies for colon cancer screening</a></li> <li>• <a href="#">Identifying Colon Cancer Patients Who May Need More Than Surgery</a>: Small group with stage 2 tumors might benefit from new screening test, study says.</li> <li>• <a href="#">Time to Follow-Up After a Positive Colon Cancer Test Varies by Hospital</a>: Patients at one health care system waited almost 6 months for colonoscopy after stool sample results.</li> <li>• The <a href="#">Kentucky Cancer Program</a> is leading the eighth annual statewide public awareness campaign for colon cancer. March is Colon Cancer Awareness Month and Friday, March 4<sup>th</sup> is National Dress in Blue Day! We want to see how you go BLUE for the cause! Take a photo and submit it for our "Dress in Blue" Facebook Photo Contest! Whether you dress yourself, your baby, your pet, your friends, or a building in blue - we want to see it! Send us your creative BLUE photo and you could win \$200! Make sure to submit the entry form with your photo! <a href="#">Click here for more information</a> about the contest or to access our online toolkit for colon cancer screening resources.</li> <li>• <b>WEBINAR</b>: Registration is open for an NCCRT 80% by 2018 webinar that releases their updated <b>2016 80% by 2018 Communications Guidebook</b>, including the new <i>Companion Guide</i> with tested messages and materials in Spanish. Date: this <b>Tuesday, February 9th</b> starting at 12:00pm EST. Presentations will end by 1:00pm EST, but speakers will stay on to answer questions. <a href="#">Registration is required.</a></li> <li>• <b>UPCOMING WEBINAR</b>: Tuesday, <b>March 8th</b> at 2:00pm EST – NCCRT’s Annual 80% by 2018 Webcast – Registration not yet open, <a href="#">stay tuned!</a></li> </ul>
Cost	<ul style="list-style-type: none"> <li>• <a href="#">Cancer's Financial Burden Tied to Poorer Survival, Study Finds</a>: Economic stress may force patients to forgo vital treatments, experts say</li> </ul>
Data	<ul style="list-style-type: none"> <li>• <a href="#">ACS releases Cancer Facts and Figures for 2016</a>: This annual report provides the estimated numbers of new cancer cases and deaths in 2016, as well as current cancer incidence, mortality, and survival statistics and information on cancer symptoms, risk factors, early detection, and treatment. In 2016, there will be an estimated 1,685,210 new cancer cases diagnosed and 595,690 cancer deaths in the US.</li> <li>• The American Cancer Society’s <a href="#">Cancer Statistics Center website</a> is an interactive resource for estimating numbers of new cancer cases and deaths in the current year; Current cancer incidence, mortality, and survival rates and trends; State-level risk factor and screening metrics. The website seeks to serve the needs of cancer control advocates, journalists, government and private public health agencies, and policy makers, offering easy-to-download infographic tables, charts and graphs.</li> </ul>
Epidemiology	<ul style="list-style-type: none"> <li>• <a href="#">Appalachia Cancer Rates Higher Than Average, But Shrinking</a>: Smoking, poverty are key contributors, U.S. study says.</li> </ul>

General	<ul style="list-style-type: none"> <li>• <a href="#">U.S. Weighs Changes to Blood Donations in Response to Zika Virus Outbreak</a>: Temporary ban might be imposed on travelers returning from countries where the virus has taken hold.</li> </ul>
Health Equity	<ul style="list-style-type: none"> <li>• <a href="#">Poorer Black Patients Have Lower Survival From Esophageal Cancer</a>: Affluence seems key, since death rates didn't vary by race at higher income levels, study found.</li> <li>• <a href="#">Schools Must Do More to Combat Obesity Among Hispanic Kids: Report</a> -- Researchers call for policies promoting exercise, good nutrition.</li> <li>• <a href="#">Hospitals Told to Improve Post-Discharge Care of Minority, Low-Income Medicare Patients</a></li> </ul>
Human Papilloma Virus	<ul style="list-style-type: none"> <li>• <a href="#">UK Markey Cancer Center Joins Nation's Top Cancer Centers in Endorsement of HPV Vaccination for Cancer Prevention</a></li> <li>• <a href="#">HPV Greatly Increases Head and Neck Cancer Risk</a></li> </ul>
Leukemia	<ul style="list-style-type: none"> <li>• <a href="#">Simple Blood Test May Predict a Blood Cancer's Return</a>: Results might help doctors decide which patients need a stem cell transplant after chemo</li> </ul>
Media	<ul style="list-style-type: none"> <li>• <a href="#">Cancer Prevention Month and World Cancer Day Social Media Toolkit</a> – Cancer control partners are welcome to adapt messaging for their target audiences from this GW Cancer Institute developed toolkit, developed for Cancer Prevention Month and <b>World Cancer Day (Thursday February 4, 2016)</b>.</li> </ul>
Obesity, Nutrition and Physical Activity	<ul style="list-style-type: none"> <li>• <a href="#">Partnership for a Fit Kentucky (PFK)</a> is now blogging! Check out their first post, "<a href="#">From parents to policy makers, everybody has a role in obesity prevention.</a>" Corresponding "ready-made" social media outreach information will be provided alongside each bi-weekly blog post (such as condensed newsletter content, sample messaging; and graphics) – for you to use to customize and share through your own networks. <a href="#">Subscribe to the PFK listserv</a> to make sure you receive this valuable communication content!</li> <li>• <a href="#">Supermarkets Nearby May Help Kids Lose Some Weight: Study</a> -- Coaching on healthy food choices is a plus, too, experts say</li> <li>• <a href="#">Majority of Americans Wants Medicare to Cover Obesity Treatments</a>: Survey finds about three-quarters support expanding care to cover weight-loss drugs.</li> </ul>
Policy	<ul style="list-style-type: none"> <li>• Read about the <a href="#">2016 legislative priorities in Kentucky</a> for the American Cancer Society Cancer Action Network!</li> <li>• <a href="#">American Cancer Society Cancer Action Network: Kentucky Day at the Capitol - Tuesday, February 9, 2016</a>, 8:30am-2:30pm, Capitol Building in Frankfort. Lunch Provided. ACSCAN's annual Day at the Capitol is a time for those touched by cancer to come together, share their stories and talk with elected officials about making the fight against cancer a priority in our state. <a href="#">RSVP by Monday, February 1, 2016</a></li> </ul>

Prevention	<ul style="list-style-type: none"> <li>Prevent Cancer Foundation Launches <a href="#">Think About the Link Campaign on Connection Between Certain Viruses, Cancer</a></li> </ul>
Rectal Cancer	<ul style="list-style-type: none"> <li><a href="#">Study Pinpoints Best Timing for Rectal Cancer Surgery</a>: Patients who had procedure 8 weeks after chemo and radiation therapy had best survival rates.</li> </ul>
Skin Cancer	<ul style="list-style-type: none"> <li><a href="#">Melanoma Strikes Earlier If Indoor Tanning Begins in Teens: Study</a> -- Findings support ban on tanning beds, researcher says.</li> <li><a href="#">During Pregnancy, Skin Cancer May Be Deadlier</a>: Study -- Pregnancy hormones may fuel melanoma, researchers say</li> </ul>
Survivorship	<ul style="list-style-type: none"> <li><a href="#">Cancer's Financial Burden Tied to Poorer Survival, Study Finds</a>: Economic stress may force patients to forgo vital treatments, experts say.</li> </ul>
Tobacco Control	<p><b>Tobacco Control</b></p> <ul style="list-style-type: none"> <li><b>WEBINAR: The Effects of Smoking on Your Patients' Heart Health, Wednesday, Feb. 17<sup>th</sup>, 1:30 p.m. - 2:30 p.m. ET.</b> Join Elizabeth Anderson-Hoagland, Youth Tobacco Prevention Coordinator for the Kentucky Tobacco Prevention and Cessation Program as she discusses how smoking can damage the heart and cessation resources available for patient use. The session will also focus on the Million Hearts Initiative and the ABCs of Cardiac Care. <a href="#">Registration is required.</a></li> <li><a href="#">Mental Disorders Increasing for Younger Smokers</a>: Psychiatric problems showing up in those who took up the habit from the 1980s onward, researchers find.</li> <li><b>REMINDER re: WEBINARS:</b> The Smoking Cessation Leadership Center is offering Kentucky providers free access to over 50 webinars featuring experts in tobacco control and public health, with free CME/CEUs, <b>now through 2/28/16!</b> Use the discount code: KY15 to waive the \$35 certificate fee. For a complete list of webinars or for more information, visit <a href="http://smokingcessationleadership.ucsf.edu">smokingcessationleadership.ucsf.edu</a></li> </ul> <p><b>Tobacco Cessation</b></p> <ul style="list-style-type: none"> <li>The <a href="#">2016 CDC Tips campaign</a> began on January 25th and will run 20+ weeks. If you use any Tips materials in your communities, please let the Kentucky Tobacco Prevention and Cessation Program know the materials that were used and how they were utilized. Send info to Bobbye Gray at <a href="mailto:bobbye.gray@ky.gov">bobbye.gray@ky.gov</a>.</li> <li><a href="#">Free Nicotine Patches by Mail May Help Smokers Quit</a> - Intervention helped boost success rates a bit, even when counseling wasn't included, study found.</li> <li><a href="#">No Clear Winner Seen Among Stop-Smoking Aids in Study</a>: Whether you use the nicotine patch, lozenges or Chantix, strong desire to quit is key, experts say.</li> <li><b>REMINDER: Freedom From Smoking® Facilitator Training: February 17, 2016</b>, 8:30 a.m. - 4:30 p.m. in Bowling Green at the WKU Health Sciences Complex, Room 2271. To register, contact Tami Cappelletti at (502)363-2652 or <a href="mailto:tami.cappelletti@lung.org">tami.cappelletti@lung.org</a> Space is limited,</li> </ul>

**Registration now.** \$100 registration fee includes FFS Facilitator Guide, certificate of course completion, continental breakfast and lunch.

- **Other upcoming** Freedom From Smoking trainings: Monday, **Feb 8<sup>th</sup> in Georgetown**

#### E-Cigarettes

- [E-cigarettes Don't Help Smokers Quit Tobacco: Study](#) - Devices actually lower chances of quitting by 28 percent, researchers say.
- **REMINDER:** [E-Cigarette Ads and Youth](#): CDC reports that E-cigarette ads reach nearly 7 in 10 middle and high-school students. Take a moment to read through this valuable new fact sheet, with infographics and calls to action.
- **CONFERENCE:** ["Project e-Prevent"](#) at the London Community Center in London on **March 24<sup>th</sup>, 8am – 3:30pm**. Experts from across the state will present information on several e-cigarette issues. Deadline for registration is March 11. This is a free conference and CME's are available. [Register today!](#)

#### Secondhand Smoke

- [Grayson County group asks Fiscal Court for a local smoke free ordinance](#) (by Al Cross, Kentucky Health News)
- [Half of U.S. Teens Exposed to Secondhand Smoke, CDC Says](#): Their own homes and family cars are common sources.

#### Events

##### Events in Lexington

- **OPEN HOUSE:** Please Join the American Cancer Society staff on March 3rd, 3:30-6pm, Hope Lodge, Lexington KY. Take personal tours; hear more about the Support Services of the American Cancer Society; and meet your Kentucky Health Systems Staff! **RSVP by 2/25/16** to Jason Young at [Jason.young@cancer.org](mailto:Jason.young@cancer.org)
- **SMOKE-FREE:** Kentucky Center for Smoke-Free Policy's 2016 Spring Conference: Mobilizing an Army of Smoke-free Advocates; **Thursday April 28, 2016** in Lexington, KY. Keynote speaker: Stanton Glantz, PhD, Professor of Medicine at the University of California, San Francisco. Dr. Glantz is known worldwide for his work in tobacco control.
- **SAVE THE DATE:** [The Art and Science of Palliative Medicine Conference](#): May 13, 2016, Keeneland Sales Pavilion, 4201 Versailles Rd., Lexington, KY 40501. Hosted by [Hospice of the Bluegrass](#). Participants will identify the importance of palliative care in meeting the needs of seriously ill individuals; Describe strategies for encouraging advance care planning and conversations around values and preferences for medical care in the context of serious illness; Articulate key trends in health care delivery that will influence the future of hospice and palliative care. CEs available. Registration is \$99.

##### Events in Louisville

- **FUNDRAISER:** The Colon Cancer Prevention Project's ["Bottoms Up Bash" is March 4th, 2016](#) tickets on sale now.

#### Events of Interest (in chronological order)

- **CONFERENCE:** ["Project e-Prevent"](#) at the London Community Center in London on **March 24<sup>th</sup>, 8am – 3:30pm**. Experts from across the state will present information on several e-cigarette issues. Deadline for registration is March 11. This is a free conference and CME's are available. [Register today!](#)
- The Prevent Cancer Foundation [2016 Dialogue for Action Conference](#) will be **April 6-8, 2016 in Baltimore, MD**. The DFA is an annual national conference that convenes a diversity of stakeholders committed to realizing the lifesaving potential of cancer screening for all communities. The Dialogue emphasizes evidence-based cancer screening according to guidelines.
- [Kentucky Conference on Health Communication: Building a Culture of Health on April 14-16, 2016](#), at the Hyatt Regency in Lexington, KY.
- **SAVE THE DATE: Southeastern Colorectal Cancer Symposium, April 20-22, 2016** in Atlanta, GA. The goal of this symposium is to increase colorectal cancer screening rates in the southeastern states through regional collaboration and sharing success stories. Who should attend? Gastroenterologists, Family Doctors, Pharmaceutical Company Representatives, Cancer screening and awareness programs. Registration details coming soon!
- [The 8<sup>th</sup> Biennial Cancer Survivorship Research Conference, "Innovation in a Rapidly Changing Landscape,"](#) will be held **June 16-18, 2016**, at the Omni Shoreham Hotel in Washington, DC. [Registration is NOW OPEN for the 2016 Cancer Survivorship Research Conference and Survivor Advocate Program.](#) The American Cancer Society, the National Cancer Institute of the National Institutes of Health, the Centers for Disease Control and Prevention, and the LIVESTRONG Foundation are bringing together researchers, clinicians, cancer survivors, advocates, program planners, policy-makers, and public health experts to present, discuss and disseminate groundbreaking cancer survivorship research.