

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **February 4, 2015** 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

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
Affordable Care Act (ACA) Implementation	<ul style="list-style-type: none"> • Medicaid Expansion In Opt-Out States Would Produce Consumer Savings And Less Financial Burden Than Exchange Coverage • February 15th open enrollment deadline approaching-- Help Kentuckians get ready for 2015 Coverage--KYNECT. Click here to find staff in your local area.
Breast Cancer	<ul style="list-style-type: none"> • Is 3-D mammography cost-effective? As of January 1, 2015, Medicare began covering 3-D mammography and it’s expected that commercial insurers will follow suit. • New Breast Exam nearly Quadruples Detection of Invasive Breast Cancers in Women with Dense Breast Tissue • New model better predicts breast cancer risk in African American women • Breast cancer patients lack knowledge of their tumors • Breast cancer deaths drop dramatically over 20 years
Cervical Cancer & HPV vaccinations	<ul style="list-style-type: none"> • QuickStats: Death Rates for Cervical Cancer- National Vital Statistics System, United States, 1999-2013
Chronic Disease	<ul style="list-style-type: none"> • Chronic Disease Indicators website gets a new look and adds new data.
Colon Cancer	<ul style="list-style-type: none"> • The Colon Cancer Prevention Project needs help, and offers it right back... <ul style="list-style-type: none"> ○ Survey help needed: Forward this survey link to colon cancer survivors/fighters in your area to help the Project determine how best to meet the needs of these survivors, as they develop new support programs. ○ Help for colon cancer survivors: Fighters’ Fund: financial assistance program that provides one-time grants of \$200 to qualifying patients. ○ Funding Opportunity: Project Innovation’s goal is to jumpstart programs that encourage individuals to raise awareness about colon cancer & educate people about the importance of screening. Click here for details of the project, and an application.

	<ul style="list-style-type: none"> • Have you or someone you know gone into a screening colonoscopy (i.e., average risk, no symptoms, colonoscopy) and then faced an unexpected bill because a polyp was removed? Legislation is coming before the Kentucky legislature in 2015 that seeks to address this issue, as well as assuring that colonoscopies following a positive non-invasive fecal test are also covered. • MARK YOUR CALENDAR: DRESS IN BLUE Day is March 6th. The Kentucky Cancer Program has several tailored resources, as does the Colon Cancer Prevention Project. ALL Kentuckians can wear blue in March! • Fecal/Stool DNA testing: A DNA stool test, called Cologuard, was approved by the FDA in August 2014. In October 2014, Medicare made it a covered service for colon cancer screening. Test is approx. \$599.00 if not covered by insurance. For more information: <ul style="list-style-type: none"> ○ Healthcare Providers information/website: http://www.exactsciences.com/ <ul style="list-style-type: none"> ▪ Exact Sciences company representative: Jason Schwettman, mailto:jschwettman@exactsciences.com ○ Patient information/website: http://www.cologuardtest.com/
Costs	<ul style="list-style-type: none"> • Nearly 1 in 10 Adults Skips Meds Due to Cost, CDC Says. Not taking medications as prescribed can have serious health consequences, experts note.
Data	<ul style="list-style-type: none"> • Future Health of Our Nation: By 2030, cancer may overtake heart disease as the #1 cause of death, killing 640,000 people each year.
Genetics	<ul style="list-style-type: none"> • Researchers Open ‘Pandora’s Box’ of Potential Cancer Biomarkers • What is “Precision Medicine?” Precision Medicine uses genetic information from a person’s cancer to develop a treatment targeted to that particular genetic abnormality.
Grants	<ul style="list-style-type: none"> • Advancing Medical Professionalism to Improve Health Care: Choosing Wisely Grants: Robert Wood Johnson Foundation will support 7 initiatives (includes Pap testing) focused on reducing utilization of inappropriate tests & treatments. Click here for info. • The Univ. of Wisconsin Population Health Institute is accepting research proposals for County Health Rankings Research Grants, exploring quantitative analyses of <i>Rankings</i> data or results; Refinement of current methodology used in the <i>Rankings</i> model; or Studies of the quantitative or qualitative impact of the <i>Rankings</i>. Up to \$300,000 available. Brief proposals due 2/18/15.
Health Equity	<ul style="list-style-type: none"> • WEBINAR: Healthy People 2020 Social Determinants of Health and Lesbian, Gay, Bisexual, and Transgender Health, tomorrow 2/5/15, 12:30-2:00pm EST. Register now. • Confronting Health Disparities in African American Communities. Free, live webcast on February 19, 2015. 9:00am - 10:00am ET. Hosted by the Univ. of Albany School of Public Health.

Hospice & Palliative Care	<ul style="list-style-type: none"> • KET VIDEO TRAILER: “Being Mortal” by Atul Gawande, MD: The video will air on Feb. 10th as FRONTLINE follows Dr. Gawande as he explores relationships doctors have with patients who are nearing the end of life. • Many Americans Face Pain, Depression in Their Final Year: Study finds significant increase in symptoms, despite efforts to improve end-of-life care. • VA Steps Up Programs As More Veterans Enter Hospice Care (NPR) • 6 Questions Every Doctor Should Be Asking Patients: Including, “if you had to choose between living longer and having a higher quality of life, which would you pick?” • Start Palliative Care at Diagnosis for All Cancer Patients: Oncology Nursing Society
Leukemia/ Lymphoma & other Blood Cancers	<ul style="list-style-type: none"> • Leukemia Lymphoma Society WEBINAR: Adult Acute Lymphoblastic Leukemia (ALL): Update on Diagnosis and Treatment. February 17th, 1-2:00pm EST. Click here to register. • Better outlook for patients with CLL- four new treatments transform care
Lung Cancer	<ul style="list-style-type: none"> • Want to be an advocate for lung cancer? The Lung Cancer Alliance is holding the 7th National Lung Cancer Summit April 12-15 in Washington, D.C. • Is lung cancer screening right for me? Utilize this helpful fact sheet with your constituents, developed by the American Lung Association. • Lung Cancer in African-American Men: African-American men have the highest rates of lung cancer in the U.S.
Patient Navigation	<ul style="list-style-type: none"> • Accreditation 101: Learning the Basics of COC Accreditation & Standards: The American College of Surgeons’ Commission on Cancer offers a one-day workshop Feb. 27, 2015 in Chicago, IL.
Prevention	<ul style="list-style-type: none"> • CONFERENCE: Dialogue for Action on Cancer Screening hosted by the Prevent Cancer Foundation April 22-24 in Baltimore, MD - see the “EVENTS” section at the end of this email for more details • VIDEO: Finding Leverage-The Power of Systems Thinking with Chris Soderquist: This video introduces the concepts of systems thinking using chronic disease prevention and control as an example.
Prostate Cancer	<ul style="list-style-type: none"> • Prostate Cancer: To Treat or Not to Treat? • Prostate Cancer Patients Who Smoke Fare Worse, Study Finds. They were twice as likely to see disease spread, die from illness

	<ul style="list-style-type: none"> • Prostate Cancer: Designing a Smarter High-Tech Biopsy
Skin Cancer	<ul style="list-style-type: none"> • Policies & Practices for Cancer Prevention: Reducing Indoor Tanning Among Minors (CDC): Skin cancer is the most common form of cancer in the US and is a serious public health concern. • Upswing in Skin Cancer Costs
Survivorship	<ul style="list-style-type: none"> • WEBINAR: Do your patients ask for guidance on how to stay on the job throughout their cancer treatment? There is an educational series developed for healthcare professionals created by Cancer + Careers that can help. Click here for info. • CONFERENCE: Transforming Cancer Survivorship: Through Research and Best Practice: The NCI Director of Cancer Survivorship & other national experts will be presenting. March 27th, 8-4:00pm EST. Kingsgate Marriott Conference Center, 151 Goodman Dr., Cincinnati, OH. \$150 per person, \$95 for student/fellow, Early Bird- \$130 in February. CEs available.
Tobacco Control	<p>Tobacco Control Efforts (General) & Other Information</p> <ul style="list-style-type: none"> • CDC’s MMWR: Nonsmokers’ Exposure to Secondhand Smoke. 58 million persons were still exposed to SHS during 2011–2012, and exposure remains higher among children, non-Hispanic blacks, those living in poverty, and those who rent their housing. • American Lung Association releases the “State of Tobacco Control 2015”. Kentucky received an “F” in: tobacco prevention, smokefree air, tobacco taxes and access to cessation services. Find evidence-based ways to take action. • Surgeon General Reflects on 51 Years of Progress in Tobacco Control • UK Government backs standardized packaging of tobacco • Typical American Smokers Burn Up at Least \$1 Million During Their Lifetimes • Efforts to Curtail Tobacco Use Stalled in 2014, Report Says <p>Smoke-Free/Smoke-Free Policy</p> <ul style="list-style-type: none"> • Smoke-Free Kentucky- Day at the Capital: February 11th, 8:30am-2:00pm at the Kentucky State Capital. Meet in the Annex Room 131 @ 8:30am to register the day of the event. Attendees are encouraged to also pre-register online. • Smoke-Free Kentucky has information on talking points that you can share with your partners: <ul style="list-style-type: none"> ○ Smoke-Free Kentucky Talking Points for Advocates (see attached)

- [Everyone has the Right to Breathe Smoke-Free Air](#)
- [Why Pass a Strong Smoke-Free Law?](#)
- [Kentucky Leads the Nation in Lung Cancer](#)
- [Tobacco smoke is not just an annoyance, it's a proven health hazard for smokers and the people around them](#)
- [The U.S. Surgeon General encourages smoke-free protection for all](#)
- [Support for smoke-free law in Kentucky remains steady](#)

- Smoke-Free in the News:
 - [Letter To Editor: Smoke-Free legislation protects rights](#)
 - [Beshear pushes for statewide smoking ban, some counties already there](#)
 - [Editorial: Take Action for Public Health](#)
- [Vital Signs: Disparities in Nonsmokers' Exposure to Secondhand Smoke, 1999-2012 \(MMWR\)](#)

Electronic Cigarettes

- **WEBINAR: Connecting All Patients to Evidence-Based Tobacco Cessation through Electronic Health Records**
 - **Date/Time:** Feb. 17th, 3:00-4:00pm EST
 - [Click here](#) to register
- [One Fourth of Kentucky Adults say they have tried E-cigarettes](#)
- [Morehead City Council to consider regulating e-cigarettes](#)
- [E-Cigarettes can churn out high levels of Formaldehyde \(NPR\)](#)—a known carcinogen

Tobacco Cessation

- **Facilitator Trainings Being Offered:** American Lung Association in Kentucky
 - [Freedom from Smoking](#), Facilitator Training will be held:
 - Elizabethtown, KY on Feb. 10th
 - Frankfort, KY on Feb. 18th
 - Corbin, KY on March 16th
 - [NOT on Tobacco](#), Facilitator Training will be held in Bowling Green, KY on Feb. 11th
 - Contact tami.cappelletti@lung.org for registration information or call 502-363-2652.
- [Patch or pills? How quickly smokers metabolize nicotine may point to most effective way to quit](#)
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Youth Tobacco Prevention/Initiation of Tobacco Use

- [Tobacco bans in school linked to lower smoking levels](#)
- [Some Kids Use Tobacco, E-Cigarettes Together, Study Finds](#). Additional products may increase addiction to nicotine, expert says.

Treatment	<ul style="list-style-type: none"> • System invented to improve effectiveness of cancer surgery • Safety concerns cloud early promise of powerful new cancer drugs
Worksite Wellness	<ul style="list-style-type: none"> • CONFERENCE: 7th Annual Kentucky Worksite Wellness Conference on February 17-18 at the Griffin Gate Resort in Lexington. Click here for more info.
Events	<p>Events in Lexington</p> <ul style="list-style-type: none"> • LEXINGTON: There is an ongoing monthly support group for Myeloma Survivors & their caregivers: <ul style="list-style-type: none"> ○ Date/Time: Monthly, on 2nd Tuesday; 6:30-8:00pm EST ○ Location: Centenary Methodist Church, 2800 Bates Creek Road, Lexington, KY 40502 ○ Contact: Debby Phillips @ 1-800-955-2566 ext. 2393 for more information <p>Events in Louisville</p> <ul style="list-style-type: none"> • Gilda's Club of Louisville offers MULTIPLE events and support groups- check out their upcoming events in addition to their regularly scheduled support groups and activities (click on Gilda's Club). • There is an ongoing monthly support group for Lymphoma Survivors & their caregivers: <ul style="list-style-type: none"> ○ Date/Time: Monthly, on 2nd Tuesday; 6:00-7:30 pm EST ○ Location: Baptist Health Cancer Resource Center; 4003 Kresge Way, First Floor, Louisville, KY 40207 ○ Contact: Debby Phillips @ 1-800-955-2566 ext. 2393 for more information <p>National Conferences of Interest</p> <ul style="list-style-type: none"> • Dialogue for Action/ Prevent Cancer Foundation: The 2015 Dialogue for Action Conference will be held April 22nd-April 24th at the Renaissance Baltimore Harborplace Hotel. Click here for details & click here to register. Early Bird Registration is due February 14th! If you bring 1-2 colleagues, you will receive a 10% your registration fee, bring 3 or more colleagues, you will receive a 25% rebate.