

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the February 6, 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](mailto:katie@kycancerc.org).

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
Breast Cancer	<ul style="list-style-type: none"><li>• <a href="#">NIH scientists identify molecular link between metabolism and breast cancer</a>. A protein associated with conditions of metabolic imbalance, such as diabetes and obesity, may play a role in the development of aggressive forms of breast cancer, according to new findings by NCI researchers. Results of their work appeared in Nature Communications, Feb. 5, 2013.</li><li>• <a href="#">For Older Women, Mammograms Every 2 Years Found as Good as Annual Test</a>. Study detects no differences in late-stage cancer diagnoses with 2-year interval.</li></ul>
Cervical Cancer	<ul style="list-style-type: none"><li>• <a href="#">Kentucky Medical Association Passes Resolution on HPV Immunization</a></li></ul>
Colon Cancer	<ul style="list-style-type: none"><li>• <b>March is national Colon Cancer Awareness month and Friday, March 1 is Dress in Blue Day</b>. 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 <a href="#">your local Kentucky Cancer Program office</a> to learn more or visit the KCP West website at <a href="http://www.tinyurl.com/coloncancerresourcekit">www.tinyurl.com/coloncancerresourcekit</a> or the KCP East website is at <a href="http://www.kcp.uky.edu/TCCOP.html">http://www.kcp.uky.edu/TCCOP.html</a> for additional resources like newsletter templates, proclamations and promotional materials. <b>Please see the attached Dress in Blue Day flier and pass it on.</b></li><li>• <a href="#">Patients 3 Times More Likely To Get Screened For Colorectal Cancer Following Phone Navigation And Mailings</a></li><li>• <b>REMINDER: 2013 “Bottoms Up Bash”! The Colon Cancer Prevention Project’s</b> 2nd Annual Bottoms Up Bash is March 1<sup>st</sup>, 7:30pm-12am, Mellwood Art Center in Louisville. Includes live band, silent auction, heavy appetizers, &amp; signature blue cocktail drinks by Heaven Hill and wine by Barefoot Wine &amp; Bubbly. For info: <a href="http://www.ColonCancerPreventionProject.org">www.ColonCancerPreventionProject.org</a> or call (502) 290-0288.</li></ul>
End of life care	<ul style="list-style-type: none"><li>• <a href="#">End-of-life care often still hectic, aggressive</a>. Fewer elderly Americans are dying in acute care hospitals than were a decade ago, according to a new study of where Medicare beneficiaries spend their final months of life. However, between 2000 and 2009 there was also an increase in the proportion of people admitted to the intensive care unit in the month before they died - suggesting there hasn't been a general trend toward less aggressive end-of-life care. “It shows that we’re not yet providing the type of care in the place of care that necessarily may be what people most want,” say researchers about the study, published in the Journal of the American Medical Association.</li></ul>

<p><b>General</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Hoping to Ease Shortage, FDA Fast-Tracks Generic Form of Cancer Drug</a>. Agency says new availability of doxorubicin will help people battling malignancy.</li> <li>• <a href="#">Consumer Reports Tackles Cancer Screening Tests</a></li> <li>• <b>WEBINAR:</b> “Telling the Story: Cancer Risk Communication Strategies for Underserved Populations”. February 26, 2013 2:00PM-3:00PM EST. <a href="#">Register Now!</a> 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.</li> <li>• <b>REMINDER:</b> KY Health Literacy Summit, March 7-8, 2013, Covington, KY - Details Coming Soon! For information on health literacy, visit <a href="http://www.healthliteracykentucky.org">www.healthliteracykentucky.org</a></li> </ul>
<p><b>Grants</b></p>	<ul style="list-style-type: none"> <li>• <b>REMINDER: Cervical Cancer-Free America Announces a Request for Proposals (RFP).</b> The Cervical Cancer-Free America (CCFA) initiative, led by the University of North Carolina at Chapel Hill Gillings School of Global Public Health, seeks to competitively award funding for collaborative research projects: To increase vaccination, particularly among girls aged 10 to 18, against the human papillomavirus (HPV), which causes cervical cancer; To increase cervical cancer screening by cytology, especially among women who have not been screened in the last four years, including HPV/cytology co-testing for women 30 years and older. Funding level of up to \$10,000. CCFA anticipates funding 7-9 innovative projects to help impact cervical cancer disparities across the United States. Applicants must be a US-based non-profit organization, health department, or university. <b>SUBMISSION DEADLINE:</b> Proposals must be received by CCFA before <b>5:00pm EST, Friday, March 1, 2013.</b> Please see our website for more information and the full application.</li> <li>• <b>REMINDER:</b> The University of Kentucky Center for Clinical and Translational Science (CCTS) is now accepting CCTS Pilot Applications for 2013.</li> </ul>
<p><b>Health Equity</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Cancer Rates Dropping Among Black Americans: But they're still more likely to die from the disease than whites</a>, study finds.</li> <li>• <b>REMINDER:</b> 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 <a href="http://NortonHealthcare.com/HealthEquitySummit">NortonHealthcare.com/HealthEquitySummit</a>.</li> </ul>

<b>Health Reform</b>	<ul style="list-style-type: none"> <li>• <a href="#">Fewer May Get Insurance Under Health Care Reform: Report</a>. Only about 27 million more Americans will have health insurance by 2017, instead of the 32 million to 34 million originally projected by the Obama administration when it implemented the health care reform law, according to a Congressional Budget Office report.</li> </ul>
<b>Palliative Care</b>	<ul style="list-style-type: none"> <li>• <a href="#">Early Palliative Care in Advanced Lung Cancer: A Qualitative Study</a></li> </ul>
<b>Patient Navigation</b>	<ul style="list-style-type: none"> <li>• <b>Cancer Patient Navigators of Kentucky!</b> Visit KCC's brand new blog, <a href="http://www.CPNoKY.blogspot.com">http://www.CPNoKY.blogspot.com</a> moderating your discussions, ideas, collaborations and shared resources. Post questions to your colleagues from across the state, and gain from their valuable experience.</li> <li>• <b>EXECUTIVE TRAINING ON NAVIGATION AND SURVIVORSHIP: FINDING YOUR PATIENT FOCUS.</b> March 7 &amp; 8, 2013, Washington, DC. The two-day training provides participants with the knowledge, tools, and resources to develop, implement, evaluate and sustain navigation and survivorship programs. Benefits of the program include: <ul style="list-style-type: none"> <li>· One-on-one assistance from experts</li> <li>· Networking with faculty and participants</li> <li>· <i>Guide for Program Development</i> and <i>Program Development Workbook</i></li> <li>· Best practices on demonstrating return on investment, attaining buy-in, building the right program, and more</li> <li>· Personalized program plan</li> <li>· Access to online resource repository exclusively for participants</li> <li>· Approved for 11 CE credits for nurses and social workers</li> <li>· Breakfast and lunch included on program days plus networking reception</li> <li>· Certificate of completion</li> </ul> <p>To view the training agenda and register, please go to: <a href="http://www.regonline.com/gwciexecutivetraining2013">http://www.regonline.com/gwciexecutivetraining2013</a></p> </li> <li>• <a href="#">Patient Involvement Lowers Health Costs, Study Says</a> . Confidence, skill in managing day-to-day care seen as key to savings.</li> </ul>

<p><b>Prevention, Genetics, Causes</b></p>	<ul style="list-style-type: none"> <li>● <b>TRUST FOR AMERICA’S HEALTH: NEW REPORT PROVIDES HIGH-IMPACT RECOMMENDATIONS TO IMPROVE U.S. PREVENTION POLICIES.</b> <i>A Healthier America 2013: Strategies to Move from Sick Care to Health Care in Four Years</i>, a new report from Trust for America’s Health, provides high-impact recommendations to prioritize prevention and improve Americans’ health. The report outlines top policy approaches to respond to studies which show that: 1) More than half of Americans are living with one or more serious, chronic diseases, a majority of which could have been prevented, and 2) Today’s children could be on track to be the first in U.S. history to live shorter, less healthy lives than their parents. <a href="#">Read the full report: A Healthier America 2013: Strategies to Move from Sick Care to Health Care in Four Years.</a></li>   <li>● <b>ACS’s Cancer Prevention Study, called Cancer Prevention Study-3 (CPS-3)</b>, 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"> <li>○ Help us to spread the word about Cancer Prevention Study-3. Post a Facebook status update or tweet the following link on Twitter: “If you could do something to prevent cancer would you? Fight cancer by participating in the ACS Cancer Prevention Study-3. <a href="http://www.cps3kyin.org">http://www.cps3kyin.org</a> For more information, visit <a href="http://cps3kyin.org">cps3kyin.org</a> or <a href="http://cancer.org/cps3">cancer.org/cps3</a> or call toll free at 1-888-604-5888”</li> </ul> </li>   <li>● 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: <a href="http://www.youtube.com/watch?v=BJsvklXhYaE">http://www.youtube.com/watch?v=BJsvklXhYaE</a> and Reserve your seat to the screening here: <a href="http://gathr.us/screening/1078">http://gathr.us/screening/1078</a></li>   <li>● <a href="#">Certain Skin Cancers More Common in HIV-Positive People</a>: Large study found higher rates of squamous cell, basal cell carcinomas</li>   <li>● <a href="#">FEDERAL AGENCIES WORKING TO MAKE HOMES HEALTHIER</a>: A new HUD policy for radon testing and mitigation in FHA insured multifamily mortgages</li> </ul>
<p><b>Resources</b></p>	<ul style="list-style-type: none"> <li>● Be sure to check out Cancer.Net's <i>ASCO Answers</i> one-page fact sheets on treatments and side effects; currently available on bone metastasis, cancer-related fatigue, clinical trials, managing pain, nausea and vomiting, radiation therapy, and understanding chemotherapy. New titles will be available later this month. <a href="#">Download</a> a printable PDF or visit <a href="http://cancer.net/estore">cancer.net/estore</a> to order.</li> </ul>

<p><b>Rural health</b></p>	<ul style="list-style-type: none"> <li>• 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. Download a printable version of the save the date announcement <a href="#">here</a> and begin sharing this among your networks</li> </ul>
<p><b>Smoke-free</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Big Tobacco might be the immovable object when it comes to resisting tighter legislation and regulation, but the Campaign for Tobacco-Free Kids</a> — despite its relatively small size — is doing a pretty good impression of irresistible force.</li> <li>• <a href="#">SAMHSA and CDC Report on Adult Smoking and Mental Illness: A Special Commentary from Steven Schroeder, MD, SCLC Director.</a> The February 5, 2013 issue of the CDC MMWR carried a lead article on the results of a Substance Abuse and Mental Health Services Administration (SAMHSA) survey (National Survey on Drug Use and Health, NSDUH): Current smoking among adults aged ≥18 years with mental illness, United States, 2009-2011.</li> <li>• Join us on <b>Thursday, February 14, 2013 from 8:30am - 2pm, for Smoke Free Kentucky's Day the Capitol.</b> We will gather in the Kentucky State Capitol Annex Room 154 to coordinate our efforts towards educating legislators about the importance of comprehensive smoke-free policies on the health of Kentuckians. To register, visit <a href="http://bit.ly/Vy6Tbn">http://bit.ly/Vy6Tbn</a></li> <li>• <b>Cooper Clayton Method to Stop Smoking Facilitator Training &amp; Refresher Course</b> will take place at the Scott County Health Department on <b>Thursday, February 21, from 8:30am – 3:30pm.</b> Registration Deadline is Friday, February 15, 2013. Registration is limited to 20. Contact Carolyn Gyurik for a registration form: <a href="mailto:cgyurik@kcp.uky.edu">cgyurik@kcp.uky.edu</a></li> <li>• <b>REMINDER:</b> <a href="#">KCSP's</a> annual Spring Conference “Achieve Smoke-free: Takin’ It to the Streets” on 4/18/13 at Central Baptist Hospital’s Learning Center in Lexington.</li> <li>• <b>REMINDER:</b> American Lung Association of KY announces <a href="#">Annual Fight for Air Walk</a> 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 <a href="mailto:manetrella@midlandlung.org">manetrella@midlandlung.org</a></li> </ul>

<p><b>Survivorship</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Prescribing a New Kind of Rehab for Cancer Survivors</a></li> <li>• <b>REMINDER:</b> The Lung Cancer Alliance of Kentucky and S. Indiana and Gilda’s Club Louisville collaborate to host a <b>Lung Cancer Networking/Support Group</b>. Meets at <a href="#">Gilda’s Club Louisville</a> <b>Every 4th Wednesday, 6:30-8pm</b>. (DINNER AT 6PM). Call 502-583-0075 to RSVP.</li> <li>• <b>REMINDER: Susan G. Komen Lexington Affiliate presents Couture for the Cure;</b> a night of fashion filled with live entertainment, silent auctions, a fabulous fashion show, door prizes, food, drinks &amp; more. <b>Friday, February 22, 2013, 7:00 PM - 11:00 PM</b> at the Aviation Museum of KY, 4029 Airport Road, Lexington, KY 40510. Purchase tickets at <a href="#">Susan G. Komen for the Cure Lexington</a>.</li> </ul>
<p><b>Worksite Wellness</b></p>	<ul style="list-style-type: none"> <li>• <b>WEBINAR:</b> Are you working with a company/employer for worksite wellness initiatives? Ask them to consider <a href="#">registering</a> for the CDC's National Healthy Worksite Program Webinar, “Better Together: Creating Healthy Partnerships Between Employers and Communities”. The focus? Practical actionable guidance and recommendations for employers pertaining to building the case for community engagement, effective partnerships, and starting a partnership. <b>Monday, February 11. 1-2 p.m.</b> EDT. Space is limited.</li> </ul>