

Wednesday's Word – February 8, 2012

Dear Kentucky Cancer Consortium Partners-

Below is the February 8, 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

Advocacy

- *(reminder)* **American Cancer Society's Lobby Day** is February 9th from 8am - 1pm at the Capitol in Frankfort. Reserve your place by contacting Eric Evans at Eric.Evans@CANCER.org or 502-560-6031. ACS will offer training on their legislative priorities to equip attendees in taking with their legislators. 2012 priorities include Smoke-free Kentucky, Colon Cancer Screening funding, and expanding the Kentucky Women's Screening Program.
- *(reminder)* **Colon Cancer Day at the Capitol:** Thursday, March 1, 2012, 1-3 pm, Frankfort Kentucky. The [Colon Cancer Prevention Project](#) is 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. Wear blue and bring family and friends! To register, call Andrea Shepherd, (502) 290-0288.

Cervical Cancer

- [Pediatricians' Group Recommends HPV Vaccine for Boys](#) (2/1/12, HealthDay News) The American Academy of Pediatrics is recommending that all boys between the ages of 11 and 12 receive the three-dose vaccine for the human papillomavirus (HPV). That's the most significant change in the latest immunization schedules, released Wednesday by the pediatrics group. The HPV vaccine has been available and recommended for girls and young women since 2006, because it was believed that the vaccine would be most effective at preventing cervical cancer. Since then, other cancers thought to be caused by HPV have been on the increase, including anal cancer and some head and neck cancers. The new guidelines mirror a recommendation released last October by the U.S. Centers for Disease Control and Prevention's Advisory Committee on Immunization Practices (ACIP). The new AAP recommendations are published in the February issue of *Pediatrics*.

- [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!

Colon Cancer

- **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!](#)
- **The [Kentucky Cancer Program](#) is excited to kick-off their 4th annual Dress in Blue Day statewide campaign** to increase colon cancer screening. Once again KCP is coordinating an awareness and education program with our District Cancer Councils and community partners. New this year, Madeline Abramson, the Lieutenant Governor's wife, will serve as the Dress in Blue Day Honorary Chair for Kentucky. KCP is pleased to provide the attached 2012 Dress in Blue Day flier, which you will find useful for your organization and to share with your partners, contacts, family and friends. Additional materials and resources will be available soon.

Financial

- [Chronic conditions' toll tallied](#) (1/31/12, Los Angeles Times) The sunny fact that Americans are living longer, more productive lives has a dark side: More of us than ever live with chronic illnesses that are not only a drag on sufferers' time and energy, but on the nation's pocketbook. The Institute of Medicine on Tuesday put a dollar figure on the cost of caring for chronic illness in the United States--\$1.5 trillion yearly, fully three-fourths of annual healthcare spending.

General

- [University of Kentucky Rural Cancer Prevention Research Center: Reducing the Cancer Burden in Appalachian Kentucky](#). University of Kentucky's Rural Cancer Prevention Center, a CDC-funded Prevention Research Center (PRC) was recently featured on CDC's PRC national website. The article highlights their research to reduce and prevent cancer incidence and mortality in Kentucky's Appalachian Mountain region, which has the state's highest cancer death rate. The PRC addresses several types of cancer via a multipronged approach—community outreach; education of medical professionals, students, and community

members; and research into social factors affecting cancer risk. In addition, the researchers are tracking their impact by drawing on information in the state's cancer surveillance system.

- **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 ext. 499 or by email at debbie.peyton@lls.org
- [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.
- 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 Communication and Marketing

- **Moving science-based knowledge into application -- A New Resource from CDC** To enhance awareness of emerging health communication and marketing research, the Science Team in the Office of the Associate Director for Communication at the Centers for Disease Control and Prevention frequently undertakes an extensive scan of the expert literature. Recent publications with particular relevance for the public health communication community are detailed monthly in a PDF entitled "[Health Communications Science Digest](#)". Abstracts and PDF copies of most articles are available through the DOI hyperlink

included with each citation. January's issue included articles of interest to the cancer control community such as "Implementation of educational video improves patient understanding of basic breast cancer concepts in an undereducated county hospital population" from the Journal of Surgical Oncology; and "A systematic review and meta-analysis of face-to-face communication of tailored health messages: Implications for practice" from the journal Patient Education and Counseling.

Health Literacy

- **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

Ovarian Cancer

- [Ovarian cancer screening popular despite guidelines](#) (2/6/12, MedlinePlus/Reuters Health) Despite expert guidelines and scientific evidence to the contrary, a third of U.S. primary care physicians believe ovarian cancer screening is effective and many would offer it to patients, according to a [new survey published](#) in the Feb. 6th issue of the Annals of Internal Medicine. Although the results don't necessarily translate into real practice, that means more than a million women might be offered the tests, which come with a hefty price tag and possible hazards, researchers say. (A CA-125 test costs about \$80, while an ultrasound runs at \$600.) According to the largest clinical trial published so far -- known as the Prostate, Lung, Colorectal and Ovarian, or PLCO, trial -- women screened annually for ovarian cancer were just as likely to die from the disease as those who didn't have regular screening. Of some 34,000 women who got screened in that trial, 212 were diagnosed with ovarian cancer -- and less than half of those cases were picked up by screening, according to Dr. Saundra Buys, who worked on the findings. Meanwhile, the test had a false-positive rate of 8.4 percent, causing more than 3,000 false alarms -- a third of which led to surgery. A woman's lifetime risk of getting invasive ovarian cancer is just over one percent, with half of women diagnosed at age 60 or older, according to the American Cancer Society.

Resources

- **National Cancer Institute Cyber-Seminar: [Howdy, Partner! Using the PARTNER Tool to Track and Analyze Community Partnerships](#)** February 21, 2012 2:00PM - 3:00PM EST. A major challenge facing public health researchers and practitioners today is how to partner with other organizations, agencies, and groups to collaboratively address public health goals while effectively leveraging resources. The process by which organizations have engaged

partners in collaboration has varied, with few ways to measure the success of these partnerships. The PARTNER Tool (Program to Analyze, Record, and Track Networks to Enhance Relationships), is a free social network analysis tool designed to demonstrate how community organizations members are connected, how resources are leveraged and exchanged, the levels of trust, and to link outcomes to the process of collaboration. [Find out more.](#) »

- **Expert Voices blog: Timely insight on cancer topics from the experts of the ACS**
The “Expert Voices” blog is the newest resource from the American Cancer Society, where readers can regularly spend a few minutes each day with cancer experts. The blog addresses cancer developments of interest, providing insight and context to clinical information and statistics. And as is always the case with news from ACS, it will all be scientifically-based, credible, and accurate. Recent blog topics include: Weight loss during chemo; to treat or not to treat prostate cancer; ACS nutrition and physical activity guidelines; breast cancer genetics; why everyone deserves palliative care. Subscribe to Expert Voices [here](#).
- To reach smokers, **CDC’s Office on Smoking and Health (OSH)** is tapping into the heartfelt holiday of **Valentine’s Day** and February’s status as **American Heart Month** to drive home the importance of smoking cessation to cardiovascular health. OSH has assembled a [small suite of products](#) aimed at encouraging smokers to quit in February. Products Available:
 - **Feature Article** “*Love Your Heart?*”. This article encourages smokers to quit and provides friends and family members of smokers with information and resources to encourage the smokers in their lives to quit for good.
 - **e-Cards**. OSH offers Valentine’s Day e-cards that encourage smokers to “love your heart” by quitting smoking. [Valentine’s Day e-card #1](#) and [Valentine’s Day e-card #2 \(animated\)](#)
 - **Buttons**. OSH offers Valentine’s Day buttons that states and partners can upload to their Web sites to help promote the February cessation message and link users to related content on CDC’s Smoking & Tobacco Use Web site. Each button is provided in both a vertical and horizontal format. [Be a Smoke-free Valentine](#) and [Love Your Heart](#)
 - OSH has developed several **Web-based and social media materials** to get the word out about these new products. Following are suggestions on how you can further support this communication effort.
 - **Twitter**. Follow CDC Tobacco Free on Twitter www.twitter.com/CDCtobaccoFree and retweet key messages related to these new products.
 - **Facebook**. Become fans of CDC’s Facebook page at www.facebook.com/cdctobaccofree.
 - **Widget**. Tell others about OSH’s posting on CDC’s Everyday Health Widget at <http://www.cdc.gov/Widgets/#everydayhealth>. (Look for our Valentine’s-themed widget early next week.)
 - **RSS Feed**. Subscribe to CDC’s Smoking and Tobacco Use Main Feed at www.cdc.gov/tobacco/rss/index.htm to receive updates of new and recently changed content from CDC’s Smoking & Tobacco Use Web site on your browser or desktop.

- **Text Messages.** Subscribe to CDC's Text Message service to receive regular text messages about a variety of health topics tailored to your interests, such as OSH's Valentine's Day message (look for that early next week) that drives home the importance of smoking cessation to cardiovascular health. For more information about CDC's Text Messages, go to www.cdc.gov/mobile/textmessaging.

Rural Health

- [Remaking Rural Health: A KET Special Report](#) Kentuckians are dying younger than people in nearly every other state in the country due to alarmingly high rates of cardio-vascular disease, cancer, obesity, and diabetes. And while these problems affect all Kentuckians, they disproportionately impact rural Kentuckians. Discover what's being done to combat this health-care crisis in Remaking Rural Health: A KET Special Report . Find out more about this program and watch a preview online at the link above. This program was made possible, in part, by a grant from the Foundation for a Healthy Kentucky.
 - KET Tuesday, February 7 • 9/8 pm CT
 - KETKY Thursday, February 9 • 2/1 pm CT
 - KET2 Monday, February 13 • 10/9 pm CT

Smoke-free

- If you want to hear more about the exciting campaign to make Kentucky workplaces smoke-free and meet other advocates, please consider joining us and the Kentucky Asthma Partnership for a smoke-free advocacy training next week – **Wednesday, February 15 from 12-3:30 p.m.** at the Salato Wildlife Center in Frankfort. Please RSVP to Betsy at Betsyj@kylung.org if you want to attend - and indicate whether you will be able to get there by 11 a.m. for lunch. The training will start at noon.
- A message from [Smoke-free Kentucky Coalition](#): "If you are not able to attend ACS's Lobby Day in Frankfort on February 9th -- don't let that stop your voice from being heard. Even if you can't be there in person, every voice counts. Consider leaving a message for your state legislator at **800-372-7181** and ask them to support the Smoke Free Kentucky bill. Even if you don't know who your House Representative is, you can provide the operator with your address and they will look it up for you."
- 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!
- (*reminder*) The [Kentucky Center for Smoke-free Policy](#) is also currently accepting nominations for the **2012 Smoke-free Advocate of the Year**. This is your opportunity to nominate a colleague or community advocate who has worked on secondhand smoke education or a smoke-free policy campaign in an innovative or creative way. Nominations are due on or before **February 10, 2012**. No late nominations will be accepted. To nominate someone for 2012 Smoke-free Advocate of the Year, contact Heather Robertson for a

nomination form, at HRobertson@uky.edu and return the form on or before February 10, 2012.

- **[Quitting Smoking May Halve Risk of Oral Health Problems](#)** (2/7/12, HealthDay News) Adult smokers are twice as likely to develop oral health problems as those who have kicked the habit, researchers from the U.S. Centers for Disease Control and Prevention have found. Compared to people who never smoked, current smokers are four times more likely to develop oral conditions, such as mouth cancers, gum disease and cavities. The CDC investigators also found that smokers between the ages of 18 and 64 are nearly 1.5 times as likely as former smokers and more than twice as likely as people who never smoked to have three or more oral health problems. The complete report, by Barbara Bloom and colleagues at the CDC's National Center for Health Statistics (NCHS), is published in the February edition of the [NCHS Data Brief](#).
- **[Male smokers lose brain function faster as they age](#)** (2/6/12, MedlinePlus/Reuters) Men who smoke suffer a more rapid decline in brain function as they age than their non-smoking counterparts, with their cognitive decline as rapid as someone 10 years older but who shuns tobacco, scientists said on Monday. In a large, long-term study, British researchers found that in men, the habit is linked to swifter decline, with early dementia-like cognitive difficulties showing up as early as the age of 45.

Survivorship

- *(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).