

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the March 13, 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.

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
Colon Cancer	<ul style="list-style-type: none">• The Colon Cancer Alliance has produced a powerful new PSA from Terrence Howard. Hear in the actor’s own words the importance of being screened. Share the video with your partners during Colon Cancer Awareness Month! http://bit.ly/CCA-Terrence• In new CDC’s <i>Screen for Life</i> television and radio public service announcements (PSAs), Academy Award-winning actress Meryl Streep says, "There is so much in life we can't control. But here's something we can: colorectal cancer." She talks about getting screened herself and urges others to do all they can to prevent colorectal cancer and get screened.• March is National Colorectal Cancer Awareness Month. Contact your local Kentucky Cancer Program office to learn more about CRC resources, or visit the KCP West website or the KCP East website for additional resources.
Education	<ul style="list-style-type: none">• House Approves Dropout Bill Compromise: The Kentucky House approved on Monday legislation that gradually raises the age when students can drop out of school—a compromise reached after past efforts to strike a deal failed. The dropout bill allows local school boards to choose whether to raise the dropout age to 18. After 55 percent of Kentucky's school boards raise the drop out limit, the change in four years becomes mandatory statewide.
Data	<ul style="list-style-type: none">• CDC Data Resource: With 12 new behavioral risk factors and health indicators added, the Sortable Stats 2.0 site enables you to compare multiple health outcomes over time and across states and regions. You can export the data for use in other materials, such as fact sheets, grant submissions, or PowerPoint presentations, and even add a Sortable Stats button to your website. Along with other resources on CDC’s Data to Action site, Sortable Stats can help you promote policy, systems, and environmental changes to improve health.
General	<ul style="list-style-type: none">• Osteopathic doctors may help alleviate a shortage of medical care in rural areas

Health Equity	<ul style="list-style-type: none"> • Public Health Awards Health Equity Program Grants to three local Kentucky Public Health Departments • Black Breast Cancer Survivors Face Higher Heart Failure Risk: Study. Findings may suggest need for closer monitoring • The KY Public Health Association (KPHA) is excited to announce a Bridges Into Health preconference workshop on Tuesday, March 26th included with full KPHA conference registration! Bridges Into Health dovetails the Bridges Out of Poverty concepts and tools with the growing body of health inequities research. This workshop includes a continuum of policy and practice critical to improving health among the disadvantaged. This workshop will be facilitated by Terie Dreussi-Smith author of Bridges Out of Poverty: Strategies for Professionals and Communities. Register/visit us online @ www.kpha-ky.org/Conference.aspx. • REMINDER to REGISTER: 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 NortonHealthcare.com/HealthEquitySummit. See attached flyer!
Health Reform	<ul style="list-style-type: none"> • The National Commission on Physician Payment Reform has issued a report detailing a series of recommendations aimed at reining in health spending and improving quality of care by fundamentally changing the way doctors are paid. The Commission’s 12 recommendations provide a five-year blueprint for transitioning to a blended payment system that will yield better results for both public and private payers, as well as patients.
Hospice	<ul style="list-style-type: none"> • Hospice Enrollment Saves Money For Medicare And Improves Care Quality Across A Number Of Different Lengths-Of-Stay • The Kentucky Association of Hospice and Palliative Care is in full swing planning the Spring Education Conference set for May 9-10, 2013. This year’s conference will be held at the Hyatt Downtown Louisville. More details to come!

<p>Meaningful Use</p>	<ul style="list-style-type: none"> ● SAVE THE DATE: The Kentucky REC and the Kentucky Health Information Exchange (KHIE) are proud to announce a series of Meaningful Use Survival Seminars. Please see the link for registration, meeting agenda, CME Credit Information, and other important details. The seminars will take place at the following locations and dates: <ul style="list-style-type: none"> ● Bardstown - Bardstown Country Club, 130 Maywood Avenue on March 15, 2013. ● Paducah - Western Kentucky Community and Technical College, 5100 Alben Barkley Drive Rm. 109 on March 22, 2013. ● Hazard - UK Center for Excellence in Rural Health, 750 Morton Boulevard 2nd floor on April 12, 2013. ● Bowling Green - The Medical Center, 250 Park Street on April 19, 2013. ● Somerset - Somerset Community and Technical College, Citizens National Bank 808 Monticello Street Rm. 107 on May 10, 2013. ● Lexington - Hilary J. Boone Center, 501 Rose Street on May 31, 2013.
<p>Patient Navigation</p>	<ul style="list-style-type: none"> ● Have you heard the term “navigators” in relation to the new Affordable Care Act’s Health Benefit Exchanges and wondered what their role will be? Do you have colleagues who assume that these Navigators are going to “do what you do” as patient navigators? The Robert Wood Johnson Foundation recently released a brief that explains the role and qualifications of health benefit exchange navigators.
<p>Prevention, Genetics, Causes</p>	<ul style="list-style-type: none"> ● Daily Aspirin Linked to Lower Risk for Deadly Skin Cancer in Women ● Processed Meat May Play a Part in Early Death: Study. It found those who ate the most increased their risk of dying prematurely by 44 percent. ● 4th Annual Breastfeeding Summit: Thursday April 17th, 10 am - 3 pm; Covington, Kentucky; Agenda and registration information is attached to this email and online registration is available at: http://www.kyeatright.org/kdafnce2013.html ● ● REMINDER: ACS’s Cancer Prevention Study, called Cancer Prevention Study-3 (CPS-3), will help researchers better understand the genetic, environmental and lifestyle factors that cause or prevent cancer, which will ultimately save lives. 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.

Resources	<ul style="list-style-type: none"> • The Health Educators and Learning Professionals Community of Practice (HELP CoP) hosts webinars on instructional design. The HELP CoP is open to anyone involved in health learning and education at CDC or elsewhere. Learn more about HELP CoP and upcoming webinars on phConnect. • • REMINDER: What Works FACT SHEETS: Evidence-Based Interventions for Your Community. What Works fact sheets -- each on a different public health topic -- are colorful, easy-to-read summaries of Community Preventive Services Task Force findings and the systematic reviews on topics such as cancer screening and tobacco use. Print "What Works" fact sheets as handouts for presentations or exhibits, attach them to webinar materials, or link to them from slides. Each fact sheet has two separate pieces: a bi-fold brochure about the topic, and an insert that lists the Task Force findings on that topic.
Rural health	<ul style="list-style-type: none"> • REMINDER: 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 the conference, to be held the day before the National Rural Health Association's annual meeting, and will address key health policy issues affecting Kentucky through a rural health lens: 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.
School Health	<ul style="list-style-type: none"> • REMINDER: KAHPERD 2013 Summer Workshop Announced: The Kentucky Association for Health, Physical Education, Recreation, and Dance (KAHPERD) will hold its summer workshop at Highland Middle School (Jefferson County) on June 11-12, 2013. The summer workshops are a great opportunity to engage in quality professional learning around Health and Physical Education. Visit the KAHPERD website for more information. Interested in presenting a session? Contact Vicki Johnson-Leuze . The deadline for submission is April 12, 2013. • REMINDER: Kentucky Teen Institute (KTI) – June 23rd-27th: An opportunity to improve teen health, youth leadership and civic engagement in your school and community. KTI is a program of the KY YMCA Youth Association in partnership with the University of Louisville, developing the leadership capacity of teens to lead the way to greater health in our commonwealth. Youth will be trained to implement health initiatives in their communities and transform themselves in the process.
Screening	<ul style="list-style-type: none"> • Studies demonstrate need for older men to screen themselves for skin cancer

Smoke-free

- [Secondhand Smoke Linked to Early Heart Disease, Study Finds](#). The greater the exposure, the higher the odds of calcium build up in coronary arteries, researchers say. After taking other heart risk factors into account, the researchers concluded that people exposed to low, moderate or high levels of secondhand smoke were 50, 60 and 90 percent, respectively, more likely to have evidence of calcification than those who had minimal exposure.
- **The CDC Foundation created a video for Kentucky as part of their “Business has never been healthier” smoke-free hospitality project (www.youtube.com/smokefreebusiness)**. The video’s purpose is to overcome fears about smoke-free policy hurting business. Kentucky’s video highlights the experiences of the Bluegrass Brewing Company in Louisville, the Dragon Pub in Frankfort, and the Stone Hearth restaurant in Elizabethtown. Please help us widely share this video across the state. Attached (pdf “Palmcard with SFKY logo”) is a file that can be used to print 3” x 3” palm cards to help promote the video. The palm card is front and back, with room on back for local contact information or a brief message. Think about distributing these whenever you give a presentation or meet with a community group. Or, use them when paying your tab at a local restaurant or bar, writing a brief positive message on the back like: “We love that you’re smoke free!” or “The food and service were great, but we wish you were smoke-free!”
- **REMINDER:** Please mark your calendars for the next **Smoke-Free Kentucky Coalition Call**. **THIS Friday, March 15, 2013 12:00 p.m.—12:30 p.m., EST.** 1-877-972-7517 Pass code 7152155# Calls to update our coalition partners (individuals, businesses, community organizations) about what is happening with the Smoke free Kentucky Campaign. Please join ready to share what you have been doing in your community, business, or organization to support the Smoke-free movement.
- **REMINDER to REGISTER:** [KCSP’s](#) annual Spring Conference “Achieve Smoke-free: Takin’ It to the Streets” on **4/18/13** at Central Baptist Hospital’s Learning Center in Lexington. [Register today.](#)

Survivorship

- The Health Communication Research Laboratory in The Brown School, Washington University in St. Louis, has just launched *Living Proof*, a new iPad and iPhone app full of video stories from African American breast cancer survivors. It's based on a decade of research, free, and easy to use. I hope you'll find it useful in your work. Please share freely! Click here to [learn more and download the app](#). Click here to [see the research](#).
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- Newly diagnosed cancer patients now have a website to help prepare them to share their diagnosis with their children. [Telling Kids About Cancer](#) is unique in that walks parents through the steps of preparing for, having, and following up on the initial conversation of sharing their diagnosis with their children. These stories were gathered through the [StoryCorps program](#) specifically for this educational website. The [website](#) allows users to build their own conversation guide, and can be used to rehearse the key points they want to share with their child or as a reference during the conversation.
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- **SPREAD THE WORD TO YOUR SURVIVORSHIP PARTNERS:** “Are you a cancer survivor or caregiver of someone who's survived cancer and would like to provide emotional support to those recently diagnosed? Friend for Life Cancer Support Network's next volunteer training will be held **Saturday, April 13, 9 am to 5 pm** at the Marshall Women’s Health & Education Center, 4121 Dutchman’s Lane, inside Norton Suburban Plaza III, Room 1A. Breakfast and lunch provided. RSVP required: [\(502\) 893-0643](#) or staff@friend4life.org “

Tobacco Control	<ul style="list-style-type: none"> • Have you seen the <i>Tips from Former Smokers</i> campaign ads airing (TV and radio) in your communities lately? There are two media campaigns running concurrently that are using these materials. First, the Tobacco Program has been running select <i>Tips</i> radio and TV ads statewide, which continues through March 31st. Secondly, the CDC has begun airing several of the <i>Tips I</i> ads nationwide while they await final approval of the new <i>Tips II</i> ads. They hope to switch to the new <i>Tips II</i> ads on April 1, for a total CDC campaign duration of 16 weeks. The <i>Tips</i> website, www.cdc.gov/tips, will be updated on April 1 to provide comprehensive campaign resources including: overviews of the health conditions featured in the <i>Tips II</i> ads; additional videos of the ad participants; social media feed and direct links to <i>Tips</i> content on YouTube, Facebook, Twitter and Pinterest; and Spanish language campaign resources. • Benefits of quitting smoking outpace risk of modest weight gain: NIH-funded study finds post-cessation weight gain does not elevate cardiovascular risks for former smokers • REMINDER: The American Academy of Family Physicians (AAFP) is now recruiting 20 Federally Qualified Health Centers for the Office Champions Tobacco Cessation FQHC Project. This project will provide practical strategies through an online training module, live teleconferences and assorted materials for making system changes in medical practices to improve tobacco cessation activities. Practices that complete the program will receive \$2,000 financial assistance for administrative costs, plus materials for patients and recognition for practices. Applications will be accepted through Friday March 22, 2013. • REMINDER: Cooper Clayton Method to Stop Smoking Facilitator Training to be held on March 21, 2013 in Louisville. There will also be a Cooper/Clayton facilitator training & refresher course in Bowling Green on Thursday, May 9 (registration details to follow).
Treatment Costs	<ul style="list-style-type: none"> • Difference In What Medicare Spends On Cancer Care May Not Affect Survival Rates