

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **March 16, 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

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
ACA & Cancer	<ul style="list-style-type: none"> ● First year report tracks Affordable Care Act impact in Kentucky ● Kentucky: Senate advocates have bill to make insurers provide all smoking cessation treatments ● Many Unfamiliar With Health Insurance Lingo, Study Says: Texas survey found words like 'premiums,' 'copayment' often stumped potential applicants. ● Bevin administration will still have state health-insurance exchange but use federal exchange for enrollment; cost debated. ● Kentucky's New Medicaid and Welfare Portal 'Benefind' Launches ● REMINDER - WEBINAR: Population Health vs Public Health and ACA’s Impact, Monday, March 28, 2016 12:30 PM EDT - 2:00 PM EDT. Population Health is the term du jour in healthcare. The session will explore the operational approach driving the most recent evolution in clinical care contrasted with recent trends in public health. CLICK HERE TO REGISTER
Breast Cancer	<ul style="list-style-type: none"> ● Preventive Mastectomies Triple Among U.S. Women With Cancer in One Breast: Patients increasingly opt to have the healthy breast removed, despite limited benefit, study says. ● Women Often Overestimate Odds That Early Breast Cancer Will Return, Spread: Misperceptions lead to worry that harms quality of life, researcher says. ● Gene Test May Spare Some Breast Cancer Patients From Chemo: Analysis can help women who won't benefit from additional treatment to avoid side effects, study says. ● Exercise Doesn't Seem to Affect Breast Density: Physical activity's positive effect on breast cancer stems from another cause, researchers suggest. ● Living Beyond Breast Cancer’s Young Women’s Initiative is hosting a free healthcare provider webinar, Young With Stage IV: Your Patient’s Unique Needs, on Wednesday, March 23 from noon – 1 p.m. ET. Pamela Ginsberg, PhD and LBBC’s Hear My Voice Volunteer, Beth Caldwell, will talk about exploring the unique psychosocial needs of young metastatic breast cancer patients and ways to offer support and resources to this

	<p>population. LBBC is offering free CEUs for the first 150 nurses and 150 social workers who register.</p>
Clinical Trials	<ul style="list-style-type: none"> • Keeping Pace: How New Data Can Affect Ongoing Clinical Trials • Could Twitter Be a Recruitment Tool for Cancer Trials? Study suggests it has untapped potential for linking patients to clinical trial enrollment websites. • Personalized Videos About Clinical Trials: PRE-ACT (Preparatory Education About Clinical Trials), a video-based educational program developed by ASCO & NCI to help patients better understand what clinical trials are and how they work. Patients can choose to have PRE-ACT personalize the videos based on their answers to a short survey or simply browse the library of videos on more than 20 topics.
Colon Cancer	<ul style="list-style-type: none"> • Daily Low-Dose Aspirin Linked to Reduced Risk of Certain Cancers: The effect was seen most strongly with colon, gastrointestinal tumors, researchers report. • Kentucky leads the nation in colon cancer rates, but it's 90 percent preventable through screening • Elderly With Advanced Colon Cancer Often Get Costly, Dubious Treatments: Study -- Drugs come with many side effects, may add only one month to survival, researchers add • Staying Healthy as a Colorectal Cancer Survivor • Six Ways to Reduce Your Risk of Colon Cancer: Diet, weight and physical activity play a significant role, expert says. • Join us at the 1st Southeastern Colorectal Cancer Symposium, on April 20-22, 2016, in Atlanta, GA. Representatives from over 12 Southern States are coming together to find innovative ways to increase screening by replicating successful practices currently happening in the south. During this interactive meeting, you'll have the opportunity to collaborate with medical providers, medical specialists, public health professionals, hospital systems and health insurers; to identify sustainable and systems wide approaches that will have meaningful impact on increasing CRC screening rates. Deadline to register is March 21, 2016. • REMINDER: Colon cancer screenings covered under new Kentucky law (Louisville Courier-Journal)
Cost	<ul style="list-style-type: none"> • If your organization provides financial assistance to cancer patients in Kentucky, consider adding your information to the Cancer Financial Assistance Coalition's website. KCC's Affordable Care Act and Cancer Team is listing the weblink on a resource they are developing. Make sure you are included! • 'Remarkable' Rise in Prescription Drug Spending in 2014: U.S. Health Officials
Data	<ul style="list-style-type: none"> • View an infographic on the Annual Report to the Nation on the Status of Cancer (1975-2012) and corresponding press release: Death rates continued to decline for all cancers combined, as well as for most cancer sites for men and women of all major racial and

	<p>ethnic populations. The infographic examines trends in liver cancer, from which death rates have increased the most compared with all cancer sites.</p> <ul style="list-style-type: none"> • MMWR QuickStats: Percentage of Adults Aged 18–64 Years Who Delayed or Did Not Receive Medical Care During the Past 12 Months Because of Cost, by Year — National Health Interview Survey, United States, 2005–2014
Environmental Carcinogens	<ul style="list-style-type: none"> • Stronger evidence of link between Agent Orange and bladder cancer and thyroid problems
Genetics	<ul style="list-style-type: none"> • Genetic Tests May Not Change People's Unhealthy Ways. But DNA results could help spot at-risk individuals for screening and treatment, study authors say.
Health Equity	<ul style="list-style-type: none"> • U.S. Pediatricians to Add Poverty to Well-Visit Checklist: One simple question might help families avert serious health risks, American Academy of Pediatrics says. • Two-Thirds of Americans Report Daily Discrimination in Poll: The resulting stress is tied to health problems, researchers add. • HHS Report: Poverty in the United States -- 50-Year Trends and Safety Net Impacts
Health IT	<ul style="list-style-type: none"> • Health Care Apps Often Offer Little Privacy Protection: Study
Hospice & Palliative Care	<ul style="list-style-type: none"> • Ask the Care Expert: What is the difference between palliative and hospice care?
Human Papilloma Virus	<ul style="list-style-type: none"> • The National AHEC Organization HPV Immunization Project, funded by the CDC, provides education to health professionals regarding the Human Papillomavirus (HPV) vaccine. A presentation, entitled “You Are the Key to HPV Cancer Prevention: Understanding the Burden of HPV Disease, the Importance of the HPV Vaccination Recommendation, and Communication”, is available to be given by a provider interested in presenting to their peers OR a provider brought in by Southern AHEC. The module is also available for self-study online. CE Credit is available for physicians, nurses, and pharmacists.
Leukemia	<ul style="list-style-type: none"> • Using generic cancer drug could save many millions of dollars
Lung	<ul style="list-style-type: none"> • Four New Lung Cancer Screening Decision Aids for Health Care Professionals and Patients are now available from the Agency for Healthcare Research and Quality to help patients between the ages of 55-80, who have smoked for many years, make informed decisions with their health care professionals whether to get screened for lung cancer with low-dose computed tomography (LDCT). • SelfMade Health Network Partners with University of Kentucky to Further Reduce Lung Cancer and Tobacco Use Disparities: National network expands commitment to improving the health of populations in the Appalachian Region.

Obesity, Nutrition and Physical Activity	<ul style="list-style-type: none"> • Half of Americans' Calories Come From 'Ultra-Processed' Foods: They contain most of the added sugar in the U.S. diet, researchers add. • Looking for a way to gain the skills and knowledge needed to make your community more walkable? America Walks is excited to announce the opening of applications for the second year of The Walking College. The Walking College is an interactive, online educational program for walkable community advocates. Be sure to join us for an informational webinar March 31st at 2pm EST. Register Here!
Ovarian Cancer	<ul style="list-style-type: none"> • Ovarian Cancer Is More Than One Disease: Report -- Better understanding needed to improve prevention, detection, treatment, U.S. panel notes. • The U.S. Preventive Services Task Force posts final research plan on screening for ovarian cancer.
Policy	<ul style="list-style-type: none"> • CDC's Prevention Status Reports Now Available Online: CDC just released its Prevention Status Reports (PSRs) that highlight the status of state-level policies and practices designed to prevent 10 important public health problems, providing information for decision makers and state health officials to review their states' health status and identify areas of improvement. Visit the Kentucky specific page. • Paid Sick Leave May Help Health of Whole Family: Study finds workers without it forgo or delay care for themselves, spouses and children
Prevention	<ul style="list-style-type: none"> • Study of preventive health status finds Kentucky is in the middle of the pack generally, but has several good and bad aspects
Providers	<ul style="list-style-type: none"> • Doctor's Empathy Boosts Patient Satisfaction: Study finds wait time, appointment length secondary.
Resource	<ul style="list-style-type: none"> • Check out two new ASCO Answers fact sheets on immunotherapy and brain metastases. These one-page (front and back) introductions include an overview, illustrations, terms to know, and questions to ask the doctor.
Skin Cancer	<ul style="list-style-type: none"> • Kentucky Senate committee passes bill prohibiting Kentuckians under 18 from using tanning beds: Exemptions would be made for treating physical or mental illness. • Study Questions Link Between Multiple Moles, Risk for Melanoma: Research suggests people with many of the blemishes not necessarily at higher risk for the cancer.
Social Media	<ul style="list-style-type: none"> • George Washington University (GW) Cancer Institute developed and released two useful cancer control resources, the National Cancer Control Month and the Minority Cancer Awareness Week Social Media Toolkits. The toolkits include tips, sample messaging, social media resources, and tools to assist public health professionals to raise cancer prevention and control awareness during the month of April.
Survivorship	<ul style="list-style-type: none"> • Many Cancer Survivors Struggle to Make Ends Meet: Money problems can affect their mental health, quality of life, researchers say.

	<ul style="list-style-type: none"> • As Caregivers, Women May Suffer More Than Men: Findings might reflect widespread gender biases, researchers say. • American Cancer Society’s Relay For Life movement is the world’s largest fund-raising event to end cancer. Hundreds of Relays are taking place across the state. Find out when it’s coming to your community. • TRAINING REMINDER: Friend for Life Cancer Support Network Peer Navigator training will be Saturday, March 19th from 9-5pm at Baptist Health Louisville, Cancer Resource Center, 4003 Kresge Way, Suite 100, Louisville, KY 40207. FFL volunteers provide 1:1 emotional support mainly via phone to persons recently diagnosed with cancer and their loved ones. Cancer Survivors/Caregivers (parents, children, siblings, significant other, close friend, etc.) of someone who has survived cancer are all welcome. The cost is FREE. Breakfast and Lunch will be provided. RSVP required: staff@friend4life.org or 502-893-0643
Tobacco Control	<p>Tobacco Control</p> <ul style="list-style-type: none"> • Smoking's Grip Adds to Misery of the Homeless: Average spent on cigarettes was \$44 a week, study reports. <p>Tobacco Cessation</p> <ul style="list-style-type: none"> • Kentucky public policy: The Kentucky Cancer Consortium wholeheartedly supports efforts to increase comprehensive tobacco cessation treatment coverage for smokers statewide. Find the evidence supporting this best practice in a new KCC factsheet. • Freedom From Smoking® Facilitator Trainings: Schedule trainings in your area of the state, and discuss scholarships by contacting Bobbye Gray at bobbye.gray@ky.gov or 502-564-9358 ext. 4017. The \$100 registration fee includes FFS Facilitator Guide, certificate of course completion, continental breakfast and lunch. <p>E-Cigarettes</p> <ul style="list-style-type: none"> • Consumer Reports’ Guide to E-Cigarettes: Consumer advocacy group urges consumers to “steer clear” of the devices until more is known. <p>Secondhand Smoke</p> <ul style="list-style-type: none"> • 85 percent of Kentucky adults want schools to be tobacco-free, but only 28 percent of the state's school districts are. • REGISTER TODAY: Registration is now open for the 2016 Smoke-free Spring Conference hosted by the Kentucky Center for Smoke-free Policy on Thursday, April 28, 2016, 9:00 AM-3:30 PM at the Hyatt Regency in Lexington, 401 West High Street. Featuring Keynote Speaker: Stanton Glantz, PhD, Professor of Medicine at University of California San Francisco & American Legacy Foundation Distinguished Professor of Tobacco Control. KCSP has a block of rooms being held at Hyatt Regency Lexington for conference participants, mention “UK College of Nursing”. Please reserve your room no later than

	<p>Thursday, April 3rd. If lodging cost would prohibit you from attending, please contact Monica Mundy at mewarr2@uky.edu or 859-323-4587 no later than Thursday, April 3th, as a limited number of lodging scholarships are available.</p> <ul style="list-style-type: none"> • Mom's Smoking May Put Kids at Higher Risk of COPD in Adulthood: Risk was almost tripled when mothers smoked heavily, but study didn't prove cause and effect.
Events	<p>Events in Lexington</p> <ul style="list-style-type: none"> • FREEDOM FROM SMOKING session series scheduled to begin April 5th in Lexington. Join Kentucky CancerLink in the HealthFirst Bluegrass (496 Southland Dr., Lexington) large conference room for this 8-week American Lung Association series designed to help smokers quit. Each session from 12:00pm - 1:30pm (Snacks will be provided, feel free to bring brown bag lunch). Cost is \$25 (covers all sessions, Participant Workbook and supply costs). To reserve your spot, call Kentucky CancerLink at 859.309.1700. • 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. <p>Events in Louisville</p> <ul style="list-style-type: none"> • TRAINING: Friend for Life Cancer Support Network Peer Navigator training will be Saturday, March 19th from 9-5pm at Baptist Health Louisville, Cancer Resource Center, 4003 Kresge Way, Suite 100, Louisville, KY 40207. FFL volunteers provide 1:1 emotional support mainly via phone to persons recently diagnosed with cancer and their loved ones. Cancer Survivors/Caregivers (parents, children, siblings, significant other, close friend, etc.) of someone who has survived cancer are all welcome. The cost is FREE. Breakfast and Lunch will be provided. RSVP required: staff@friend4life.org or 502-893-0643 • WORKSHOP SERIES: Living Well Workshop: Chronic Disease Self-Management Program is a 6-week series of free workshops that meet for 2 ½ hours, once a week in community settings such as senior centers, churches, malls and hospitals. Many different locations and times available throughout Louisville, to discuss topics such as: techniques to deal with frustration, fatigue, pain, negative emotions, and isolation; Physical activity and movement for keeping and improving strength, flexibility, and endurance; Correct use of medications; Communicating with family, friends, and health professionals; Healthy eating; and Evaluating new treatment options. All participants receive a resource book called Living a Healthy Life with Chronic Conditions and a relaxation CD, plus access to a

free 8-week membership to the YMCA of Greater Louisville. Register at 502-772-8588.

- **CONFERENCE: [8th Annual Worksite Wellness Conference & Awards](#):** Wednesday, May 18th, 2016, 7:30am – 4:00pm, E.P. “Tom” Sawyer State Park, Sawyer Hayes Community Center, 3000 Freys Hill Rd., Louisville, KY 40241. Join 250+ individuals to learn how to establish and grow a worksite wellness program, learn about new proven resources, network with others focused on wellness, and share wellness program success stories.

Events of Interest (in chronological order)

- **Anthem Medicaid is hosting their annual QMAC (Quality Member Access Committee) Meeting** this **Wednesday, March 23rd, 11am-12pm** at the Northern Kentucky District Health Department, 610 Medical Village Drive, Edgewood, KY 41017. Food will be provided. Attend to give your input on Anthem Medicaid and how best to work together to build a bridge between members, providers and advocates. **RSVP to Mendy Eubank**, Community Relations Representative, at mendy.eubank@anthem.com
- **CONFERENCE: "[Project e-Prevent](#)"** at the London Community Center in London on **March 24th, 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.
- Join us at the [1st Southeastern Colorectal Cancer Symposium](#), on **April 20-22, 2016, in Atlanta, GA**. Representatives from over 12 Southern States are coming together to find innovative ways to increase screening by replicating successful practices currently happening in the south. During this interactive meeting, you'll have the opportunity to collaborate with medical providers, medical specialists, public health professionals, hospital systems and health insurers; to identify sustainable and systems wide approaches that will have meaningful impact on increasing CRC screening rates. **Deadline to register is March 21, 2016.**
- [The 8th 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.

- [Unity 2016 Conference to be held in Atlanta, Georgia - Community Health Workers: Social Change Agents Advancing Health Equity and Improving Outcomes.](#) The Center for Sustainable Health Outreach (CSHO) at The University of Southern Mississippi will hold its 14th annual Unity conference **July 17-20, 2016 at Crowne Plaza Atlanta Midtown** in Atlanta, Georgia. Unity 2016 is a national conference designed for and about community health workers, and will address the role community health workers play in creating access to care, reducing care costs, and promoting healthy and happy communities.
- **Area Health Education Center 25th Annual Summer Conference** will be held **July 21 & 22, 2016** in the Rockcastle County High School in Mt. Vernon, Kentucky.
- **SAVE THE DATE:** The [25th AICR Research Conference on Nutrition, Physical Activity, Obesity and Cancer](#) will be held on **November 14-16, 2016** at the Marriott Bethesda North Hotel & Conference Center in North Bethesda, MD.