

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **March 18, 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 Jessica Jones at [jjones@kycancerc.org](mailto:jjones@kycancerc.org)

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
<p><b>Affordable Care Act (ACA) Implementation &amp; Insurance</b></p>	<ul style="list-style-type: none"> <li>● <b>SPECIAL ENROLLMENT FOR KYNECT &amp; ACA: You may still qualify for insurance through kynect.</b> <ul style="list-style-type: none"> <li>○ If you have to pay the penalty on your federal taxes because you did not have health coverage in 2014, and you will need to get health coverage for 2015 to reduce the penalty you may owe, you have from <b>March 2<sup>nd</sup> until April 30<sup>th</sup> to apply for special enrollment.</b> <ul style="list-style-type: none"> <li>▪ To choose this special enrollment period, call <b>kynect</b> at <b>1-855-459-6328</b>.</li> <li>▪ Or click the green “Find Agent/kynector” button on the <b>kynect website</b> (<a href="https://kynect.ky.gov/">https://kynect.ky.gov/</a>) to locate someone in your area to help you</li> </ul> </li> <li>○ <a href="#">White House gives uninsured Americans a second chance to buy Obamacare</a></li> <li>○ <a href="#">Owe a fee for not having Health Coverage in 2014? You may still be able to get coverage for 2015</a></li> </ul> </li> <li>● <b>Affordable Care Act &amp; Cancer Prevention and Screening Benefits for Kentuckians:</b> In case you missed them, check out these new documents related to benefits under the Affordable Care Act (ACA) in Kentucky &amp; please share these with your partners: <ul style="list-style-type: none"> <li>○ <a href="#">Kentuckians/Community Fact Sheet</a> – <b>NEW!</b> March 2015</li> <li>○ <a href="#">Healthcare Professional Brochure</a>– released December 2014, <b>UPDATED</b> March 2015</li> <li>○ <b>Favor to Ask:</b> If you find these documents useful or share them with your internal/external partners, would you let us know? KCC is interested in knowing how our documents are being used and with what organizations, in order to evaluate their reach. Contact Jennifer Redmond Knight (<a href="mailto:jredknight@kycancerc.org">jredknight@kycancerc.org</a>) if you have information to share.</li> </ul> </li> <li>● <a href="#">How ACA is changing Oncology Practice on the Ground</a></li> <li>● <a href="#">Again, Obamacare under siege:</a> Supreme Court hears latest-and perhaps last- major challenge to national health insurance program</li> <li>● <a href="#">Exchange enrollment sees limited progress with youth, minorities:</a> Nearly 11.7 million consumers have now elected or were automatically re-enrolled into plans on federally operated or state-based insurance exchanges, while the percentage of under-35 enrollees was essentially unchanged from the prior year.</li> <li>● <b>WEBINAR: Affordable Care Act &amp; Cancer Care Services in Indian Country:</b> Hosted by the National Native Network and the IHS Clinical Support Center (Accredited Sponsor) <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>March 31<sup>st</sup></b>; 3-4:00pm EST</li> <li>○ <a href="#">Click here</a> to register</li> <li>○ <b>Continuing Education credits</b> can be provided: Nurses and Physicians</li> </ul> </li> </ul>

<p>Breast Cancer</p>	<ul style="list-style-type: none"> <li>• <a href="#">Agreement on best estimates of breast cancer overdiagnosis urgently needed to inform women</a></li> <li>• <a href="#">A family history of prostate cancer may increase women’s risk for breast cancer</a> <ul style="list-style-type: none"> <li>○ <a href="#">More evidence that breast cancer and prostate cancer cluster in families</a></li> </ul> </li> <li>• <a href="#">Fifteen new breast cancer genetic risk ‘hot-spots’ revealed</a></li> <li>• <a href="#">After breast cancer diagnosis, risk of thyroid cancer goes up</a></li> <li>• <b>JOURNAL ARTICLE:</b> <a href="#">Reported breast symptoms in the National Breast and Cervical Cancer Early Detection Program:</a> “Although the prevalence of breast cancer among women reporting symptoms is relatively low, knowing which symptoms carry the highest breast cancer risk is important to assist in appropriate diagnostic workup.”</li> <li>• <a href="#">AvonCares: Avon Foundation for Women:</a> Support services have been made available to underserved women facing breast cancer in all 50 states.</li> </ul> <p><b>PARTNER UPDATE:</b> <a href="#">Susan G. Komen</a>, Louisville has some new information to share:</p> <ul style="list-style-type: none"> <li>• <b>New physical address:</b> 1201 Story Avenue, Suite 205; Louisville, KY 40206</li> <li>• <b>New Mission Development Coordinator:</b> Sarah Mitchell, <a href="mailto:smitchell@komenlouisville.org">smitchell@komenlouisville.org</a></li> </ul>
<p>Colon Cancer</p>	<p><b>March is Colon Cancer Awareness Month!</b></p> <ul style="list-style-type: none"> <li>• We are honored to have Lt. Governor Crit Luallen as the Honorary Chair for Dress in Blue Day for Kentucky (held on March 6<sup>th</sup>). She is a colon cancer survivor and a strong voice in support of the life-saving value of screening. <a href="#">Click here</a> to see Ms. Luallen’s PSA.</li> <li>• <b>Toolkits/Resources:</b> <ul style="list-style-type: none"> <li>○ <a href="#">Kentucky Cancer Program (East)</a></li> <li>○ <a href="#">Kentucky Cancer Program (West)</a></li> <li>○ <a href="#">Social Media Toolkit:</a> Colorectal Cancer Awareness Social Media Toolkit, George Washington Institute</li> <li>○ <a href="#">80% by 2018 Communications Guidebook:</a> American Cancer Society &amp; National Colorectal Cancer Roundtable- Some KCC partners helped with its creation! Provides strategies for reaching those who aren’t getting screened already.</li> <li>○ <b>Screening 80% by 2018:</b> See <b>attached</b> message with information and links <ul style="list-style-type: none"> <li>▪ <b>WEB VIDEO:</b> <a href="#">Reaching “80 by 2018” Would Prevent 20,000 Colon Cancer Death per Year (ACS):</a> Interview with Dr. Richard Wender</li> <li>▪ <b>Journal Article:</b> <a href="#">Public Health Impact of Achieving 80% Colorectal Cancer Screening Rates in the US by 2018:</a> Achieving our 80% goal by 2018 would prevent more than 200,000 deaths from colon cancer, and by 2030 we would be preventing 21,000 colon cancer deaths every year. According to study author Dr. Jemal, the impact of reaching the 80% by 2018 goal would be "huge." The authors predicted that by 2030, colon cancer incidence rates would drop by 22% and death rates would drop by 33%.</li> </ul> </li> </ul> </li> </ul>

- **Note:** The Kentucky Cancer Consortium is [one of the organizations](#) who is working on increasing our colon cancer screening rates to 80% by 2018 and this objective is part of the updated “Colon Cancer” section of Kentucky’s Cancer Action Plan.

- [Screen for Life: National Colorectal Cancer Action Campaign](#)
- [How to increase Colorectal Cancer Screening Rates in Practice: A Primary Care Clinician’s Evidence-Based Toolbox & Guide](#)
- **ARCHIVED WEBINAR/Youtube:** [How to Evaluate Activities Intended to Increase Awareness & Use of Colorectal Cancer Screening](#)
- **Want to know where to find evidence-based strategies to improve colorectal cancer screening rates?** Click on the webpages below.
  - [The Guide to Community Preventive Services](#) (also known as the Community Guide)
  - [Research-tested Intervention Programs \(RTIPs\)](#)
  - [National Colorectal Cancer Roundtable resources](#)

**Colon Cancer Screening Policy Update:**

**Kentuckians will no longer have to worry about receiving an unexpected bill after a screening colonoscopy.** The General Assembly has approved two identical bills (one filed in the House by Rep. Tom Burch and one filed in the Senate by Sen. Ralph Alvarado) that ensure the following (2) events:

- Colonoscopy screenings that result in such things as polyps being found & removed
- A positive non-invasive fecal test (like a FIT or FOBT test) that require a follow-up colonoscopy

**are BOTH covered without imposing an additional deductible or coinsurance cost.** The bill would apply to health benefit plans issued or renewed on or after Jan. 1, 2016. The bills are scheduled to be signed by Gov. Steve Beshear on **March 24**.

**Kentucky is the first state with such comprehensive legislation. Many thanks to KCC partners at the [Colon Cancer Prevention Project \(Whitney, Andrea, Patty & Lindy\)](#), [Baird Government Solutions \(Jason\)](#), and others who worked on this historic policy effort!**

- To see the legislative update, [click here](#), & scroll down until you see this section.

- **The [Colon Cancer Prevention Project](#) needs help, and offers it right back...**
  - **Survey help needed:** Forward [this page](#) with the 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.

	<ul style="list-style-type: none"> <li>○ <b>Funding Opportunity:</b> <a href="#">Project Innovation</a>'s goal is to jumpstart programs that encourage individuals to raise awareness about colon cancer &amp; educate people about the importance of screening. <a href="#">Click here</a> for details of the project, and an application.</li> <li>○ <b>Colon Cancer Awareness Breakfast:</b> Hosted by the Colon Cancer Prevention Project <ul style="list-style-type: none"> <li>▪ <b>Date/Time:</b> <b>March 19<sup>th</sup></b>, 8-9:00am</li> <li>▪ <b>Location:</b> Lexington, KY</li> <li>▪ Email <a href="mailto:ashepherd@c2p2ky.org">ashepherd@c2p2ky.org</a> for more information!</li> </ul> </li> <li>● <b><a href="#">How changing your diet can lower your risk for colon cancer:</a></b> A vegetarian diet might cut your risk of colorectal cancer by 20%, a new study finds.</li> <li>● <b>WEBINAR: <a href="#">Increasing CRC Screening Rates across Underserved Populations: Strategies, Collaborations and Opportunities:</a></b> Hosted by NCI's Research to Reality <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>March 24<sup>th</sup></b>; 1-2:00pm EST</li> <li>○ <a href="#">Click here</a> for more information and to register</li> </ul> </li> <li>● <b>WEBINAR: <a href="#">Advances in Treatment for Colorectal Cancer:</a></b> Hosted by CancerCare <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>March 25<sup>th</sup></b>, 1:30-2:30pm EST</li> <li>○ <a href="#">Click here</a> for more information &amp; to register</li> </ul> </li> <li>● <b>KET VIDEO: <a href="#">Colon Cancer Awareness &amp; Treatment (March 23, 2013):</a></b> Watch KCC partner, Dr. Whitney Jones, provide a discussion about colon cancer awareness &amp; treatment.</li> <li>● <b>KET VIDEO: <a href="#">Preventing Colon Cancer:</a></b> KCC partners, Dr. Whitney Jones of the Colon Cancer Prevention Project, and Crit Luallen, state auditor and a survivor of colon cancer, discuss efforts to get more people screened. <ul style="list-style-type: none"> <li>○ <a href="#">Click here</a> for a schedule of times and channels</li> </ul> </li> </ul>
Community Health Worker	<ul style="list-style-type: none"> <li>● <a href="#">Community Health Worker (CHW) Toolkit &amp; Resources:</a> CDC</li> </ul>
Data	<ul style="list-style-type: none"> <li>● <a href="#">Community Health Status Indicators (CHSI 2015):</a> Information for Improving Community Health (CDC): Is an interactive web application that produces health profiles for all 3,143 counties in the United States. Each profile contains key indicators of health outcomes. Indicators include diseases as well as behavioral and social factors like smoking and unemployment.</li> <li>● <a href="#">Invasive Cancer Incidence &amp; Survival-United States, 2011:</a> MMWR</li> </ul>
Genetics/Genomics	<ul style="list-style-type: none"> <li>● <a href="#">Unregulated web marketing of genetic tests for personalized cancer care raises concerns</a></li> </ul>
Health Care	<ul style="list-style-type: none"> <li>● <a href="#">US spends more on cancer care, saves fewer lives than Western Europe</a></li> <li>● <a href="#">Investors Bet \$100,000 Cancer Drug Prices are Here to Stay</a></li> </ul>
Health Equity	<ul style="list-style-type: none"> <li>● <a href="#">Income inequality is taking a toll on the health of American workers</a></li> <li>● <a href="#">Investing in System Changes to Transform Lives:</a> We know in order to address health disparities, we need to implement changes to the systems that influence where we live, learn, work, and play.</li> <li>● <b>WEBINAR: <a href="#">The Gritty World of Granular Disparity Data:</a></b> CDC, Office on Smoking and Health, Surveillance &amp; Evaluation <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>March 26<sup>th</sup></b>; 3:00 EST</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ <a href="#">Click here</a> to attend webinar</li> <li>○ To Dial-in: 1-719-867-1571, passcode 495017</li> </ul>
<p><b>Hospice &amp; Palliative Care</b></p>	<p><b>Hospice/Palliative Care Policy</b></p> <p><b><a href="#">End-of-Life care bill goes to Governor:</a></b> An end-of-life order known as a “medical order for scope of treatment,” or <b>MOST</b>, would be allowed in Kentucky under a bill that is on its way to becoming law. A MOST spells out a patient’s wishes for their end-of-life care. They are considered doctor’s orders and are signed by both the doctor and patient/patient’s legal surrogate. A supporter of the bill stated they are for “situations where a living willing doesn’t go far enough in determining a patient’s wishes” or when a living will is not in place.</p> <p><b>General Information</b></p> <ul style="list-style-type: none"> <li>● <a href="#">How to improve dying in America</a></li> <li>● <a href="#">Necessary Steps: How Health Care Fails Older Patients, and how it can be done better</a></li> <li>● <a href="#">4 reasons hospice, palliative care gaining momentum</a></li> <li>● <a href="#">The Value of Hospice:</a> Hospice of the Bluegrass</li> <li>● <a href="#">Too many African Americans plan too little for death, experts say</a></li> <li>● <a href="#">The Trouble with Advance Directives</a></li> <li>● <b>PODCASTS:</b> Hospice of the Bluegrass has a list of <a href="#">free podcasts</a> through ITUNES that you can download and listen to on a variety of hospice and palliative care topics while you are on the go.</li> <li>● <b><a href="#">YouTube Videos &amp; Information on End-of-Life Issues:</a></b> Provided by National Institute of Health-National Institute on Aging. Examples include: <ul style="list-style-type: none"> <li>○ <a href="#">What Can Be Done about Pain at the End of Life?</a></li> <li>○ <a href="#">Addressing Mental and Emotional Issues</a></li> </ul> </li> <li>● <b>CEU EVENT: Death with Dignity for Health Care Professionals:</b> The recent death in Oregon of cancer patient Brittany Maynard has once again focused attention on the difficult choices and decisions facing individuals and families at the end of life. As professionals who support and accompany families during these struggles, learn more about the Right to Die movement, its ethical considerations and the continuum of care at end of life. <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>March 23</b>, 9-11 am EST</li> <li>○ <b>Location:</b> Gilda’s Club Louisville, 633 Baxter Ave., Louisville, KY 40204</li> <li>○ <b>CEUs</b> are provided for Social Work and Nursing &amp; are free of charge, but <b>please RSVP online</b> at <a href="http://www.gildasclublouisville.org/events.html?startId=5842">http://www.gildasclublouisville.org/events.html?startId=5842</a> or by calling (502) 583-0075 to reserve your spot today</li> </ul> </li> <li>● <b>DISCUSSION: Death with Dignity: Choices at the End of Life:</b> Barbara Head of the University of Louisville’s School of Medicine, leads a discussion on end-of-life considerations, ethics and choices. <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>April 16<sup>th</sup></b>, 6:30-8:00pm EST; Dinner is at 6:00pm</li> <li>○ <b>Location:</b> Gilda’s Club Louisville, 633 Baxter Ave., Louisville, KY 40204</li> <li>○ <b>RSVP</b> at <a href="http://www.gildasclublouisville.org/">http://www.gildasclublouisville.org/</a></li> </ul> </li> </ul>

Kidney Cancer	<ul style="list-style-type: none"> <li>• <a href="#">Treatment Update: Renal Cell Cancer</a>: CancerCares</li> </ul>
Leukemia/ Lymphoma & other Blood Cancers	<ul style="list-style-type: none"> <li>• <b>Interested in Chronic Lymphocytic Leukemia (CLL)?</b> The Leukemia &amp; Lymphoma Society (LLS) has updated 2 publications (see below) related to CLL in both English and Spanish. You can access these documents by downloading the documents at the <a href="#">LLS website</a> or calling <b>1-800-955-4572</b>. <ul style="list-style-type: none"> <li>○ Chronic Lymphocytic Leukemia (General overview)</li> <li>○ The CLL Guide: Information for Patients &amp; Caregivers</li> </ul> </li> <li>• <b>Interested in Chronic Myeloid Leukemia (CML)?</b> The Leukemia &amp; Lymphoma Society (LLS) has updated 2 publications (see below) related to CML in both English and Spanish. You can access these documents by downloading the documents at the <a href="#">LLS website</a> or calling <b>1-800-955-4572</b>. <ul style="list-style-type: none"> <li>○ Chronic Myeloid Leukemia (General overview)</li> <li>○ The CML Guide: Information for Patients &amp; Caregivers</li> </ul> </li> <li>• <b>WEBINAR: Living with Chronic Myelogenous Leukemia (CML):</b> Hosted by CancerCare <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>March 18<sup>th</sup></b>, 1:30-2:30pm EST</li> <li>○ <a href="#">Click here</a> for more information &amp; to register</li> </ul> </li> <li>• <b>WEBINAR: Acute Myeloid Leukemia (AML): Treatment Options, including BMT, Care and Support</b> <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>March 31<sup>st</sup></b>, 12-1:15pm EST</li> <li>○ <a href="#">Click here</a> for more information &amp; to register</li> </ul> </li> <li>• <b>WEBINAR: Progress in the Treatment of Multiple Myeloma:</b> Hosted by CancerCare <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>April 2</b>, 1:30-2:30pm EST</li> <li>○ <a href="#">Click here</a> to register</li> </ul> </li> <li>• <b>WEBINAR: Emerging Therapies in Hodgkin and T-Cell Lymphomas:</b> Hosted by CancerCare <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>April 15</b>; 1:30-2:30pm EST</li> <li>○ <a href="#">Click here</a> to register</li> </ul> </li> <li>• <b>RESOURCES: Multiple Myeloma:</b> Check out CancerCares programs and resources, including a financial assistance program.</li> </ul>
Lung Cancer	<ul style="list-style-type: none"> <li>• <b>First-of-Its-Kind: Lung Cancer Treatment Approved!</b> The FDA approved an innovative, first-of-its kind immuno-oncology therapy proven to extend survival in patients with metastatic squamous non-small cell lung cancer. To read more, <a href="#">click here</a>. <ul style="list-style-type: none"> <li>○ <a href="#">Why Opdivo Approval is a Big Deal</a>: Opdivo is in a brand new class of therapeutics called <b>immunotherapies or immuno-oncology drugs</b>. Most cancer-fighting treatments are designed to kill cancer cells. But immunotherapies are different- they are not designed to kill cancer cells but rather help a person's own normal immune system work better so that IT can kill the cancer cells.</li> </ul> </li> <li>• <b>American Lung Association (ALA) Research:</b> Support for the ALA helps fund research for a host of lung diseases including lung cancer. To read more about their research rewards, <a href="#">click here</a>.</li> <li>• <b>Looking for Lung Cancer Survivors:</b> <a href="#">Cancer Experience Registry for Lung Cancer</a>: The Cancer Support Community (CSC) is looking for people impacted by lung cancer, to measure social, emotional and financial impact from the diagnosis. <ul style="list-style-type: none"> <li>○ To learn more or to participate, <a href="#">click here</a>. Please let Jessica know if you participate and if it was beneficial to you (Jessica's email: <a href="mailto:jjones@kycancerc.org">mailto:jjones@kycancerc.org</a>).</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ <a href="#">Click here</a> to see what CSC has learned so far about cancer survivors.</li> </ul>
Media	<ul style="list-style-type: none"> <li>● <b>PBS FILM: <a href="#">Cancer: Emperor of All Maladies</a>:</b> The film is based on a Pulitzer Prize-winning book by Dr. Siddhartha Mukherjee and tells the complete story of cancer. The movie was produced by Ken Burns, who is also the senior creative consultant. <ul style="list-style-type: none"> <li>○ <b>Date:</b> <b>March 30<sup>th</sup></b></li> <li>○ <b>Time:</b> <a href="#">Click here</a> to see a schedule of the 3-part series with viewing times &amp; stations.</li> <li>○ <a href="#">Click here</a> for an interview with Ken Burns, the author-Dr. Siddhartha Mukherjee-, and a colorectal cancer survivor.</li> <li>○ <a href="#">Click here</a> to see an interview with author of <i>The Emperor of All Maladies: A Biography of Cancer</i>, Dr. Siddhartha Mukherjee.</li> </ul> </li> <li>● <b>KET: Health Three 60: Answers for Cancer:</b> In this live program, host Renee Shaw &amp; cancer experts answer viewer questions about cancer treatment &amp; recovery resources in Kentucky &amp; share the latest information about life-saving screenings. Many KCC partners have spoken on this show. <ul style="list-style-type: none"> <li>○ <b>Date/Time of first showing:</b> <b>April 1<sup>st</sup></b>; 8:00pm EST on KET</li> <li>○ <a href="#">Click here</a> for a schedule of other viewing times on other KET channels</li> </ul> </li> </ul>
Obesity	<ul style="list-style-type: none"> <li>● See also the “<b>Prevention</b>” section of this email</li> <li>● <a href="#">Could soda tax mean healthier communities?</a></li> </ul>
Pancreatic Cancer	<ul style="list-style-type: none"> <li>● <a href="#">Pancreatic Cancer (National Cancer Institute)</a></li> <li>● <a href="#">What are the risk factors for pancreatic cancer that can be changed?</a> <ul style="list-style-type: none"> <li>○ Tobacco use/Smoking</li> <li>○ Overweight/Obesity</li> <li>○ Workplace exposure to chemicals</li> </ul> </li> </ul>
Patient Navigation	<ul style="list-style-type: none"> <li>● <b>Kentucky Cancer Consortium’s Patient Navigation Professional Development Webinars- <b>SAVE THE DATES!</b></b> <ul style="list-style-type: none"> <li>○ <b>Tobacco Cessation and Cancer Survivors: Motivational Interviewing:</b> Kathleen Garrett, MA, CTTS, University of Colorado School of Public Health <ul style="list-style-type: none"> <li>▪ <b>Date/Time:</b> <b>April 14<sup>th</sup></b>, 10:00-11:00am EST</li> <li>▪ <b>Meeting info:</b> <a href="http://connect.uky.edu/scp/">http://connect.uky.edu/scp/</a> 1-877-394-0659; 7250592994#</li> </ul> </li> <li>○ See also the “<b>Survivorship</b>” section of this email for other recommended webinars</li> </ul> </li> </ul>
Prevention	<ul style="list-style-type: none"> <li>● <b>CONFERENCE: <a href="#">Dialogue for Action on Cancer Screening</a></b> hosted by the Prevent Cancer Foundation <b>April 22-24</b> in Baltimore, MD. Bring a colleague and receive a rebate! The U.S. Deputy Surgeon General will be the Keynote Speaker- see the “<b>EVENTS</b>” section at the end of this email for more details</li> <li>● <b>Farmers Market &amp; Local Food Promotion Program-</b> See <a href="#">attached</a> flyer <ul style="list-style-type: none"> <li>○ <b>Grant Writing Workshop for Kentucky- HAZARD</b> <ul style="list-style-type: none"> <li>▪ <b>Date/Time:</b> <b>March 30<sup>th</sup></b>; 10:00am -3:00pm EST, Lunch is provided</li> <li>▪ <b>Location:</b> Perry County Extension Office</li> </ul> </li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>▪ <b>Target Audience:</b> Open to all individuals &amp; groups seeking to better connect agricultural producers &amp; consumers through local food systems</li> <li>▪ <a href="#">Click here</a> to register but <b>please register by March 25th</b></li> </ul> </li> <li>○ <b>Grant Writing Workshop for Kentucky- LEXINGTON</b> <ul style="list-style-type: none"> <li>▪ <b>Date/Time:</b> <b>March 31<sup>st</sup></b>; 10:00am -3:00pm EST, Lunch is provided</li> <li>▪ <b>Location:</b> Fayette County Extension Office</li> <li>▪ <b>Target Audience:</b> Open to all individuals &amp; groups seeking to better connect agricultural producers &amp; consumers through local food systems</li> <li>▪ <a href="#">Click here</a> to register, but <b>please register by March 25th</b></li> </ul> </li> </ul> </li> <li>● <b>Nutrition: <a href="#">Scientific Report of the 2015 Dietary Guidelines Advisory Committee:</a></b> The purpose of this report is to inform the Federal government of current scientific evidence on topics related to diet, nutrition, and health. It provides the Federal government with a foundation for developing national nutrition policy. <ul style="list-style-type: none"> <li>○ <b>Public Comments</b> can be made through <b>April 8, 2015</b>.</li> <li>○ <b><a href="#">The science behind the new dietary guidelines report:</a></b> One finding includes foods with cholesterol, like eggs-long seen as unhealthy-are now considered ok. That's because recent research shows only a weak link between cholesterol in the diet and blood cholesterol, and moderate egg consumption- up to one egg a day- is not associated with heart disease among healthy people.</li> </ul> </li> <li>● <b><a href="#">State and Local Programs Website:</a></b> CDC's Division of Nutrition, Physical Activity, and Obesity</li> <li>● <b><a href="#">Most Parents believe some sugary drinks are healthy choices for kids:</a></b> Vast majority provided sugary drinks in past month; many cited on-package claims as a reason for selection.</li> <li>● <b>WEBINAR: Safer Streets, Stronger Economies:</b> Analyzes data from Complete Streets projects from across the country and explores the outcomes communities get for their investment. <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>March 24<sup>th</sup></b>, 1-2:00pm EST</li> <li>○ <a href="#">Click here</a> for more information &amp; to register</li> </ul> </li> <li>● <b><a href="#">In It Together-Building a Culture of Health:</a></b> Robert Wood Johnson</li> <li>● <b><a href="#">Loneliness and social isolation are just as much a threat to longevity as obesity:</a></b> The existence of relationships provides a positive health effect.</li> </ul>
<b>Professional Development</b>	<ul style="list-style-type: none"> <li>● <b>TRAINING: <a href="#">Shaping Policy for Health: Health Policy &amp; Environmental Change</a></b> <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>April 8-9<sup>th</sup></b>; 8:30am -4:30pm</li> <li>○ <b>Location:</b> Kentucky Association of Sexual Assault Programs, Inc. Building, 83C Michael Davenport Blvd. Frankfort, KY 40605</li> <li>○ <a href="#">Click here</a> for a flyer of the event &amp; here <a href="#">to register</a></li> <li>○ There is no cost for this training but space is limited- <b>Register before April 1<sup>st</sup></b> to attend.</li> </ul> </li> </ul>
<b>Public Health</b>	<ul style="list-style-type: none"> <li>● <b><a href="#">Public Health 101- Materials and PowerPoints:</a></b> Is a teaching tool on the fundamentals of public health practice (surveillance, epidemiology, prevention effectiveness, informatics, and public health laboratories). The slide presentations can be downloaded and customized for your needs.</li> </ul>

<p>Research</p>	<ul style="list-style-type: none"> <li>● <b>TRAINING CONFERENCE:</b> <a href="#">2015 Training Institute for Dissemination and Implementation Research in Health (TIDIRH)</a>: One of the most critical issues impeding improvements in public health today is the enormous gap between what we know can optimize health and healthcare and what actually gets implemented in every day practice. The science of dissemination and implementation (D&amp;I) seeks to address this gap by understanding how to best ensure that evidence-based strategies to improve health and prevent disease are effectively delivered in clinical and public health practice. <ul style="list-style-type: none"> <li>○ There are some eligibility requirements for this training, some of which include holding a doctoral degree and be willing to pay for your own travel expenses &amp; some meals to the 5 day institute. You also must complete an application to attend.</li> <li>○ Applications to attend are due <b>April 10, 2015</b>, <a href="https://www.regonline.com/Register/Checkin.aspx?EventID=1690463">https://www.regonline.com/Register/Checkin.aspx?EventID=1690463</a> to begin the application process.</li> <li>○ Institute will be held July 26-July 31, 2015 in Pasadena, CA</li> </ul> </li> <li>● <b>WEBINAR: Understanding Clinical Trials- What's New:</b> Hosted by CancerCare <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>March 13<sup>th</sup></b>, 1:30-2:30pm EST</li> <li>○ <a href="#">Click here</a> for more info &amp; to register</li> </ul> </li> <li>● <b>KET SHOW/VIDEO: One to One with Bill Goodman: Markey Cancer Center:</b> KCC partner, Dr. Mark Evers, discusses the Markey Cancer Center as well as cancer care and research. <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>March 29<sup>th</sup></b> on KET</li> <li>○ <a href="#">Click here</a> to see times, scroll down to "Dr. Mark Evers" talk on March 29th</li> </ul> </li> <li>● <a href="#">Apple unveils Iphone Tool to Build Research Apps</a> <ul style="list-style-type: none"> <li>○ <a href="#">It's not just the Watch: Apple Also Helping Cancer Patients</a></li> <li>○ <a href="#">UCLA cancer pioneer collaborates with Apple on first-ever mobile app to track breast cancer survivors' experiences</a></li> </ul> </li> </ul>
<p>Screening &amp; Early Detection</p>	<ul style="list-style-type: none"> <li>● <a href="#">Breakthrough: How One Teen's Discovery Will Change Cancer Detection Forever</a>: Teen discovered an early detection test for pancreatic, ovarian and lung cancers.</li> </ul>
<p>Skin Cancer</p>	<ul style="list-style-type: none"> <li>● <b>WEBINAR: Skin Cancer: Meeting the Challenge of Rising Incidence Rates:</b> Hosted by National Association of Chronic Disease Directors Cancer Council (NACDD) <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>April 30<sup>th</sup></b> 3-4:00pm EST</li> <li>○ <a href="#">Click here</a> to register</li> </ul> </li> </ul>
<p>Survivorship</p>	<ul style="list-style-type: none"> <li>● <b>TRAINING: Are you a cancer survivor or a caregiver of someone who has survived cancer? Would you like to provide emotional support over the phone to someone who's beginning a similar cancer experience?</b> If so, join us in becoming a <b>Friend for Life Cancer Support Network peer navigator volunteer!</b> Details for the training include: <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> Saturday, <b>April 11<sup>th</sup></b>, 9:00-5:00pm EST</li> <li>○ <b>Location:</b> Baptist Health Louisville's Cancer Resource Center, 4003 Kresge Way, Suite 100, Louisville, KY 40207</li> <li>○ <b>To RSVP:</b> email <a href="mailto:staff@friend4life.org">staff@friend4life.org</a> or call <b>502-893-0643</b></li> <li>○ Breakfast and lunch will be provided, but please <b>RSVP by Monday, April 6<sup>th</sup></b></li> </ul> </li> <li>● <b>WEBINARS:</b> A national non-profit organization, <b>Cancer &amp; Careers</b>, offers free webinars that may be of interest to you and your clients/patients. The time for all sessions is 12pm-1pm EST, and you may <a href="#">register here</a>: <ul style="list-style-type: none"> <li>○ "Balancing Work &amp; Cancer: Where To Start" – <b>Thursday, March 26<sup>th</sup></b></li> <li>○ "Working Through Treatment" – Thursday, April 30</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ “Taking Time Off” – Thursday, May 14</li> <li>○ “Returning To Work” – Thursday, October 22</li> <li>○ “Health Insurance Options” – Thursday, November 12</li> <li>● <b>WEBINAR: Healthy Eating and Managing Weight Changes during Cancer Treatment:</b> Hosted by CancerCare <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> April 13, 1:30-2:30pm EST</li> <li>○ <a href="#">Click here</a> to register</li> </ul> </li> <li>● <b>CONFERENCE: <a href="#">Transforming Cancer Survivorship: Through Research and Best Practice</a>:</b> The NCI Director of Cancer Survivorship &amp; other national experts will be presenting. <b>March 27<sup>th</sup></b>, 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.</li> <li>● <b>Pillow Talk: Conversations about Cancer:</b> CancerCare; Talking about cancer can be challenging. The Comfort Pillow Activity can help you and your family communicate with each other and feel more comfortable while talking about cancer. To order a free Pillow Talk Care Package, <a href="#">click here</a>.</li> <li>● <a href="#">African-American cancer patients’ depression symptoms under-recognized, study finds</a></li> <li>● <a href="#">66% of People Diagnosed with Cancer Survive at least 5 Years</a></li> </ul>
Thyroid Cancer	<ul style="list-style-type: none"> <li>● <a href="#">Dogs could be ‘noninvasive, inexpensive’ diagnosis aids for thyroid cancer</a></li> </ul>
Tobacco Control	<p><b>Tobacco Control Efforts (General) &amp; Other Information</b></p> <ul style="list-style-type: none"> <li>● <a href="#">Smoking when pregnant increases cancer risk for daughters</a></li> <li>● <b>CDC’s 2015 Tips Campaign:</b> This CDC initiative is the first-ever paid national tobacco education campaign and began in 2012. The Tips campaign profiles real people-not actors- who are living with the serious long-term health effects from smoking and secondhand smoke exposure. One of the key messages of the campaign is “now is the time to quit smoking, and if you want help, free assistance is available”. <ul style="list-style-type: none"> <li>○ <b>WEBINAR: <a href="#">How Health Departments Can Leverage CDC’s 2015 Tips Campaign</a>:</b> Hosted by the National Association of County &amp; City Health Officials <ul style="list-style-type: none"> <li>▪ <b>Date/Time:</b> <b>March 20<sup>th</sup></b>, 2-3:00pm EST</li> <li>▪ <a href="#">Click here</a> to register</li> <li>▪ To dial in: 1-866-740-1260; Passcode : 5074282</li> </ul> </li> <li>○ The <b>2015 Tips campaign</b> is tentatively scheduled to begin on March 30<sup>th</sup> and end on August 16<sup>th</sup>.</li> </ul> </li> <li>● <a href="#">Available evidence suggests that possible regulation of cigarettes not likely to significantly change U.S. illicit tobacco market</a></li> <li>● <b>TRAINING: <a href="#">Reducing the Impact of Tobacco at Point-of-Sale</a>:</b> <ul style="list-style-type: none"> <li>○ <b>Host:</b> LaTanisha Wright, Follow the Signs (FTS); formerly a Big Tobacco Marketing Manager</li> <li>○ <b>Dates:</b> <b>Sept. 16-18</b></li> <li>○ <b>Location:</b> Midtown Atlanta, GA</li> <li>○ <b>Scholarships &amp; savings</b> are available</li> </ul> </li> <li>● <b>JOURNAL ARTICLE: <a href="#">Patient Perspectives on Tobacco Use Treatment in Primary Care</a></b></li> </ul> <p><b>Smoke-Free/Smoke-Free Policy</b></p>

- **What's the latest?** While the Kentucky House of Representatives passed smoke-free legislation, unfortunately the Senate did NOT move smoke-free legislation forward -- the bill is trapped in a Senate Committee and will not be moved to the Senate floor for a vote during this legislative session. But we must celebrate our successes -- for the first time in Kentucky history, the House of Representatives voted in favor of a smoke-free Kentucky!

[Smoke-Free Kentucky](#) is marking that success with a "Day of Thanks" on **Monday, March 23rd** to recognize the House of Representatives for passing a smoke-free bill. Smoke-free is asking partners to use social media networks to post thank yous and contact legislators directly with thanks, as well as express disappointment with Senate members who did not advance smoke-free.

- See the **attached** spreadsheet to access your legislator's contact information in order to thank them for their "Yes" vote.
- **Brief overview of the Smoke-free bill's progress during the 2015 legislative session:**
  - **February 11, 2015:** Advocates of a smoking ban, including victims of secondhand smoke, rally at Capital: Over 500 Smoke-Free Kentucky advocates were present; [click here](#) to read more.
  - **February 13, 2015:** Kentucky House passes Smoke-Free bill. Bill headed to the Senate. [Click here](#) to read more.
  - **February 20, 2015:** Senate leaders assigned the bill to the Veterans, Military and Public Protection Committee rather than the House and Welfare Committee. [Click here](#) to read more.
  - **March 3, 2015:** Senate leadership says there's not enough support among the majority party to pass the bill, so they won't even bring it up for a vote. The only way to change that is for all Senators to hear from their constituents regarding a comprehensive smoke-free ordinance which protects all workers in Kentucky, no matter where they live/work.
- **[Vital Signs: Secondhand Smoke \(CDC\): No level of secondhand smoke \(SHS\) exposure is safe.](#)**
- **Smokefree in the News**
  - [Smoking ban restores right to breathe clean air](#)
  - [Murray State decides to go smoke-free](#)
  - [Where local polls stand on KY smoking ban](#)
  - [Free Smoke-Free Bill \(Editorial\)](#)
- **CONFERENCE: Kentucky Center for Smoke-Free Policy Conference:**
  - **Date/Time:** **April 23<sup>rd</sup>**, 8:00-3:30pm EST
  - **Location:** Doubletree Suites, Lexington, KY
  - [Click here](#) for more information and to register (Please register before **April 10<sup>th</sup>**)
- **[Repeated exposure of children to secondhand smoke is child abuse, expert argues](#)**

#### Electronic Cigarettes

- **WEBINAR: [Taxing E-cigarettes the Next \(Complicated\) Frontier:](#)** Hosted by the Tobacco Control Legal Consortium/Public Health Law Center
  - **Date/Time:** **March 26<sup>th</sup>**, 1:00-2:00pm EST

- [Click here](#) for more information
- [Georgetown legal scholar: e-cigarettes can be regulated now without more research](#)

#### Tobacco Cessation

- **Quit Now Kentucky:** Beginning **January 15** [uninsured callers](#) to the Quit Now Kentucky who enroll in coaching and remain active in quitting can receive 8 weeks of FREE Nicotine Replacement Therapy. Quit Now Kentucky is a bilingual service that provides tobacco screening, assessment, support materials, and proactive counseling by calling **1-800-QuitNow (1-800-784-8669 or 1-855-DéJeloYa)**; web-based tobacco cessation at [www.QuitNowKentucky.org](http://www.QuitNowKentucky.org); and tobacco cessation assistance through text and e/messaging.
- **TRAINING: Freedom from Smoking (American Lung Association):** To find a facilitator training class near you or to host a class please call or email Tami Cappelletti at [Tami.Cappelletti@lung.org](mailto:Tami.Cappelletti@lung.org) or call 502-363-2652. Also contact her if you need to purchase participant workbooks- the facilitator training is \$100.00/each person and the workbooks are \$12.50/each for the next year. The current schedule for “Freedom From Smoking” facilitator training is as follows:
  - **March 30<sup>th</sup>; Winchester, KY**
- [Longer duration of prescribed anti-smoking medication {Bupropion or Wellbutrin} before quitting appears promising](#)
- [Twitter helps smokers kick the habit, study finds](#)
- [Quitting smoking has favorable metabolic effects](#)
- **WEBINARS**
  - **Kicking the Habit(s): Tobacco & Opiate Addiction: Presented by Vermont Tobacco Control Program**
    - **Date/Time:** **March 25<sup>th</sup>**, 12-1:00pm EST
    - [Click here](#) for more information & to register
    - Free CEUs are offered
  - **How to Operationalize Medicaid Coverage of Group Cessation Counseling: a Peer-to-Peer Discussion**
    - **Date/Time:** **March 27<sup>th</sup>**; 2-3:00pm
    - [Click here](#) for more information & to register
  - **Exploring the Use of Electronic Health Records to Support Tobacco Cessation and Million Hearts**
    - **Date/Time:** **April 13<sup>th</sup>**; 1-2:30pm EST
    - [Click here](#) for more information & to register

#### Preventing Youth Initiation & Promoting Youth Cessation

- [Raising Tobacco Sales Age to 21 is best way to Prevent Lifelong Addiction:](#) White paper evidence: Increasing age would cut off supply to high-school students
- **JOURNAL ARTICLE: [State-of-the-Art Office-Based Interventions to Eliminate Youth Tobacco Use: The Past Decade:](#)** Pediatricians should ask about tobacco use at well-child visits as well as offer tobacco-cessation strategies.

#### Events

#### Events in Lexington

- **LEXINGTON:** There is an ongoing monthly support group for [Myeloma Survivors & their caregivers](#):
  - **Date/Time:** **Monthly, on 2<sup>nd</sup> Tuesday**; 6:30-8:00pm EST

- **Location:** Centenary Methodist Church, 2800 Tates Creek Road, Lexington, KY 40502
- **Contact:** Debby Phillips @ 1-800-955-2566 ext. 2393 for more information

#### Events in Louisville

- [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](#)). In addition to ongoing support groups, there are some upcoming talks about nutrition and maintaining health. See the **attached** flyer.
- There is an ongoing monthly support group for [Lymphoma Survivors & their caregivers](#):
  - **Date/Time:** Monthly, on 2<sup>nd</sup> 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

#### National Conferences of Interest

- **Dialogue for Action/ Prevent Cancer Foundation:** The 2015 Dialogue for Action Conference will be held **April 22nd-April 24<sup>th</sup>** at the Renaissance Baltimore Harborplace Hotel. [Click here](#) for details & [click here](#) to register. Early Bird Registration is due February 14<sup>th</sup>! 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.