

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **March 29, 2017** issue of “Wednesday’s Word”, 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
Adolescent and Young Adult	<ul style="list-style-type: none"> · Social Struggles Linger for Many Young Cancer Survivors: Challenges persist up to 2 years after diagnosis, study finds.
Brain Cancer	<ul style="list-style-type: none"> · Seniors With Brain Cancer May Have Better Treatment Option: Chemo plus radiation appears to extend survival of older glioblastoma patients, study says.
Cancer Control	<ul style="list-style-type: none"> · Cancer prevention strategies save lives. Let’s put them to work. (NEJM article summary). E-mail katie@kycancerc.org for a PDF copy of the full article.· Most Cancers Caused by Random DNA Copying Errors: While habits, environment can be key to the disease, chance plays huge role as well, scientists report.
Caregiving	<ul style="list-style-type: none"> · Helping Cancer Caregivers Help Themselves: Loved ones must find time to address their own needs in order help others, social workers advise.
Colon Cancer	<ul style="list-style-type: none"> · Family History of Colon Cancer Calls for Earlier Screening: Talk to your doctor if relatives have had this cancer. · Colorectal Cancer Screening Best Practices Handbook for Health Plans is a new resource from the National Colorectal Cancer Roundtable providing a first-of-its-kind compilation of best practices, case studies, templates and tools that will kick start or infuse health plans’ efforts to save more lives and prevent more cancers. · WEBINAR: Culturally Proficient Strategies to Improve Colorectal Cancer Screening Among Hispanics will be held today, March 29th from 2-3pm EST, hosted by Nuestras Voces (Our Voices) National Hispanic Network to Reduce Tobacco-Related and Cancer Health Disparities. CRC screening rates are lowest for Hispanics compared with other groups. Understanding how to discuss and promote colorectal cancer screening in culturally proficient ways is critical to reducing this disparity.
Cost	<ul style="list-style-type: none"> · Sticker Shock Forces Thousands Of Cancer Patients To Skip Drugs, Skimp On Treatment

	<ul style="list-style-type: none"> · Higher Spending by Docs May Not Buy Better Health: No difference in patient outcomes when physicians order more -- or more pricey -- tests, treatments, study finds.
End-of-life	<ul style="list-style-type: none"> · Many Talks on End-of-Life Wishes End in Confusion, Study Shows: Just 3 out of 10 accurately understood what their loved one wanted.
Genetics	<ul style="list-style-type: none"> · Many Women Who Get Breast Cancer Gene Test Don't Need It: 6 out of 10 screened weren't at high risk for the disease, researchers say
Grants	<ul style="list-style-type: none"> · The Aetna Foundation's 2017 Cultivating Healthy Communities Grant Program will award up to \$2 million in grants to organizations that increase opportunities for low-income, minority communities to make healthy choices in the places they live, work, learn, and play. Grant requests can range between \$50,000 and \$100,000 for projects that span 18 to 24 months. They seek partners whose work addresses pressing issues in the following domains: Built Environment, Community Safety, Environmental Exposures, Healthy Behaviors, and Social/Economic Factors. All eligible organizations are invited to submit an online Stage 1 application by April 14, 2017 at 3PM ET. Upon reviewing all Stage 1 applications, a smaller group of applicants will be invited to submit a full application for Stage 2.
Health Equity	<ul style="list-style-type: none"> · KDH Research & Communication (KDHRC) a public health and public policy research institution in Atlanta, Georgia, is seeking help in evaluating their recently developed “Todo Promotores Clearinghouse (TPC)”, an online multi-media program to support nonprofit organizations successful formulation, implementation, and evaluation of promotores de salud (promotores) programs. The TPC website consists of learning courses, related handouts and quizzes, and videos aimed at enhancing nonprofit organizations’ capacity to effectively operate promotores programs. Non-profit directors and managers are encouraged to participate by providing their feedback online. If you are interested in participating, please follow this link to a short questionnaire to determine your eligibility. If you know others who may be interested in participating in this study. · NCI launches study of African-American cancer survivors · WEBINAR: Thursday, April 13, 2017; 2:00 pm to 3:00 pm EST. The Michigan Cancer Consortium is pleased to offer the following webinar in conjunction with National Minority Cancer Awareness Week: “The Role of Social Determinants in Cancer Prevention and Control”, with speaker Hayley Thompson, PhD, leader, Populations Studies and Disparities Research Program, Barbara Ann Karmanos Cancer Institute and Wayne State University School of Medicine. REGISTRATION LINK.
Healthcare Reform	<ul style="list-style-type: none"> · New Reports Highlight Kentucky’s Gains in Care and Health · New Medicaid boss seeks changes in program like those Bevin has requested for Kentucky · How Would Changing Medicaid to 'Per-Capita' Funding Work? The University of Arizona's Dan Derksen, MD, explains it all in this 3-minute <i>MedPage Today</i> video. · REFRESHER: The current health care law provides people with critical protections that

	benefit cancer patients and survivors, as well as anyone who might one day be faced with a cancer diagnosis. Read ACS CAN’s summary here.
Leukemia	<ul style="list-style-type: none"> · Gleevec Keeps a Leukemia in Check for More Than a Decade: Study -- Plus, there's no evidence of safety concerns linked to long-term use of the drug, researchers say.
Liver Cancer	<ul style="list-style-type: none"> · Baby Boomers Get an 'F' for Hep C Testing: Screening rates for the dangerous virus remain low despite recommendations, study finds · Better Efforts Could Help Rid the U.S. of Hepatitis B, C: Report -- Plus, 90,000 fewer deaths would occur by 2030, study authors estimate · Obesity in Youth Tied to Higher Odds for Liver Cancer in Men: Fatty deposits in the organ, along with diabetes, can raise the risk, researchers and specialists say.
Lung Cancer	<ul style="list-style-type: none"> · Kentucky Needs Public’s Help To Tackle Lung Cancer Rates, Advocate Says. · Health coalition forms National Lung Cancer Roundtable to increase screening and reduce lung cancer deaths · Study Shows Women, Younger People with Lung Cancer Worry More About Discrimination
Motivational Interviewing	<ul style="list-style-type: none"> · WORKSHOP: “Beyond Advice Giving: Motivational Interviewing for Health Promotion and Health Behavior Change”. Nationally recognized researcher Dr. Jamie Ostroff, from Memorial Sloan Kettering Cancer Center, will be speaking at this continuing education workshop in Lexington on April 21st from 2pm to 5pm at Fayette County Cooperative Extension, 1140 Harry Sykes Way in Lexington. The workshop will focus on clinical scenarios for health behavior change in the context of collaborative medical care with particularly attention to promoting smoking cessation in the context of cancer treatment. Find out more, and register today.
Obesity, Nutrition and Physical Activity	<ul style="list-style-type: none"> · Kids Start Moving Less After Age 7, Study Finds: Activity levels drop off equally among boys and girls, and continue dropping steadily through adolescence · Better-off Kentuckians exercise more; FHK says policymakers can help increase access to exercise venues · Kentucky First Lady Commends Early Intervention in Obesity Prevention Programs: Emphasis on Reaching Children before Age 5 · Gene Variant From Africa Linked to Black Obesity: Study sees first biological pathway to weight gain not tied to Europeans · Smart Food Pricing Could Bring Healthier Choices: Better diets result when fruits and veggies are cheaper, unhealthy foods more expensive, study found. · From our partners at the Partnership for a FIT Kentucky: Individuals have to make the decision to walk. BUT that decision can be made easier by improvements to community walkability! Step It Up, Kentucky! resources and information adapted from Step It Up! A Partners Guide to Promote Walking and Walkable Communities. · REMINDER: The United Fresh Start Foundation is now accepting applications for its new Community Grants Program, seeking to provide children with access to fresh fruit and vegetables afterschool, on weekends, during summer breaks and in other creative venues. Local not-for-profit orgs focused on child nutrition, food access and creating healthy communities through increased access to fresh produce may apply. Applications due by Monday, April 20, 2017.

	<ul style="list-style-type: none"> · REMINDER: Voices for Healthy Kids Grant Opportunity: Grants will support furthering efforts of existing Voices for Healthy Kids campaigns, particularly by empowered engagement of priority populations most impacted by childhood obesity. All grants awarded are to be 100% non-lobbying funding, and should support at least one Policy Areas. Deadline for applications is March 31st. · REMINDER -- WEBINAR: The next Health for a Change Webinar is Walkability: Kentucky Resources for Building Active Communities on Wednesday March 22, 2017 1:00 PM EST. How can we get our community walking? What do we do? Listen-in and ask questions of two Kentucky experts on the topic of physical activity and walkability. Learn about resources to help your community plan and engage in more physical activity.
Palliative Care	<ul style="list-style-type: none"> · Family Physicians Fill Gap in Palliative Care, Study Finds: Family physicians offering palliative care are more than twice as likely to be located in a rural area and are most likely to practice in the West. · LIVE WEBCAST: Models and Strategies to Integrate Palliative Care Principles into Serious Illness Care: A Workshop. Register today for a live April 27th webcast of an all-day meeting in Washington, DC. hosted by the National Academies of Medicine. Topics include Community-Based Palliative Care; Reaching Patients in Rural, Underserved Areas; and Caring for High-Need, High-Cost Medicare Patients. View the agenda.
Pediatric Cancers	<ul style="list-style-type: none"> · Early childhood cancer mortality rates in US higher than thought: Researchers examined the Surveillance, Epidemiology and End Results database involving more than 36,000 pediatric cancer cases in the US from 1992 to 2011 and found early mortality among 6.2% of youths with acute myeloid leukemia, compared with 1.6% in clinical trial data. The findings in the Journal of Clinical Oncology also showed that 1.5% of children died within a month of cancer diagnosis, most of whom were younger than age 1.
Pharmacology	<ul style="list-style-type: none"> · Gleevec Keeps a Leukemia in Check for More Than a Decade: Study -- Plus, there's no evidence of safety concerns linked to long-term use of the drug, researchers say.
Prevention	<ul style="list-style-type: none"> · High Doses of Vitamin D Fail to Cut Cancer Risk, Study Finds: Taking triple the daily recommendation didn't lower risk in older women, but larger trials are underway
Prostate Cancer	<ul style="list-style-type: none"> · Prostate Cancer Treatments Have Varying Side Effects, Study Shows: Even 'active surveillance' may have risks, such as anxiety.
Providers	<ul style="list-style-type: none"> · JOURNAL ARTICLE: Putting Patients First by Reducing Administrative Tasks in Health Care: A Position Paper of the American College of Physicians
Skin Cancer	<ul style="list-style-type: none"> · Norton's Cancer Institute adds Louisville's only oncologic dermatologist to staff
Survivorship	<ul style="list-style-type: none"> · Hold That Pose: Yoga May Ease Tough Depression: Study finds weekly sessions, plus deep breathing, helped ease cases when medications failed.
Tobacco Control	<p>Tobacco Control</p> <ul style="list-style-type: none"> · Quit-smoking bill receives final passage <ul style="list-style-type: none"> o Background: Bill sent to Bevin would remove insurance-company barriers that keep Kentuckians from getting smoking-cessation treatments · Smoking Rates Drop After Global Tobacco Treaty: Countries agreed to implement measures such as tobacco taxes and smoke-free public areas · Encourage your patients to call 1-800-QUITNOW <QuitNow>, between March 13 and March 31 -- two week starter kits will be given to all medically eligible callers when

	<p>enrolling in quitline coaching during this timeframe!</p> <ul style="list-style-type: none"> From our partners at the Geographic Health Equity Alliance: March is Colon Cancer Awareness Month. The American Cancer Society lists smoking as a key risk-factor for developing colon cancer, as well as many links between smoking and CRC cancer: <ul style="list-style-type: none"> Pre-diagnosis smoking and worsened prognosis Smoking cessation as a protective factor Continuation of smoking post-diagnosis and increased mortality Kentucky High-school students' research finds smokers are more likely to quit smoking after seeing their carbon monoxide levels Freedom From Smoking® Facilitator Trainings are scheduled for the dates/locations below. The \$100 registration fee includes FFS Facilitator Guide, certificate of course completion, continental breakfast and lunch. To register, contact Tami Cappelletti at tami.cappelletti@lung.org. <ul style="list-style-type: none"> March 28 Paducah , KY April 25 Frankfort , KY To 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. In addition, Freedom From Smoking® Facilitator Recertification will be available via 90-minute webinars in the upcoming months. The recertification will extend certification for three years. Tami Cappelletti will contact those in need of being recertified.
<p>Events</p>	<p>Events of Interest (in chronological order)</p> <ul style="list-style-type: none"> CINCINNATI: The University of Cincinnati Cancer Institute will host the Cancer Survivorship Research and Best Practice Annual Conference: “Changing Lives through Quality Survivorship Care”, April 7, 2017 from 8 a.m. - 4:30 p.m. at the Kingsgate Marriott Conference Center, 151 Goodman Dr., Cincinnati, OH 45219. Keynote Speaker will be Richard Wender, MD, Chief Cancer Control Officer, American Cancer Society. Register today. OWENSBORO: Registration is open for the 69th Annual KPHA Conference, “Meeting the Challenge to Improve Kentucky’s Health Status”, at the Owensboro Convention Center in Owensboro, Kentucky, April 11-13, 2017. LEXINGTON: The Kentucky Center for Smoke-free Policy (KCSP’s) 2017 Spring Conference, “Smoke-free Partnerships: Past. Present. Future” will be held at DoubleTree Suites in Lexington, Kentucky on Tuesday, April 18, 2017. This year's conference will feature talented speakers including CDC's Dr. Brian King, a contributing author to the 50th Anniversary Surgeon General’s Report on Smoking and Health; the lead author of the CDC’s 2014 update to “Best Practices for Comprehensive Tobacco Control Programs;” and one of the editors of the Surgeon General's 2016 report, "E-cigarette Use Among Youth and Young Adults." CE credits will be available for CHES, CME, and KBN. Registration is open until April 4th, 2017. Register today. LEXINGTON: Join us for a workshop entitled, “Beyond Advice Giving: Motivational Interviewing for Health Promotion and Health Behavior Change”. Nationally recognized researcher Dr. Jamie Ostroff, from Memorial Sloan Kettering Cancer Center, will be speaking at this continuing education workshop in Lexington on April 21st from 2pm to 5pm at Fayette County Cooperative Extension, 1140 Harry Sykes Way in Lexington. The workshop will focus on clinical scenarios for health behavior change in the context of collaborative medical care with particularly attention to promoting smoking cessation in the context of cancer treatment. Find out more, and register today.

- **LOUISVILLE: Media Workshop.** [The Foundation for a Healthy Kentucky](#) is offering an in-person workshop to help nonprofit organizations work effectively with the media to improve news coverage of their efforts. The workshop will take place on **Friday, April 21, 2017**, 9:00 a.m. to 3:00 p.m. at the Foundation's offices on 1640 Lyndon Farm Court, Suite 100, Louisville, KY 40223. Click [here](#) to register. This FREE workshop has limited seating, so register early!
- **FRANKFORT:** Registration is open for the [Kentucky Voices for Health Annual Meeting, April 24th](#) at the KY Historical Society in Frankfort, KY. KVH's annual meeting will bring together health advocates, healthcare providers, insurers and policymakers from across the Commonwealth to discuss challenges and opportunities for advancing health equity in a rapidly changing healthcare landscape. [Register today.](#)
- **LEXINGTON:** Kentucky CancerLink is [hosting several Freedom From Smoking cessation clinics throughout 2017.](#)
- **RICHMOND: Project e-Prevent: Understanding e-cigarettes and their effect on Kentucky's youth. May 2, 2017** in the Perkins Building at Eastern Kentucky University in Richmond, KY. 6.5 maximum CE hours available. [Registration and more information.](#)
- **MEMPHIS:** The University of Memphis is hosting a national meeting on [Rural Cancer Control: Challenges and Opportunities](#) at the FedEx Institute of Technology on **May 4th and 5th, 2017**. This meeting will bring together a community of researchers across the cancer control continuum to: 1) highlight opportunities for future rural cancer control research that can be translated into effective interventions leading to prevention, diagnosis, and treatment of cancer, and 2) advance research and address challenges in rural cancer control, particularly focused on dissemination and implementation of interventions that address disparities in rural populations. [Register today.](#)
- **PUERTO RICO:** The [Southeastern Colorectal Cancer Consortium's 2nd Annual Colorectal Cancer Symposium will be held May 3-5, 2017 in San Juan, Puerto Rico!](#) The goal of this symposium is to increase colorectal cancer screening rates in the southeastern states through regional collaboration. [Register today.](#)
- **LEXINGTON:** The [Kentucky 4th Annual Hepatitis Conference](#) will be held on July 27, 2017 at the Embassy Suites, 1801 Newtown Pike. This year's theme is "**Ending the Epidemics: The Role of Professionals in Hepatitis Elimination**" and will discuss opportunities for professionals and community members to engage in dialogue and share successes and best practices on successful hepatitis prevention, treatment and care strategies. Agenda coming soon! Click [Here](#) to Register, and [Click here for lodging.](#)
- **ATLANTA:** The [2017 CDC National Cancer Conference](#) will be held on **August 14th through 16th** at the Crowne Plaza Atlanta Perimeter at Ravinia hotel in Atlanta, Georgia. Next year's conference theme: "**Visualizing the Future through Prevention, Innovation, and Communication.**" The conference represents an opportunity to translate research into practice and improve public health through innovation and collaboration. [Register today.](#)

- **BOWLING GREEN: SAVE THE DATE!** The 2017 Kentucky Rural Health Association Conference will be held on **November 16-17, 2017** at the WKU Knicely Conference Center, Bowling Green Kentucky.
- **LOUISVILLE:** There are **MULTIPLE upcoming** events and support groups are being held at [Gilda's Club Louisville](#), from Wellness Groups to book clubs to support for caregivers.