

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **March 2, 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"> • 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 • • A University of Louisville study published in Health Affairs, found low-income Kentuckians without health insurance declined by 68 percent from 35 percent uninsured at the end of 2013 to 11 percent in late 2014. • New Rules Tighten Access to HealthCare.gov Coverage Outside Enrollment Periods
Alcohol Use	<ul style="list-style-type: none"> • Alcohol Use and Your Health fact sheet now en Español! CDC’s Alcohol Use and Your Health fact sheet is now available in both English and Spanish.
Breast Cancer	<ul style="list-style-type: none"> • More American Women Opting for Mastectomy, Study Finds: Rate went up 36 percent between 2005 and 2013, researchers say • 1 in 4 Breast Cancer Lumpectomies Requires Follow-Up Surgery: Risk after breast-conserving operation is lower with 'high-volume' surgeons, researchers say. • Estrogen for Vaginal Symptoms OK for Breast Cancer Survivors: Experts -- New recommendation is aimed at women who are fighting or have survived a hormone-linked tumor.
Cancer Control (General)	<ul style="list-style-type: none"> • BBC Radio recently hosted a two-part episode on the US’s “Cancer Moonshot”, a \$1 billion dollar initiative led by US Vice President Joe Biden asking researchers to work more closely together and share their data to develop better ways of detecting cancer and to come up with new treatments. Kentucky’s own Dr. Thomas Tucker is interviewed during the series. To hear Dr. Tucker, forward to 20:44 on the following podcast link of Episode Two! http://www.bbc.co.uk/programmes/b0725d18 • University of Louisville family and geriatric medicine chair named to U.S. Preventive Services Task Force – Dr. Diane Harper’s expertise and primary research focus is prevention, diagnosis and treatment of diseases related to human papillomavirus.
Childhood & AYA Cancers	<ul style="list-style-type: none"> • Brain Cancers Both Common and Deadly Among Teens, Young Adults: Report

	<ul style="list-style-type: none"> • Male Childhood Cancer Survivors Less Likely to Have Kids, Study Finds: But Norwegian researchers also found no increased risk of birth defects or delivery complications.
Colon Cancer	<ul style="list-style-type: none"> • Colon cancer screenings covered under new Kentucky law (Louisville Courier-Journal) • RESOURCE REMINDER: George Washington University (GW) Cancer Institute developed and released Colorectal Cancer Awareness Month Social Media Toolkit for March 2016. This toolkit can help public health professionals establish a social media strategy for colorectal cancer awareness month in March. • RESOURCE REMINDER: NCCRT is pleased to announce the release of two new resources the newly revised 2016 80% by 2018 Communications Guidebook, and The new Hispanics/Latinos and Colorectal Cancer Companion Guide. The <i>2016 80% by 2018 Communications Guidebook</i> includes additional templates, tools and customized resources, such as a template press release to announce 80% by 2018 successes. The <i>Hispanics/Latinos and Colorectal Cancer Companion Guide</i> features new market research with unscreened Hispanics/Latinos and introduces and explains new tested messages, available in both Spanish and English. • REMINDER: The Kentucky Cancer Program is leading the 8th annual statewide public awareness campaign for colon cancer. March is Colon Cancer Awareness Month and this Friday, March 4th is National Dress in Blue Day! Take a photo and submit it for KCP's "Dress in Blue" Facebook Photo Contest! Whether you dress yourself, your baby, your pet, your friends, or a building in blue - send us your creative BLUE photo and you could win \$200! Click here for more information about the contest or to access our online toolkit for colon cancer screening resources. • WEBINAR: Tuesday, March 8th at 2:00pm EST – NCCRT's Annual 80% by 2018 Webcast – Registration required. Next NCCRT Webinar: Colonoscopy Copays, April 12th at 1:00pm EST (Registration not yet open).
Community Health Workers	<ul style="list-style-type: none"> • WEBINAR REMINDER: Tomorrow -- Thursday, March 3, 3:30 p.m. - 5 p.m. EST Integrating Community Health Workers (CHWs) into the healthcare workforce is a growing strategy for increasing access and improving population health, while decreasing cost. ASTHO will host an interactive panel discussion to highlight issues related to CHW certification and licensure. Register today!
Cost	<ul style="list-style-type: none"> • For Cancer Patients, Pain May Rise as Finances Dwindle: Suffering can escalate for those with two months of reserves or less, study finds. • Talk to Your Doctor About Ways to Trim Health Care Costs: Quick conversation can reap big savings, study finds.
Data	<ul style="list-style-type: none"> • CDC has created a motion graphic on their cancer homepage, designed to present ideas about cancer incidence and mortality. Take a moment to check it out! www.cdc.gov/cancer
Environmental Carcinogens	<ul style="list-style-type: none"> • Formaldehyde Levels in Lumber Liquidators Flooring Much Higher Than Previously Reported: CDC

Health Equity	<ul style="list-style-type: none"> • Racial Gap in U.S. Cancer Deaths Is Narrowing: Report -- But black women still more susceptible to breast cancer, black men to colon cancer • Young Black, Hispanic Hodgkin Lymphoma Patients Face Worse Outcomes: Study -- Early stage disease can be cured about 90 percent of the time, researchers note • WEBINAR: <i>Nuestras Voces</i> (Our Voices): National Hispanic Network to Reduce Tobacco-Related and Cancer Health Disparities will host Culturally Proficient Strategies to Improve Cervical Cancer Screening Among Hispanics on Monday, March 7th, at 1:00pm-2:00pm EST. This webinar will review priority areas of cancer control for Hispanics, and introduce examples of culturally proficient interventions and campaigns designed to increase screening rates for cervical cancer and vaccinations for the Human Papilloma Virus (HPV).
Health IT	<ul style="list-style-type: none"> • Interoperability progress: How these 16 health systems plan to unlock health care data -- Stakeholders commit to halting practice of 'information blocking'
Human Papilloma Virus	<ul style="list-style-type: none"> • Vaccine Has Cut HPV Infection Rate in Teen Girls by Two-Thirds: Study -- Still, too few girls and boys getting vaccinated against the virus that causes cervical cancer, other malignancies, researchers say.
Lung	<ul style="list-style-type: none"> • Lung Cancer Survivors May Be Getting Too Many PET Scans: Study finds using costly test as first option for follow-up may not improve survival
Obesity, Nutrition and Physical Activity	<ul style="list-style-type: none"> • 1 in 3 Americans Drinks Sugary Soda or Juice Daily: CDC -- These beverages linked to greater risk of obesity, type 2 diabetes, researchers say. • Lower Fruit, Vegetable Prices Might Save Lives: Studies found that also raising taxes on sugary drinks may prevent even more deaths.
Pancreatic Cancer	<ul style="list-style-type: none"> • Pancreatic Cancer Four Separate Diseases: Study
Policy	<ul style="list-style-type: none"> • REMINDER: Read about the 2016 legislative priorities in Kentucky for the American Cancer Society Cancer Action Network!
Survivorship	<ul style="list-style-type: none"> • Health Problems Can Plague Seniors After Cancer Surgery: Researchers find falls, broken bones, bed sores more likely in older patients. • Flu Season Continues to Be Mild: CDC -- In more good news, health officials report flu vaccine is 59 percent effective so far. • 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

	<p>required:staff@friend4life.org or 502-893-0643</p>
<p>Tobacco Control</p>	<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"> • Graphic Cigarette Warnings May Target Brain's 'Quit Centers': Areas linked to emotions, decision-making and memory are triggered, researchers suggest. • Freedom From Smoking® Facilitator Training: March 9th at Mason County Health Department. Space is limited, register now by contacting Tami Cappelletti at (502)363-2652 or tami.cappelletti@lung.org or Bridget Lykins at bridgets.lykins@ky.gov The \$100 registration fee includes FFS Facilitator Guide, certificate of course completion, continental breakfast and lunch. To schedule other trainings in your area of the state, or to discuss scholarships for Freedom From Smoking Facilitator Trainings, contact Bobbye Gray at bobbye.gray@ky.gov or 502-564-9358 ext. 4017. • DON'T FORGET: The 2016 CDC Tips campaign began on January 25th and will run 20+ weeks. If you use any Tips materials in your communities, please let the Kentucky Tobacco Prevention and Cessation Program know the materials that were used and how they were utilized. Send info to Bobbye Gray at bobbye.gray@ky.gov . <p>E-Cigarettes</p> <ul style="list-style-type: none"> • Internet Searches Highlight E-cig's Surging Popularity: Most want information about buying the nicotine-laced devices, not their health effects, analysis shows. <p>Secondhand Smoke</p> <ul style="list-style-type: none"> • The Lexington-Fayette County Health Department is sharing videos promoting smoke-free childcare facilities. Shareable videos are available here, here, and here. Angela Brumley-Shelton has print materials in English and Spanish to share as well. • FACT SHEET: Tourism is an important economic driver contributing \$13.1 billion to Kentucky's economy in 2014. Successful tourism relies not only on individual attractions, but on a welcoming community environment. Smoke-free laws contribute to a healthy environment by protecting people from secondhand tobacco smoke in all workplaces and public places. Distribute this new KCSP fact sheet within your networks!
<p>Events</p>	<p>Events in Lexington</p> <ul style="list-style-type: none"> • OPEN HOUSE: Please Join the American Cancer Society staff tomorrow, Thursday, March 3rd, 3:30-6pm, Hope Lodge, Lexington KY. Take personal tours; hear more about the Support Services of the American Cancer Society; and meet your Kentucky Health Systems Staff! RSVP to Jason Young at Jason.young@cancer.org

- **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.

Events in Louisville

- **FUNDRAISER:** The Colon Cancer Prevention Project's ["Bottoms Up Bash"](#) is **March 4th, 2016** tickets on sale now.
- **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](tel:502-893-0643)

Events of Interest (in chronological order)

- **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.
- [Southeastern Colorectal Cancer Symposium](#), **April 20-22, 2016** in Atlanta, GA. The goal of this symposium is to increase colorectal cancer screening rates in the southeastern states through regional collaboration and sharing success stories. Who should attend? Gastroenterologists, Family Doctors, Pharmaceutical Company Representatives, Cancer screening and awareness programs. Registration details coming soon!

- [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.