

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **March 30, 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"> • The Affordable Care Act, not the recovering economy, is the main reason for the significant increase in the number of Americans with health insurance.
Breast Cancer	<ul style="list-style-type: none"> • Mammograms May Also Help Spot Heart Disease, Study Suggests: The breast screening test compared well to heart CT scans, researchers say. • Acupuncture May Ease Hot Flashes for Breast Cancer Patients: Italian trial finds the therapy was also linked to better quality of life among women in the study.
Cancer Control	<ul style="list-style-type: none"> • Why cancer is so hard to fight in rural Kentucky: PBS NewsHour • World's Senior Population Forecast to Boom by 2050: Public health challenges will mount with 1.6 billion people worldwide age 65 or older, study suggests.
Childhood Cancer	<ul style="list-style-type: none"> • Women Who Survive Childhood Cancer Stand Good Chance of Having Kids: Study. But same may not be as true for male survivors.
Colon Cancer	<ul style="list-style-type: none"> • WEBINAR: The National Colorectal Cancer Roundtable is hosting a webinar, entitled “Everything you need to know about colonoscopy copays” on Tuesday, April 12th starting at 1:00pm EST. This webinar will: Explain what’s covered with respect to colorectal cancer screening, what’s not covered and how to code for it; Provide an update on federal and state efforts to remove cost sharing for CRC screening; and Describe a case study in which Gateway Health of Pennsylvania plan removed copays for colonoscopies following positive FIT tests. • WEBINAR: Thursday, April 28th, 2016 at 1:00pm EST – The Comprehensive Cancer Control National Partners will be sponsoring a webinar to provide guidance on implementing FIT-based screening programs – Registration not yet open.
Cost	<ul style="list-style-type: none"> • Cancer Care Groups Attack Medicare Drug Payment Plan: Oncologists unhappy with CMS proposal to restructure Part B.
Data	<ul style="list-style-type: none"> • Commentary on Health Surveillance Data, Race, and Population Categorization: Dr. Otis Brawley, Chief Medical and Scientific Officer for ACS, recently wrote this interesting commentary for <i>CA: A Cancer Journal for Clinicians</i>. “When misunderstood, [racial data] can truly do an injustice to those who suffer unnecessary disparate health care outcomes by distracting from real issues and taking away from support for efforts

	<p>to achieve health equity.”</p> <ul style="list-style-type: none"> • The Hope Light Foundation completed an annual update of all-cancers mortality and incidence (new case) rate data based on current NCI & CDC state profiles. • The 2014 BRFSS Prevalence Data is now available on CDC’s website!
Health Equity	<ul style="list-style-type: none"> • Race, Poverty May Affect Early Stage Breast Cancer Management: Black and low-income patients less likely to undergo genetic testing, research shows. • Uninsured Parents Often Unaware Kids Could Be Covered: U.S. study of minority children finds many have unmet health needs. • Could Growing Up Poor Raise Obesity Risks Later? Kids raised in low-income neighborhoods were more likely to put on weight as adults, study found.
Hospice & Palliative Care	<ul style="list-style-type: none"> • Cancer Patients Who Choose to Die at Home Live Longer: Study -- They and their families should make choice based on preference, researchers say. • Doctors Ponder Delicate Talks As Medicare Pays For End-Of-Life Counsel • Study Asks, What Is a 'Good Death'? Discussions must go way beyond treatments and deal with the patient's sense of peace, experts say.
Immunotherapy	<ul style="list-style-type: none"> • Bloomberg, Others Donate \$125M for New Cancer Institute
Leukemia	<ul style="list-style-type: none"> • Generic Gleevec Will Likely Cut Millions in Health Costs: Over 5 years, researchers estimate more than \$9 million in insurance savings.
Lung	<ul style="list-style-type: none"> • Black Smokers Less Likely to Get Lung Cancer Screening: Racial differences in smoking patterns probably why, researchers suggest. • UK public health researcher awarded grant to examine lung cancer screening in Appalachia • REMINDER: 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).
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. • More Healthy Foods Offered in School Lunches, Study Finds: But some parts of the country are further ahead than others. • 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

	<p>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 tomorrow, March 31st at 2pm EST. Register Here!</p>
Policy	<ul style="list-style-type: none"> • Visit the American Cancer Society Cancer Action Network’s “Kentucky Action Center” webpage for policy updates and action alerts this legislative session.
Prevention	<ul style="list-style-type: none"> • Less Than 3 Percent of Americans Live a Healthy Lifestyle: Factors studied included not smoking, eating right, exercising and keeping a low percentage of body fat
Prostate Cancer	<ul style="list-style-type: none"> • Hospital Volume Tied to Success of Radiation Therapy for Prostate Cancer: Study finds more experienced medical centers achieve better survival rates.
Rectal Cancer	<ul style="list-style-type: none"> • Travel burden linked with likelihood of receiving radiation therapy to treat rectal cancer
Social Media	<ul style="list-style-type: none"> • REMINDER: George Washington University (GW) Cancer Institute developed and released two useful cancer control resources for April, 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"> • The American Cancer Society Head and Neck Cancer Survivorship Care Guideline was published online yesterday in <i>CA: A Cancer Journal for Clinicians</i>. This publication is the fourth in a series of cancer site-specific adult posttreatment cancer survivorship care guidelines, with other cancers including breast (bit.ly/BrCaCare), colorectal (bit.ly/acscolorc), and prostate (bit.ly/ACSPrCa). Designed to promote optimal health and quality of life, the guidelines facilitate the delivery of comprehensive clinical follow-up care by primary care and other clinicians who care for cancer survivors. Help spread the word to your network of colleagues, especially those in primary care. View, share or print the ACS press release; Share, retweet, or like ACS social media messages on Facebook and Twitter . • Cancer control partners in California recently developed a resource, Survivorship Care Plans: A Toolkit for Health Care Professionals. This toolkit was designed to help health care professionals and cancer centers to incorporate care plans into their survivorship programs. While pages 1-8 are California specific, the remainder of the toolkit (pgs. 8-27) are full of helpful information, planning tools, and templates; including patient resources such as a fact sheet and webinar video for patients and caregivers about the value of cancer survivorship care plans. The fact sheet is currently available in English and Spanish, and will soon be available in simplified Chinese, Tagalog, and Vietnamese. • Flu Season Hasn't Peaked Yet: This year's vaccine is a good match for circulating strains, CDC says

Thyroid	<ul style="list-style-type: none"> • Surgeons' Experience Matters With Thyroid Removal: Track record best for doctors who perform 25-plus thyroidectomies a year, researchers say.
Tobacco Control	<p>Tobacco Cessation</p> <ul style="list-style-type: none"> • OP-ED Column: Ky. must invest in smoking cessation programs • CDC: Federal Anti-Smoking Campaign Still Paying Off: Ads have helped at least 400,000 Americans to give up tobacco since 2012, survey finds. • Smoking Triggers Big Changes in Mouth Bacteria, Study Finds: But quitting eventually returns levels to normal. • REMINDER: 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>Secondhand Smoke</p> <ul style="list-style-type: none"> • 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 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 3rd, as a limited number of lodging scholarships are available.
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.

Events in Louisville

- **The [Kentucky Cancer Program at the University of Louisville](#)**, the Louisville Bar Association and the Louisville Pro Bono Consortium are sponsoring a [Free Legal Clinic for Cancer Patients and Their Families](#) at [Gilda's Club of Louisville](#), 633 Baxter Ave., from **5:30 to 7:30 p.m. Wednesday, April 13**. Attorneys will be available to offer help with life-planning documents under Medicare Part D, including wills, powers of attorney, health care surrogacy and living wills, as well as guidance on employee benefits during illness and government assistance that is available such as Medicaid, Medicare and Social Security disability insurance. Admission is free, but RSVPs in advance are needed; call 502-852-6318.
- **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)

- [Kentucky Conference on Health Communication: Building a Culture of Health on April 14-16, 2016](#), at the Hyatt Regency in Lexington, KY.
- [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.