

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the March 6, 2013 issue of “Wednesday’s Word”, a KCC communication which relays recent state and national cancer control articles, resources, events and tools to you on a weekly basis. 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
Breast Cancer	<ul style="list-style-type: none"> • 1 in 4 Breast Cancer Diagnoses May Spur PTSD: Women who are younger, black or Asian at highest risk for short-term symptoms of stress disorder. • More Evidence That Smoking Raises Breast Cancer Risk: Study found strongest link for women who started smoking early in life
Clinical trials	<ul style="list-style-type: none"> • Is enrolling in a clinical trial tied to survival?
Colon Cancer	<ul style="list-style-type: none"> • Colonoscopy Cuts Advanced Cancer Risk by 70 Percent: Study: Expert says annual fecal blood test is equally effective • March is National Colorectal Cancer Awareness Month. Contact your local Kentucky Cancer Program office to learn more about CRC resources, or visit the KCP West website or the KCP East website for additional resources.
Financial	<ul style="list-style-type: none"> • TIME MAGAZINE: Bitter Pill: Why Medical Bills Are Killing Us
General	<ul style="list-style-type: none"> • Eleven Public Health Departments First to Achieve National Accreditation Status: Public Health Accreditation Board recognizes high-performing health departments. Three of the eleven are in Kentucky! Congratulations! • County Health Rankings Webinar: The 2013 County Health Rankings will be released March 20. “Getting the Rankings Message Out to Your Community,” a webinar held THIS FRIDAY, March 8 from 1:00 to 2:00 PM EST, will discuss how LHDs can get the most out of local media coverage when the rankings are released.
Health Equity	<ul style="list-style-type: none"> • REMINDER: Health Equity Summit III: “Equipping Ourselves for Action”; Monday, April 15, 2013 • 8:15 a.m. to 3:30 p.m.; Muhammad Ali Center • 144 N. Sixth St. • Louisville, Ky. Breakfast and lunch will be provided. Space is limited. To register, call (502) 629-1234 or visit NortonHealthcare.com/HealthEquitySummit.

Hospice	<ul style="list-style-type: none"> • Lexington Herald-Leader Op-Ed: Patients benefit from getting hospice care earlier • The Kentucky Association of Hospice and Palliative Care is in full swing planning the Spring Education Conference set for May 9-10, 2013. This year's conference will be held at the Hyatt Downtown Louisville. More details to come!
Patient Navigation	<ul style="list-style-type: none"> • Establishing Common Cost Measures for Patient Navigation Programs
Prevention, Genetics, Causes	<ul style="list-style-type: none"> • REMINDER: ACS's Cancer Prevention Study, called Cancer Prevention Study-3 (CPS-3), will help researchers better understand the genetic, environmental and lifestyle factors that cause or prevent cancer, which will ultimately save lives. Enrollment is free and will take place in Louisville and Southern Indiana on March 19-20, and in Edgewood and Ft Thomas on April 17-19, 2013. <ul style="list-style-type: none"> ○ Help us to spread the word about Cancer Prevention Study-3. Post a Facebook status update or tweet the following link on Twitter: "If you could do something to prevent cancer would you? Fight cancer by participating in the ACS Cancer Prevention Study-3. http://www.cps3kyin.org For more information, visit cps3kyin.org or cancer.org/cps3 or call toll free at 1-888-604-5888" • REMINDER: The UKCOM Chapter of the American Medical Women's Association (AMWA) is thrilled to announce that we are hosting a theater screening of the new CNN- produced documentary "Girl Rising" at Hamburg Pavilion Movie Theatre (1949 Starshoot Rd) on THIS Monday, March 11, at 7:30pm. The film tells the stories of nine girls from different countries - including Cambodia, Haiti, India and Afghanistan - and shows how access to education would change their lives. You can view the trailer here: http://www.youtube.com/watch?v=BJsvklXhYaE and Reserve your seat to the screening here: http://gathr.us/screening/1078
Resources	<ul style="list-style-type: none"> • What Works FACT SHEETS: Evidence-Based Interventions for Your Community. What Works fact sheets -- each on a different public health topic -- are colorful, easy-to-read summaries of Community Preventive Services Task Force findings and the systematic reviews on topics such as cancer screening and tobacco use. Print "What Works" fact sheets as handouts for presentations or exhibits, attach them to webinar materials, or link to them from slides. Each fact sheet has two separate pieces: a bi-fold brochure about the topic, and an insert that lists the Task Force findings on that topic. • Two New Fact Sheets from ASCO's Cancer.net: Taking Medicines Correctly and Pain Medication Handling. Download printable PDFs.

Rural health	<ul style="list-style-type: none"> • REMINDER: Save the Date for Doing Care Differently in Rural Kentucky May 7, 2013 / Louisville. The Kentucky Rural Health Association and the Foundation for a Healthy Kentucky are jointly-sponsoring the conference, to be held the day before the National Rural Health Association's annual meeting, and will address key health policy issues affecting Kentucky through a rural health lens: the evolving roles of providers in rural health care delivery, telemedicine, Affordable Care Act implementation in the Commonwealth, and the changing responsibilities of public health in rural Kentucky.
School Health	<ul style="list-style-type: none"> • REMINDER: KAHPERD 2013 Summer Workshop Announced: The Kentucky Association for Health, Physical Education, Recreation, and Dance (KAHPERD) will hold its summer workshop at Highland Middle School (Jefferson County) on June 11-12, 2013. The summer workshops are a great opportunity to engage in quality professional learning around Health and Physical Education. Visit the KAHPERD website for more information. Interested in presenting a session? Contact Vicki Johnson-Leuze . The deadline for submission is April 12, 2013. • REMINDER: Kentucky Teen Institute (KTI) – June 23rd-27th: An opportunity to improve teen health, youth leadership and civic engagement in your school and community. KTI is a program of the KY YMCA Youth Association in partnership with the University of Louisville, developing the leadership capacity of teens to lead the way to greater health in our commonwealth. Youth will be trained to implement health initiatives in their communities and transform themselves in the process.
Screening	<ul style="list-style-type: none"> • Ob-Gyn Group Lists Procedures That May Not Be Needed: As part of the 'Choosing Wisely' campaign, ACOG asks docs, patients to question certain practices. Click thru to the article to see recommendations re: cervical cancer, ovarian cancer, and HPV. • Screening might avert many lung cancer deaths: study
Smoke-free	<ul style="list-style-type: none"> • REMINDER: Please mark your calendars for the next Smoke-Free Kentucky Coalition Call. Friday, March 15, 2013 12:00 p.m.—12:30 p.m., EST. 1-877-972-7517 Pass code 7152155# Calls to update our coalition partners (individuals, businesses, community organizations) about what is happening with the Smoke free Kentucky Campaign. Please join ready to share what you have been doing in your community, business, or organization to support the Smoke-free movement. • REMINDER: KCSP's annual Spring Conference “Achieve Smoke-free: Takin’ It to the Streets” on 4/18/13 at Central Baptist Hospital’s Learning Center in Lexington. Register today.

Survivorship	<ul style="list-style-type: none"> • Cancer Research Articles Free for Patients: ASCO and the Conquer Cancer Foundation are pleased to present patientACCESS. This new initiative provides patients and caregivers with full, complimentary access to research articles in Journal of Clinical Oncology (JCO) and Journal of Oncology Practice (JOP).
Tobacco Control	<ul style="list-style-type: none"> • CDC smoking chief says awareness, use of electronic cigarettes underscores need for regulation • REMINDER: The American Academy of Family Physicians (AAFP) is now recruiting 20 Federally Qualified Health Centers for the Office Champions Tobacco Cessation FQHC Project. This project will provide practical strategies through an online training module, live teleconferences and assorted materials for making system changes in medical practices to improve tobacco cessation activities. Practices that complete the program will receive \$2,000 financial assistance for administrative costs, plus materials for patients and recognition for practices. Applications will be accepted through Friday March 22, 2013. • Cooper Clayton Method to Stop Smoking Facilitator Training to be held on March 21, 2013 in Louisville.