

Dear Kentucky Cancer Consortium Partners:

Below is the **March 7, 2012** 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, in a brief, easy-to-read format. You may read archived editions on our [website](#). If your organization has a cancer-related item of interest that you would like to be included in a Wednesday's Word, or you know of someone who may benefit from receiving this communication, feel free to contact Katie Bathje at kbathje@kycancerc.org.

Sincerely,
Kentucky Cancer Consortium Staff

March 7, 2012

Advocacy

- [Online tool offers free, one-stop access to state legislation information](#) Policy advocates and groups looking at proposing legislation have a budget-friendly tool that facilitates effective research of information from the 50 public domain state legislative databases. Created by researchers at the Prevention Research Center in St. Louis (PRC StL), the State Legislative Search Guide is designed for anyone interested in cross-state comparison of legislation. The PRC StL project team launched the search guide after finding that the individual public domain state legislative databases usually were as comprehensive as the prohibitively expensive subscription databases that compile legislation. The guide is particularly useful for legislative searching across multiple states when the user is not already familiar with the states' databases and subscription databases are financially out of reach. The Guide is intended to facilitate use of all 50 public domain state legislative databases (U.S. States) for persons interested in searching for state legislation, statutes, and state legislative information. Updated in early 2011, it lists the 50 states' legislative websites (as hyperlinks) as well as navigation directions and tips for bill searching in each database. There is a full length guide and a two page condensed version of the guide. The [Condensed State Legislative Search Guide](#) is intended to be used to rapidly navigate between state websites or databases. Since each state legislature's website is formatted differently the full-length guide helps to locate information for legislative searching. Access the [full-length State Legislative Search Guide](#), with Kentucky's information on page 17.
- Cervical Cancer
- **Regular Pap Smear Boosts Cervical Cancer Survival: Screening is important even after HPV vaccine, experts say** (3/1/12, HealthDay News) -- Women who have regular Pap tests to screen for cervical cancer are more likely to survive if they are ever diagnosed with the disease, a new Swedish study suggests. Compared to women whose cervical cancer is detected because of symptoms, those diagnosed after a routine Pap smear increased their cure rate from 66 percent to more than 90 percent, the researchers said. For the study, published in the March 1 online

edition of the *BMJ*, Andrae's team collected data on more than 1,200 Swedish women diagnosed with cervical cancer from 1999 to 2001. The researchers found 92 percent of the women who were screened regularly were cured, compared with 66 percent of the women diagnosed once symptoms had developed. Cure rates were also higher among women screened according to established guidelines, compared to women who were overdue for a Pap test, they found. Of nearly 400 women who died from cervical cancer, 75 percent had not had a Pap test within the recommended time.

- [*\(reminder\)* Cervical Cancer-Free Kentucky](#) (CCFKY) is hosting their Annual Statewide Conference on May 15, 2012, at the Sloan Convention Center in Bowling Green, KY. Sessions will include: Updates on cervical cancer prevention, speakers from CCFKY Mini-Award recipients, and a report on their Cause the Movement personalized cervical cancer awareness campaign. Registration is free, and lunch will be provided. To aid in their planning, please email your ability to attend with your contact information to pkeyes@uky.edu.

Colon Cancer

- [**Gov. Beshear Joins Advocates, Survivors at Colon Cancer Rally**](#) (3/3/12, Office of Gov. Steve Beshear) Late last week, Governor Steve Beshear joined health advocates and survivors of colon cancer at a rally on the steps of the state Capitol to raise awareness of the disease and to highlight the need for more prevention and education funding across Kentucky. The rally was sponsored by the Colon Cancer Prevention Project and the American Cancer Society in Kentucky. In his budget proposal that is before the General Assembly, Gov. Beshear is seeking to fund colon cancer screening for 4,000 uninsured Kentuckians. The \$1 million investment is to be matched dollar-for-dollar by the Kentucky Cancer Foundation, for a total of \$2 million to be spent over the biennium. Gov. Beshear joined board members of the nonprofit Kentucky Cancer Foundation earlier this week to announce its creation and mission. The foundation will help raise private funds and obtain grants to pay for evidence-based prevention and early detection services for citizens of the Commonwealth who are unable to afford services like mammograms, pap smears, smoking cessation and colon cancer screenings. The Governor's budget would allow 4,000 uninsured Kentuckians to be screened through the Kentucky Colon Cancer Screening Program that was created by the legislature in 2008 but was never funded. At the rally, the Governor signed a proclamation designating March 2012 as Colorectal Cancer Awareness Month.
- [**Beating colon cancer | Taking action now can save your life**](#) (3/1/12, Louisville Courier-Journal) Like many other diseases, colon cancer can be a silent killer, but even when symptoms arise, they sometimes get ignored. People have a tendency to dismiss symptoms, such as blood in their stool, as being related to hemorrhoids, said Mitchell Kaplan, a gastroenterologist for the Jewish Physician Group in Louisville. But "if, suddenly, new bleeding occurs that was never there before, it's not so great an idea to just dismiss it," Kaplan said. "You don't want to ignore a problem just because it might be the hemorrhoids." Of cancers that affect both men and women, colorectal cancer — which refers to colon and rectal cancers — is the second-leading cancer killer in the United States, according to the U.S. Centers for Disease Control and Prevention. And Kentucky has one of the highest death rates in the nation.

- Read this entire feature article, including signs, symptoms, and screening guidelines; quotes from Andrea Uhde Shepherd of the Colon Cancer Prevention Project, as well as a list of web resources for CRC – including our very own KCC, at the Journal link above!
- [**No Excuses! New *Screen for Life* Public Service Announcements \(PSAs\)**](#) The Centers for Disease Control and Prevention has just released new television and print PSAs for their colorectal cancer awareness *Screen for Life* campaign. In the new English and Spanish TV PSAs, a series of diverse men and women voice misconceptions about who should be screened, and an off-screen expert explains the facts and why screening is important. The clear take-away message is that screening for colorectal cancer saves lives. Similarly, new English and Spanish print PSAs and posters also reveal common misconceptions about screening, while setting the record straight on who should be screened and how colorectal cancer can be prevented. The "No Excuses" PSAs and print materials are the latest additions to a rich suite of *Screen for Life* resources for patients and health professionals. [Print materials](#), including fact sheets, brochures, and posters, can be viewed, printed, and [ordered](#) online. [Television](#) and [radio](#) public service announcements can be viewed and heard online.
- (*reminder*) To kick off National Colorectal Cancer Awareness Month, the Prevent Cancer Foundation is excited to announce the [2012 National Challenge](#) for colorectal cancer screening projects beginning March 1, 2012. The theme of the 2012 Challenge is families. For more information on project requirements, including eligibility and selection, view the [application guidelines](#). FIRST Prize is a \$5,000 grant to support the winner's community screening project, a [Prevent Cancer Super Colon](#) exhibit stop in the winner's community (\$10,000 value) and promotion of the winning project through Prevent Cancer Foundation print and digital outlets. To read about second and third place prizes click [here](#).
- (*reminder*) **The Colon Cancer Prevention Project is hosting a "Bottom's Up Bash"** on Friday, March 16th from 7-11pm at the Louisville Glassworks, 815 W. Market Street in Louisville. [Find out more!](#)

Complementary and Alternative Medicine

- The National Center for Complementary and Alternative Medicine (NCCAM) at the National Institutes of Health [has launched an educational campaign—Time to Talk—to encourage the discussion of CAM use](#). As the Federal Government's lead agency for scientific research on CAM, NCCAM is committed to providing evidence-based CAM information to help health professionals and the public make health care decisions. A new series of monthly health tips, Time to Talk Tips, will provide consumers with easy-to-read information on complementary health practices. A resource in NCCAM's Time to Talk campaign, the series highlights specific health topics, such as the safe use of dietary supplements, natural products used for the flu and colds, and mind and body approaches used to manage symptoms of a variety of conditions. The series will include simple tips, such as: Taking vitamin C regularly does not reduce the likelihood of getting a cold but may improve some cold symptoms, and some dietary supplements may interact with medications (prescription or over-the-counter) or other dietary supplements. The tips accompany topics found in the NCCAM Clinical Digest, a monthly e-newsletter for health

care providers that addresses the state of science on complementary health practices for a variety of health conditions. These same topics will also be discussed in monthly Twitter chats ([@NCCAM](#)), allowing the public to interact with the center, ask questions, and receive answers in real time. Health care providers may order a free toolkit that includes posters, tip sheets, patient wallet cards, and other resource information to help encourage discussion of CAM use. To order a free toolkit, call the NCCAM Clearinghouse at 1-888-644-6226.

Federal Funds

- **Public health fund cut to fund payroll tax cut extension. (2/27/12)**, This month, Congress struck a deal to extend a payroll tax cut, continue unemployment benefits and avoid Medicare payments cuts to doctors. Offsets to pay for the package included taking \$5 billion from the \$15 billion Prevention and Public Health Funded (PPHF), which was created by the Affordable Care Act, over the next decade. The first cut will come in Fiscal Year 2013, when PPHF expenditures will be cut from \$1.25 billion to \$1 billion. In the FY 2013 President's Budget, released earlier this month, 83% of PPHF funding was proposed to be directed to CDC. Other health-related offsets in the bill included reducing Medicaid payments to hospitals that treat a disproportionate share of low-income patients, certain Medicare payments to hospitals and skilled nursing facilities and Medicare payments to clinical laboratories.
- **[Ever wonder exactly what is involved in the Prevention and Public Health Fund? RWJF has just released a new brief.](#) (2/23/12, RWJF)** The Affordable Care Act of 2010 created the Prevention and Public Health Fund to invest in public health and disease prevention. Supporters consider the fund a key component of the law's overall thrust of helping to reorient U.S. health care toward wellness, while also restraining cost growth driven by the high prevalence of chronic disease. The health care reform legislation allocated the prevention fund with \$15 billion over its first 10 years. But President Barack Obama signed legislation on February 22, 2012 that cuts the fund by \$5 billion over 10 years to help pay for other initiatives, including a continuation of payroll tax breaks. Earlier, congressional Republicans had targeted the fund for cuts or complete elimination, arguing either that it was unnecessary and wasteful or that it would accomplish little on top of existing federally funded efforts for disease prevention and health promotion. This policy brief discusses the rationale for creation of the Prevention and Public Health Fund; examines where spending has gone to date; and lays out the debate over preserving, cutting, or eliminating the fund altogether.

Financial Barriers

- **[Cancer's growing burden: the high cost of care](#) (2/26/12, AP)** Patti Tyree was afraid that cancer would steal her future. Instead, the cost of treating it has. She had hoped to buy a small farm with money inherited from her mother. But copayments for just one \$18,000 round of breast chemotherapy and one shot of a nearly \$15,000 blood-boosting drug cost her \$2,000. Bills for other treatments are still coming, and almost half of her \$25,000 inheritance is gone. "I supposedly have pretty good insurance," said Tyree, 57, a recently retired federal worker who lives near Roanoke, Va. "How can anybody afford this?" Forty years after the National Cancer Act launched the "war on cancer," the battle is not just finding cures and better treatments but also being able to afford them. New drugs often cost \$100,000 or more a year. Patients are being put on them sooner in the course of their illness and for a longer time — sometimes for the rest

of their lives. The latest trend is to use these drugs in combination, guided by genetic tests that allow more personalized treatment but also add to its expense. It's not just drugs: Radiation treatment is becoming more high-tech, and each leap in technology has brought a quantum leap in expense. Proton therapy is one example — it costs twice as much as conventional radiation and is attracting prostate cancer patients despite a lack of evidence that it is any better. The financial strain is showing: Some programs that help people pay their bills have seen a rise in requests, and medical bills are a leading cause of bankruptcies.

General

- [Cancer seen killing 1.3 million EU citizens in 2012](#) (2/29/12, Reuters) Almost 1.3 million people will die of cancer in the European Union this year, but death rates from the disease are on a steady decline, according to new research released on Wednesday. A study of all types of cancer across the 27-country EU bloc found that more men than women are likely to die from the disease, and that "substantial reductions" in the number of deaths from breast cancer would lower death rates for women. Despite this, breast cancer remains the leading cause of female cancer deaths in the bloc. Lung cancer, caused mainly by smoking or inhaling second-hand smoke, kills more men in the European Union than any other type of cancer. Researchers from Italy and Switzerland, writing in the *Annals of Oncology* journal, predicted EU cancer death rates of 139 per 100,000 men and 85 per 100,000 women in 2012. Compared with confirmed deaths in 2007 - the latest year for which there are World Health Organization death rate data for most EU countries - this would represent a fall of 10 percent in men and 7 percent in women, they said.
- [Most U.S. doctors baffled by cancer screening stats](#) (3/5/12, Reuters Health) Most U.S. doctors fail to grasp simple statistics about cancer screening, which could boost their enthusiasm for unproven and potentially harmful tests, a new poll suggests. For instance, three-quarters of the more than 400 doctors surveyed believed better survival rates prove screening is a lifesaver although that's not the case, researchers say. And nearly half thought early detection translates into saving lives -- another common misperception. "This is really unfortunate because one of the things we always say is, 'Discuss it with your doctor,'" said Dr. Otis Brawley, chief medical officer of the American Cancer Society. "This is evidence that your doctor doesn't know." Brawley, who wasn't involved in the new survey, said the lack of statistical sophistication among doctors is part of the reason why prostate cancer screening, now a controversial practice, has become so widespread. "Misunderstanding of statistics has been fueling a great deal of screening," he told Reuters Health. "Unfortunately we have all been taught that the way to deal with cancer is to find it early. As we have learned more and more about cancer, we are starting to find that that's not true." The new findings are based on responses from 412 U.S. primary care physicians surveyed in 2010 and 2011, and were published Monday in the *Annals of Internal Medicine*.
- *(reminder)* [Health Care Excel of Kentucky](#) is holding a Learning and Action Network (LAN) meeting on **Tuesday, March 20, 2012, from 9am to 6pm at the Hyatt Regency in Lexington.** Learning and Action Networks are structures by which large-scale improvement around specific health initiatives are fostered, studied, adapted, and rapidly spread. Health care partners and stakeholders are invited to the process of making change and attaining the goals of better health care; working toward better health for people and communities; and achieving

affordable care through lowering cost. If you have questions, contact Scott Gibson at sgibson@kyqio.sdps.org.

- (reminder) The [2012 CDC National Cancer Conference](#) will be held August 21-23 in Washington, DC at the Omni Shoreham Hotel. The theme of the 2012 CDC National Cancer Conference is: "Uniting Systems, Policy & Practice in Cancer Prevention and Control." This theme was chosen to reinforce and reflect the need to explore the implications of a changing health system on cancer prevention and control and discuss how to prepare and maximize opportunities. Registration is \$375.

Grants

- **Roadmaps to Health Community Grants** The 2012 *Roadmaps to Health* Community Grants call for proposals is now available. The grants, which will support two-year state and local efforts among policymakers, business, education, health care, public health and community organizations, will be managed by Community Catalyst and are part of the *County Health Rankings & Roadmaps* program, a collaboration of the Robert Wood Johnson Foundation (RWJF) and the University of Wisconsin Population Health Institute (UWPHI). Up to 20 coalitions will be awarded grants to create policy or system change to address the social and economic factors that impact the health of people in their community. The grantees will build on the RWJF/UWPHI *County Health Rankings model*, which highlights the critical role that factors such as education, jobs, income, community safety and having positive family and community networks in influencing how healthy people are and how long they live. The *Roadmaps to Health* grantees will focus on addressing those factors to create healthier places to live, learn, work and play. See the [Call for Proposals](#).

Health Equity

- (reminder) [Health Equity Summit II](#) "Setting a Vision for Tangible Change: Moving from Awareness to Action" is scheduled for Monday, April 16, 2012 • 7:30 a.m. to 3 p.m. at the Muhammad Ali Center, Louisville, Ky. The Summit is hosted by Norton Healthcare and the Center for Health Equity, Louisville Metro Department of Public Health and Wellness. Space is limited • Call (502) 629-1234 to reserve your seat.

Health Literacy

- (reminder) **The 3rd Annual Kentucky Health Literacy Summit**, entitled "Building Your Health Literacy Toolkit" will be held on March 22-23, 2012, at the Marriott Griffin Gate Hotel in Lexington. This conference is open to all those interested in improving their health literacy and patient communications skills. For more information or to register, visit <http://www.cecentral.com/live/3748> Questions? Contact Jane Bryant at (859) 323 - 5715 or jbryant@uky.edu

Prevention/Genetics/Causes

- [Diesel Exhaust Boosts Lung Cancer Risk: Study](#) (3/2/12, National Cancer Institute) Exposure to diesel engine exhaust increases the risk of lung cancer, according to a U.S. National

Cancer Institute study that tracked more than 12,000 mine workers for 20 years. The workers breathed varying levels of exhaust from diesel-powered equipment in the mines. The levels were higher than those encountered by the general population, the *Associated Press* reported. Mine workers exposed to the highest levels of diesel exhaust were three times more likely to die of lung cancer than those with the lowest exposures. But even workers who breathed the lowest levels of diesel exhaust had a 50 percent increased risk of lung cancer. "Our findings are important not only for miners but also for the 1.4 million American workers and the 3 million European workers exposed to diesel exhaust, and for urban populations worldwide," wrote lead author and NCI epidemiologist Debra Silverman, the *AP* reported. The study was released Friday by the *Journal of the National Cancer Institute*.

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- [Kentucky House Passes HPV Resolution](#) (2/29/12, CCFKY.com) On February 21, 2012, the House passed a resolution in an 87-4 vote that encourages vaccination against the human papillomavirus (HPV) for males ages 11-26 and females ages 9-26. Although this resolution does not have the force of law, it sends a message to Kentuckians that young adults in these age ranges should be vaccinated against HPV. HPV is responsible for greater than 70% of cervical cancer cases. The resolution further asks that all Kentuckians become more knowledgeable about the benefits of HPV vaccination.
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- *(reminder)* **The American Cancer Society's Epidemiology Research Program** is inviting men and women between the ages of 30 and 65 years who have no personal history of cancer to join a historic research study, [Cancer Prevention Study-3](#) (CPS-3). Participation is easy and enrollment is being brought to Lexington with the Society's host, Central Baptist Hospital. Enrollment will take place **April 14, 2012 from 9 a.m. to 1:30 p.m.** at the hospital's HealthWoRx facility in Lexington Green Mall, 161 Lexington Green Circle, Ste. B2. The ultimate goal is to enroll at least 300,000 adults from various racial/ethnic backgrounds from across the U.S. The purpose of CPS-3 is to better understand the lifestyle, behavioral, environmental and genetic factors that cause or prevent cancer and to ultimately eliminate cancer as a major health problem for this and future generations. To schedule your enrollment, visit cps3lex.org.
 - Whether or not you are able to enroll, please forward this information to friends, coworkers and family members in the Lexington area and encourage them to help advance cancer research by enrolling in CPS-3. A flyer is attached to this email!
- *(reminder)* **"Step Up to the Plate: Food and Nutrition Conference and Exhibition 2012"** with a special pre-conference opportunity: 2012 Breastfeeding Summit. March 29 & 30 at the Clarion Hotel in Lexington. Sponsored by the Kentucky Dietetic Association. For registration rates and program agenda, read the [Conference brochure](#).

Prostate Cancer

Resources

- *(reminder...because the news is that exciting!)* [Public-private partnership to battle cancer in Kentucky](#) (2/28/12, Louisville Courier Journal) A new foundation will help fund parts of Kentucky's action plan against cancer, which kills residents at the nation's highest rate. On Tuesday, Gov. Steve Beshear, who survived prostate cancer in 1994, announced the first public-private partnership with the Kentucky Cancer Foundation — an effort to invest in colon cancer screenings for 4,000 uninsured Kentuckians. Beshear's proposed budget includes \$1 million for the screenings, and the foundation pledges to match that funding, for a total of \$2 million over the biennium for the Kentucky Colon Cancer Screening Program — a program the legislature created in 2008 but never funded. New funds would be administered by the state Department for Public Health and would pay for colonoscopies, administration, education and outreach. Beshear said such partnerships can reduce the toll cancer takes in Kentucky. The Kentucky Cancer Foundation plans to raise private funds and pursue grants to pay for prevention and early detection for Kentuckians unable to afford services such as colon cancer screenings, mammograms, Pap smears and smoking cessation programs. The foundation's goal is to help fund portions of the [Kentucky Cancer Action Plan](#), which outlines strategies for cancer prevention, early detection and treatment and is the responsibility of the [Kentucky Cancer Consortium](#), a statewide coalition of 44 organizations fighting cancer.
- [Stand Up To Cancer is new Kentucky Oaks Day charity](#) Stand Up To Cancer will be the new beneficiary of what's become a Churchill Downs tradition of using Kentucky Oaks Day as a major fund-raiser for cancer charities. The popular "Pink Out" and survivor's parade will continue as Churchill helps raise funds and awareness for cancer research on May 4, the day of the \$1 million Kentucky Oaks on Derby Eve. Patrons are urged to wear pink, the official color of the Oaks as well as breast-cancer support, as the track continues its "Ladies First" focus and ongoing outreach effort on women's health issues. Oaks Day is the third most-attended day of racing in the U.S. after only the Derby and Preakness - and sometimes outdraws the Preakness. Stand Up To Cancer becomes the second charitable initiative for the Oaks since many of those traditions were first introduced in 2009. Acknowledging feedback from many Oaks fans, the Churchill marketing team opened a search last year for an organization that focused on funding innovative cancer research and that represented a broader scope of cancers affecting women and their families. [Stand Up To Cancer](#) raises funds to accelerate groundbreaking cancer research that will deliver new therapies to patients quickly through a collaborative effort throughout the cancer research community, Churchill said in a release.

Smoke-free

- **Health and Welfare Meeting for HB 289 – March 8 (tomorrow!):** The Smoke-free Kentucky Act, House Bill (HB) 289 will be voted on in the Health and Welfare Committee on March 8 at noon in the Capitol Annex Room 131. HB 289 proposes legislation for smoke-free work places and public places to protect the workers of Kentucky from secondhand smoke exposure. For more information on what you can do to make Kentucky smoke-free visit www.smokefreekentucky.com

- [States called on to restore anti-smoking funds](#) (2/25/12, Wall Street Journal) Funding for those often chilling anti-smoking TV ads and other smoking cessation programs in New York and other recession-battered states is being slashed, sometimes more than other government programs, despite success and savings in health care costs. A U.S. Surgeon General's report due to be released March 8 will come down hard on states that have cut anti-smoking funds in tough fiscal times, said Terry Pechacek, who oversees the report as director for Science in the Office on Smoking and Health at the Centers for Disease Control and Prevention. The report can't result in sanctions, but it has proven to move public opinion in the past to force changes by tobacco companies in how they sell cigarettes, how states fund efforts and how the federal government regulates the trade. Smoking programs have been an easier target politically in tough fiscal times when the alternative is to cut schools or hospitals, but many states also raided anti-smoking funds from a landmark \$246 billion national court settlement funds from the tobacco industry for 15 years.
- **E-Cigarettes Draw Fire From Legislatures --- Limits Sought on Nicotine-Mist Devices; Users Say They Eliminate Secondhand Smoke and Help Break Tobacco Addiction** (3/1/12, Wall Street Journal online edition) There's no smoke, but there's plenty of fire. A growing number of states are taking aim at electronic cigarettes in the absence of federal regulations, intensifying a public-health debate over the fast-growing alternative to traditional cigarettes. Lawmakers in more than half a dozen states from Arizona to New York have introduced legislation this year that would prohibit the sale of e-cigarettes to minors. Bills in Alabama, Kentucky, Mississippi and Utah would extend smoking bans in public areas to include e-cigarettes, and politicians in other states have proposed special taxes and halting Internet sales. The activity comes as more Americans turn to the battery-powered tubes, which turn nicotine-laced liquid into a vapor mist that is inhaled. Annual sales of e-cigarettes in the U.S. have grown to between \$250 million and \$500 million since arriving from China five years ago, according to industry estimates. That still represents a sliver of the roughly \$100 billion U.S. tobacco market. A survey by the Centers for Disease Control and Prevention indicated 2.7% of U.S. adults had tried e-cigarettes by 2010, up from 0.6% a year earlier. Anti-smoking groups seeking tight regulations on e-cigarettes say not enough is known about their health effects and that scientific studies are scant. They also say e-cigarettes are more likely to attract youth because they come in flavors like chocolate, cherry and pina colada.
- [U.S. Judge Strikes Down F.D.A. Cigarette Labels](#) (2/29/12, New York Times) Judge Richard J. Leon of the United States District Court in Washington ruled that forcing the companies to use the labels, which show staged images like a man breathing smoke out of a tracheotomy hole in his neck and a mouth punctured with what appear to be cancerous lesions, violated their free speech rights under the First Amendment. "The government's interest in advocating a message cannot and does not outweigh plaintiff's First Amendment right to not be the government's messenger," Judge Leon wrote. His ruling largely echoed arguments he made in a preliminary injunction he issued in November. The significance of Wednesday's ruling is unclear, since the Obama administration has appealed the injunction. Five tobacco companies — R. J. Reynolds, Lorillard, Commonwealth Brands, the Liggett Group and Santa Fe Natural — challenged the labels, arguing that the government was trying to use their packaging not to inform and educate consumers but to advocate a change in behavior. That, they argued, went beyond the "compelled commercial speech" courts have ruled is permissible under the First

Amendment to protect consumers from confusion and deception.

- **Registration is now open!** The Kentucky Center for Smoke-free Policy is hosting their Spring 2012 Smoke-free Conference on April 11, 2012 at the Doubletree Suites in Lexington. [Register online!](#)

Survivorship

- **ASCO's Cancer.net updates financial resource “[Managing the Cost of Cancer Care](#)”**
Patients and families coping with financial challenges can find practical guidance in ASCO's newly updated booklet or [listen to a podcast](#) explaining costs related to cancer care. This booklet was featured in a recent story in the [Associated Press](#) on the growing cost burden of treatment.
- **Gilda's Club Louisville** Did you know there are over 50 activities/events taking place at Gilda's Club in Louisville – in March alone? The Gilda's Club Louisville clubhouse, open since August of 2007 on Baxter Avenue in Louisville, routinely offers free support for everyone living with cancer - men, women, teens and children - along with their families and friends. The many opportunities at Gilda's offer a much needed complement to medical care, providing networking and support groups, workshops, education and social activities. [Find out more.](#)
- *(reminder)* **The Tenth Annual Cancer Survivorship Series: Living With, Through & Beyond Cancer** CancerCare, in collaboration with the National Cancer Institute: Office of Cancer Survivorship and Office of Communications and Education, **LIVESTRONG**, American Cancer Society, Intercultural Cancer Council, Living Beyond Breast Cancer and National Coalition for Cancer Survivorship, is pleased to invite you to participate in a free, four-part workshop series. The series will take place on Tuesdays, from 1:30-2:30 pm Eastern Time – April 24, May 15, June 19 and July 17. You can listen to these workshops on the telephone or via live streaming through the internet. Pre-registration is required. To register, and for more information, simply go to the CancerCare website, www.cancercare.org/connect.