

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **March 8, 2017** 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"> • Millions Risk Losing Health Insurance in Republican Plan, Analysts Say • How would the American Health Care Act affect cost and access? (PBS NewsHour 3/7/17) • Nearly half Kentucky counties had just one insurance carrier in marketplace • Transition to healthcare.gov reveals parity with kynect • Patient Organizations Offer Advice on Reforming Obamacare: Coalition of 11 groups urges Congress to ensure affordability, accessibility and adequate coverage. • Current, Ex-Kentucky Governors Battle Over Health Law Legacy • Read an overview of Kentucky HEALTH, Governor Bevin’s plan to transform Kentucky’s Medicaid program.
Alcohol	<ul style="list-style-type: none"> • Preventing alcohol use among American Indian and rural youth •
Brain Cancer	<ul style="list-style-type: none"> • Study Casts Doubt on a Brain Cancer's Link to Herpes: Researchers find no evidence of cytomegalovirus in tumor tissue.
Breast Cancer	<ul style="list-style-type: none"> • Diagnostic Mammograms Find More Cancers, and More False-Positives: Digital technology leads to 'marked improvement' in detection rates, radiology expert says • Susan G. Komen Kentucky has launched a new monthly e-newsletter, “What Pink Makes Possible”, including updates on events, volunteer opportunities, research news, community partners and more. If you have an article you would like to share, send it to info@komenkentucky
Colon Cancer	<ul style="list-style-type: none"> • Colon Cancer Rates, Deaths Drop in Americans Over 50: Report suggests higher screening rates explain the positive trend. • Colon and Rectal Cancers Rising in Young People • New American Cancer Society Report on Colorectal Cancer Statistics: The ACS released a 2017 CRC report last week that found dramatic reductions in overall

	<p>colorectal cancer incidence and mortality, but also striking disparities by age, race, and tumor subsite remain. That’s according to the latest publication of Colorectal Cancer Statistics and its companion publication, Colorectal Cancer Facts & Figures, published every three years by the American Cancer Society.</p> <ul style="list-style-type: none"> • National Colorectal Cancer Roundtable member organizations have developed a wealth of videos and public service announcements (PSAs) to promote colorectal cancer screening that you can use, promote and share. • WEBINAR: Culturally Proficient Strategies to Improve Colorectal Cancer Screening Among Hispanics will be held on 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. • Exciting New Resources for Colorectal Cancer Awareness Month: CDC’s Screen for Life campaign is offering a suite of new and updated materials for Colorectal Cancer Awareness Month this March. They’re available on the new Resource Toolkit page. • WEBINARS: Colorectal Cancer Webinar Series for Health Care Professionals -- The American Cancer Society invites you to a free, interactive series of webinars on colorectal cancer screening, prevention, and treatment presented by American Cancer Society-funded clinician scientists and researchers. <ul style="list-style-type: none"> ○ Wednesday, March 14, 2017, 1:00-2:00 pm EST “Colorectal Cancer Screening: Reaching Our Vulnerable Patient Populations” Daniel S. Reuland, MD MPH, Professor of Medicine, Division of General Medicine and Clinical, Epidemiology, University of North Carolina School of Medicine. ○ Wednesday, March 22, 2017, 2:00-3:00 pm EST. “The Influence of Patient Centered Communication and Coordination of Care on Disparities in Colorectal Cancer” Arden M. Morris, MD, MPH, Professor of Surgery, Stanford University Medical Center. • REMINDER: The Colon Cancer Prevention Project’s “Fighter’s Fund” grants will now be awarded monthly instead of quarterly. The Fund provides one-time grants to colon cancer patients in Kentucky and Southern Indiana who need it most.
Cost	<ul style="list-style-type: none"> • Beating Cancer Shouldn't Force Patients Into Bankruptcy
Health Equity	<ul style="list-style-type: none"> • Cancer Disparities Among People with Disabilities: How Local Health Departments Can Help • Kentucky Health Issues Poll: Healthy Foods Widely Available, But Too Costly for Some Kentuckians
Health IT	<ul style="list-style-type: none"> • American Society of Clinical Oncology Cancer.Net’s award-winning mobile app has been updated, featuring a redesigned dashboard offering easy access to oncologist-approved information and saved data, enhanced symptom tracking, filtering capabilities, and calendar integration, as well as a medication log, question tracker,

	<p>and native Spanish integration. Cancer.Net Mobile is completely free and available on the iOS App Store, Google Play, and Amazon.</p> <ul style="list-style-type: none"> • Read this recent article from ASCO on helping patients to “Evaluate Cancer Information on the Internet”. It includes 8 questions for patients to ask themselves as they search for cancer info online.
Lung Cancer	<ul style="list-style-type: none"> • Nasal Swab Shows Promise in Confirming Lung Cancers: Simple technique is based on cancer DNA and seems accurate for use after chest CT scan, researchers say
Medicare	<ul style="list-style-type: none"> • RESOURCE REMINDER: The CMS Medicare Learning Network has compiled an online educational tool to help providers and office staff navigate coding of Medicare Preventive Services. Browse the tool to find information on a variety of cancer screening services.
Obesity, Nutrition and Physical Activity	<ul style="list-style-type: none"> • Strong evidence supports the association between obesity and some major types of cancer. A study in The BMJ found an association between obesity and 11 cancers, including multiple myeloma, colon cancer, biliary tract system cancer, breast cancer and kidney cancer. • Bad Diet in Youth Might Raise Risk of Early Breast Cancer. Study found an association, but didn't prove unhealthy foods caused disease. • Have Americans Given Up on Losing Weight? Study finds more are overweight, obese than 2 decades ago, but fewer are trying to shed pounds. • The United Fresh Start Foundation is now accepting applications for its new Community Grants Program, established to help advance the organization’s mission to increase children’s access to fresh fruit and vegetables. Grants, up to \$2,500 per organization, will seek 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 organizations focused on child nutrition, food access and creating healthy communities through increased access to fresh produce, can download the grant application here. Applications are due by Monday, April 20, 2017. • Voices for Healthy Kids Grant Opportunity: Grants will support innovation and engage additional partners and strategies that will further the 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. • 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? We have no safe sidewalks! 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"> • Early Palliative Care Reduced ICU Use in Patients With Advanced Cancer
Patient Navigation	<ul style="list-style-type: none"> • Lay Navigators Reduce ER Visits, ICU Admissions
Pediatric Cancers	<ul style="list-style-type: none"> • Childhood Cancer Survivors Living Longer: Decline parallels reduced use of radiation, at lower doses, researchers say • Kentucky Pediatric Cancer Research Trust Fund: Legislation passed in 2015 established the Pediatric Cancer Research Trust Fund to support pediatric cancer research and treatment. Kentuckians can support the work of the trust fund by using a special check-off option to contribute all or a portion of their Kentucky state income tax refunds. Tax refund contributions to the trust fund will be used to advance promising Kentucky programs promoting pediatric cancer research and treatment.
Pharmacology	<ul style="list-style-type: none"> • Listen to this one-hour patient-centered podcast entitled "An Inside Look at the Pharmacist's Role in Cancer" hosted by Cancer Support Community CEO Kim Thiboldeaux. Ms. Thiboldeaux's weekly podcast, <i>Frankly Speaking About Cancer</i>, airs every Tuesday at 4pm online at VoiceAmerica Health and Wellness Network.
Resource	<ul style="list-style-type: none"> • NEW ASCO Answers Fact Sheets for Your Patients: Check out these new <i>ASCO Answers</i> fact sheets on Myelodysplastic Syndrome (MDS) and Understanding Bone Marrow Transplantation. These one-page (front and back) introductions include an overview of the topic, terms to know, and questions to ask the doctor. Download printable PDFs of these and other fact sheets. • Access to all CDC SelfMade Health Network (SMHN) Fact Sheets and archived webcasts are now available for downloading and sharing. Each Fact Sheet consists of resources to further support professionals. Recently added f.s. include: Breast Cancer; and Financial Barriers and Men's Health Disparities-Cancer.
Rural Cancer Control	<ul style="list-style-type: none"> • See the "events" section below for a rural cancer control conference in Memphis this May.
Screening	<ul style="list-style-type: none"> • CDC's MMWR Weekly, Volume 66, No.8. "Cancer Screening Test Use in the United States, 2015. Since 2013, some progress toward meeting the Healthy People 2020 objective for colorectal cancer screening has occurred, but the trend for breast cancer screening has been static, and cervical cancer screening is declining. Disparities in screening persisted by race, ethnicity, education, and income. The uninsured and persons without a usual source of care had screening use far below the HP2020 targets
Skin Cancer	<ul style="list-style-type: none"> • More Teens Turning Their Backs on Tanning Beds: CDC -- Half as many high school students reported indoor tanning in 2015 versus 2009, survey finds. • Hispanics Should Be Wary of the Sun's Rays, Too: Skin cancer rates rising in this group, dermatologist warns.

	<ul style="list-style-type: none"> • Some Melanoma Survivors Still Seek Out the Sun: 1 in 5 had suffered a sunburn in the past year, study finds. • Indoor Tanning: A Big Financial Hit to U.S. Health Care -- Skin cancers from UV light in devices totalled \$343 million in 2015 alone, researchers say.
Survivorship	<ul style="list-style-type: none"> • Soy Safe, Even Protective, for Breast Cancer Survivors: Study of 6,200 women finds the food linked to lower risk of death after nearly a decade of follow-up. • Brain Training for Cancer Survivors' Nerve Damage: Neurofeedback seems to offers relief from chemo-induced pain, research finds. • Exercise a Powerful Ally for Breast Cancer Survivors: Those who worked out were about 40 percent less likely to die from disease, review suggests. • Exercise Helps Counter Cancer-Linked Fatigue: Psychological treatment and education can be useful, too, more so than drugs, study finds. • REMINDER: Friend for Life Cancer Support Network is seeking cancer survivors and caregivers to become Peer Navigator volunteers to provide emotional support to persons beginning a similar cancer journey. Training will be held Saturday, March 25th in Louisville, KY.
Tobacco Control	<p>Tobacco Control</p> <ul style="list-style-type: none"> • Kentucky Senate Bill 89 would require barrier-free access to FDA-approved smoking cessation programs, through an insurance mandate • 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 enrolling in quitline coaching during this timeframe! • 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 • 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 <p>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</p>

	<p>the upcoming months. The recertification will extend certification for three years. Tami Cappelletti will contact those in need of being recertified.</p> <p>E-Cigarettes</p> <ul style="list-style-type: none"> • Southern Kentucky Area Health Education Center is hosting a conference entitled, "Project e-Prevent: Understanding e-cigarettes and their effect on Kentucky's youth". May 2, 2017 from 9:30am to 4:45pm in the Perkins Building at Eastern Kentucky University in Richmond, KY. 6.5 maximum CE hours available. Registration and more information.
<p>Events</p>	<p>Events of Interest (in chronological order)</p> <ul style="list-style-type: none"> • LOUISVILLE: PEER NAVIGATOR TRAINING: Friend for Life Cancer Support Network is seeking cancer survivors and caregivers to become Peer Navigator volunteers to provide emotional support to persons beginning a similar cancer journey. Training will be held Saturday, March 25th in Louisville, KY. • 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. • 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. • 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.](#)
- **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.](#)
- **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.