

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the April 17, 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](mailto:katie@kycancerc.org).

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
Breast Cancer	<ul style="list-style-type: none"><li>• <a href="#">Menopause-Like Woes Hinder Breast Cancer Treatment: Study</a>. One-quarter of patients fail to start or complete recommended therapy, researchers find.</li></ul>
Colon Cancer	<ul style="list-style-type: none"><li>• <a href="#">Questions About Colon Screening Coverage Still Vex Consumers</a></li><li>• <a href="#">Calcium May Cut Risk for Precancerous Colon Lesions in Some People</a>: Study found association only among those with specific genes</li><li>• <a href="#">Uterine cancer tied to later colon cancer - study</a></li></ul>
Data	<ul style="list-style-type: none"><li>• Foundation for a Healthy Kentucky is committed to building local capacity to address Kentucky's health needs, and has created a free series of webinars on key Kentucky data sources. <b>Go to the Source!</b> is an opportunity to learn more about the information that is available and get to know the people behind the numbers. KCC partners may be interested in these webinars in the series: 1) Kentucky Behavioral Risk Factor Surveillance System (BRFFS) with <i>Sarojini Kanotra, PhD, MPH, CHES (April 30)</i>. 2) Kentucky Health Issues Poll (KHIP) and Online Analysis &amp; Statistical Information System (OASIS) with <i>Jennifer Chubinski, MS and Mark Carozza, MA (May 21)</i>. 3) Kentucky State Data Center with <i>Michael Price, MA (June 11)</i></li></ul>
Electronic Health Records	<ul style="list-style-type: none"><li>• <b>REMINDER: The Kentucky REC and the Kentucky Health Information Exchange (KHIE) are proud to announce a series of Meaningful Use Survival Seminars.</b> <a href="#">Please see the link</a> for registration, meeting agenda, CME Credit Information, and other important details. The seminars will take place at the following locations and dates:<ul style="list-style-type: none"><li>• Bowling Green - The Medical Center, 250 Park Street on <b>April 19, 2013</b>.</li><li>• Somerset - Somerset Community and Technical College, Citizens National Bank 808 Monticello Street Rm. 107 on May 10, 2013.</li><li>• Lexington - Hilary J. Boone Center, 501 Rose Street on May 31, 2013.</li></ul></li></ul>

<b>Financial</b>	<ul style="list-style-type: none"> <li>• <a href="#">Doctors Order Fewer Lab Tests When They Know the Cost</a></li> <li>• <a href="#">Many Americans Skipping Meds to Save Money, CDC Says</a>. Lack of insurance coverage was key factor in patients cutting back on drugs they need.</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• <a href="#">Doctors' Insight Into Patients' Lives May Boost Care, Study Finds</a>: Treatment should take into consideration factors such as transportation, income, researchers say</li> <li>• <a href="#">The Conspiracy to End Cancer</a> The article in TIME focuses on the new approach to cancer research through team science, a collaborative approach among investigators that brings science and medicine together.</li> </ul>
<b>Grants</b>	<ul style="list-style-type: none"> <li>• <b>REMINDER:</b> The <b>ASAP Acceleration Grants campaign is giving schools across America everything they need to launch a new physical activity program</b>: seed funding, a game plan to follow, and a support network of champions across the country embarking on the same path. ASAP is now accepting applications for Acceleration Grants - \$1,000 to start the program of your choice: <a href="#">100 Mile Club</a>, <a href="#">BOKS</a>, or <a href="#">Just Move</a>. Are you eligible? Find out <a href="#">here</a>. This is a very simple application and designed to be a low-barrier way for a school to get involved in this movement. <b>Application deadline is April 22, 2013</b>. All details are on our website <a href="http://www.ActiveSchoolsASAP.org">www.ActiveSchoolsASAP.org</a></li> <li>• <b>REMINDER:</b> The Chris4Life Colon Cancer Foundation announces a program to <b>fund pilot studies in colorectal cancer research</b>. Our aim is to fund pilot and feasibility studies to help improve talented investigators' prospects for future long term funding. In 2013 we will give priority to proposals in the clinical and bioinformatics research fields. Awards will be in the amount of \$25,000, and special consideration will be given to proposals with an accompanying commitment to matching funds by the home institution. <b>Application Due Date: June 1, 2013</b> <a href="http://www.chris4life.org/grants">http://www.chris4life.org/grants</a></li> </ul>
<b>Health Equity</b>	<ul style="list-style-type: none"> <li>• <b>REMINDER:</b> Healthy People 2020 Spotlight on Health Webinar: <a href="#">Social Determinants of Health. Register Now</a> , <b>April 24, 2013, 1–2:30 PM EDT</b>. Health starts in our homes, schools, workplaces, neighborhoods, and communities. Healthy People 2020 places a renewed emphasis on identifying, measuring, tracking, and reducing health disparities through a determinants of health approach and its new Social Determinants of Health topic area and objectives. This Webinar will explore the relationship between conditions in the social, physical, and economic environment in which people live and related health outcomes, and will include examples of how communities are addressing the social determinants of health to reduce health disparities.</li> </ul>

<b>Healthcare Reform</b>	<ul style="list-style-type: none"> <li>• <a href="#">Hospitals serving the uninsured face challenge under Obamacare</a></li> <li>• <b>REMINDER:</b> Experts on the impact of <b>federal healthcare reform on business will present advice to Kentucky companies at half-day seminars on May 8th (12:30pm, Lexington Griffin Gate Marriott) and May 9th (8:00am, Louisville Marriott Downtown)</b>. Presentations on the federal Patient Protection and Affordable Care Act will include discussions of expected cost increases and tax implications for businesses according to the options required and available as reform is implemented. Each half-day seminar will tackle the ACA and the effect it will have on small and large companies across KY, including the role of the health insurance exchange and the changing ways that coverage premiums will be determined. Industry experts will provide guidance to employers on complying with the new rules surrounding insurance reforms. <a href="#">Cost is \$229 for KY Chamber non-members, \$179 for members.</a></li> </ul>
<b>Hospice</b>	<ul style="list-style-type: none"> <li>• <b>REGISTRATION NOW OPEN:</b> The Kentucky Association of Hospice and Palliative Care invites you to attend their 15<sup>th</sup> Annual Spring Education Conference set for <b>May 8 - 10, 2013</b>, entitled “Moving Forward: Mastering Quality Care Through Health Care Reform”. This year’s conference will be held at the <b>Hyatt Downtown Louisville</b>. See the complete agenda, CEU opportunities, and <a href="#">Register today</a>.</li> </ul>
<b>Lymphoma</b>	<ul style="list-style-type: none"> <li>• <a href="#">New Strategy Helps Young Lymphoma Patients Avoid Radiation Treatment</a>. Approach resulted in high remission rates without the risks tied to radiotherapy, researchers say.</li> </ul>

<p><b>Patient Navigation</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Patient navigator: A role for nurses that goes beyond clinical care</a></li> <li>• <b>UPDATED REMINDER: Patient Navigation Training Presented by the Harold P. Freeman Patient Navigation Institute</b> - coming to Kentucky <b>May 29 and 30</b>. Dr. Harold Freeman is traveling to the Commonwealth to provide both in intensive one-day patient navigator training, as well as an abbreviated Day 2 training. Read details below. You won't want to miss this opportunity – traveling to New York for Dr. Freeman's traditional on-site trainings is far more costly. This is a huge opportunity for all those interested in cancer patient navigation in Kentucky!             <ol style="list-style-type: none"> <li>a. Intensive training will be held on Wednesday, May 29, 2013 8:30 a.m. – 5:00 p.m. EST in the B &amp; C Conference Rooms in the Human Services Building, Frankfort, Kentucky. A certificate of completion will be presented after the training. A box-lunch will be provided as well as healthy snacks. <b>Now that we have over 30 registrants, the cost is: \$595/person.</b></li> </ol> </li> <li>2. <b>Pre-registration is required by e-mailing - <a href="mailto:Melody.Stafford@ky.gov">Melody.Stafford@ky.gov</a></b> . Pre-registration deadline has been extended to: <b>April 30, 2013</b></li> <li>3. Day 2 is scheduled on Thursday, May 30, 2013 8:30 – 12:00 EST. This is an introduction to patient navigation and is a modified version of day 1. There is no certificate of completion given. <b>There is no fee</b> for attending Day 2. You do <u>not</u> need to attend Day One in order to attend Day 2. Snacks will be provided on Day 2.</li> <li>• <b>Best Practices in Navigation and Survivorship Survey Results Webinar: April 24, 2013 at 12pm EST.</b> The GW Cancer Institute Center for the Advancement of Cancer Survivorship, Navigation and Policy (caSNP) recently administered the “Best Practices in Navigation and Survivorship Survey” seeking feedback from health care professionals who have developed patient navigation and/or clinical survivorship programs. GWCI staff will present the results of the findings. Topics covered will include: Tracking Constructs and Tools; Program Funding Sources; Return on Investment; Financial Sustainability; Survivorship Care Plan Tools; Reimbursement Challenges. To register for the live webinar, please go to: <a href="https://www.surveymonkey.com/s/2KTGX87">https://www.surveymonkey.com/s/2KTGX87</a></li> </ul>
<p><b>Prevention, Genetics, Causes</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Smoking Raises Asbestos Workers' Cancer Risk, Study Says</a>. Findings suggest lung cancer develops through multiple mechanisms</li> <li>• <a href="#">Strides Made in Preventing Cancer, But Challenges Remain: Report</a>. American Cancer Society looked at smoking, obesity, disease screening, tanning and more</li> </ul>
<p><b>Rural health</b></p>	<ul style="list-style-type: none"> <li>• <b>REMINDER:</b> Save the Date for <a href="#">Doing Care Differently in Rural Kentucky May 7, 2013 / Louisville</a>. 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.</li> </ul>

<b>School Health</b>	<ul style="list-style-type: none"> <li>• <b>REMINDER:</b> <a href="#">Kentucky Teen Institute (KTI) – June 23<sup>rd</sup>-27<sup>th</sup></a>: 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.</li> </ul>
<b>Smoke-Free</b>	<ul style="list-style-type: none"> <li>• <b>Smoke-Free Kentucky has a brand new website!</b> The new address is <a href="http://smokefreekentucky.com">http://smokefreekentucky.com</a>. Please note: the old address ended in .org rather than .com. If you type in the old .org address, it will <u>automatically re-direct</u> you to the new .com website...UNLESS you have the old site bookmarked, so please update your bookmark with the new smokefreekentucky.com address.</li> </ul>
<b>Survivorship</b>	<ul style="list-style-type: none"> <li>• The National Cancer Survivorship Resource Center, a collaboration between the American Cancer Society and the <a href="#">GW Cancer Institute</a>, funded by a 5-year cooperative agreement through the Centers for Disease Control and Prevention, is launching a free, innovative, online continuing education program to educate primary care providers on cancer survivorship. The <b>e-learning series features free continuing education credits for physicians, physician assistants, nurse practitioners and nurses</b>. Current modules include: Current Status of Cancer Survivorship and the Role of Primary Care Providers; Late Effects of Cancer and its Treatments: Managing Comorbidities and Coordinating with Specialty Providers; Late Effects of Cancer and its Treatments: Meeting the Psychosocial Health Care Needs of Survivors. For more information, please go to: <a href="http://www.cancersurvivorshipcentereducation.org">www.cancersurvivorshipcentereducation.org</a> and view the attached promotional flyer.</li> <li>• <b>There are MULTIPLE upcoming events at <a href="#">Gilda’s Club Louisville</a></b>, from Wellness Groups to a Derby Party to seminars on holistic cancer care. Also coming – three summer camp opportunities for youth connected to cancer. Please open the attached flyer for all the dates and details, and share with your partners and networks.</li> <li>• <a href="#">Physician preferences and attitudes regarding different models of cancer survivorship care: a comparison of primary care providers and oncologists</a> The article explores primary care provider and oncologist’s attitudes on their ability to care for cancer survivors and how it relates to their preferred model of delivering survivorship care.</li> <li>• <a href="#">Survivorship Care Plans: Prevalence and Barriers to Use</a> The article explores the use of survivorship care plans (SCP) in cancer programs and by providers, and the barriers that exist to SCP use.</li> </ul>

## Tobacco Control

- See the RWJF's and the Campaign for Tobacco-Free Kids [newly developed infographic](#) about the costly toll of tobacco use in America.
- [Smoking in Youth-Rated Movies Doubles: Report](#): On-screen tobacco use encourages kids to start habit, CDC says
- [Smoking Bans in Public Housing Could Save Dollars, Lives: CDC](#). Tobacco-free policies might save \$521 million a year, cut secondhand smoke exposure.
- [Health groups want menthol cigarettes banned](#)
- [How Obama's tobacco tax would drive down smoking rates](#)
- **RESOURCE REMINDER:** [The CDC's Tips from Former Smokers II campaign launched recently](#), and this year a **Kentuckian is included!** 18-year-old Jamason from Lexington suffered a life-threatening asthma attack due to secondhand smoke exposure while at work at a fast food restaurant. His story is featured in a campaign print ad (see attached pdf file).
- **REMINDER:** [Cooper Clayton Method to Stop Smoking Facilitator Training and Refresher Course](#) to be held in Bowling Green on Thursday, May 9. [Pre-registration](#) is required and due by May 1.