

Dear Kentucky Cancer Consortium Partners:

Below is the **April 18, 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 for 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](mailto:kbathje@kycancerc.org).

Sincerely, Kentucky Cancer Consortium Staff

**April 18, 2012**

### **Cervical Cancer**

- *(reminder)* **Cervical Cancer-Free Kentucky** is taking registrations for their 2012 Annual Statewide Conference on May 14-15, 2012, at the Sloan Convention Center in Bowling Green, KY. To register, go to [www.cervicalcancerfreeky.org](http://www.cervicalcancerfreeky.org) and click on Conference, then [Registration](#). The Conference begins with a complimentary reception at the National Corvette Museum on the evening of May 14<sup>th</sup>, 7-9pm, and then has a full day of meetings planned on the 15th at the Sloan Convention Center in Bowling Green, KY. No registration fee is required and lunch is provided.

### **Childhood Cancer**

- [Take a closer look at Indian Summer Camp](#) (4/17/12, Louisville.com) It's been called The Big C, but sometimes cancer happens to the smallest among us. Each year, tens of thousands of children in the United States are diagnosed with some form of cancer, sending their families into stressful emotional and financial times. Luckily, there are organizations designed to help. Kentucky-based Indian Summer Camp is one of them. Founded in 1981 between a group of volunteers and the Kentucky Cancer Program, Indian Summer Camp offers free recreational activities for children affected by cancer. "There are many organizations out there for research and developing new medical treatments, but there was a lack of programs that affect the daily lives of kids with cancer," says Shelby Dehner, the nonprofit's executive director. "These kids want to have fun. They want to play. Cancer takes that away." Dehner estimates that approximately two thousand children and families have benefitted from their various camps and events, which include a weeklong Oncology Camp, a day program for ages 4 to 6, a Teen Weekender camp, and a weekend Sibling Camp program. Expansion plans include a Family Camp. All camps are offered free of charge, and Dehner proudly notes the organization has never turned a child away. The nonprofit keeps their costs low by being almost entirely volunteer based. [Find out more.](#)
- [Study Shows New Option for Kids With Tough-to-Treat Leukemia](#) (4/11/12, HealthDay News) Additional chemotherapy may be a better option than bone marrow transplant for some children with acute lymphoblastic leukemia who don't respond to an initial intense regimen of chemotherapy called "induction therapy," a new study says. According to researchers, failure to

improve after induction therapy is rare, happening in just 2 percent to 3 percent of children with ALL. But when it does happen, these children's risk for a bad outcome rises considerably, so they often then become candidates for a bone marrow transplant. However, the new study suggests that that option may not always be the only one, and findings are published in the April 12 issue of the *New England Journal of Medicine*. In the study, researchers tracked more than 1,000 children with ALL who did not go into remission after four to six weeks of induction therapy. The patients' cancer was diagnosed when they were between the ages of 1 to 5 years. The overall survival rate for children with ALL who fail to go into remission following induction therapy was 32 percent. However, the rate was 72 percent in a subset of patients who had additional chemotherapy *instead* of a bone marrow transplant.

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### **Colon Cancer**

- [American College of Radiology Backed Bill to Gain Medicare Coverage for Virtual Colonoscopy Introduced in House](#) (3/12, acr.org) Following a recent [call by the ACR and the Colon Cancer Alliance](#) for Medicare coverage of CT Colonography, known as virtual colonoscopy, Reps. Ralph Hall (R-TX) and Danny Davis (D-IL) have introduced the CT Colonography Screening for Colorectal Cancer Act ([H.R. 4165](#)) in the U.S. House of Representatives. The bill would require coverage of virtual colonoscopy as a colon cancer screening benefit under Medicare. Virtual colonoscopy as a colon cancer screening tool is endorsed by the American Cancer Society and covered by major insurers, including CIGNA, UnitedHealthcare, and Anthem Blue Cross Blue Shield, but Medicare has refused coverage citing lack of data among seniors. However, the largest [study](#) on virtual colonoscopy in Americans ages 65 and older, published online Feb. 23 in *Radiology*, showed that it is comparably effective to standard colonoscopy. This confirms results of a landmark 2008 study of patients ages 50 and older, published in the [New England Journal of Medicine](#), and a multitude of similarly positive trial outcomes since.
- Not able to attend the National Dialogue for Action 2012 last month? The Prevent Cancer Foundation provides you with easy access to all informational materials utilized for the conference: [presentations](#), [articles and reports](#), and [movie/media clips](#).
- *(reminder)* [Colon Cancer Prevention Project now hiring for screening program navigator](#) (4/5/12, CCPP) The Colon Cancer Prevention Project is now hiring for a navigator for a colon cancer screening program starting this summer in the Louisville area. The screening program will work with community groups and facilities to get uninsured and underinsured residents in the area screened for colon cancer. This is a full-time position. For more information on the position, visit the link above. Interested and qualified candidates for this position should e-mail their resume, cover letter and salary requirements to [ashepherd@c2p2ky.org](mailto:ashepherd@c2p2ky.org).
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- *(reminder)* **KET produced television show “One to One with Bill Goodman”** will feature Dr. Whitney Jones and Dr. Thomas Tucker for Colon Cancer Awareness Month, discussing prevention, symptoms, and treatment of this preventable, treatable and beatable cancer. This episode will be repeatedly aired through April and early May. [For airtimes and more information](#)

### **Complementary and Alternative Therapies**

- [St. Elizabeth Holistic Health to offer integrative therapies for cancer patients](#) (4/16/12, The Lane Report) St. Elizabeth Holistic Health Center offers integrative therapies for oncology patients based on the model of care developed by the M.D. Anderson Cancer Center in Houston, Texas, it announced late last week. The services include acupuncture, acupressure, massage, reflexology, RN consultation, oncology patient skin care and makeup, stress management, cancer fitness classes, methods of meditation, tai chi/yoga, smoking cessation support group, four weeks to a new you and energy work. Through the nurse consultation program, patients can meet with a registered nurse who specializes in integrative therapies to determine which therapies are best suited to manage symptoms and promote optimal health. The nurse also will ensure that the therapies chosen are compatible with the oncology plan of care, and the nurse can coordinate treatments with the patient and his or her teams from holistic health and oncology. For more information, call St. Elizabeth Holistic Health Center at 1-859-301-5959. St. Elizabeth Healthcare operates six facilities throughout northern Kentucky.

## **Financial**

- [Medicare To Tie Doctors' Pay To Quality, Cost Of Care](#) (4/15/12, The Washington Post and Kaiser Health News) Twenty thousand physicians in four Midwest states received a glimpse into their financial future last month. Landing in their e-mail inboxes were links to [reports](#) from Medicare showing the amount their patients cost on average as well as the quality of the care they provided. The reports also showed how Medicare spending on each doctor's patients compared to their local peers in Kansas, Iowa, Missouri and Nebraska. The "resource use" reports, which Medicare plans to eventually provide to doctors nationwide, are one of the most visible phases of the government's effort to figure out how to enact a complex, delicate and little-noticed provision of the 2010 health care law: paying more to doctors who provide quality care at lower cost to Medicare, and reducing payments to physicians who run up Medicare's costs without better results.
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- [Obese Workers' Health Care Costs Top Those of Smokers](#) (4/13/12, HealthDay News) Obese workers have even higher health costs than smokers, a new study finds. Researchers examined data from more than 30,000 Mayo Clinic employees and retirees who had continuous health insurance from 2001 to 2007. The analysis revealed that both obesity and smoking were associated with higher health care costs. Average yearly health costs were \$1,275 more for smokers than nonsmokers and \$1,850 more for obese people than those with normal weight. Health care costs for morbidly obese people were up to \$5,500 more a year than for normal weight people. The additional health care costs associated with obesity appeared to be lower after the researchers adjusted for other accompanying health problems, but "this may lead to underestimation of the true incremental costs, since obesity is a risk factor for developing chronic conditions," wrote James Moriarty and colleagues at the Mayo Clinic in Rochester, Minn. Employers are looking at ways to reduce health care costs -- such as quit-smoking and fitness programs -- and this study showed that both obesity and smoking led to persistently higher health care costs during the seven years examined by the researchers, the study authors said. The study was published in the March issue of the *Journal of Occupational and Environmental Medicine*.

## General

- [Community health centers in Kentucky rank poorly in 3 of 6 measures of quality care](#) (4/18/12, Lexington Herald-Leader) Kaiser Health News and USA Today analyzed data and posted an [interactive chart](#) of **six measures of quality** for the nation's nearly 1,200 **community health centers**. Kentucky was one of four states to rank near the bottom on three of the six performance measures the federal government collects from clinics. The other states are Louisiana, Virginia and Kansas. Georgia was the worst in the nation with four of six measures at the bottom. The six measures are: diabetes control, timely prenatal care, hypertension control, low birth weight, childhood immunization and cervical cancer screening. [Read the full original article here.](#)
- [Webinar Opportunity: Making it Last: Sustaining Public Health Programs in Your Community](#), Tuesday, May 8, 2012, 2:00 p.m. – 3:00 p.m. EST. Positive public health outcomes can only be achieved if effective programs are sustained over time. However, sustainability is an ongoing challenge for public health programs, practitioners, and researchers alike. This challenge is compounded by the fact that many things affect sustainability, including financial and political climates, factors in the organizational setting, and elements of project design and implementation. The National Cancer Institute's May Research to Reality (R2R) cyber-seminar will explore public health sustainability, including challenges and facilitators, frameworks, and tools for practitioners and researchers, and provide examples of sustainable programs from two communities. Join us for this exciting and relevant topic with some of the key leaders in this field. Register Now! Click on the following link for more information and to register for this event: <https://researchtoareality.cancer.gov/cyber-seminars>.

## Health Equity

- [New Journal Supplement on Racial/Ethnic Discrimination & Health](#) (4/16/12, CDC.gov) The National Cancer Institute's Division of Cancer Control and Population Sciences is pleased to announce the publication of "The Science of Research on Racial/Ethnic Discrimination and Health," a supplement to the American Journal of Public Health (May 2012; 102(5):930-1034). The theme issue aims to highlight the need for and state of empirical research on racial/ethnic discrimination and its association with the health and health care received by racial/ethnic minority populations. The issue's themed section opens with an article that reviews current measures, research approaches, data resources, and results of research on race/ethnicity-based health care discrimination. Subsequent articles center on issues of measurement, implicit bias, perception of discrimination and institutional racism. Several of the articles were written by presenters from a 2011 conference that examined the research and research methods used for investigating the role of racial/ethnic discrimination in health. For more information about three of the articles that appear in the issue, read the American Journal of Public Health news release. After May 1, 2012, a single printed copy of the issue may be ordered online from the NCI Publications Locator.

## Hospice and Palliative Care

- [The Kentucky Association of Hospice and Palliative Care](#) is hosting a conference on May 9, 10 & 11, 2012 at the Hilton Downtown in Lexington. This is their 14th Annual Spring Conference,

and is entitled “Providing Quality Care in Uncertain Times”. As healthcare regulatory and economic changes continue to take effect, it is vital for professionals to keep the pace with increased challenges for providing the highest quality and appropriate care to all persons and families of the Commonwealth needing end-of life care. This year’s conference will address the changing environment with proven strategies to ensure compliance, improve excellence and gain momentum in meeting end-of-life needs. [See the entire agenda and register.](#)

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- **Expert Voices Essay from National Institute for Healthcare Management Foundation: "[Improving Health Care Value Through Increased Access to Palliative Care](#),"** by Diane E. Meier, MD, Director, Center to Advance Palliative Care. A growing body of research shows that palliative care improves quality of life, reduces costs and extends survival time, yet it is estimated that only a small portion of the patients who could benefit from this care are receiving it. In this essay, Dr. Meier argues that widening the reach of palliative care could increase value in the health care system. She describes how variable access, workforce shortages and lack of research support present barriers to optimal use of palliative care services and concludes with policy recommendations to encourage the expansion of quality palliative care.

### **Kidney Cancer**

- [Kidney Cancer Patients Fare Better With Tumor Removal Only](#) (4/17/12, HealthDay News) Kidney cancer patients who have only the tumor removed, not the entire kidney, have higher survival rates, a new study finds. The research involved more than 7,000 Medicare patients with early-stage kidney cancer who underwent surgery to remove either the entire organ (radical nephrectomy) or only the tumor and a small margin of healthy tissue around it (partial nephrectomy). After an average follow-up of five years, 25 percent of patients who had a partial nephrectomy had died, compared with 42 percent of those who had a radical nephrectomy, researchers at the University of Michigan Comprehensive Cancer Center reported. The study appears in the April 18 issue of the *Journal of the American Medical Association*.

### **Lung Cancer**

- [James Graham Brown Cancer Center: Lung Cancer Screening Study Welcome News for Kentuckians](#) (4/10/12, Univ. of Louisville) Physicians at the James Graham Brown Cancer Center are applauding a study appearing in the April 2012 edition of *Health Affairs*, the leading U.S. peer-reviewed journal on health policy, showing that screening at-risk populations with low-dose CT saves more lives at a lower cost than other widely accepted cancer screening methods. [See the news release from the Lung Cancer Alliance, the organization that commissioned the study, [here](#). See the full study, [here](#).] “We were encouraged when the National Cancer Institute published findings of the National Lung Screening Trial last year proving the clinical effectiveness of low-dose CT screening for patients at higher risk for lung cancer,” explained Dr. Tanya Wiese, a pulmonologist on the James Graham Brown Cancer Center’s lung cancer multidisciplinary team. “However, we are anxious for the day when this life-saving screening is covered by most insurance, just as mammography and colonoscopy is covered for appropriate patients.” The Brown Cancer Center offers low-dose CT for lung cancer screening. For information on criteria to be considered “high risk” for lung cancer and a good candidate for the screening, [click here](#) or visit [www.browncancercenter.org](http://www.browncancercenter.org).

## Oral Cancer

- The University of Kentucky's **Markey Cancer Center is conducting an Oral Cancer Screening** on April 23rd at the North Lexington Library on Russell Cave Rd from 10:30-12pm. 1. Screening appointments will be from 10:30 to noon, followed by a lunch presentations from 12pm-1pm. For more information, contact Carmen Combs at [carmenc@kcp.uky.edu](mailto:carmenc@kcp.uky.edu)

## Prevention/Genetics/Causes

- [Poverty and Obesity: Breaking the Link](#) (4/11/12, Huffington Post Blog, Dr. Susan Blumenthal) Simply stated, families with limited economic resources may turn to food with poor nutritional quality because it is cheaper and more accessible. Lack of physical activity is another commonly-cited problem fueling the obesity epidemic in America. Some low-income families live in neighborhoods where it is dangerous to play outside, reducing opportunities for both children and adults to exercise. Furthermore, many low-income communities lack access to fresh and nutritious food. Instead of a supermarket, these neighborhoods may have an abundance of fast-food retailers and corner stores that are stocked with products high in fat and low in nutrients. Additionally, low-income families are often targeted by food marketers with advertisements encouraging the consumption of nutrient-poor foods. In this environment, children in low-income families are especially hard hit, as evidence demonstrates that consistent exposure to such advertising increases the likelihood of adopting unhealthy dietary practices. Therefore, in developing a strategy to reverse the obesity epidemic in America, a comprehensive "health in all policies" approach must be implemented. A roadmap to reverse obesity will not only tackle health and nutrition issues, but also focus on the underlying social and environmental factors that contribute to this public health problem. Decades of scientific research have revealed that our health habits and environments -- the choices people make regarding tobacco use, alcohol, food, and exercise, and the communities in which they live with their transportation systems, workplaces, grocery stores, and schools -- all impact health. Thus, a broad range of strategies are needed to address the individual, social and environmental factors and their interactions that affect people's health-related behaviors.
- [25-year lag in Ky. toxic tests concerns residents](#) (4/16/12, Louisville Courier Journal) Louisville residents who live near a former insecticide plant want to know why it took officials about 25 years to test their soil for contamination. It was only when the site's owners sought permission to put in housing that the Division took soil samples. Those found high levels of pesticides, including the now-banned DDT, as well as toxic heavy metals such as arsenic and lead. Last year the state turned the investigation and cleanup over to the Environmental Protection Agency's Superfund program, which deals with the nation's most polluted properties. Art Smith, the Louisville-based coordinator for the EPA's Atlanta office, said it is uncommon for such sites to be discovered 30 years after Congress passed the nation's Superfund cleanup law. Robert Bullard, a national expert on environmental justice who serves as dean of the Texas Southern University Barbara Jordan-Mickey Leland School of Public Affairs in Houston, said many times African-American communities get less protection than white communities. "It's not rocket science," he said. "It's political science. ... Because of the lack of political power, resources, technical expertise and media coverage that's not given to those sites in black and poor areas, they fall off the radar." Contaminants found on or near the site can cause nervous system damage, dizziness, lower IQ, liver and kidney problems and cancer.

- (reminder) [Weight of the Nation Documentary](#) Beginning in May, will launch the Weight of the Nation public health campaign featuring a four-part documentary film series on the obesity epidemic. The topics of the four films will be *Consequences*, *Choices*, *Children in Crisis* and *Challenges*. Supporting these films will be advertising, press releases, major market screening events, robust social media, bonus short videos online, DVD screening kits and online community action resources. Also on the HBO family network, three half-hour films will be shown, focused on children who have taken action against obesity personally and in their communities. HBO channels will be available free the week of May 14 so everyone can see the series. Public health programs and partners are encouraged to host screening events for opinion leaders and community mobilization activities using the DVD screening kits that include the entire series, discussion guides in English and Spanish, and tips and supplemental materials for hosting screenings. [Sign up online for an e-newsletter and screening kits](#). Use online resources from CDC at [www.CDC.gov/Obesity](http://www.CDC.gov/Obesity) and join conversations to help build online communities at [www.Facebook.com/TheWeightOfTheNation](http://www.Facebook.com/TheWeightOfTheNation). CDC and its partners hope these tools will catalyze and support local efforts in communities that combat obesity across the country.

## **Resources**

- [National Organizations that Offer Support Services](#) The National Cancer Institute recently updated this easy-to-navigate online resource. View more than 100 organizations nationwide that provide emotional, practical, and financial support services for people with cancer and their families. This is not a list of every organization that helps people with cancer and their families. The organizations NCI displays online must meet the following criteria. Organizations must: Provide services or information to cancer patients and their families; Share common goals with NCI; Be national in scope; Be non-profit; Affirm the importance of scientific research and investigations of new approaches to cancer prevention, detection, and treatment. The searchable directory contains all forms of contact information, as well as a clear, concise summary of services for each organization.
- **How much do you know about Adolescents and Young Adults with Cancer?** The National Cancer Institute has developed an [online quiz](#) to raise awareness about this target population between ages 15 and 39. Cancer kills more people in the Adolescent/Young Adult age group than any other disease.
- [“Moving Forward: Perspectives from Survivors and Doctors,” a Patient Education Video Series for Young Adults with Cancer](#) (4/9/12, Cancer.net) The American Society of Clinical Oncology (ASCO) and the Lance Armstrong Foundation today announced the launch of a new video series for young adults with cancer that is featured on ASCO’s patient information website [www.cancer.net](http://www.cancer.net) and on the [Foundation’s YouTube site](#). The series, “Moving Forward: Perspectives from Survivors and Doctors,” addresses critical issues that young adults with cancer may face and helps them better understand and cope with challenges related to their diagnosis. “Moving Forward” will present 13 companion videos for young adults that provide insight from survivors and information from doctors on important topics. Released today are the first four video pairs in the series, including an introduction, and information on fertility, fear of recurrence and bills and medical expenses. Each month new videos featuring ASCO members will be paired with survivor vignettes addressing issues such as body changes, dating and

sexuality, diet and exercise, family and friends, fear of dying, health insurance, pain and swelling, school and work.

- **Smoke-free**

- Kentucky's Tobacco Quitline has changed its name to [Quit Now Kentucky](#) with a new logo to represent both the telephone and online services. Please use the attached jpg logo with all future publications. If you need the logo in a version other than jpg please email [mark.sizemore@ky.gov](mailto:mark.sizemore@ky.gov).

### **Survivorship**

- Health-Related Quality of Life of Young Adult Survivors of Childhood Cancer: A Review of Qualitative Studies. (4/11/12, [liebertpub.com](http://liebertpub.com)) Childhood cancer survivors are living longer and there is an urgent need for better, more comprehensive ways to evaluate their health-related quality of life and need for psychosocial services, according to a review article in the *Journal of Adolescent and Young Adult Oncology* website. Since the 1970s, the 5-year survival rate of childhood cancer in the U.S. has increased from less than 50% to nearly 80%. This significant increase in survival creates a resulting large increase in the number of adolescent and young adult-aged cancer survivors, the majority of whom will experience “late effects”—side effects of the disease or treatment that may occur several years later. Late effects can have detrimental effects on health-related quality of life, a multidimensional concept covering aspects related to the impact of disease or treatment on a person's life, and their perceptions of and satisfaction with these aspects. Based on an extensive review of published studies, a team of authors has concluded that traditional tools created to assess health-related quality of life in adult-onset cancer are not sufficient for use in young adult survivors, and a broader range of measurement is needed to evaluate this population.
- **The seventh annual Cheers! For The Cure Event** will be held May 2, 2012 5:00-9:00. at the Pub in Crestview Hills KY. Please see attached flier. Come out and help support the Northern KY Women's Cancer Coalition. For more information, contact Robin Thomas at [robin.thomas@nkyhealth.org](mailto:robin.thomas@nkyhealth.org) , or [buy tickets online](#).
- **Free Telephone Workshop Series for Cancer Survivors Begins April 24.** The tenth annual Cancer Survivorship Series "Living With, Through, and Beyond Cancer" will hold the first of four workshops on April 24, from 1:30 to 2:30 p.m. ET. This free series offers cancer survivors, their families, friends, and health care professionals practical information to help them cope with concerns and issues that arise after treatment ends. Part I of the series is titled "[Using Mind/Body Techniques to Cope with the Stress of Survivorship](#)." Workshop speakers include Richard Dickens of *CancerCare*, Dr. Lorenzo Cohen of the University of Texas MD Anderson Cancer Center, and Dr. David Spiegel of Stanford University School of Medicine. Participants can listen online or by telephone. To register, visit the [CancerCare website](#). The remaining three workshops will be held from 1:30 to 2:30 p.m. ET on the following dates: May 15 - Part II: "[Recapturing Joy and Finding Meaning](#)"; June 19 - Part III: "[Changing Roles and](#)

[Responsibilities for Caregivers](#)"; July 17 - Part IV: "[Managing Post-Treatment Neuropathy](#)".  
These workshops are presented by CancerCare, in collaboration with NCI, LIVESTRONG, the American Cancer Society, the Intercultural Cancer Council, Living Beyond Breast Cancer, and the National Coalition for Cancer Survivorship.