

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **April 1, 2015** 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 Jessica Jones at jjones@kycancerc.org

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
<p>Affordable Care Act (ACA) Implementation & Insurance</p>	<ul style="list-style-type: none"> <p>● SPECIAL ENROLLMENT FOR KYNECT & ACA: You may still qualify for insurance through kynect.</p> <ul style="list-style-type: none"> ○ If you have to pay the penalty on your federal taxes because you did not have health coverage in 2014, and you will need to get health coverage for 2015 to reduce the penalty you may owe, you have from March 2nd until April 30th to apply for special enrollment. <ul style="list-style-type: none"> ▪ To choose this special enrollment period, call kynect at 1-855-459-6328. ▪ Or click the green “Find Agent/kynector” button on the kynect website (https://kynect.ky.gov/) to locate someone in your area to help you. <p>● You’ve got insurance, now what? Enrollment in health insurance is incredibly important but it is still just a first step toward a healthier life. Coverage works best when you know how to use it. If you need help understanding your benefits and bills, how to make doctor appointments, and ways to stay healthy, please check out the consumer guide at hhs.gov/CoverageToCare.</p> <ul style="list-style-type: none"> ○ English & Spanish versions are available <p>● LGBT Health-The Affordable Care Act is Working for You: The lesbian, gay, bisexual, and transgender (LGBT) community has traditionally been underserved & have a higher risk for cancer & tobacco use. Some notes from the article:</p> <ul style="list-style-type: none"> ○ Legally married couples are all treated equally by the law when it comes to coverage & financial assistance through the Marketplace. ○ No one can be denied coverage based on their health history or “pre-existing condition”, especially important for transgender persons. <p>● On the Road to Talk #Get Covered: To date, 16.4 million uninsured people have gained health care coverage since the passage of the Affordable Care Act.</p> <p>● Celebrating 5 Years: What It Means to #GetCovered</p> <p>● VIDEO & Article: Happy 5 Year Anniversary, Affordable Care Act!</p> <p>● ACA understanding, support rise: most felt no impact: Kentucky Health Issues Poll (Released Feb. 2015)</p> <p>● Most have heard of kynect, state’s insurance marketplace: Kentucky Health Issues Poll (Released Feb. 2015)</p> <p>● Employer-provided insurance rises; uninsured rate drops: Kentucky Health Issues Poll (Released Feb. 2015)</p> <p>● State Health Insurance Marketplace Plans: New Opportunities to Help Smokers Quit: American Lung Association: Evidence suggests that smoking rates may be high among</p>

	<p>people enrolled in state marketplace plans. The report finds that the vast majority of plans are not following Affordable Care Act requirements or the May 2014 guidance on cessation coverage. Only 17 percent of marketplace plan issuers cover all seven tobacco cessation medications with no cost-sharing and no prior authorization. West Virginia is the only state where all plans comply with the guidance – and there is only one plan issuer in that state.</p> <ul style="list-style-type: none"> ○ To view detailed, state-by-state information on what is covered by each insurance company in Kentucky, click here, and scroll to Kentucky. ○ Press release
<p>Breast Cancer</p>	<ul style="list-style-type: none"> ● Breast biopsies leave room for doubt, study finds: Breast biopsies are good at telling the difference between healthy tissue & cancer, but less reliable for identifying more subtle abnormalities. ● Northwest doctors are spot on when diagnosing breast cancer ● Breast cancer survey: Black & Hispanic Women have less say in their care: Minorities rely more on doctor-directed or health plan-directed choices. ● Low breast density in mammography worsens breast cancer prognosis ● Text Messages make Women Attend Their Breast Cancer Screening Appointment ● JOURNAL ARTICLE: A Comparative Analysis of Breast Cancer Stage Between Women Enrolled in the National Breast & Cervical Cancer Early Detection Program & Women Not Participating in the Program: The NBCCEDP has been effective in achieving its goal of enrolling racial and ethnic populations; however, enrollees had a poorer stage distribution of breast cancer than did non-enrollees underscoring the need to expand breast cancer control efforts among low-income, underserved populations.
<p>Cervical Cancer & HPV</p>	<ul style="list-style-type: none"> ● Why some HPV infections go away and others become cancer ● JOURNAL ARTICLE: Use of 9-Valent Human Papillomavirus (HPV) Vaccine: Updated HPV Vaccination Recommendations of the Advisory Committee on Immunization Practices
<p>Colon Cancer</p>	<ul style="list-style-type: none"> ● The Colon Cancer Prevention Project needs help, and offers it right back... <ul style="list-style-type: none"> ○ Survey help needed: Forward this page with the survey link to colon cancer survivors/fighters in your area to help the Project determine how best to meet the needs of these survivors, as they develop new support programs. ○ Help for colon cancer survivors: Fighters' Fund: financial assistance program that provides one-time grants of \$200 to qualifying patients. ○ Funding Opportunity: Project Innovation's goal is to jumpstart programs that encourage individuals to raise awareness about colon cancer & educate people about the importance of screening. Click here for details of the project, and an application. ● YOUTUBE VIDEO: Katie Couric Supports 80% by 2018 ● Potential drug target found to prevent bowel cancer spread ● Coalition aims for increased U.S. colorectal cancer screening ● Young Adults Face Increased Risk of Colorectal Cancer: Issue Brief from <i>Preventing Colorectal Cancer</i> ● Screening for Colorectal Cancer: Optimizing Quality (CME): from CDC; this CE activity provides guidance & tools on the optimal ways to implement screening for colorectal cancer to help ensure that patients receive maximum benefit. CEs are offered for physicians and nurses. Training consists of YOUTUBE VIDEOS with PowerPoints. <ul style="list-style-type: none"> ○ Primary Care version ○ Endoscopist or Clinicians performing colonoscopies

	<ul style="list-style-type: none"> • Colorectal cancer screening lags for adults with intellectual and development disabilities • Mutations that may enable earlier diagnosis of colorectal cancer recurrence identified • Quick Stats: Colorectal Cancer (includes colon, rectum & anus) Death Rates, by Sex- National Vital Statistics System, United States, 1999-2013: In 2013, the age-adjusted death rate for colorectal cancer was 14.6 per 100,000 population, the lowest rate ever recorded. From 1999 to 2013, colorectal cancer death rates decreased 30.1% (from 20.9 to 14.6 per 100,000 population). For males, the rate decreased 31.2%, and for females the rate decreased 30.9%. In 2013, a total of 52,252 colorectal cancer deaths were reported in the United States. <ul style="list-style-type: none"> ○ The age-adjusted death rate for colorectal cancer was 17.4 per 100,000 population in Kentucky (2011)- Kentucky Cancer Registry data.
<p>Communication s</p>	<ul style="list-style-type: none"> • State Health Agencies Increasingly adopt Social Media, but brace for Pay-to-Play Future
<p>Community Health Worker (CHW)</p>	<ul style="list-style-type: none"> • Lung Cancer Research and Community Health Workers: This article and video show the collaborative relationship between researchers investigating lung cancer and Community Health Workers with the Kentucky Homeplace, a KCC partner, in helping people.
<p>Data</p>	<ul style="list-style-type: none"> • 2015 County Health Rankings Report: The Robert Wood Johnson Foundation & Uni. of Wisconsin released the latest report on county measures that affect the health of communities such as rates of smoking, obesity, & high school graduation based on BRFSS data. <ul style="list-style-type: none"> ○ To view Kentucky’s report, click here. • Invasive Cancer Incidence & Survival-United States, 2011: MMWR • Cancer Survival Rates: 2 in 3 Cancer Patients Survive 5 Years or More; Prostate Cancer has Best Survival of 97% (CDC)
<p>Endometrial Cancer</p>	<ul style="list-style-type: none"> • Could a tampon one day help predict endometrial cancer? Mayo Clinic researchers say ‘yes’
<p>Funding Opportunity</p>	<ul style="list-style-type: none"> • Community Engagement & Research Mini-Grants Program, 2015: The University of Kentucky Center for Clinical and Translational Science, Community Engagement and Research Program, is requesting applications from community partners for funding to support health outreach projects. Funds will be used to support small-scale evidenced-based or evidence-informed health outreach projects that contribute to the reduction of health disparities in Appalachian communities in Kentucky by developing, implementing, and evaluating community-based projects. Please forward the announcement below to other community colleagues/collaborators that you think may also be interested in applying for this funding. <ul style="list-style-type: none"> ○ Eligible community agencies/coalitions must have 501c3 status or a designated lead fiscal agency (health agency or non-profit). University of Kentucky faculty and staff are not eligible for this award program as project leader/applicant. ○ Budgets accepted up to \$2500 over a period of 12 months ○ Applications are due Friday, 5:00pm, April 17th ○ For more information, click on the UK Center for Clinical and Translational Science (CCTS) webpage or see the attached notice.

Genetics/Genomics	<ul style="list-style-type: none"> • The Promise of Precision Medicine: Precision Medicine is delivering the right treatment, at the right time, to the right person. • ‘Jolie effect’: Could her candor help save lives? • Learning from Angelina Jolie’s genetic testing for our own health
Health Care	<ul style="list-style-type: none"> • Something’s Got to Give: Paying for Cancer Care • The Essential Relationship between Surgeon and Pathologist • Changes in health care delivery essential to combat chronic disease • 75 Cancer Programs earn the Outstanding Achievement Award: The Commission on Cancer (CoC), a Quality Program of the American College of Surgeons, has presented the 2014 Outstanding Achievement Awards. <ul style="list-style-type: none"> ○ Baptist Health Lexington was named. • Moving Towards Better, Smarter Health Care
Health Equity	<ul style="list-style-type: none"> • Minnesota Minimum Wage Increase Positively Impacts Public Health: A white paper released by the Minnesota Dept. of Health on income and health shows that “income is not only tied to health, but to factors that create the opportunities for better health, such as safe homes, nutritious foods and good schools”. • New insights into survival outcomes of Asian-Americans diagnosed with cancer: New research shows Asian-Americans more likely to survive cancer than non-Hispanic whites, highlights importance of examining subgroups of Asian-Americans.
Health Information	<ul style="list-style-type: none"> • Online Health Information: Can You Trust It? <ul style="list-style-type: none"> ○ Spanish version • Few use ehealth; most think they find health charges: 2014 Kentucky Health Issues Poll
Hospice & Palliative Care	<ul style="list-style-type: none"> • Have you had the conversation? Hospice of the Bluegrass will be hosting (2) events- a public forum as well as a professional workshop- to discuss the nationally acclaimed program, The Conversation Project. This program is dedicated to helping people discuss their values & preferences for end-of-life care. <ul style="list-style-type: none"> ○ Forum for the Public, Caregivers, & Family Members: <ul style="list-style-type: none"> ▪ Date/Time: April 16th; 8:30-9:30am EST ▪ Location: Hospice of the Bluegrass, Center for Grief, 2409 Greatstone Point ▪ Click here for more information & to register – event is free but please register by April 13th online or by calling 859-296-6895. ○ Workshop for Professionals: <ul style="list-style-type: none"> ▪ Date/Time: April 16th; 12:00-1:00pm EST ▪ Location: Hospice of the Bluegrass, Center for Grief, 2409 Greatstone Point ▪ Click here for more information & to register – event is free but please register by April 13th online or by calling 859-296-6895. • IOM REPORT: Dying in America: Improving Quality and Honoring Individual Preferences Near the End of Life • What Patients Prefer to Know • The vexing problem of dying for the medical profession • What is palliative care, anyway? • As Patients face death, Doctors push straight talk on care

Kidney Cancer	<ul style="list-style-type: none"> • What is Kidney Cancer? (CDC) • Kidney Cancer (NCI): Most common type of kidney cancer in adults is renal cell carcinoma.
Leukemia/ Lymphoma & other Blood Cancers	<ul style="list-style-type: none"> • WEBINAR: Progress in the Treatment of Multiple Myeloma: Hosted by CancerCare <ul style="list-style-type: none"> ○ Date/Time: April 2, 1:30-2:30pm EST ○ Click here to register • WEBINAR: Emerging Therapies in Hodgkin and T-Cell Lymphomas: Hosted by CancerCare <ul style="list-style-type: none"> ○ Date/Time: April 15; 1:30-2:30pm EST ○ Click here to register • RESOURCES: Multiple Myeloma: Check out CancerCares programs and resources, including a financial assistance program. • Like Angelina Jolie, Study Pinpoints Genetic Cause of Increased Leukemia Risk • Promising drug a ‘new paradigm’ for treating leukemia
Lung Cancer	<ul style="list-style-type: none"> • Lung Cancer Survival much lower than other invasive cancer: There is only an 18% five-year survival rate for lung cancer. <ul style="list-style-type: none"> ○ Invasive Cancer Incidence & Survival-United States, 2011: MMWR • RADIO BROADCAST: Frankly Speaking about Cancer- Cancer and the “Blame Game”: Cancer awareness & support for patients has grown exponentially over the years, but there are still some cancers that people seem to avoid talking about, or even to stigmatize such as lung cancer, skin cancer or cervical cancer. • Looking for Lung Cancer Survivors: Cancer Experience Registry for Lung Cancer: The Cancer Support Community (CSC) is looking for people impacted by lung cancer, to measure social, emotional and financial impact from the diagnosis. <ul style="list-style-type: none"> ○ To learn more or to participate, click here. Please let Jessica know if you participate and if it was beneficial to you (Jessica’s email: mailto:jjones@kycancerc.org). ○ Click here to see what CSC has learned so far about cancer survivors. • Lung Cancer Research and Community Health Workers: This article and video show the collaborative relationship between researchers investigating lung cancer and Community Health Workers with the Kentucky Homeplace, a KCC partner, in helping people.
Media	<ul style="list-style-type: none"> • PBS FILM: Cancer: Emperor of All Maladies: The film is based on a Pulitzer Prize-winning book by Dr. Siddhartha Mukherjee and tells the complete story of cancer. The movie was produced by Ken Burns, who is also the senior creative consultant. <ul style="list-style-type: none"> ○ Date/Time: April 1st, 9:00pm ○ Time: Click here to see a schedule of the viewing times & stations ○ Click here for an interview with Ken Burns, the author-Dr. Siddhartha Mukherjee-, and a colorectal cancer survivor. ○ Click here to see an interview with author of <i>The Emperor of All Maladies: A Biography of Cancer</i>, Dr. Siddhartha Mukherjee. ○ TV Documentary probes mysteries, treatments, advances in cancer • KET: Health Three 60: Answers for Cancer: In this live program, host Renee Shaw & cancer experts answer viewer questions about cancer treatment & recovery resources in Kentucky & share the latest information about life-saving screenings. KCC partners will be presenting on this show- Dr. Donald Miller, Dr. Patrick Williams, Dr. Timothy

	<p>Mullet, and Dr. Fran Feltner. In a taped segment of the show, Dr. Wayne Tuckson will talk with Dr. Whitney Jones and Dr. Connie White about cancer treatment in Kentucky.</p> <ul style="list-style-type: none"> ○ Date/Time of first showing: April 1st; 8:00pm EST on KET ○ Click here for a schedule of other viewing times on other KET channels
Obesity	<ul style="list-style-type: none"> ● Fast food ban in L.A. fails to improve diets or cut obesity, study finds ● University of Kentucky’s Center for Clinical and Translational Science Conference Examines Physical Inactivity as a Disease: Keynote speaker, Dr. William Kraus, professor of medicine at Duke University, emphasized that physical inactivity is “definitely a disease, but a preventable one.” ● How obesity became a disease: And, as a consequence, how weight loss became an industry. ● Dozens of Genetic Markers Contribute to Obesity ● Nutrition, Physical Activity, and Obesity Data, Trends, & Maps: CDC just released a new database that includes recent data. Obesity/Weight status and physical activity are included in their list of indicators. <ul style="list-style-type: none"> ○ To view Kentucky’s data, click here.
Ovarian Cancer	<ul style="list-style-type: none"> ● Cancer experts laud Angelina Jolie’s decision to remove ovaries ● Ovarian cancer treatment set to improve following biomarker discovery
Partnership	<ul style="list-style-type: none"> ● Principles of Community Engagement (2nd Edition): Improving the community & collaborating with its members are cornerstones of efforts to improve public health.
Patient Navigation	<ul style="list-style-type: none"> ● Kentucky Cancer Consortium’s Patient Navigation Professional Development Webinars- SAVE THE DATE! <ul style="list-style-type: none"> ○ Tobacco Cessation and Cancer Survivors: Motivational Interviewing: Kathleen Garrett, MA, CTTS, University of Colorado School of Public Health <ul style="list-style-type: none"> ▪ Date/Time: April 14th, 10:00-11:00am EST ▪ Meeting info: http://connect.uky.edu/scp/ 1-877-394-0659; 7250592994# ○ See also the “Survivorship” section of this email for other recommended webinars ● Shared Decision-Making in Cancer: Related to Prostate Cancer ● Pathfinders: The Kentucky Cancer Program (KCP))- BOTH KCP-East & KCP-West-has launched an easy-to-use online tool with the capacity to search for cancer resources in local communities, counties, the state, & across the nation. For more information about Pathfinder and the Kentucky Cancer Program, see the attached flyers, visit www.kycancerprogram.org , or contact the KCP Regional Cancer Control Specialist serving that area.
Prevention	<ul style="list-style-type: none"> ● CONFERENCE: Dialogue for Action on Cancer Screening hosted by the Prevent Cancer Foundation April 22-24 in Baltimore, MD. Bring a colleague and receive a rebate! The U.S. Deputy Surgeon General will be the Keynote Speaker- see the “EVENTS” section at the end of this email for more details. ● Nutrition: Scientific Report of the 2015 Dietary Guidelines Advisory Committee: The purpose of this report is to inform the Federal government of current scientific evidence on topics related to diet, nutrition, and health. It provides the Federal government with a foundation for developing national nutrition policy.

	<ul style="list-style-type: none"> ○ Public Comments can be made through April 8, 2015. ○ The science behind the new dietary guidelines report: One finding includes foods with cholesterol, like eggs-long seen as unhealthy-are now considered ok. That's because recent research shows only a weak link between cholesterol in the diet and blood cholesterol, and moderate egg consumption- up to one egg a day- is not associated with heart disease among healthy people. ● Cruciferous Vegetables and Cancer Prevention (Fact Sheet) ● Hair Dyes and Cancer Risk (Fact Sheet) ● No, Wearable Electronics are not Like Cigarettes: It can be distracting but it's very unlikely to give you cancer. ● How Childhood Experiences Shape Our Nation's Health: What happens to a person as a child impacts their health later in life...researchers found adults who had adverse childhood experiences (abuse, neglect, poverty) are more likely to have cancer, among other health and social conditions. <ul style="list-style-type: none"> ▪ VIDEO: Head Start-Trauma Smart: Robert Wood Johnson ● GRANT OPPORTUNITY: Every Kid Healthy Grants: Action for Healthy Kids is accepting grants for the 2015-2016 school year. <ul style="list-style-type: none"> ○ Deadline is May 1st ○ Funding awards up to \$2,500 ○ Projects include: increased daily physical activity, making progress towards healthy school certification ○ For more information, contact mperdue@actionforhealthykids.org ● How Men Can Protect Against Cancer
Professional Development	<ul style="list-style-type: none"> ● WEBINAR: Introducing Technical Assistance Resources & Tools for Implementation of Cancer Control Activities <ul style="list-style-type: none"> ○ Date/Time: April 7; 3:00pm & 8:00pm EST. ○ To Join Online: https://webconf.cdc.gov/akg4/3V8MS6FN (Note: you will need LYNC to watch the webinar) ○ To Join by Phone: (855)-644-0229 Toll Free ○ Conference ID: 956372 ○ Forgot your dial-in PIN? First online meeting? ● TRAINING: Shaping Policy for Health: Health Policy & Environmental Change <ul style="list-style-type: none"> ○ Date/Time: April 8-9th; 8:30am -4:30pm ○ Location: Kentucky Association of Sexual Assault Programs, Inc. Building, 83C Michael Davenport Blvd. Frankfort, KY 40605 ○ Click here for a flyer of the event & here to register ○ There is no cost for this training but space is limited- Register before April 1st to attend. ● TRAINING: Online Chronic Disease Program: A Workforce Development Program in Public Health: Georgia State University's School of Public Health together with the Centers for Disease Control & Prevention (CDC) & the National Association of Chronic Disease Directors (NACDD) is pleased to offer this program. This professional development provides public health practitioners with the 21st century skills needed to prevent & control chronic diseases. The program is a 1-year course of study. <ul style="list-style-type: none"> ○ Eligibility: Health Department workers may apply ○ Applications are due April 15th- see required documents in the notice

Prostate Cancer	<ul style="list-style-type: none"> • Predicting Prostate Cancer: Nanotechnology shows promise for more accurate prostate cancer screening & prognosis. • How fatty acids can fight prostate cancer • Biomarkers for better prostate cancer screening: Promising options to the PSA test (which has problems) are on the horizon. • Shared Decision-Making in Cancer: Related to Prostate Cancer
Public Health	<ul style="list-style-type: none"> • See “Professional Development” for a Workforce Development training opportunity.
Research	<ul style="list-style-type: none"> • Looking for Volunteers: In order to find solutions to many medical conditions, a robust research enterprise needs volunteer participants-both healthy and those with medical conditions. Too often, studies end early because there are not enough volunteers. Please consider joining the more than 70,000 people who have joined ResearchMatch, an easy-to-use, secure, volunteer participant registry that brings together willing people who are interested in participating in research studies (which could include completing a survey) and researchers who are looking for participants for their studies. <ul style="list-style-type: none"> ○ The two ResearchMatch institutions in Kentucky include the University of Kentucky and Norton Healthcare. • Can the bacteria in your bowels increase your cancer risk? In recent years, there has been increased interest in how the bacteria in our body can cause & prevent illness, & much of the bacteria is collected from fecal samples provided by volunteers. • TRAINING CONFERENCE: 2015 Training Institute for Dissemination and Implementation Research in Health (TIDIRH): One of the most critical issues impeding improvements in public health today is the enormous gap between what we know can optimize health and healthcare and what actually gets implemented in every day practice. The science of dissemination and implementation (D&I) seeks to address this gap by understanding how to best ensure that evidence-based strategies to improve health and prevent disease are effectively delivered in clinical and public health practice. <ul style="list-style-type: none"> ○ There are some eligibility requirements for this training, some of which include holding a doctoral degree and be willing to pay for your own travel expenses & some meals to the 5 day institute. You also must complete an application to attend. ○ Applications to attend are due April 10, 2015, https://www.regonline.com/Register/Checkin.aspx?EventID=1690463 to begin the application process. ○ Institute will be held July 26-July 31, 2015 in Pasadena, CA • VIDEO: Immunotherapy: Using the Immune System to Fight Cancer • Faster FDA spurs cancer breakthroughs • Fighting cancer and Ebola with nanoparticles • WHITE PAPER: Data Collection and Mobile Technologies: Provides some interesting data from the Pew Research Center on cell phone demographics and ownership.
Screening & Early Detection	<ul style="list-style-type: none"> • Inappropriate breast, prostate cancer imaging ‘may be driven by regional factors’
Skin Cancer	<ul style="list-style-type: none"> • WEBINAR: Skin Cancer: Meeting the Challenge of Rising Incidence Rates: Hosted by National Association of Chronic Disease Directors Cancer Council (NACDD) <ul style="list-style-type: none"> ○ Date/Time: April 30th 3-4:00pm EST ○ Click here to register

	<ul style="list-style-type: none"> • Shedding some light on FDA’s review of sunscreen ingredients and the Sunscreen Innovation Act (SIA): The SIA provides a new process for the review of safety & effectiveness of nonprescription sunscreen active ingredients.
Survivorship	<ul style="list-style-type: none"> • TRAINING: Are you a cancer survivor or a caregiver of someone who has survived cancer? Would you like to provide emotional support over the phone to someone who’s beginning a similar cancer experience? If so, join us in becoming a Friend for Life Cancer Support Network peer navigator volunteer! Details for the training include: <ul style="list-style-type: none"> ○ Date/Time: Saturday, April 11th, 9:00-5:00pm EST ○ Location: Baptist Health Louisville’s Cancer Resource Center, 4003 Kresge Way, Suite 100, Louisville, KY 40207 ○ To RSVP: email staff@friend4life.org or call 502-893-0643 ○ Breakfast and lunch will be provided, but please RSVP by Monday, April 6th • WEBINAR: Healthy Eating and Managing Weight Changes during Cancer Treatment: Hosted by CancerCare <ul style="list-style-type: none"> ○ Date/Time: April 13, 1:30-2:30pm EST ○ Click here to register • SYMPOSIUM: John Hopkins Cancer Survivorship: Improving Outcomes, Enhancing care Symposium <ul style="list-style-type: none"> ○ Date/Time: April 17, 2015 ○ Location: Chevy Chase Conference Center, The John Hopkins Hospital Baltimore, MD ○ Click here for more information & how to register • WEBINARS: A national non-profit organization, Cancer & Careers, offers free webinars that may be of interest to you and your clients/patients. The time for all sessions is 12pm-1pm EST, and you may register here: <ul style="list-style-type: none"> ○ “Working Through Treatment” – Thursday, April 30 ○ “Taking Time Off” – Thursday, May 14 ○ “Returning To Work” – Thursday, October 22 ○ “Health Insurance Options” – Thursday, November 12 • Pathfinders: The Kentucky Cancer Program (KCP)- BOTH KCP-East & KCP-West- has launched an easy-to-use online tool with the capacity to search for cancer resources in local communities, counties, the state, & across the nation. For more information about Pathfinder and the Kentucky Cancer Program, see the attached flyers for KCP-West & KCP-East, visit www.kycancerprogram.org, or contact the KCP Regional Cancer Control Specialist serving that area. • Psychological Stress and Cancer (Fact Sheet) • Years later, stress training pays off for cancer patients • Researchers solve science behind scalp cooling and the reasons for hair loss in cancer treatment
Tobacco Control	<p>Tobacco Control Efforts (General) & Other Information</p> <ul style="list-style-type: none"> • NEWS: <ul style="list-style-type: none"> ○ Clearing the Air: Disney to ban smoking in all future movies ○ Raise the smoking age? Report predicts big health benefits if we do <ul style="list-style-type: none"> ▪ IOM Report: Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products: The model projects that if the minimum legal age (MLA) to purchase tobacco was now raised to 21 nationwide, there would be approximately 223,000 fewer premature

deaths, 50,000 fewer deaths from lung cancer, and 4.2 million fewer years of life lost for those born between 2000 and 2009.

- [Standardized packaging with large graphic health warnings encouraged more thoughts about quitting](#)
- [New tobacco atlas details scare, harms of tobacco epidemic](#)
- **TRAINING: [Reducing the Impact of Tobacco at Point-of-Sale:](#)**
 - **Host:** LaTanisha Wright, Follow the Signs (FTS); formerly a Big Tobacco Marketing Manager
 - **Dates:** Sept. 16-18
 - **Location:** Midtown Atlanta, GA
 - **Scholarships & savings** are available
- **Cigarette butts and litter:** Cigarette butts are not biodegradable. They leach organic chemicals and heavy metals into the environment that are toxic to fresh & salt-water fish. They are poisonous when ingested by children & other living organisms. Encouraging someone to quit smoking is not only good for health but helps make our world a cleaner place.
 - [Raise Awareness about the Environmental Impact of Cigarettes: A Toolkit for Making an Impact:](#) Legacy
 - [Tobacco Fact Sheet: The Impact of Tobacco on the Environment:](#) Legacy
 - [Cigarette Butt Waste](#)
 - [Cigarette Butts as Litter- Toxic as Well as Ugly](#)

Smoke-Free/Smoke-Free Policy

- **CONFERENCE: Kentucky Center for Smoke-Free Policy Conference:**
 - **Date/Time:** April 23rd, 8:00-3:30pm EST
 - **Location:** Doubletree Suites, Lexington, KY
 - [Click here](#) for more information and to register (Please register before **April 10th**)
- **You're Invited!** Join the **Smoke-free Team Debrief** to evaluate the 2015 Smoke-Free Kentucky Campaign & plan for the future. We need partners' input on what worked, what didn't work and what to do next.
 - **Date/Time:** April 24th; 10:00-2:00pm (Lunch is provided)
 - **Location:** Marriott Griffin Gate, 1800 Newtown Pike, Lexington, KY
 - [Click here to RSVP](#) or copy this link in your browser:
http://ctfk.salsalabs.com/p/salsa/web/common/public/signup?signup_page_K EY=58
- **Smoke-Free in the News:**
 - [Kentucky legislative checklist: What has been accomplished and what work remains](#)
- **Smoke-Free Information/Education:**
 - [Study reinforces that secondhand smoke while riding in a vehicle is damaging to health](#)
 - [New Test Kit allows property owners & managers to check for nicotine smoke contamination:](#) The study found that nicotine can remain on the surface of carpets, floors, furniture, walls and other materials for up to months after it was deposited.
 - [Parental smoking increases risk of future heart disease for kids](#)
 - [Expanding Smokefree Communities:](#) American Lung Association. Smoking in multi-unit housing poses serious health threats to children and adults even if

no one smokes in their home. In multi-unit housing like apartment buildings & condominiums, secondhand smoke from one unit can move into other units.

Electronic Cigarettes

- [Electronic smoking devices and Secondhand Aerosol](#): Secondhand aerosol from e-cigarettes is dangerous.
- [Exhaled Electronic Cigarette Emissions: What's Your Secondhand Exposure?](#): Research Brief, RTI
- [Most Kentucky Adults Favor Taxing, Regulating E-Cigarettes](#): Kentucky Health Issues Poll (Released Jan. 2015)
- [E-cigarettes: Helping smokers quit, or fueling a new addiction?](#)
- [Does Vaping in E-Cigarettes Advertisements affect Tobacco Smoking urge, intentions, & perceptions in Daily, Intermittent, and Former Smokers?](#): "These data suggest that visual depictions of vaping in e-cigarette commercials increase daily smokers' urge to smoke cigarettes and may lead to more actual smoking behavior," according to Health Communications.

Tobacco Cessation

- **Quit Now Kentucky**: Beginning **January 15** [uninsured callers](#) to the Quit Now Kentucky who enroll in coaching and remain active in quitting can receive 8 weeks of FREE Nicotine Replacement Therapy. Quit Now Kentucky is a bilingual service that provides tobacco screening, assessment, support materials, and proactive counseling by calling **1-800-QuitNow (1-800-784-8669 or 1-855-DéJeloYa)**; web-based tobacco cessation at www.QuitNowKentucky.org; and tobacco cessation assistance through text and e/messaging.
- **WEBINARS**
 - **Exploring the Use of Electronic Health Records to Support Tobacco Cessation and Million Hearts**
 - **Date/Time:** **April 13th**; 1-2:30pm EST
 - [Click here](#) for more information & to register
 - **Tobacco Cessation for Pregnant Women & Mothers: What Clinicians Should Know**
 - **Date/Time:** **April 22nd**; 2:00-3:30pm EST
 - [Click here](#) for more information & to register
- [State Health Insurance Marketplace Plans](#): New Opportunities to Help Smokers Quit: American Lung Association: Evidence suggests that smoking rates may be high among people enrolled in state marketplace plans.
 - **DISCUSSION CALL: State Health Insurance Marketplace Plans: New Opportunities to help Smokers Quit**
 - **Date/Time:** **April 2nd**, 2:00pm EST
 - [Click here](#) for more information & to register
 - You can submit questions [here](#)
- **JOURNAL ARTICLE: [Development of targeted messages to promote smoking cessation among construction trade workers](#)**: Participants responded most favorably to messages & images that emphasized family & work, although responses varied by audience segments.

Preventing Youth Initiation & Promoting Youth Cessation

	<ul style="list-style-type: none"> • New report details tobacco companies' marketing to kids of cigarettes, e-cigarettes and other tobacco products <p>Mass Media/Mass Reach Health Communication</p> <ul style="list-style-type: none"> • CDC Launches 2015 Tips from Former Smokers Campaign: The 2015 campaign launched March 30th and will air a total of 20 weeks-through August 16th. The <i>Tips from Former Smokers</i> (or <i>Tips</i>) is a series of hard-hitting ads that show the harsh consequences of smoking. Real people tell personal stories about conditions linked to smoking that are not as well known to the public, such as colorectal cancer & vision loss (macular degeneration). <ul style="list-style-type: none"> ○ Campaign Resources ○ Information regarding special groups is provided: such as African Americans, Asian Americans, Hispanic/Latinos (In some cases, materials and videos are available in Spanish), Lesbian/Gay/Bisexual/Transgender, military service members, and those who are pregnant/planning to become pregnant.
Treatment	<ul style="list-style-type: none"> • Could saccharin be used to treat aggressive cancers?
Events	<p>Events in Lexington</p> <ul style="list-style-type: none"> • LEXINGTON: There is an ongoing monthly support group for Myeloma Survivors & their caregivers: <ul style="list-style-type: none"> ○ Date/Time: Monthly, on 2nd Tuesday; 6:30-8:00pm EST ○ Location: Centenary Methodist Church, 2800 Tates Creek Road, Lexington, KY 40502 ○ Contact: Debby Phillips @ 1-800-955-2566 ext. 2393 for more information <p>Events in Louisville</p> <ul style="list-style-type: none"> • Gilda's Club of Louisville offers MULTIPLE events and support groups- check out their upcoming events in addition to their regularly scheduled support groups and activities (click on Gilda's Club). In addition to ongoing support groups, there are some upcoming talks about nutrition and maintaining health. See the attached flyer. Some events of interest may include: <ul style="list-style-type: none"> ○ Food as Medicine: April 3rd, 6-8 pm EST ○ Pelvic Health & Cancer: April 8th, 6:30-8:00pm EST ○ KCP Legal Clinic: April 15th, 6-8 pm ○ Survivor Support Group: Every Tuesday, 6:30-8pm EST • There is an ongoing monthly support group for Lymphoma Survivors & their caregivers: <ul style="list-style-type: none"> ○ Date/Time: Monthly, on 2nd Tuesday; 6:00-7:30 pm EST ○ Location: Baptist Health Cancer Resource Center; 4003 Kresge Way, First Floor, Louisville, KY 40207 ○ Contact: Debby Phillips @ 1-800-955-2566 ext. 2393 for more information <p>National Conferences of Interest</p>

- **Dialogue for Action/ Prevent Cancer Foundation:** The 2015 Dialogue for Action Conference will be held **April 22nd-April 24th** at the Renaissance Baltimore Harborplace Hotel. [Click here](#) for details & [click here](#) to register. Early Bird Registration is due February 14th! If you bring 1-2 colleagues, you will receive a 10% your registration fee, bring 3 or more colleagues, you will receive a 25% rebate.