

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the April 24, 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
<b>Breast Cancer</b>	<ul style="list-style-type: none"><li>• <a href="#">Women and breast cancer drugs</a></li><li>• <a href="#">Mammo Rates Unchanged Despite Controversial Guidelines</a>. Annual screenings continue as women, doctors appear to be ignoring task force recommendations, new data shows.</li><li>• <b>Susan G. Komen®’s care helpline- 1-877 GO KOMEN (1-877-465-6636) has extended its hours</b> to provide callers with greater accessibility to their helpline services. All calls to the breast care helpline are answered by a trained and caring staff member Monday through Friday from 9:00 a.m. to 10:00 p.m. ET. The helpline provides free, professional support services to anyone who has questions or concerns about breast cancer, including breast cancer survivors and their families. Helpline staff do not provide medical advice, make referrals to physicians or evaluate physicians, medical facilities or services.</li></ul>
<b>Cervical Cancer</b>	<ul style="list-style-type: none"><li>• <a href="#">HPV Vaccination Sends Genital Wart Cases Plummeting: Study</a>. Australian effort saw nationwide rates drop up to 93 percent in girls, young women.</li><li>• A new publication from NHIS 2010 data: <b><i>Cervical Cancer Screening Among Young Adult Women in the United States</i></b>. Co-authors from DCPC and NCI include Vicki Benard, Ashwini Soman, Nancy Breen, Deanna Kepka, and Mona Saraiya. This article examines Pap testing initiation and intervals among women ages 18-29 years. <a href="#">Paper available online</a></li></ul>
<b>Data</b>	<ul style="list-style-type: none"><li>• <b>REMINDER:</b> 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 <b>Kentucky data sources</b>. “Go to the Source!” 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 series installments: 1) Kentucky Behavioral Risk Factor Surveillance System (BRFFS) with Sarojini Kanotra, PhD, MPH, CHES <b>(April 30)</b>. 2) Kentucky Health Issues Poll (KHIP) and Online Analysis &amp; Statistical Information System (OASIS) with Jennifer Chubinski, MS and Mark Carozza, MA <b>(May 21)</b>. 3) Kentucky State Data Center with Michael Price, MA <b>(June 11)</b></li></ul>

<b>Electronic Health Records</b>	<ul style="list-style-type: none"> <li>• <b>REMINDER:</b> The Kentucky REC and the Kentucky Health Information Exchange (KHIE) are proud to announce a series of <b>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>• 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="#">Strategies for cutting the cost of prescription drugs</a></li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• The <a href="#">Commission on Cancer (CoC) of the American College of Surgeons (ACS)</a> has granted its 2012 Outstanding Achievement Award to a select group of 79 accredited cancer programs throughout the United States. Award criteria were based on qualitative and quantitative surveys conducted last year. One of the 79 was <a href="#">Owensboro Medical Health System</a> in Owensboro, KY! Congratulations OMHS!</li> <li>• <a href="#">Should Medicare pay hospitals for leaving patients satisfied?</a></li> <li>• <a href="#">Minorities Less Prone to Think They'll Get Cancer: Study</a>. But researchers say attitudes might not match actual risk.</li> </ul>
<b>Grants</b>	<ul style="list-style-type: none"> <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>Healthcare Reform</b>	<ul style="list-style-type: none"> <li>• <a href="#">Racing to Spread Word About New Health Plans</a></li> <li>• <a href="#">The incredible shrinking Prevention Fund</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>Palliative Care</b>	<ul style="list-style-type: none"> <li>• <a href="#">Early palliative care referral for the patient who has terminal cancer</a></li> </ul>
<b>Patient Navigation</b>	<ul style="list-style-type: none"> <li>• <b>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 (May 29), as well as an abbreviated Day 2 training (May 30). 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. The cost is: \$595/person. <b>Pre-registration is required by e-mailing - <a href="mailto:Melody.Stafford@ky.gov">Melody.Stafford@ky.gov</a></b> . 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. <b>Pre-registration deadline has been extended to: April 30, 2013</b></li> </ul>
<b>Prostate Cancer</b>	<ul style="list-style-type: none"> <li>• <a href="#">PSA test leads to further procedures, harms: study</a></li> </ul>
<b>Rural health</b>	<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>• <a href="#">Do Yourself and Mother Earth a Favor: Don't Smoke</a>: An Earth Day reminder that cigarettes kill and pollute.</li> </ul>

## Survivorship

- **“Patient and Provider Preferences for Survivorship Care Plans”**. The attached PDF research article discusses survivorship care plans (SCPs) - tools used to assist in the transition from treatment to surveillance cancer care. However, few studies have investigated survivor and provider preferences regarding SCPs. Authors’ purpose was to explore survivor and primary care provider preferences regarding content, format, and delivery of SCPs.
- **RESOURCE REMINDER:** The National Cancer Survivorship Resource Center, a collaboration between the American Cancer Society and the [GW Cancer Institute](#), 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 **e-learning series features free continuing education credits for physicians, physician assistants, nurse practitioners and nurses**. 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: [www.cancersurvivorshipcentereducation.org](http://www.cancersurvivorshipcentereducation.org) and view the attached promotional flyer.
- **There are MULTIPLE upcoming events at [Gilda’s Club Louisville](#)**, 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.

## Tobacco Control

- [U.S. Supreme Court Rejects Challenge to New Cigarette Labeling](#). But ruling from another court could still delay or thwart use of graphic anti-smoking images.
- [To Stop Smoking, Teens Should Start Moving](#). Exercise can help curb the habit in young daily smokers, study shows.
- Legacy is looking for teams of youth and adult partners to participate in the **2013 Legacy Youth Leadership Institute** in Washington D.C., July 21-25, 2013. The goal is to strengthen the efforts of community-based youth groups working on tobacco prevention and control issues. Legacy will cover the cost of travel, lodging, and most meals for teams that are selected to participate. Applications are due on or before 12:00 Noon on May 17. Information and application is available online [here](#).
- **Monday, April 29, 3:00 – 4:30 PM EST**—Webinar: **An Introduction to E-Cigarettes for States and Locals**, hosted by the National Association of Local Boards of Health (NALBOH) and the Tobacco Control Network (TCN). This is the second webinar in a series on “modified risk” products and will feature speakers from the Tobacco Control Legal Consortium, Legacy, Americans for Nonsmokers’ Rights, the California Attorney General’s Office, and the Tacoma-Pierce County Health Department, WA. Registration is not required. Additional information and instructions for connecting to the webinar are [available here](#).
- **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**.
- A free **Cooper Clayton Method to Stop Smoking Facilitator Training** will be held on **Friday, May 24**, 8:30 AM – 3:30 PM Eastern Time at Sullivan University College of Pharmacy in Louisville. Drs. Cooper and Clayton will lead the training. Registration information and directions are **attached** (CooperClaytonFacilitatorTraining\_May24\_2013.pdf). If you have any questions, you may contact Rachelle Seger, Program Coordinator with the Kentucky Cancer Program, at 502-852-5223.
- Monday, May 13, 2:00 – 3:30 PM EST—Webinar: **Smokescreens and the Silver Screen: Smoking in the Media**, hosted by the American Academy of Pediatrics Julius B. Richmond Center of Excellence. This webinar will focus on the influence of smoking imagery on children and evidence for smoking initiation. Different types of media will be covered, as well as strategies to discuss the impact of smoking imagery with children, adolescents, and families in a pediatric clinical setting. Additional information and registration is [available here](#). CME credit is available, and the webinar will be recorded and archived.