

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the April 3, 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.

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
Chronic Disease	<ul style="list-style-type: none"> • Return on Investments in Public Health: Saving Lives and Money Investing strategically in proven, community-based prevention programs could offer a substantial savings over traditional medical treatments for illnesses such as diabetes and cardiovascular disease, lowering health care costs and improving people’s quality of life.
Colon Cancer	<ul style="list-style-type: none"> • Love Your Butt Campaign: Chris4Life has launched a creatively clever awareness campaign commercial to encourage people to open up and talk about their bottom. The Love Your Butt campaign was created for Chris4Life by DC creative agency Hugo Creative. The campaign will run on TV, print, online and radio across various markets and demographic areas across the country. Ever wonder how many words are out there for the word butt? www.loveyourbutt.org The campaign's main goal is to get people talking about screening, and colorectal cancer in general.
Data	<ul style="list-style-type: none"> • RESOURCE REMINDER: How Healthy is Your County? Most and Least Healthy Counties Ranked in Every State Released today, the annual <i>County Health Rankings</i> rate the health of nearly every county in the nation and show that much of what affects health occurs outside of the doctor’s office. The rankings are easier to use this year, with interactive maps and new county-level trend graphs detailing changes over time for several measures, including children in poverty, unemployment, and quality of care. Sneak peek: Healthiest county in KY? Oldham. County with the lowest rank? Floyd.
Environmental	<ul style="list-style-type: none"> • The Health Impact Project, a collaboration of the Robert Wood Johnson Foundation and The Pew Charitable Trusts, announced eight new grant recipients that will receive funding to conduct health impact assessments, or HIAs. The grantees were selected based on their response to a national call for proposals. One of the grantees is in Kentucky! An HIA by the Kentucky Environmental Foundation, in collaboration with the Purchase District Health Department, will examine the potential health benefits and risks of the retrofit or retirement of the Shawnee coal plant in Paducah, KY, operated by the Tennessee Valley Authority. The HIA will analyze environmental health concerns associated with air and water pollution from the plant and the effects of its closure on community employment, individual income, and revenue for local services important to health. The HIA will also factor in a separate but related issue: whether the U.S. Department of Energy will renew a contract with a nearby uranium enrichment plant that depends on power from the coal plant. • Air Quality Concerns and Responses to Alerts: Kentucky Health Issues Poll (KHIP) Results. More than half of Kentucky adults (51%) are either very concerned or somewhat concerned about the quality of air in their community. However, nearly half (48%) of adults in the Commonwealth do not change their activities when an air quality alert is issued. Those are among the findings of the latest Kentucky Health Issues Poll (KHIP) which focuses on the issue of air quality. Download the full report here. [KHIP is a project of the Foundation for a Healthy Kentucky and The Health Foundation of Greater Cincinnati]

Grants

- The [Prevent Cancer Foundation Community Grants](#) look to provide resources to support strong community programs that focus on helping people prevent cancer or find it earlier and that demonstrate the potential to make a positive impact in the field of cancer prevention. Now accepting applications for: one-year \$10,000 grants to develop new or implement existing community projects/programs in cancer prevention and early detection. Our goal is to provide the resources needed to fund vital community-level cancer awareness and screening activities. Examples of work include: Health Education; Health Care Delivery; Cancer Prevention Advocacy. **Deadline to apply: April 19, 2013, 6PM Eastern Time.**
- The Chris4Life Colon Cancer Foundation announces a program to **fund pilot studies in colorectal cancer research**. 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. This funding is in addition to the \$2.5 million we pledged in 2012. <http://www.chris4life.org/grants>
- **REMINDER: Request for Applications: UK's Center for Clinical and Translational Science (CCTS), Community Engagement Core.** The CCTS is requesting applications from community partners in Appalachia for funding of up to \$2,500 each to support evidence-based or evidence-informed health outreach projects. Applications must be received by 5 p.m. on **Friday, April 12, 2013**. Examples of programs considered for funding include: Cancer prevention (e.g., Nutrition, Physical Activity, Smoking Cessation); Reducing obesity and sedentary lifestyle; Chronic disease prevention or management; Risk behavior prevention and reduction.
- **REMINDER: The ASAP Acceleration Grants campaign is giving schools across America everything they need to launch a new physical activity program:** 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: [100 Mile Club](#), [BOKS](#), or [Just Move](#). Are you eligible? Find out [here](#). This is a very simple application and designed to be a low-barrier way for a school to get involved in this movement. All details are on our website www.ActiveSchoolsASAP.org
- **REMINDER: [Kentucky Schools Eligible for Funding & Support Surrounding Breakfast, Physical Activity](#). Applications Due April 19th, 2013.** Action for Healthy Kids has released its School Grants for Healthy Kids opportunities for the 2013-2014 school year. Nationwide, 400 schools will be awarded funds ranging from \$1,000 to \$5,000. Kentucky is a "selected state", meaning schools across the Bluegrass are eligible to apply for: FUNDING TO CREATE AND/OR EXPAND SCHOOL BREAKFAST; FUNDING FOR UNIVERSAL SCHOOL BREAKFAST PILOT; FUNDING FOR PHYSICAL ACTIVITY FACILITIES & EQUIPMENT. Interested KY schools should register for this webinar to learn more about the available grant opportunities for 2013-2014 and receive tips for applying. WEBINAR: [Wed, April 10, 2013 - 4:00-5:00pm ET](#)

Health Equity	<ul style="list-style-type: none"> • REMINDER to REGISTER: Health Equity Summit III: “Equipping Ourselves for Action”; Monday, April 15, 2013 • 8:15 a.m. to 3:30 p.m.; Muhammad Ali Center • 144 N. Sixth St. • Louisville, Ky. Breakfast and lunch will be provided. Space is limited. To register, call (502) 629-1234 or visit NortonHealthcare.com/HealthEquitySummit. See attached flyer! • Healthy People 2020 Spotlight on Health Webinar: Social Determinants of Health. Register Now , April 24, 2013, 1–2:30 PM EDT. 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.
Healthcare Reform	<ul style="list-style-type: none"> • Slow Progress On Efforts To Pay Docs, Hospitals For 'Value,' Not Volume • Experts on the impact of 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). 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. Cost is \$229 for KY Chamber non-members, \$179 for members.
HIPAA	<ul style="list-style-type: none"> • A Privacy Law Often Misinterpreted
Hospice	<ul style="list-style-type: none"> • Studies Examine Doctor-Patient Communication about End-of-life Care • Too Few Americans Pass Last Days in Hospice Care: CDC. Report highlights need for alternative care at end of life, expert says • The Kentucky Association of Hospice and Palliative Care is in full swing planning the Spring Education Conference set for May 9-10, 2013. This year’s conference will be held at the Hyatt Downtown Louisville. More details to come!
Hysterectomy	<ul style="list-style-type: none"> • When removing the uterus, leave the ovaries: study

<p>Meaningful Use</p>	<ul style="list-style-type: none"> • REMINDER: The Kentucky REC and the Kentucky Health Information Exchange (KHIE) are proud to announce a series of Meaningful Use Survival Seminars. Please see the link 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"> • Hazard - UK Center for Excellence in Rural Health, 750 Morton Boulevard 2nd floor on April 12, 2013. • Bowling Green - The Medical Center, 250 Park Street on April 19, 2013. • Somerset - Somerset Community and Technical College, Citizens National Bank 808 Monticello Street Rm. 107 on May 10, 2013. • Lexington - Hilary J. Boone Center, 501 Rose Street on May 31, 2013.
<p>Medicaid</p>	<ul style="list-style-type: none"> • New Medicaid Rates for Primary Care Services Will Mean Approximately \$65 Million Statewide. The Department for Medicaid Services (DMS) is encouraging more than 3,300 eligible primary care providers to sign up now to receive enhanced Medicaid reimbursement rates for primary care services retroactive beginning Jan. 1, 2013. The enhanced payments are estimated to mean an additional \$65 million per year statewide and are part of Affordable Health Care Act changes designed to ensure preventive services are easy for Medicaid recipients and others to access.
<p>Melanoma</p>	<ul style="list-style-type: none"> • Aspirin Linked to Lower Melanoma Risk in Study
<p>Palliative Care</p>	<ul style="list-style-type: none"> • Cancer Experts Recommend Introducing Palliative Care at Time of Diagnosis • Complementing end-of-life care. Alternative therapies can help relieve discomfort and stress. Families can pursue and sometimes administer these therapies in both hospice and hospital settings. • Cancer.net, a service of ASCO, has updated a two-part series about managing pain, as well as printable fact sheets on pain management and how to safely handle and store pain medication. • The National Consensus Project for Quality Palliative Care has released "Clinical Practice Guidelines for Quality Palliative Care, 3rd edition," which can serve as a blueprint for creating new programs and guiding developing programs.

<p>Patient Navigation</p>	<ul style="list-style-type: none"> ● Patient Navigation Training Presented by the Harold P. Freeman Patient Navigation Institute! Please find attached a “Save the Date” flyer for an exciting training coming to Kentucky May 29 and 30. Dr. Harold Freeman is traveling to Kentucky 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"> 1. Intensive training will be held on Wednesday, May 29, 2013 8:30 a.m. – 5:00 p.m. EST in the B & 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. <ol style="list-style-type: none"> a. The cost will be as follows: <ol style="list-style-type: none"> i. 1-15 participants: \$995/person ii. 15-20 participants: \$895/person iii. 21-25 participants: \$795/person iv. 26-30 participants: \$695/person v. 30+ participants: \$595/person 2. Pre-registration is required by e-mailing - Melody.Stafford@ky.gov before April 15, 2013. This is to determine the cost of registration which will be according to the number of participants. You will be notified after that date as to the amount and the formal registration process. <ol style="list-style-type: none"> a. Day 2 is scheduled on Thursday, May 30, 2013 8:30 – 12:00 EST. (No cost). This is an introduction to patient navigation and is a modified version of day 1. There is no certificate of completion given. Snacks will be provided.
<p>Prevention, Genetics, Causes</p>	<ul style="list-style-type: none"> ● More Evidence Shows Hormone Therapy May Increase Breast Cancer Risk. In new analysis, researchers found risk highest when used just before menopause . ● REMINDER: 4th Annual Breastfeeding Summit: Thursday April 17th, 10 am - 3 pm; Covington, Kentucky; Agenda and registration information is attached to this email and online registration is available at: http://www.kyeatright.org/kdafnce2013.html ● REMINDER: ACS’s Cancer Prevention Study, called Cancer Prevention Study-3 (CPS-3), will help researchers better understand the genetic, environmental and lifestyle factors that cause or prevent cancer, which will ultimately save lives. Enrollment is free and will take place in Edgewood and Ft Thomas on April 17-19, 2013.
<p>Rural health</p>	<ul style="list-style-type: none"> ● REMINDER: Save the Date for Doing Care Differently in Rural Kentucky May 7, 2013 / Louisville. 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.

<p>School Health</p>	<ul style="list-style-type: none"> ● REMINDER: KAHPERD 2013 Summer Workshop Announced: The Kentucky Association for Health, Physical Education, Recreation, and Dance (KAHPERD) will hold its summer workshop at Highland Middle School (Jefferson County) on June 11-12, 2013. The summer workshops are a great opportunity to engage in quality professional learning around Health and Physical Education. Visit the KAHPERD website for more information. Interested in presenting a session? Contact Vicki Johnson-Leuze . The deadline for submission is April 12, 2013. ● REMINDER: Kentucky Teen Institute (KTI) – June 23rd-27th: 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.
<p>Smoke-free</p>	<ul style="list-style-type: none"> ● A 100% Tobacco Free School policy prohibits tobacco use by staff, students and visitors twenty-four hours a day, seven days a week, inside Board-owned buildings or vehicles, on school owned property, and during school-sponsored student trips and activities. Do you know which Kentucky schools are Tobacco Free? Find resources to champion tobacco free schools here. ● WEBINAR: Partnership for Prevention is hosting a webinar through their ActionToQuit initiative, entitled College Tobacco Control - A 2013 Progress Report. It will be held Tuesday April 16 from 2:00 to 3:15pm EST. All are welcome to participate - please feel free to forward the flyer to interested parties. Register now. Dr. Howard K. Koh, Assistant Secretary for Health for HHS, will bring opening remarks. Dr. Ellen J. Hahn and Dr. Luis Manzo will address their tobacco control successes and challenges in policy development, implementation, culture change, and evaluation at the Univ. of Kentucky and the City Univ. of NY. Ty Patterson, Nat’l Center for Tobacco Policy, will review tobacco policy progress on college campuses and discuss the future of the movement. ● REMINDER to REGISTER: KCSP’s annual Spring Conference “Achieve Smoke-free: Takin’ It to the Streets” on 4/18/13 at Central Baptist Hospital’s Learning Center in Lexington. Registration closes this Friday, April 5th, so Register today.
<p>Survivorship</p>	<ul style="list-style-type: none"> ● Nearly 14 Million Cancer Survivors in U.S.: Report. Many are people who had breast or prostate tumors. Number is expected to rise by 31 percent to 18 million by 2022. ● REMINDER: SPREAD THE WORD TO YOUR SURVIVORSHIP PARTNERS: “Are you a cancer survivor or caregiver of someone who's survived cancer and would like to provide emotional support to those recently diagnosed? Friend for Life Cancer Support Network's next volunteer training will be held Saturday, April 13, 9 am to 5 pm at the Marshall Women’s Health & Education Center, 4121 Dutchman’s Lane, inside Norton Suburban Plaza III, Room 1A. Breakfast and lunch provided. RSVP required: (502) 893-0643 or staff@friend4life.org “ ● See attached flyer for upcoming Gilda’s Club Louisville events, including a BRCA I and II Networking Group on Monday, April 8, 6:30-8pm; One Foot in front of the Other Thursday, April 18 6:30-8pm; and a Derby Party Friday, April 19 5:30-8pm! Also find links to SUMMER CAMPS FOR YOUTH CONNECTED TO CANCER.

<p>Tobacco Control</p>	<ul style="list-style-type: none"> • Nicotine Replacement Therapy Labels May Change • NACCHO Webinar: Demystifying Tobacco Cessation and the Affordable Care Act, April 9, 2013, 1:00 – 2:00 pm EST—What does health care reform mean for local health departments and their tobacco programs? Experts from NACCHO and the ALA will discuss the Affordable Care Act, its impact on local health departments, and provisions related to tobacco prevention and cessation. Speakers will highlight final rules released in February on tobacco cessation coverage and the tobacco surcharge that allows insurance providers to charge tobacco users a different premium rate than non-users. Click here to register. • “Tobacco Policy Disparities: Gays, Growers and Others Left Behind” Wednesday, April 17, 2013, 12:00 PM, College of Nursing, Room 115. Presenter: Amanda Fallin, PhD, RN. Post doctoral Fellow University of California, San Francisco, Center for Tobacco Control Research and Education. • The CDC’s Tips from Former Smokers II campaign launched this week, 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). • Last week, <i>USA Today</i> printed an editorial calling for higher cigarette taxes in order to reduce teen smoking. The editorial presented Kentucky’s low cigarette tax and high teen (and adult) smoking rates, in stark contrast with New York’s exponentially higher taxes and dramatically lower smoking rates, in order to demonstrate the power of price sensitivity to affect behavior. • 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.
<p>Treatment</p>	<ul style="list-style-type: none"> • Novartis loses landmark India cancer drug patent case. Swiss drug maker Novartis AG’s attempt to patent an updated version of its cancer drug Glivec was rejected Monday by India’s Supreme Court. Health activists said the decision ensures that poor patients worldwide will continue to have access to less expensive versions of lifesaving medicines.