

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the June 19, 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
Breast Cancer	<ul style="list-style-type: none">• JOURNAL ARTICLE: The effects of primary care on breast cancer mortality and incidence among Medicare beneficiaries. Fisher, K. J. et al. (2013), The effects of primary care on breast cancer mortality and incidence among Medicare beneficiaries. Cancer. doi: 10.1002/cncr.28148• Two gene variants may predict who will benefit from breast cancer prevention drugs
Childhood Cancer	<ul style="list-style-type: none">• Chronic Illness Afflicts Most Childhood-Cancer Survivors, Study Finds. Treatment-related lung and hearing problems common at age 45.
Clinical Trials	<ul style="list-style-type: none">• WEBINAR: Best Practices in Cancer Clinical Trials Community Engagement. June 27, 2013, 2:00pm-3:30 pm ET. The Education Network to Advance Cancer Clinical Trials (ENACCT) implements community-based approaches to cancer clinical trials education, with particular focus on engagement of community-based organizations and community leaders working within minority and medically underserved communities. This webinar will showcase ENACCT partners’ experiences with clinical trials education development, outcomes and lessons learned. Click here to Register for this Webinar
Colon Cancer	<ul style="list-style-type: none">• JOURNAL ARTICLE: Strategies for expanding colorectal cancer screening at community health centers. Community health centers are uniquely positioned to address disparities in colorectal cancer (CRC) screening as they have addressed other disparities. This article offers 5 strategies that address the challenges health centers face in increasing CRC screening rates. Sarfaty, M. et. al. (2013) CA: A Cancer Journal for Clinicians. doi: 10.1002/caac.21191• REMINDER: Do you know an individual or organization that has gone above and beyond in the fight against colorectal cancer? Join us in celebrating these leaders by nominating them for a Colon Cancer Alliance Sapphire Award. Deadline is Friday, July 12, 2013. Winners will be honored and presented with their award at a luncheon during the Colon Cancer Alliance’s 2013 National Conference: Empower You. Impact Your Community.• REMINDER: Get ready! The Colon Cancer Prevention Project's 8th Annual Walk Away from Colon Cancer & 5K Run will be at 9 a.m. on Saturday, Aug. 24 at Iroquois Park in Louisville, Ky. This popular 5K features chipped timing, a 1-mile non-timed walk, a KidZone, a Healthy Village, food, music, the Inflatable Colon, and more! All proceeds go to the fight to end colon cancer. Register and form your team today! To register or for more information, visit www.ColonCancerPreventionProject.org.

Continuing Education	<ul style="list-style-type: none"> • The LIVESTRONG Foundation Sponsors Free Education for Healthcare Professionals. Topics include: “Focus Under Forty”: addressing the challenges and unique issues involved in treating adolescent and young adults (AYAs ages 15-39) who have been diagnosed with cancer; “Fertility Preservation”; “Become the Bridge that Unites Patients and Survival”, addresses disparities in cancer care that affect access and quality of care across different populations.
Financial	<ul style="list-style-type: none"> • Sequester Cuts Hit Poor, Elderly, Cancer Patients
Grants	<ul style="list-style-type: none"> • REMINDER: \$1 Billion in Center for Medicare and Medicaid Innovation (CMMI) Innovation Awards: Opportunities for Advancing Community Prevention and Population Health. This is the second round of an initiative that will fund applicants who propose new payment and service delivery models that will provide better health, better health care, and lower costs through improved quality for Medicare, Medicaid, and Children’s Health Insurance Program (CHIP) enrollees. CMMI is seeking proposals that improve the health of populations through prevention, wellness, and comprehensive care that extends beyond the clinical service delivery system setting and addresses the social determinants of health. Letter of Intent Due Date: June 28, 2013, by 3:00 p.m. EST. Application Due Date: August 15, 2013, by 3:00 p.m. EST.
Healthcare Reform	<ul style="list-style-type: none"> • Will Companies Stop Offering Health Insurance Because of the Affordable Care Act?
Health Equity	<ul style="list-style-type: none"> • African-Americans Remain Hardest Hit By Medical Bills • Health Challenges For Cancer Survivors Posed By Rural Living
Health IT	<ul style="list-style-type: none"> • REMINDER: Save the Date! 2013 Kentucky Health Information Exchange (KHIE) eHealth Summit which will take place on September 17, 2013 in Bowling Green at the Sloan Convention Ctr at the Holiday Inn University Plaza. They have reserved a number of rooms at a special discount rate : Use the discount code of "BIN" in the "Group Code" field. Or call 270-745-0088 to make reservations. Nursing CEUs are available.
Healthcare Reform	<ul style="list-style-type: none"> • REMINDER: The Cabinet for Health and Family Services' Office of the Kentucky Health Benefit Exchange (KHBE) has issued a request for proposal (RFP) seeking for-profit and nonprofit entities and community and volunteer organizations to assist consumers who enroll for healthcare benefits through kynect, Kentucky's Healthcare Connection. “kynectors,” will help individuals and small businesses in Kentucky determine their health plan needs and assist them in choosing plans to meet those needs.
Hospice	<ul style="list-style-type: none"> • Caring for the Whole Patient Both during Active Treatment and at End of Life: ASCO blog post

<p>Medicaid</p>	<ul style="list-style-type: none"> • REMINDER: KDPH CHFS is sponsoring free educational forums regarding the Medicaid managed care implementation system in each of the eight Medicaid regions. These forums will allow medical providers, MCO representatives, and Department of Insurance (DOI) representatives to meet face-to-face to discuss concerns about proper billing, appeals processes and any specific regional issues related to Medicaid managed care. Region 1: July 15, Murray State University; Region 2: June 20, – Brescia College, Owensboro, Ky; Region 3: June 24, University of Louisville; Region 4: June 26, Lindsay Wilson College; Region 5: May 30, University of Kentucky; Region 6: June 27, Northern Kentucky University. Register here.
<p>Patient Navigation</p>	<ul style="list-style-type: none"> • GW Cancer Institute's Center for the Advancement of Cancer Survivorship, Navigation and Policy (caSNP) to conduct an Executive Training on Navigation and Survivorship: September 26 & 27, 2013. This interactive two-day training program equips health care professionals with the tools needed to launch and sustain navigation and survivorship programs, two cornerstones of patient-centered care. Participants learn strategic planning techniques for developing, implementing, evaluating and sustaining patient navigation and survivorship programs. At the conclusion of the training, participants walk away with a cohesive institution-specific plan for either a survivorship or navigation program that will enhance the patient focus of their organization. Registration is now open! Deadline for the early bird rate is July 31, 2013. Space is limited and registration will close when capacity is reached.
<p>Pharmaceutical</p>	<ul style="list-style-type: none"> • NIH launches Dietary Supplement Label Database. Searchable collection contains product information and ingredients from labels of dietary supplements sold in U.S.
<p>Prevention, Genetics, Causes</p>	<ul style="list-style-type: none"> • Biomarker Could Predict HPV-Related Oropharyngeal Cancer Early On
<p>Providers</p>	<ul style="list-style-type: none"> • Should Physician Pay Be Tied to Performance? (Wall Street Journal) • Should Nurse Practitioners Be Able to Treat Patients Without Physician Oversight? • Primary Care Doctors Still in Short Supply in U.S. Only 5 percent of new doctors head to rural areas, researchers find.
<p>Resources</p>	<ul style="list-style-type: none"> • NCI recently revised their fact sheet entitled, “How To Find a Doctor or Treatment Facility If You Have Cancer”. This 8-page booklet offers suggestions for choosing a physician and facility for cancer treatment.
<p>Smoke-Free</p>	<ul style="list-style-type: none"> • Over 34 percent of Kentucky covered by smoke-free laws, lawmakers told (Floyd County Times) • Don't miss the Kentucky Center for Smokefree Policy's Celebration Event -- Lexington's 10 Year Smoke-free Anniversary! July 1st at 3:30pm, at Applebee's on Alesheba Way, Lexington, 40509. KCSP invites you to join us in celebrating the 10th anniversary of Lexington enacting the first smoke-free ordinance in Kentucky! If you plan on attending, please RSVP to Holly Brown at hmbrow4@uky.edu. If you intend to bring guests, please

	<p>include that in your RSVP. Follow kysmokefree on facebook to win prizes starting 10 days before the event.</p>
<p>Survivorship</p>	<ul style="list-style-type: none"> ● REMINDER: There are MULTIPLE upcoming events and support groups held this summer at Gilda’s Club Louisville, from Wellness Groups to book clubs to support for caregivers. Don’t miss the 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.
<p>Tobacco Control</p>	<ul style="list-style-type: none"> ● Last week we mentioned the impending drop in Kentucky’s chewing tobacco tax—the result of 2013 legislative session’s HB 316. The <i>Courier-Journal</i>, in an editorial response, has called on legislators to reverse the cut next year. ● Updated Recommendations Regarding Tobacco Use and Secondhand Smoke Exposure from the Community Preventive Services Task Force. MMWR_June 14, 2013 / 62(23); 485. The Community Preventive Services Task Force recently posted new information about two recommendations: 1) "Reducing Tobacco Use and Secondhand Smoke Exposure: Reducing Out-of-Pocket Costs for Evidence-Based Tobacco Cessation Treatments" evidence of effectiveness changed from sufficient to strong; systematic review expanded; and new Economic Evidence is posted. 2) "Reducing Tobacco Use and Secondhand Smoke Exposure: Quitline Interventions" now contains a more thorough systematic review and also includes a new Economic Evidence section. ● Report: US adult smoking rate dips to 18 percent ● E-Cigarettes Are in Vogue and at a Crossroads ● Tobacco Ads Spark Teen Smoking, Study Finds. Seeing just 10 advertisements boosts odds of smoking by 40 percent, researchers say. ● Thursday, June 20, 1:00 – 2:00 PM Eastern, SOPHE (Society for Public Health Education) will host a webinar, "Determining the Connection Between Tobacco & Mental Health." Will include a brief description of the relationship between tobacco use and mental health, offer information to justify the need for tobacco cessation interventions, and offer resources for referral and education. ● A free Cooper Clayton Method to Stop Smoking Facilitator Training will be held on Thursday, September 26, 8:30 AM – 3:30 PM EST at National College in Louisville. Drs. Cooper and Clayton will lead the training. Registration form is attached. Questions? Contact Rachelle Seger, Program Coordinator with the Kentucky Cancer Program, at 502-852-5223.
<p>Worksite Wellness</p>	<ul style="list-style-type: none"> ● REMINDER: Encourage your business partners to complete the 2013 Kentucky Worksite Wellness Assessment, an online survey which was distributed to 1,200 randomly chosen organizations statewide on May 28th. Conducted by WKU in collaboration with KDPH, the survey has been endorsed by the KY Society for Human Resource Management and the KY Chamber of Commerce. This survey will assess evidence based health promotion interventions and strategies utilized at worksites, and provide a baseline of information to

help us determine how to help Kentucky worksites have a Healthier, Productive Workforce.
For more info, contact : Teresa Lovely, KDPH Business Coordinator-Worksite Wellness at
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