

Dear Kentucky Cancer Consortium Partners:

Below is the **June 20, 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.

Sincerely, Kentucky Cancer Consortium Staff

June 20, 2012

Advocacy

- ["Advocacy? Lobbying? Know the Difference!" webinar](#) to be held July 11, 3pm-4pm. Hosted by the Foundation for a Healthy Kentucky, and led by Nayantara Mehta, JD, of Alliance for Justice, the webinar will: Differentiate between lobbying and non-lobbying advocacy activities; Identify methods of advancing health policy aligned with your organization and mission. Alliance for Justice is a national association of over 100 organizations, representing a broad array of groups committed to progressive values and the creation of an equitable, just, and free society. AFJ is the leading expert on the legal framework for nonprofit advocacy efforts, providing definitive information, resources, and technical assistance that encourages organizations and their funding partners to fully exercise their right to be active participants in the democratic process.

Childhood Cancer

- *(reminder)* [Indian Summer Camp](#) – "Oncology Camp" July 22-28th, 2012. Indian Summer Camp's Oncology Camp is the camp's longest running program, started in 1981. Oncology Camp is currently hosted at Crossings Cedarmore camp site in Bagdad, KY (Shelby County). The weeklong, overnight oncology camp is open to children aged 6-18 who are either currently undergoing treatment for cancer or are survivors of a childhood cancer. During this week, children with cancer are able to enjoy a wide range of activities including arts & crafts, sports, and swimming, as well as many unique and once-in-a-lifetime experiences. This year's camp theme is "Out of This World". Pediatric oncology doctors and nurses are present at camp the entire week to care for the medical needs of campers. Please contact Amy Steinkuhl at Amy@kcp.uky.edu for more information. **Deadline for camper applications is next Friday, June 29th.**

Chronic Disease

- [Health of Americans a Mixed Bag: CDC Report](#) (6/19/12, HealthDay News) There were both good and bad trends in the overall health of Americans in 2011, a new government report shows. For example, Americans are exercising more, smoking less and getting vaccinated against pneumonia. And the Affordable Care Act means fewer people are going without health care, according to the U.S Centers for Disease Control and Prevention. However, Americans are more obese than ever and diabetes is hitting older people hard. The CDC's National Center for Health Statistics released the early findings of their [2011 National Health Interview Survey](#) on Tuesday. The decline in smoking rates among adults is very good news and is the result of a combination of extensive public health education efforts, a decline in social acceptance of smoking, restrictions on where people can smoke and the increased costs of smoking, researchers noted. Highlights of the report include:
 - Self-reported obesity in Americans over age 20 has climbed from 19.4 percent in 1997 to 28.7 percent in 2011.
 - One in five adults aged 65 and older has diabetes versus one in 10 among those aged 45 to 54.
 - Only 2.4 percent of Americans rate their personal health as poor.
 - Among black children under 15 years of age, 16.6 percent have asthma; that figure is 10 percent for Hispanic children and 7.5 percent for white kids.
 - In 2011, 48.4 percent of adults aged 18 and older said they did aerobic exercise -- the highest percentage ever reported.
 - For 6.5 percent of Americans, cost kept them from seeking needed medical care.
 - The number of U.S. adults who smoke dropped from 24.7 percent in 1997 to 18.9 percent in 2011.
 - Most Americans (87 percent) had a usual place to go for medical care in 2011, a little more than the 2010 estimate of 85.4 percent.

Colon

- [Which doctor does your colonoscopy may matter](#) (6/14/12, Reuters) Older Americans who'd had a colonoscopy had the lowest chance of dying from colon cancer when the test was done by a gastroenterologist, compared to a surgeon or primary care doctor. Researchers said that could be because the digestive system specialists get extra training in colonoscopies, so they may have more experience spotting early signs of cancer than other docs. But it doesn't mean patients should forgo colonoscopy if they can't find a gastroenterologist. For the new study, researchers looked at the Medicare billing records for more than 9,000 people who were diagnosed with colon cancer in their 70s and 80s and ultimately died of the disease. The research team used the records to determine which of those people, along with another 27,000 of the same age and gender without colon cancer, had gotten a colonoscopy in prior years. People who died of colon cancer were 60 percent **less likely** to have had a colonoscopy over the previous decade, compared to the colon cancer-free group. The majority of colonoscopies in the study were performed by gastroenterologists -- which is consistent with current practice. Gastroenterologists do about two-thirds of the exams in the United States, followed by surgeons. Compared to

people who hadn't been screened, those who had their colonoscopy done by a gastroenterologist were also least likely to die from colon cancer. They had a 65 percent lower risk of colon cancer death than the un-screened, compared to a 57 percent lower risk after screening by a primary care doctor and a 45 percent lower risk when colonoscopy was done by a surgeon. The study, published in the Journal of Clinical Oncology, can't tell what caused that disparity, just as it can't prove that the colonoscopies saved any lives.

- The [Colon Cancer Prevention Project](#) is having its 7th Annual Walk Away from Colon Cancer & 5K Run on Saturday, Aug. 25 at Iroquois Park in Louisville, Ky. Team and Individual registration is now available at [www.c2p2ky.org](#). All proceeds go to the Project's mission of ending preventable colon cancer death and suffering by increasing screening rates. Registration is \$20 in advance; \$25 the day of. University of Louisville President James Ramsey, whose sister is battling colon cancer, is the 2012 Honorary Chair.
-
- The [Colon Cancer Prevention Project](#) is also accepting nominations for its Board of Directors. Board members serve a two-year term and meet the first Monday of each month at 6:30 p.m. at the Project's offices in Louisville. For more information or to nominate someone, contact Andrea Shepherd, ashepherd@c2p2ky.org or 502-290-0288.

Data

- The 2011 Youth Risk Behavior Survey (YRBS) data was released June 7th from the CDC. This includes the national YRBS and all state-level data, and is readily available on [CDC's website](#). In addition to the posting of the data, CDC sends state-specific reports and resources of interest to their population. Attached to this email are three such fact sheets. The first compares Kentucky youth to National youth across all indicators. The final two address Kentucky youth statistics in regards to obesity and tobacco specifically, defining both the problem and potential solutions.

Financial

- [Health departments throughout Kentucky grapple with budget cuts](#) (6/17/12, Lexington Herald-Leader) Come July 1, many county public health departments across Kentucky will be open fewer hours, and some will have smaller staffs. "I doubt that there are many health departments out there that will not have to furlough or reorganize their staff in some way or raise taxes," said Linda Sims, president of the Kentucky Health Department Association. Sims, executive director of the Lincoln Trail District Health Department, which covers Hardin and six other counties, said the upcoming fiscal year will be one of the toughest in recent years for local health departments. In Franklin County, the health department's 74 full- and part-time staff will be asked to take 12 furlough days in the coming year. Some staff will be moving from full-time to part-time, said Paula Alexander, executive director of the Franklin County Health Department. In nearby Anderson County, staff will be cutting back three hours a week — going from a 37.5-hour work-week to 34.5 hours a week. "It's about 211/2 furlough days. We are going to work 12 months and get paid for 11," said Tim Wright, interim executive director of the department. In Fayette County, health officials announced last week they expect 25 people to be laid off. As state and local funding has dropped in recent months, the state's 59 county and district health departments are struggling to deliver mandated services on a shoestring while continuing to improve and monitor public health. Each of Kentucky's local health departments is an independent quasi-governmental agency and receives a portion of its budget from local taxes. The minimum tax for county health departments is 1.8 percent. Some counties' public health tax is as high as 4 percent. With the recession, many local health departments saw local tax revenue flatten or decrease.

General

- [Kentucky Doctor is AMA President-Elect](#) (6/20/12, healthfinder.gov) Dr. Ardis Dee Hoven, medical director of UK HealthCare's Bluegrass Care Clinic, an infectious disease and HIV/AIDS clinic, has been elected president-elect of the American Medical Association (AMA), the nation's largest physician organization. Following her year-long term as president-elect, Hoven will assume the office of AMA president in June 2013. Hoven will become the third woman to lead the nation's largest physicians group when she becomes AMA president in 2013, the *Associated Press* reported. Hoven is a former president of the Kentucky Medical Association and has served on the AMA's Board of Trustees.
-
- **SAVE THE DATE!!! - July 10th and 11th, 2012. The Kentucky Department for Public Health is sponsoring a Social Marketing in Public Health Training** – Marriott Griffin Gate, 1800 Newtown Pike, Lexington, Ky. This is an opportunity for participants to work in teams (of no more than eight) on a specific topic. You will be asked to designate the size and name of your team during registration. Each team will develop a social marketing focus area during the workshop. Each team will be asked to designate one of six social marketing topic areas of which to focus – Asthma, Blood Pressure/ABC's, **Chronic Disease Self -Management**, **Colon Cancer Screening**, Diabetes Prevention and Education and **Obesity**. The featured presenter will be Carol Bryant, Ph.D., M.S., of the Florida Prevention Research Center at the University of South Florida. There is no cost for this training. If you would like to receive

CEUs for RN, RD or CHES you will need to register on [TRAIN](#). [TRAIN Course ID #1033769]. Day 1 is scheduled from 10am - 5:30pm and Day 2 from 10am -4:30pm, with some optional breakout sessions for small groups wanting to meet from 8am -10am. We will send more information on the agenda very soon. We look forward to seeing YOU in July!!! [Register for the training](#).

-
- [No Wrong Door: Integrating Care for Better Health](#). Please join the Foundation for a Healthy Kentucky on September 17th, 8am to 3pm EST at the Embassy Suites in Lexington, Kentucky for the Howard L. Bost Memorial Health Policy Forum. This year's Bost Forum will focus on integrating behavioral and medical care to achieve better health outcomes, improve quality of care, and lower health care costs. We invite you to join the conversation with national, regional, and local leaders as we explore the importance, value, and implications of integrating health care in Kentucky. Civic leaders, medical health and behavioral health providers, public officials, public health professionals, business owners and executives, policymakers, faith-based leaders, researchers, and academics; individuals and community groups, coalitions, and advocates from across the Commonwealth. There is no charge to attend. Full online registration will be available in July at www.healthy-ky.org. To reserve a seat prior to the general registration, please contact Katie Ellis at kellis@healthy-ky.org or toll-free 877-326-2583.
-

Grants

Prevention/Genetics/Causes

- [Smoking Might Raise Your Odds for Skin Cancer](#) (6/18/12, HealthDay News) Smoking has long been tied to a number of cancers, and now another tumor type, skin cancer, may join that list. A new review of data finds that lighting up may boost the risk of a common type of nonmelanoma skin cancer. Researchers sifted through the results of 25 studies conducted in 11 countries worldwide. Most of the studies included middle-aged to elderly people. This "meta-analysis" revealed that smoking was associated with a 52 percent increased risk of cutaneous squamous cell carcinoma skin cancer, according to Jo Leonardi-Bee, of the U.K. Center for Tobacco Control Studies at the University of Nottingham in England, and colleagues. The authors said they found no clear association between smoking and basal cell carcinomas. The findings were published online June 18 in the journal *Archives of Dermatology*. This isn't the first time smoking has been link to skin cancer. In December, researchers reporting in the journal *Cancer Causes Control* said that women diagnosed with squamous cell carcinoma were twice as likely to have been smokers than those who were free of the disease. The study, led by Dana Rollison, an associate member in the Moffitt Cancer Center department of cancer epidemiology, in Tampa, Fla., also found that men who were long-term smokers were at slightly higher risk for basal cell carcinomas.
-

- [Indoor Tanners Rationalize Risky Behavior, Study Finds](#) (6/20/12, HealthDay News) -- Young people who use tanning beds rationalize the risky behavior with statements like "everything causes cancer these days," a new study finds. Almost 40 percent of more than 500 U.S. college students surveyed said they use tanning beds even though they're aware of the cancer risks associated with ultraviolet (UV) light exposure. And most do it because they want to look more attractive, found the researchers from Memorial Sloan-Kettering Cancer Center in New York City. Hoping to find out how young adults rationalize tanning bed use, researchers focused on questionnaires filled out by 218 students, average age 20, who frequented tanning salons. More than three-quarters were white, and 88 percent were women. The questions were adapted from studies designed to understand why people smoke. Students could agree or disagree with explanations such as "tanning bed use is no more risky than lots of other things people do." The most common reasons for indoor tanning included: "everything causes cancer these days" (59 percent); tanning beds are "no more risky than lots of other things people do" (54 percent); and "it is dangerous to walk across the street" (53 percent). About 48 percent thought they didn't use tanning beds enough to put their health at risk. The findings are reported in a research letter in the June issue *Archives of Dermatology*.
- **Host a "Weight of the Nation Screening"** showing excerpts of the HBO special is an easy and fun way to get people thinking seriously about reducing obesity in their communities. You can get a leader's kit at <http://theweightofthenation.hbo.com/screenings>. If you'd like an easy-to-follow leader's agenda, as well as an email announcement to send to invitees, contact Elaine.russell@ky.gov. You can also contact Elaine to receive copies of **Shaping Kentucky's Future: A Community Guide to Reducing Obesity / Local Success Stories** to disseminate at the screening (or download report from www.fitky.gov).
-
- *(reminder)* **Save The Date! 2012 Kentucky Conference on HIV/AIDS and [Viral Hepatitis](#)** -- "Kentucky: Turning the Tide", August 14 - 15, 2012, Clarion Hotel - Lexington, Kentucky. The Kentucky Cabinet for Health and Family Services, Department for Public Health, is proud to announce The 2012 Kentucky Conference on HIV/AIDS and Viral Hepatitis. The conference will be held on Tuesday, August 14th and Wednesday, August 15th 2012. The conference will be held at the Clarion Hotel is located at 1950 Newtown Pike Lexington, KY 40511. [click here to download a "Save The Date" flyer](#). Questions? Contact conference Co-Chairs michael.hambrick@ky.gov or beverly.mitchell@ky.gov or call them at 1-800-420-7431.

Research

- *(reminder)* **Consider sharing this research opportunity with breast cancer survivors within your networks:** BREAST CANCER SURVIVORS: Researchers at the University of Kentucky want to talk with you about your experiences of managing treatment/recovery of breast cancer while working. Eligible participants are women, 18-65 years of age; were diagnosed with breast cancer in the last 12 months; were employed in a hourly job(s) for a total of at least 30 hours a week when Diagnosed; Earned \$15.00/hr or less; your breast cancer was a

new cancer diagnosis (versus a recurrence of breast cancer). To learn more about the study please contact: 859-323-0586. What's involved? Telephone interview: 1-hour conversation with researcher; Brief survey; Study participants will be compensated for their time.

Smoking Cessation

- **Landmark ad campaign yields almost 200,000 more calls to state quitlines after 12 weeks** (6/14/12, CDC) The "Tips From Former Smokers" national ad campaign has generated almost 200,000 additional calls to 1-800-QUIT-NOW, a portal that links callers to their state quitlines, and more than 400,000 additional unique visitors to www.smokefree.gov, a federal website designed to help people quit smoking, the CDC announced today. Based on previous state experience, these numbers indicate that the 12-week campaign, which began March 19 and ended on June 10, is on track to surpass the goal of generating at least 500,000 quit attempts, and 50,000 successful, long-term quits. Further data detailing the number of quit attempts will be available later this year. "These initial results suggest that the campaign will help even more people quit than we had hoped, exceeding our already high expectations," said CDC Director Thomas R. Frieden, M.D., M.P.H. "More than two thirds of all smokers want to quit. People who smoke die sooner and live sicker. This campaign is saving lives and saving money."
- **Graphic Cig Pack Labels Make Smokers Think, Study Finds** (6/15/12, HealthDay News) Graphic warning labels on cigarette packages boost the likelihood that people will think about the health risks associated with smoking, a new study has found. The study included 200 current smokers who were randomly selected to view either a text-only warning label such as those used in the United States since 1985, or a graphic warning label that included an image of a hospitalized patient on a ventilator and a written warning with larger text. The graphic label was similar to what the U.S. Food and Drug Administration is proposing be adopted in the United States. After viewing the warning labels, the participants were asked to rewrite the text from memory in order to see how well they recalled the information. There was a significant difference between the two groups in their levels of correct recall -- 83 percent for the graphic-label group and 50 percent for the text-only group. The study also found that the quicker a smoker looked at the large text in the graphic warning, and the longer they viewed the graphic image, the more likely they were to recall the information correctly, said the researchers at the Perelman School of Medicine at the University of Pennsylvania. The study was released online June 15, in advance of publication in an upcoming print issue of the *American Journal of Preventive Medicine*. The findings suggest that drawing attention to the warning label can improve the recall of information and increase the chances that smokers will think about the risks of smoking, the researchers said.

Survivorship

- **18 Million U.S. Cancer Survivors Expected by 2022: Report** (6/14/12, HealthDay News)
There are now more than 13 million cancer survivors living in the United States and that number is expected to reach 18 million in just 10 years, a new report predicts. This dramatic increase will be driven, in large part, by a combination of earlier diagnosis and better treatment of some of the most common cancers, according to the report from the American Cancer Society and the U.S. National Cancer Institute. More people are surviving cancer because the number of people diagnosed with cancer is rising and because the size of this population, particularly older cancer survivors, is growing, researchers said. In addition, survival for some of the most common cancers is increasing. The report was published June 14 in the journal *CA: A Cancer Journal for Clinicians*. According to the research, although the rate of cancers is decreasing, the number of survivors is increasing as the population ages and grows. Among men, the most common survivable cancers are prostate (43 percent), colon cancer (9 percent) and melanoma (7 percent). Among women they are breast (41 percent), uterine (8 percent) and colon cancer (8 percent). These percentages are expected to be the roughly the same in 2022, the report noted. Other findings include:
 - About 45 percent of cancer survivors are aged 70 or older.
 - Only 5 percent of cancer survivors are under 40.
 - The average age at cancer diagnosis is 66.
 - There are more than 58,000 survivors of childhood cancer in the United States. More than 12,000 children will be diagnosed with cancer this year.
 - 64 percent of cancer survivors were diagnosed five or more years ago.
 - 15 percent of cancer survivors were diagnosed 20 years ago or more.
- **[Bed & Breakfast Assoc. of KY creates 'Caring for a Cure' Program](#)** (6/20/12, PR WEB) The Bed & Breakfast Association of Kentucky (BBAK) is launching a B&B hospitality/cancer awareness program in support of the newly formed Kentucky Cancer Foundation. Through "Caring for a Cure," BBAK innkeepers will offer a holistic approach geared toward cancer education, awareness and prevention and comfort, care and contribution. The initiative is the BBAK's response to Gov. Steve Beshear's recent announcement of a public-private collaboration aimed at tackling Kentucky's continued problem with high rates of cancer. The BBAK has planned several ways to support the initiative, from education to raising awareness to donation collection. Beginning July 1, 2012, each participating BBAK innkeeper has pledged \$1 for every bed and breakfast reservation over the next 12 months through July, 2013. Educational materials on preventive actions and pre-screening programs will be made available at each B&B location. Specials and packages with tie-ins to cancer awareness themes will be promoted monthly. At the time of check-out, guests will have the opportunity to join the BBAK in contributing to the cause with a donation. To learn more about the Bed & Breakfast Association of Kentucky, its members, inn recipes, specials and discount offers and "Caring for a Cure" campaign, visit <http://www.KentuckyBB.com> or call 888-281-8188.

-

- *(reminder)* **SAVE THE DATE: Academy of Oncology Nurse Navigators' Third Annual Navigation & Survivorship Conference**, September 14-16, 2012 • Phoenix, Arizona. REGISTER TODAY! AONN's Third Annual Conference will continue to advance the navigation profession by expanding the scope of educational sessions, networking opportunities, and poster presentations. In addition, this year's conference will address the evolving challenges of program improvement, the role of personalized medicine, and implementing best practices in navigation, survivorship, and psychosocial care. Early Bird registration - \$295 (Expires August 1, 2012). All clinical and nonclinical professionals involved or interested in patient navigation and survivorship should attend. This conference will enhance the skills and knowledge of: Oncology Nurse Navigators, Patient Navigators, Oncology Social Workers, Administrators, Case Managers, Care Managers, Oncology Nurses & Nurse Practitioners, Practice Managers.
- *(reminder)* [American Cancer Society's Relays for Life](#) are being held across Kentucky throughout the Spring and Summer months. Relay is an overnight relay-style event where teams of people (survivors, caregivers, community members) camp out around a track. Members of each team take turns walking around the track for the duration of the event. Food, games and activities provide entertainment and fundraising opportunities, with a family-friendly environment for all. Because it's a Relay, attendees are not required to be there the entire time...but it's so fun, you might find it hard to leave!