

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the June 5, 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">• ASCO: Long-Term Tamoxifen Gains More Support
Colon Cancer	<ul style="list-style-type: none">• Prepping for a Colonoscopy: Why It's a Necessary Evil. Though new techniques are on the horizon, doctors say colon-cleansing is here to stay.• 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. The Colon Cancer Alliance Sapphire Awards include five categories, each with its own eligibility criteria. Learn more about the categories prior to submitting your nomination application. 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.
Communication	<ul style="list-style-type: none">• Patient communication has room to grow: studies
Data	<ul style="list-style-type: none">• REMINDER: 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 Kentucky data sources. “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 this installment: “Kentucky State Data Center” with Michael Price, MA (June 11)
Financial	<ul style="list-style-type: none">• Fewer Families Struggling to Pay Medical Bills: CDC. But some may be skipping needed care altogether, expert says.

Health Equity	<ul style="list-style-type: none"> • Cultural Competency and LGBT Cancer Health Disparities: Identifying Barriers and Tailoring Strategies. Tuesday, June 18th, 2013, 2:00 p.m. – 3:00 p.m. ET. Understanding and improving the health, safety, and well-being of lesbian, gay, bisexual, and transgender (LGBT) individuals is a growing public health concern and is a goal for Healthy People 2020. The June National Cancer Institute (NCI) Research to Reality cyber-seminar will explore several health disparities this population faces across the cancer continuum. Join us as we feature research, programs, and resources designed to assess and address cancer health disparities facing sexual minorities. • Black Prostate Cancer Patients More Likely to Delay Treatment: Study. They're also less likely to undergo prostate cancer screening, research shows.
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 Kentucky at the Sloan Convention Center at the Holiday Inn University Plaza. We have reserved a number of rooms at a special discount rate for the eHealth Summit for people needing lodging. Please make sure that you use the discount code of "BIN" in the "Group Code" field when you reserve your room. You may call 270-745-0088 and make your reservations if you prefer. Nursing CEUs will be available.
Healthcare Reform	<ul style="list-style-type: none"> • Medicare Spending Variations Mostly Due To Health Differences, Study Concludes • House Democrats gear up for Affordable Care Act outreach
Human Papilloma Virus	<ul style="list-style-type: none"> • Low-Income, Minority Parents More Open to HPV Vaccine for Girls, Study Says. White, middle-class parents less accepting of the cervical cancer shot, researchers contend. • National Cancer Institute Fact Sheet on HPV and Cancer
Media	<ul style="list-style-type: none"> • Filmmaker Ken Burns announced Tuesday that he's collaborating with Siddhartha Mukherjee, author of "The Emperor of All Maladies: A Biography of Cancer," for a film based on the book. The documentary, spread over three nights, is scheduled to air on PBS in spring 2015.
Medicaid	<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, Pennyrile State Park; 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.
Palliative Care	<ul style="list-style-type: none"> • Most Docs OK With Medical Marijuana: Survey. Majority would give a prescription to an advanced cancer patient in pain. • Kentucky makes decent grade in pain policy report

Patient Navigation	<ul style="list-style-type: none"> • Are Patient Navigators Necessary? Or Just Nice? • JOURNAL ARTICLE: Evaluation of a patient navigation program to promote colorectal cancer screening in rural Georgia
Pharmaceutical	<ul style="list-style-type: none"> • Keeping Drug Advertising Honest and Balanced Drug companies spend \$25 billion a year in the U.S. promoting prescription medications, including a growing amount spent on direct-to-consumer advertising. Thomas Abrams, director of FDA's Office of Prescription Drug Promotions (OPDP), discusses what his staff does to monitor for truth and balance. Read this Consumer Update to learn more.
Prevention, Genetics, Causes	<ul style="list-style-type: none"> • More Proof Healthy Living, Not Smoking Pay Off. Positive lifestyle changes reduced risk of death 80 percent over 8 years, study says. • Sunless Tanners Still a Tough Sell, Survey Finds. Despite health risks associated with tanning, many young women still prefer the real thing. • Chronic Heartburn May Raise Odds for Throat Cancer: Study. But simple antacids appear to lower the risk, researchers report. • Fewer tobacco products, but not alcohol, in movies • The New Rules for Sunscreen (NY Times article) • Many Black Women Prone to Gene-Driven Breast Cancer: Study. Researchers say finding underscores need for DNA screening.
Providers	<ul style="list-style-type: none"> • Almost Half of Cancer Doctors Report Symptoms of Burnout: Survey • Nurse Practitioners and Primary Care
Smoke-Free	<ul style="list-style-type: none"> • Join 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. Follow kysmokefree on facebook to win prizes starting 10 days before the event. • NEW Factsheets from the Kentucky Center for Smokefree Policy! Clean Indoor Air and Bullitt County (released: May 23, 2013) Leading Causes of Death by County (released: May 23, 2013) • Starbucks Will Ban Smoking Within 25 Feet of Stores

<p>Survivorship</p>	<ul style="list-style-type: none"> • JOURNAL ARTICLE: “Assessment of the status of A National Action Plan for Cancer Survivorship in the USA.” Journal of Cancer Survivorship, April 2013. • Studies Show Cancer Survivors’ Physical and Emotional Problems Often Go Untreated • Anxiety Often Plagues Cancer Survivors and Their Loved Ones. Partners even more likely than survivors to experience fear and worry over long term, study finds. • No longer a death sentence, cancer now has care gaps • 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"> • CDC to doctors: Help your patients quit smoking! • Anti-Smoking Ads Raise Smokers' Desire to Quit, Global Survey Finds • Quit-smoking treatments safe, effective: review • Health groups asks state attorneys to investigate new Camel cigarette campaign. AHA, ALA and others say the Camel Crush cigarette ads ran in 24 magazines that target young people and may violate the Tobacco Master Settlement Agreement.
<p>Worksite Wellness</p>	<ul style="list-style-type: none"> • Smokers Cost Employers Thousands More Than Nonsmokers. About \$6000 in extra annual costs stem from more time off, smoking breaks, health care, study shows. • Final Rule Upholds Increased Rewards, Penalties For Wellness Participation. Employers will be able to increase rewards to workers who participate in wellness programs <u>under final rules released Wednesday</u> by the Obama administration. • REMINDER: Encourage your business partners to complete the 2013 Kentucky Worksite Wellness Assessment, an online survey distributed to 1,200 randomly chosen organizations statewide last week (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 Teresa.lovely@ky.gov