

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **July 16, 2014** issue of “Wednesday’s Word” (see table below), a bi-weekly KCC communication relaying recent state and national cancer control articles, resources, events and tools to your “cyber-doorstep”. You may read archived editions on [our website](#). If your organization has a cancer-related item for Wednesday's Word, feel free to contact Jessica Jones at [jjones@kycancerc.org](mailto:jjones@kycancerc.org).

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
Affordable Care Act Implementation & Insurance	<ul style="list-style-type: none"><li>• <b>Journal article: <a href="#">The Patient Protection and Affordable Care Act</a></b>: A recent article published in <i>The Lancet</i> provides a better understanding of the ACA, and particularly, the less frequently focused on opportunities for prevention and public health.</li></ul>
Breast Cancer	<ul style="list-style-type: none"><li>• <b><a href="#">Breast Cancer Drug Aromasin May Be Option for Some Premenopausal Women</a></b>. It produced lower 5-year recurrence rates compared to tamoxifen, but didn't boost overall survival, study finds.</li><li>• <b><a href="#">Creative Minds: Engineering Targeted Breast Cancer Treatments</a></b>: A Harvard researcher examines why African-American women with breast cancer suffer the highest mortality rates- with 30.8% dying from the disease. Triple negative (lacking three proteins) breast cancers are more common in African American women.</li></ul>
Colon Cancer	<ul style="list-style-type: none"><li>• <b>Webinar: <a href="#">How to Increase Colorectal Cancer Screening Rates in Practice: A Primary Care Clinicians’ Evidence-Based Toolbox and Guide</a></b>: The National Colorectal Cancer Roundtable &amp; the American Cancer Society will provide evidence-based tools &amp; strategies to help practices ensure every age appropriate patient is screened. (See attached flyer)<ul style="list-style-type: none"><li>○ Date: <b>July 23, 2014</b></li><li>○ Time: 1:00pm EDT</li><li>○ Registration Link: <a href="#">click here</a></li></ul></li></ul>

<p><b>Community Health Workers (CHWs)</b></p>	<ul style="list-style-type: none"> <li>• <a href="#"><u>Community Health Workers in the Midwest: Understanding and Developing the Workforce (June 2012)</u></a>: Provides findings from a study of Community Health Workers' role, professional development, and cancer information needs conducted by the American Cancer Society.</li> </ul>
<p><b>Data</b></p>	<ul style="list-style-type: none"> <li>• <b>Kentucky Health Issues Poll (KHIP) regional findings have been released.</b> The data is broken down into five regions: <a href="#"><u>Eastern Kentucky</u></a>, <a href="#"><u>Greater Lexington</u></a>, <a href="#"><u>Greater Louisville</u></a>, <a href="#"><u>Northern Kentucky</u></a>, and <a href="#"><u>Western Kentucky</u></a>. Each regional report outlines respondents' answers to various KHIP questions and then compares regional responses to statewide findings. Statewide KHIP results indicate the majority of Kentucky adults favor a statewide smoke-free law, support tobacco free school campus policies, favor the school nutrition standards and want mandatory physical education time at school.</li> </ul>
<p><b>Funding/ Grants</b></p>	<ul style="list-style-type: none"> <li>• <b>Funding Opportunities!</b> Please see the Community Commons website that has compiled a list of open calls for funding proposals, <a href="#"><u>click here</u></a>.</li> <li>• <a href="#"><u>CDC announces (6) new funding opportunities for chronic disease prevention &amp; health promotion efforts</u></a>: All six opportunities address one or more of the leading risk factors for the major causes of death and disability in the United States: tobacco use, poor nutrition, and physical inactivity. Several of the opportunities also address key health system improvements and community supports to help Americans manage their chronic conditions, such as high blood pressure and prediabetes. All the opportunities involve partnerships at the national, state, or local level because public health cannot solve these problems alone. Applications are due by <b>July 22, 2014</b>.</li> <li>• <b>WEBCAST: Funding Cancer Research in an Era of Fiscal Restraint:</b> There will be a group of panelists who will answer questions on this topic. <ul style="list-style-type: none"> <li>○ <b>Date:</b> <b>Thursday, July 17, 2014</b></li> <li>○ <b>Time:</b> 8:30-10:00am EST.</li> <li>○ <b>View</b> (on the date): <a href="http://preventcancer.org/what-we-do/education/webcasts/"><u>http://preventcancer.org/what-we-do/education/webcasts/</u></a></li> </ul> </li> <li>• <b>Robert Wood Johnson (RWJ): Culture of Health Prize:</b> This prize celebrates communities that have placed a priority on health and are creating powerful partnerships and deep commitments to make change. The call for applications is currently underway and all places – large, small, and in between – are invited to apply. In 2015, up to 10 winning</li> </ul>

	<p>communities will each receive a \$25,000 cash prize and the chance to share their accomplishments with the nation.</p> <ul style="list-style-type: none"> <li>○ <b>Eligibility Requirements:</b> communities must be designated as a town, city, county, tribe or tribal community or region (such as contiguous towns, cities, or counties) in the United States. Six criteria are central to the RWJF Culture of Health Prize serving as the lens through which all communities are judged including: <ul style="list-style-type: none"> <li>▪ Defining health in the broadest possible terms.</li> <li>▪ Committing to sustainable systems changes and policy-oriented long-term solutions.</li> <li>▪ Cultivating a shared and deeply-held belief in the importance of equal opportunity for health.</li> <li>▪ Harnessing the collective power of leaders, partners, and community members.</li> <li>▪ Securing and making the most of available resources.</li> <li>▪ Measuring and sharing progress and results.</li> </ul> </li> <li>○ <b>Informational Webinar:</b> <ul style="list-style-type: none"> <li>▪ <b>Date:</b> July 22, 2014</li> <li>▪ <b>Time:</b> 3:00pm ET</li> <li>▪ <b>Registration Link:</b> <a href="#">click here</a></li> </ul> </li> </ul>
<p><b>Genomics/ Genetics</b></p>	<ul style="list-style-type: none"> <li>● <b><a href="#">It's not all in the genes:</a></b> By Timothy Caulfield, <i>Policy Options Blog</i> (July 2014), as reported in the CDC's Genomics &amp; Health Impact Update.</li> </ul>
<p><b>Health Care</b></p>	<ul style="list-style-type: none"> <li>● <b><a href="#">Guide to Clinical Preventive Services, 2014:</a></b> The <i>Guide to Clinical Preventive Services</i> includes U.S. Preventive Services Task Force (USPSTF) recommendations on screening, counseling, and preventive medication topics and includes clinical recommendations for each topic. This new pocket guide provides family physicians, internists, pediatricians, nurses, nurse practitioners, physician assistants, and other clinicians with an authoritative source for making decisions about preventive services. <ul style="list-style-type: none"> <li>○ Included are recommendations for cancer screenings as well as tobacco cessation interventions</li> </ul> </li> </ul>
<p><b>Health Equity/ Health Disparities</b></p>	<ul style="list-style-type: none"> <li>● <b>WEBINAR: A Policy Scan Approach to Address Health Equity:</b> Directors of Health Promotion &amp; Education (DHPE) are hosting a webinar focused on policies for chronic diseases (including cancer), addressing social determinants of health and targeting vulnerable populations. This webinar describes a policy scan process that occurred in Connecticut, analyzing state chronic disease statutes. <ul style="list-style-type: none"> <li>○ <b>Date:</b> July 22, 2014</li> <li>○ <b>Time:</b> 2:30-3:30 PM EST</li> <li>○ <b>Registration Link</b> and for more information: <a href="#">Click Here</a></li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• <b>WEBINAR: Lung Cancer in Indian Country:</b> The National Native Network presents a webinar series focused on cancer risk reduction. <ul style="list-style-type: none"> <li>○ <b>Tuesday, July 29<sup>th</sup></b></li> <li>○ Time: 3:00-4:00pm EDT</li> <li>○ <a href="#">Click here</a> to register</li> <li>○ Presenters: Dr. Mike Underwood &amp; Kris Rhodes</li> </ul> </li> </ul> <p>You can also check out the <a href="#">Keep It Sacred website</a> which focuses on eliminating health disparities related to commercial tobacco abuse for tribes and tribal organizations.</p>
Leukemia & Lymphoma	<ul style="list-style-type: none"> <li>• <b>AUDIO REPLAY: <a href="#">Update on Peripheral T-Cell Lymphoma (PTCL)</a>:</b> In case you missed it, you can listen to the audio replay &amp; view the program slides presented by the Leukemia &amp; Lymphoma Society.</li> </ul>
Lung Cancer	<ul style="list-style-type: none"> <li>• <b><a href="#">Lung Cancer Alliance Commends National Cancer Institute (NCI) for Its New Scientific Framework for Small Cell Lung Cancer</a>:</b> NCI outlines a scientific framework which lays out the important steps needed to make advances in small cell lung cancer, one of the most lethal forms of the disease. Click here to see the report, <a href="#">Scientific Framework for Small Cell Lung Cancer (SCLC)</a>.</li> </ul>
Nutrition, Physical Activity, & Obesity	<ul style="list-style-type: none"> <li>• <b><a href="#">Healthy Food Access Portal</a>:</b> A resource to improve access to affordable, healthy foods in underserved communities. You can get information on policy efforts in our state, see available funding opportunities, check out videos and webinars and MORE!</li> <li>• <b><a href="#">NIH study finds extreme obesity may shorten life expectancy up to 14 years</a>:</b> Results highlight the need to develop more effective interventions to combat the growing public health problem of extreme obesity.</li> </ul>
Palliative Care	<ul style="list-style-type: none"> <li>• <b><a href="#">Early Palliative Care Cuts Costs for Critically Ill Patients</a>:</b> For critically ill patients who died while in the hospital, receiving palliative care helped lower costs by \$3,426, states a study conducted by <i>Health Services Research</i>.</li> </ul>
Pancreatic Cancer	<ul style="list-style-type: none"> <li>• <b><a href="#">Four in 10 Pancreatic Cancers could be Prevented by Lifestyle Changes</a>:</b> A study from the UK indicates that this deadly type of cancer could be avoided through maintaining a healthy weight and not smoking.</li> </ul>

<b>Public Health</b>	<ul style="list-style-type: none"> <li>• <b><i>In case you didn't see it...</i></b><a href="#">Kentucky Health Now</a>: Governor Steve Beshear has made improving the health &amp; wellness of Kentucky's children, families &amp; workforce one of his highest priorities. Some of his health goals for the Commonwealth related to cancer include: <ul style="list-style-type: none"> <li>○ Reduce Kentucky's smoking rate by 10%</li> <li>○ Reduce the rate of obesity among Kentuckians by 10%</li> <li>○ Reduce Kentucky cancer deaths by 10%</li> </ul> </li> </ul>
<b>Skin Cancer</b>	<ul style="list-style-type: none"> <li>• <b>WEBINAR: Tools and Policies to Prevent Skin Cancer Through Reduction of UV Exposure:</b> Research to Reality series; This session will highlight recent research and resources designed to better identify levels of UV exposure and how one state built upon a strong educational program to create a policy and systems approach to address sun safety. <ul style="list-style-type: none"> <li>○ Date: <b>July 22, 2014</b></li> <li>○ Time: 2:00-3:00pm EDT</li> <li>○ Click for more <a href="#">information and registration</a></li> </ul> </li> <li>• <a href="#">Sun &amp; Skin: the Dark Side to Sun Exposure</a>: The National Institutes of Health (NIH) provide information on sun exposure.</li> </ul>
<b>Survivorship/ Patient Navigation</b>	<ul style="list-style-type: none"> <li>• <b>WEBINAR: Best of the Biennial Cancer Survivorship Research Conference:</b> This webinar will present a recap of two presentations from the conference: <i>Delivering Whole Patient Care for Cancer Survivors with Multiple Chronic Conditions: Opportunities and Challenges</i> (Dr. Charles Von Gunten) &amp; <i>Innovative Uses of Data to Advance Survivorship Care &amp; Research: Reduce, Reuse, Recycle</i> (Dr. Claire Snyder) <ul style="list-style-type: none"> <li>○ <b>Date:</b> <b>July 16, 2014</b></li> <li>○ <b>Time:</b> 12:00-1:00pm EDT</li> <li>○ <b>Registration Link:</b> <a href="#">click here</a></li> </ul> </li> <li>• <b>WEBINAR: Effects of the Affordable Care Act among Cancer Survivors: Expanded Insurance Options and Other Potential Impacts:</b> Some aspects of the ACA are specifically designed to address barriers to coverage for individuals with health problems such as cancer that may keep them out of the labor force or otherwise limit access to private insurance. This session will provide an overview of key components of the ACA and how they provide expanded insurance options for cancer survivors, as well as other potential impacts on out-of-pocket burdens, access to specialty providers and therapies, and enrollment in clinical trials. <ul style="list-style-type: none"> <li>○ <b>Date:</b> <b>July 24, 2014</b></li> <li>○ <b>Time:</b> 1:00pm</li> <li>○ <b>Registration Link:</b> <a href="#">click here</a></li> </ul> </li> <li>• <a href="#">Long-Distance Caregiving: Getting Started</a>: Although this resource is listed on the National Institute on Aging's website, I thought it might be</li> </ul>

	<p>helpful for those caregiving at a distance for a relative, or a relative with a cancer diagnosis.</p>
<p><b>Tobacco Control</b></p>	<ul style="list-style-type: none"> <li>● <b>Smoke-Free Kentucky is hitting the road!</b> Our partners with Smoke-Free KY are going on a road trip and they are stopping by your town on their way to the annual Fancy Farm Picnic! A special Smoke-Free Kentucky van will be decked out and crossing the Commonwealth <b>Monday, July 28 – Saturday, August 2</b>. 2015 is the year to pass a comprehensive, smoke-free workplace law! See dates and locations listed below so that you can visit them to show support (flyer is listed on KCC’s website <a href="http://www.kycancerc.org/">http://www.kycancerc.org/</a>) : : <ul style="list-style-type: none"> <li>○ Monday, July 28 (12:00 p.m. EST)—Ashland, Kings Daughters Medical Center, 2201 Lexington Ave.</li> <li>○ Tuesday, July 29 (11:00 a.m. EST)—Hazard, Appalachian Regional Healthcare, 110 Medical Center Dr.</li> <li>○ Tuesday, July 29 (3:00 p.m. EST)—Manchester, City Hall, 123 Town Square</li> <li>○ Wednesday, July 30 (11:00 a.m. EST)—Lexington, Markey Cancer Center, 800 Rose St.</li> <li>○ Wednesday, July 30 (3:00 p.m. EST)—Louisville, Norton Cancer Institute, 676 S. Floyd Street</li> <li>○ Thursday, July 31 (11:00 a.m. EST)—Campbellsville, Big Dawg Country Radio, 101 East Main St.</li> <li>○ Thursday, July 31 (2:00 p.m. CDT)—Bowling Green, Fountain Square Park</li> <li>○ Friday, August 1 (10:00 a.m. CDT)—Owensboro, Riverfront, 199 West Veterans Blvd.</li> <li>○ Friday, August 1 (12:30 p.m. CDT)—Madisonville, Baptist Health (Trover), 900 Hospital Dr.</li> <li>○ Friday, August 1 (3:30 p.m. CDT)—Paducah, Baptist Health, 2501 Kentucky Ave.</li> </ul> </li> </ul> <p>For more information, contact <b>Betsy Janes</b> at 502-797-0638 or <a href="mailto:betsyjanes@ymail.com">betsyjanes@ymail.com</a></p> <ul style="list-style-type: none"> <li>● <b><a href="#">Tips from Former Smokers (Tips) Campaign</a>:</b> CDC will launch their next round of public service and educational ads on Monday, July 7<sup>th</sup>. They have a few social media/promotional resources to share with partners- I’ve attached one that I thought our KCC partners might be able to use as well as other resources: <ul style="list-style-type: none"> <li>○ <a href="#">Smoking and lung cancer (See attached-Rose jpg)</a></li> </ul> </li> </ul>

- [Tips from Former Smokers: Health Care Providers & Helping Patients Quit](#)
- [Tips from Former Smokers: Faith-Based Organizations \(FBOs\)](#)
- [Youtube Videos from the Tips Campaign](#)

Please be aware that the Tips campaign is based on real people, not actors.

- **WEBINAR: As Seen on TV: Integrating Tobacco Education Campaigns into Your Clinical Practice:** Hosted by the American Academy of Pediatrics and moderated by the American Academy of Family Physicians, this webinar will provide information about two hard-hitting tobacco education campaigns currently in the media- the Centers for Disease Control & Prevention's *Tips From Former Smokers* campaign and Food & Drug Administration's *The Real Cost* campaign. In addition, the webinar will focus on how to bolster discussions about cessation with patients & families.
  - **Date:** August 7, 2014
  - **Time:** 2:00-3:00pm ET
  - **Registration:** [Click here](#)
- **E-cigarettes:**
  - The FDA currently regulates cigarettes, smokeless tobacco and roll-your-own tobacco. The agency has proposed a new rule, referred to as the **deeming rule**, that would extend its authority to regulate all other tobacco products, including electronic cigarettes (e-cigarettes), cigars, pipe tobacco, hookah tobacco and dissolvable tobacco products. **Public comments about this proposed rule are being accepted until August 8, 2014.**
  - If you haven't had a chance to comment, please do so. In April, the FDA presented proposed regulations that would do the following:
    - Ban sales to anyone under 18
    - Add a warning label
    - Require agency approval for new products
  - The Campaign for Tobacco Free Kids has created a website to break down this issue with talking points and sample comments. See their [website](#) for more information.
  - Help with submitting a comment:
    - To get help writing your comments: [Talking points](#)
    - To submit a comment: [Comment](#)
  - Our partners at the Kentucky Center for Smoke-Free Policy (KCSP) wanted to share some new e-cig product factsheets and resources- check out the [KCSP website](#), under "Emerging Products" to see more:
    - [E-Cigarettes: What Health Professionals Need to Know](#)

	<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>▪ <a href="#">Top 10 Things Parents Need to Know about E-Cigarettes</a></li> </ul> </li> <li>○ <a href="#">Lung Groups: Governments Should Limit or Ban Use of E-Cigarettes</a>: Statement says more research needed on health effects of the nicotine-delivery devices.</li> <li>○ <b>NIH: National Institute on Drug Abuse: <a href="#">Drug Facts: Electronic Cigarettes (e-Cigarettes)</a></b></li> <li>○ Americans for Nonsmokers Rights have developed two resources that partners can use: <ul style="list-style-type: none"> <li>▪ <a href="#">Electronic (e-) Cigarettes and Secondhand Aerosol</a>: an informational sheet regarding e-cigarettes.</li> <li>▪ If your workplace is currently covered by a smoke-free policy, does it include e-cigarettes? Here is a sample workplace policy to make sure e-cigarettes are covered: <a href="#">click here</a>. They suggest starting with your own workplace and then helping others adopt comprehensive smoke-free policies that include e-cigarettes.</li> </ul> </li> <li>○ <a href="#">U.S. Lawmakers Urge Ban on E-Cigarettes on Airplanes</a>: E-cigarette use should be banned on domestic flights and those to or from the United States, seven U.S. senators said recently in a letter urging the Department of Transportation to finalize rules proposed almost three years ago.</li> <li>○ <a href="#">A Bolder Effort by Big Tobacco on E-Cigarettes</a>: Electronic cigarettes, promoted as a healthier alternative to tobacco, are getting powerful new backers with an unhealthy reputation: big tobacco companies. The development points to ways Big Tobacco is moving to turn the young e-cigarette market to its advantage.</li> <li>● <b>Webinar: New Roots, Old Problem: Local Policy Approaches that Address Emerging Tobacco Trends</b>: The Community Anti-Drug Coalitions of American (CADCA) is presenting a webinar to review comprehensive policy options for reducing emerging tobacco trends across states and in local communities. Presenters will discuss what state &amp; local communities can do to regulate tobacco and nicotine delivery products by demonstrating promising practice strategies &amp; sharing tools &amp; resources. (see attached flyer) <ul style="list-style-type: none"> <li>○ <b>Date:</b> July 31, 2014</li> <li>○ <b>Time:</b> 2:00-3:00pm EST</li> <li>○ <b>Registration Link:</b> Register by July 30<sup>th</sup>, <a href="#">Click here</a></li> </ul> </li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>● <b>LOUISVILLE:</b> There are MULTIPLE upcoming events and support groups are being held at <a href="#">Gilda's Club Louisville</a>, from Wellness Groups to book clubs to support for caregivers. See attached flyer for topics, dates and times.</li> <li>● <b>LOUISVILLE:</b> There is an ongoing monthly support group for <b>Lymphoma Survivors &amp; their caregivers (see attached flyer):</b></li> </ul>

- **Date:** Monthly, on 2<sup>nd</sup> Tuesday
- **Time:** 6:00-7:30 pm EST
- **Location:** Baptist Health Cancer Resource Center; 4003 Kresge Way, First Floor, Louisville, KY 40207
- **Contact:** Debby Phillips @ 1-800-955-2566 ext. 2393 for more information
- **LEXINGTON:** There is an ongoing monthly support group for **Myeloma Survivors & their caregivers (see attached flyer):**
  - **Date:** Monthly, on 2<sup>nd</sup> Tuesday
  - **Time:** 6:30-8:00pm EST
  - **Location:** Centenary Methodist Church, 2800 Tates Creek Road, Lexington, KY 40502
  - **Contact:** Debby Phillips @ 1-800-955-2566 ext. 2393 for more information

**SAVE THE DATE:**

- **SOAR (Shaping Our Appalachian Region): Finding Solutions & Celebrating Champions for Cancer, Diabetes, Heart Disease & Obesity Awareness- 3 DATES:** Dr. Thomas Frieden (Director of the CDC) and U.S. Rep. Hal Rogers (5<sup>th</sup> District of Kentucky) will be featured. **Lunch/Dinner will be served at each location but registration is required (flyers posted on KCC's website ( <http://www.kycancerc.org/> ) :**
  - **First Date:** Monday, August 4<sup>th</sup>
    - Time: 6:30pm EDT
    - Location: Somerset, KY: The Center for Rural Development
    - Registration is free but please register, contact Cheryl Keaton at 606-657-3218 or by email, **mailto:CKEATON@CENTERTECH.COM**
  - **Second Date (2 times):** Tuesday, August 5<sup>th</sup>
    - Time: 10:00am-2:00pm EDT
    - Location: Hazard Community & Technical College- First Federal Center
    - Registration is free but please register, contact Cheryl Keaton at 606-657-3218 or by email, **mailto:CKEATON@CENTERTECH.COM**
    - Time: 5:30pm EDT
    - Location: Ramada Paintsville Hotel & Conference Center
    - Registration is free but please register, contact Cheryl Keaton at 606-657-3218 or by email, **mailto:CKEATON@CENTERTECH.COM**
  - **Third Date:** Wednesday, August 6<sup>th</sup>
    - Time: 10:00am-2:00pm EDT

- Location: [Morehead](#) Conference Center, 111 East First Street
- Registration is free but please register, contact Cheryl Keaton at 606-657-3218 or by email, <mailto:CKEATON@CENTERTECH.COM>

- **SAVE THE DATE: Saturday, August 23, 9:00am; Walk Away from Colon Cancer & 5 K Run** sponsored by the Colon Cancer Prevention Project  
Where: Iroquois Park, Louisville, KY  
Registration: [Click here](#) to register your team

- **Southern Obesity Summit (8<sup>th</sup> Annual)**

- Date: **October 5-7, 2014**
- Location: Louisville Marriott Downtown, Louisville, KY
- Early Bird discount ends **July 11, 2014!** [Click here](#) to register
- For more information, visit [www.southernobesitysummit.org](http://www.southernobesitysummit.org)

- **KY Cancer Patient Navigation Fall Forum: [SAVE THE DATE](#)**

- Date: **October 30<sup>th</sup>**
- Where: KY Historical Society in Frankfort

- **American Public Health Association: Annual Meeting & Exposition**

- Date: **Nov. 15-19** (Early Bird Registration: Aug. 28<sup>th</sup>)
- Location: New Orleans, LA
- [Click here to register](#)