

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **July 2, 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.

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
Affordable Care Act Implementation & Insurance	<ul style="list-style-type: none">• Missed Opportunities: The Consequences of State Decisions not to Expand Medicaid: The Council of Economic Advisors provide an analysis using the evidence from the economics and health policy literatures to quantify several important consequences of States’ decisions not to expand Medicaid.• Medicaid and the Children’s Health Insurance Program (CHIP) Fact Sheets: Throughout the nation, efforts to enroll individuals in health insurance is moving forward. More people are eligible now than ever before but still need to be connected to vital health services these programs provide.• Health Insurance Coverage: Early Release of Estimates from the National Health Interview Survey, 2013: Among adults in age groups 18–24, 25–34, 35–44, and 45-64, men were more likely than women to lack health insurance coverage at the time of interview.• Rates of Change: Putting 2015 Insurance Premiums into Context: Health insurance premiums have been one of the most closely-watched features of the new health insurance marketplaces. In 2014, insurers set rates based on limited data about who would sign up for coverage. Round II of open enrollment is fast approaching, allowing little time to process the first year’s data and to prepare for tomorrow. For 2015, some analysts anticipate increases of 10 percent or less, while others forecast growth of 20 percent or more.
Breast Cancer	<ul style="list-style-type: none">• New Treatment Option for Young Women with hormone-sensitive Breast Cancer: A drug used for treating breast cancer, known as exemestane, is more effective than a common breast cancer prevention drug, tamoxifen, in

	<p>preventing breast cancer recurrence in young women who also receive post-surgical treatment to suppress ovarian function. The findings from this trial were in women who had a form of early breast cancer that was sensitive to hormonal treatment.</p>
Cervical Cancer	<p>Journal Article Summary: American Journal of Preventive Medicine: Opting Out of Cervical Cancer Screening: Physicians Who Do Not Perform Pap Tests: Conclusion of the article- The perception that patients benefit from cervical cancer screening administered by gynecologists may deter screening in primary care settings, resulting in missed opportunities to offer screening to women who are never or rarely screened.</p> <ul style="list-style-type: none"> • Journal Article Summary: American Journal of Obstetrics & Gynecology: Type-specific HPV and Pap test results among low-income, underserved women: Conclusion of the article- The rate of discordant results among underserved women was similar to those reported throughout the US in a variety of populations. Typing for HPV 16/18 appears to assist in the management in a small proportion of women with discordant results.
Childhood Cancer	<ul style="list-style-type: none"> • A Laptop May Boost a Hospitalized Child's Recovery: Kids who videoconference with family, friends report less stress, study says.
Cost	<ul style="list-style-type: none"> • Nursing Home Care May Be Out of Reach for Many Aging 'Boomers': Study. Price tag for 1 year of institutionalized care is now about \$84,000, federal report says.
Data	<ul style="list-style-type: none"> • The 2013 YRBS data has been released and Kentucky is doing great! We used to be number one in <u>youth tobacco use</u>, but no more! Please find report attached. <ul style="list-style-type: none"> ○ Kentucky is 6th in the nation for current youth cigarette use (17.9%) ○ Kentucky is 8th in current smokeless tobacco use (13.2%) ○ Kentucky is 15th in current cigar use (13.3%) • 65+ in the United States: 2010: This Census Bureau Report highlights the effect of the aging boomer population, which is expected to more than double by mid-century to 83.7 million people or 1/5 of the U.S. population by 2020.
Evaluation	<ul style="list-style-type: none"> • Evaluating Policy and Environmental Change Interventions: The Center for Training and Research Translation (Center TRT) provides accessible resources for evaluation of obesity prevention initiatives. Resources were selected because they are easily accessible and free. For more information on these resources, please click here.
Environmental Carcinogens	<ul style="list-style-type: none"> • Pavement Sealant Ban Linked to Cleaner Lake Water: Lake that receives city water runoff contains less potential cancer-causing chemicals after ban, study finds.

<p>Funding/ Grants</p>	<ul style="list-style-type: none"> • Funding Opportunities! Please see the Community Commons website that has compiled a list of open calls for funding proposals, click here. • WEBCAST: Funding Cancer Research in an Era of Fiscal Restraint: There will be a group of panelists who will answer questions. More information will follow but you can save the date. Thursday, July 17, 2014 from 8:30-10:00am EST. View (on the date): http://preventcancer.org/what-we-do/education/webcasts/
<p>Genomics/ Genetics</p>	<ul style="list-style-type: none"> • Cancer Hospitals Make Gene Tests a New Standard of Care: Pinpointing the genetic changes that cause cancer has been a focus of researchers for more than a decade. Now, top cancer hospitals are making genetic testing a new standard of care in the field. • Impact of cancer genomics on precision medicine for the treatment of cancer, National Cancer Institute: Precision medicine is a phrase that is often used to describe how genetic information about a person’s disease is being used to diagnose or treat their disease. Cancer is a disease of the genome and as more is learned about cancer tumors, the more we are finding that each tumor has its own set of genetic changes. • Nobody is average but what to do about it? The challenge of individualized disease prevention based on genomics: CDC blog post
<p>HIV and Cancer</p>	<ul style="list-style-type: none"> • HIV Patients Less Likely to Get Cancer Treatment: Study. Challenges in managing side effects may prompt some doctors to treat tumors less aggressively, researchers suggest.
<p>Lung Cancer</p>	<ul style="list-style-type: none"> • Groundbreaking Clinical Trial for Squamous Cell Lung Cancer: Lungmap.org: A message from Lung Cancer Alliance: a bold new way to test cancer drugs launched in hundreds of hospitals around the U.S recently. The goal of Lung-MAP is to speed new treatments to market and give seriously ill patients more chances to find something that will help. Lung-MAP is for advanced cases of a common, hard-to-treat form of lung cancer — squamous cell. <p>The study is a unique public-private collaboration among the National Cancer Institute, lung organizations, including LCA and pharmaceutical companies.</p> <p>Click here to learn more about Lung-MAP or call our HelpLine: 1-800-298-2436.</p> <ul style="list-style-type: none"> • Screening Supported by Nation’s Largest Medical Society: At its annual meeting recently, American Medical Association (AMA) called for universal health care coverage, including Medicare, Medicaid and private insurance, of lung cancer screening for those at high risk for the disease.

**Nutrition,
Physical
Activity, &
Obesity**

- **Healthy People: Overview of Nutrition, Physical Activity, and Obesity:** Maintaining a healthy body weight, eating a healthy diet, and engaging in regular physical activity are key drivers for the health and well-being of all individuals. Together, these can help reduce the risk of serious health conditions such as high blood pressure, high cholesterol, diabetes, heart disease, stroke, and cancer. Both nutrition and physical activity are important for overall health and well-being.

 - **Obesity and Cancer Infographic:** Thanks to Zila Tohon & Donna Gilbreath, we are pleased to share an infographic (see attached) that you can use with your partners highlighting this relationship.
 - If you use this infographic, could you please provide Jennifer Redmond Knight (jennifer.redmond@uky.edu) with some details:
 - How did you use it in your work?
 - Who did you send it to?
 - How many people?
 - Where were they located?
 - Any other feedback to tell us if it is useful to create these types of factsheets...

 - **Nutrition, Physical Activity, and Obesity and the Affordable Care Act:** By focusing on prevention, the Affordable Care Act promotes better health for adults and children. Two of the recommended preventive services covered at no cost sharing because of the Affordable Care Act are directly related to nutrition and physical activity:
 - Dietary counseling for adults at higher risk for chronic disease
 - Obesity screening and counseling for all adults and for children aged 6 and over
- To learn more about how the Affordable Care Act supports healthy eating and physical activity, please visit healthcare.gov.
- **Leading Health Indicators:** Leading Health Indicators (LHIs) are critical health issues that – if tackled appropriately – will dramatically reduce the leading causes of death and preventable illnesses. The Nutrition, Physical Activity, and Obesity LHIs are:
 - [Adults who meet current Federal physical activity guidelines for aerobic physical activity and for muscle-strengthening activity \(PA-2.4\)](#)
 - [Adults who are obese \(NWS-9\)](#)
 - [Children and adolescents who are considered obese \(NWS-10.4\)](#)
 - [Total vegetable intake for persons aged 2 years and over \(NWS-15.1\)](#)

 - **Leading Health Indicators Infographic:** Provides information about nutrition, physical activity, and obesity.

	<ul style="list-style-type: none"> • The Faith, Activity, and Nutrition (FAN) Program: This program was designed to increase physical activity and fruit and vegetable consumption among adults. The intervention programmatic materials are available through the program website. • Making the Healthy Case for Prevention: Healthy Corner Stores: CDC Youtube video: Providing fresh fruits and vegetables is a win-win for two corner store owners in Louisville, KY and their local customers. Learn how sales of healthy items are soaring in neighborhoods where store owners chose to make healthy living easier for their customers, improving community health and increasing store profits.
Palliative Care	<ul style="list-style-type: none"> • Palliative care at time of cancer diagnosis improves survival: A recent study found risk of death at 1 year was significantly lower in the immediate palliative care group vs. the delayed palliative care group.
Prevention	<ul style="list-style-type: none"> • Prevent Cancer releases Public Service Announcement Videos: As part of the Prevention Across America™ campaign, the Prevent Cancer Foundation has commissioned a series of Public Service Announcements (PSAs) designed to entertain while raising awareness about preventable cancers. Six videos are available, addressing overall prevention, as well as breast, colon, lung, skin and cervical cancers.
Resources	<ul style="list-style-type: none"> • Do you know about Cancer Control P.L.A.N.E.T.? This website is intended for cancer control planners and researchers who have the goal of reducing cancer risk and increasing the quality of life for cancer survivors. By sharing data & resources, we can begin to design, implement, & evaluate evidence-based cancer control programs. <ul style="list-style-type: none"> ○ Click here for more information ○ Click here to sign up to receive monthly updates
Skin Cancer	<ul style="list-style-type: none"> • WEBINAR: Tools and Policies to Prevent Skin Cancer Through Reduction of UV Exposure: 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"> ○ Date: July 22, 2014 ○ Time: 2:00-3:00pm EDT ○ Click for more information and registration
Survivorship/ Patient Navigation	<ul style="list-style-type: none"> • Colorectal Cancer Survivor Coach Pam: Forming a Team with Your Doctor: Watch a short Youtube video about CRC survivor Pam talk about learning to thrive in spite of her ostomy. Pam swims and hikes and is full of helpful tips for survivors. • Webinar Archive: Cancer Survivorship and Cancer Control: Working Towards a Coordinated Approach: Building a coordinated system of survivorship care is essential for improving the psychosocial and physical well-being of all cancer

	<p>survivors. In case you missed June’s Research to Reality webinar, you can see the archived version here. The focus of this webinar was on survivorship care plan use as well as cancer resources.</p> <ul style="list-style-type: none"> • New Cancer Survivorship Booklet for Patients: ASCO Answers: Cancer Survivorship provides important information for facing what comes after cancer treatment by helping patients better understand survivorship. This resource addresses the importance of follow-up care, recurrence concerns, and managing long-term and late effects. • Medical Costs and Productivity Losses of Cancer Survivors — United States, 2008–2011: Medical costs (total annual medical expenditures) and productivity loss among cancer survivors were estimated adjusting for age, sex, race/ethnicity, number of MEPS priority conditions, marital status, and education. Cancer survivors were more likely to be female, non-Hispanic white, in fair/poor health and insured and to have multiple chronic conditions compared with persons without a cancer history. • NCCN Offers Free Patient Assistance Resource App: NCCN has launched its Reimbursement Resource App, which offers patients, providers, case managers, and payers access to payment assistance and reimbursement programs for multiple cancer types; the app is available free of charge for Apple and Android mobile devices
<p>Tobacco Control</p>	<ul style="list-style-type: none"> • Fewer Hospitalizations for Chronic Obstructive Pulmonary Disease in Communities with Smoke-Free Public Policies: Two KCC partners, Drs. Ellen Hahn & David Mannino, had an article published in the June 2014 edition of the <i>American Journal of Public Health</i>. The study found looking at discharge data from Kentucky hospitals for patients with a primary diagnosis of COPD that strong smoke-free public policies may provide protection against COPD hospitalizations, particularly after 12 months, with the potential to save lives and decrease health care costs. • Kentucky to get additional \$57 million over 3 years in settlement with tobacco companies. Our partners with the KDPH-Tobacco Prevention & Cessation Program will provide us with more information as it becomes available. <ul style="list-style-type: none"> ○ To read an article in the Lexington Herald-Leader, click here ○ To view Gov. Beshear’s press conference, 6/12/2014, click here • Do you have an interest in learning more about tobacco control issues in Kentucky? The KCC has three partners who have great listservs if you would like more information: <ul style="list-style-type: none"> ○ Monday Memo: Administered by the Kentucky Dept. for Public Health, Tobacco Prevention & Cessation Program; Contact Katie Shephard at katherine.shepard@ky.gov to join ○ Tobacco Prevention Enhancement Site (PES): Administered by Pathways Regional Prevention Center; Contact Amy Jeffers at amy.jeffers@pathways-ky.org to join ○ KCSP Community Partner Newsletter: Administered by the Kentucky Center for Smoke-Free Policy, KCSPNEWS@LSV.UKY.EDU

- If you know of any other tobacco listservs or resources, please email me (Jessica) at jjones@kycancerc.org and I'll add them to Wednesday's Word to share with everyone.
- **Quitting Smoking for Older Adults:** It's never too late to quit. [Within 20 Minutes of Quitting](#), a smoker will begin to experience a decrease in heart rate. For more information, visit the NIH Senior Health website [here](#).
- **Tony Gwynn's Cancer: How Smokeless Tobacco Can Contribute to Disease:** Baseball Hall of Famer Tony Gwynn died at age 54 following a long battle with salivary gland cancer.
- **New Task Force Recommendations for Reducing Tobacco Use and Secondhand Smoke Exposure:** The Community Preventive Services Task Force released the following recommendations and findings for interventions relevant to reducing tobacco use and secondhand smoke exposure:
 - [Smoke-Free Policies](#)
 - [Interventions to Increase the Unit Price for Tobacco Products](#)
- **If Parents Ever Smoked, Teens May Be More Likely to Light Up:** Study also shows the influence of older siblings
- **Smoking within the LGBT Community:** Smoking is the largest preventable cause of disease and death in the United States. Lesbian, gay, bisexual, and transgender Americans smoke at much higher rates than average, so they suffer more smoking-related death and illness.
 - View a video "[Smoking within the LGBT Community](#)" that talks about what smoking does to LGBT communities, including the tobacco industry's long history of marketing to the LGBT community.
- **E-cigarettes:** The American Cancer Society-Cancer Action Network and the Kentucky Center for Smoke-Free Policy (KCSP) have created two documents to help educate us on this topic (please see attached):
 - KCSP E-cigarette one-pager
 - Electronic Cigarettes: Research & Policy are Needed Now
- **Tobacco Product Use Among Adults-United States, 2012-2013:** Key findings of a new MMWR report shows national data on who the smokers are:
 - Prevalence was 26.2% for **men** and 15.4% for women.
 - Prevalence was highest among those **aged 25-44 years** (25.2%), and lowest among those aged >65 (9.5%).
 - Prevalence by education was highest among **adults with a General Education Development certificate** (43.8%) and lowest among those with a graduate degree (6.3%).
 - Prevalence was highest among **adults with annual household income of under \$20,000** (29.8%) and lowest among those with income >\$100,000 (12.8%).
 - Prevalence was 30.8% among lesbian, gay, bisexual or transgender (**LGBT**) adults, and 20.5% among heterosexual/ straight adults.
- **Tips from Former Smokers:** Will launch in July 2014- The Centers for Disease Control and Prevention (CDC) continues its national efforts around tobacco education with the recent release of Tips From Former Smokers (Tips) — hard-hitting, new ads that show the harms caused by smoking. See attached flyer
 - An overview flyer

	<ul style="list-style-type: none"> ○ Sample news release form ● Designed for Addiction: How Tobacco Industry has made Cigarettes more addictive, more attractive to kids and even more deadly; Executive Summary: Campaign for Tobacco-Free Kids has created a report outlining details of how tobacco companies purposely design cigarettes to make tobacco smoke smoother, less harsh and more appealing to new users, especially kids, and to create and sustain addiction to nicotine. Tobacco companies have made these changes without regard for the health impact and actually have increased smokers' risk of developing lung cancer. ● (In case you haven't seen it) 2014 Surgeon General's Report: The Health Consequences of Smoking-50 Years of Progress: Fifty years has passed since the landmark Surgeon General's report was released highlighting the health hazards of smoking. <ul style="list-style-type: none"> ○ Executive Summary ○ Complete report ○ Powerpoint that partners can use or adapt
<p>Worksite Wellness</p>	<ul style="list-style-type: none"> ● CDC Worksite Wellness Program Training: CDC is offering an on-line training for employers to implement or augment their worksite wellness programs. In addition, employers have an opportunity to receive: <ul style="list-style-type: none"> ○ Up to \$5000 in seed money for implementation ○ Technical assistance ○ Organizational Health Assessment to define existing needs <p>How does it work?</p> <p>Apply to participate in an on-line work@health training program. The Work@Health™ Employer curriculum is designed to train employers how to establish, expand and improve science- and practice-based health promotion strategies that will lead to specific, measureable means to reduce chronic disease rates in the workplace.</p> <p>Once accepted complete your training and then qualify for funding as you implement or develop your program. Space is limited.</p> <p>Apply to Work@Health™ by visiting:</p> <p>http://www.cdc.gov/workathealth/employer-training.html or</p> <p>http://www.surveygizmo.com/s3/1492491/WorkatHealthEmployerRegistration</p> <p>or contact Hugh Bailey at workathealth@ashlininc.com.</p>
<p>Events</p>	<ul style="list-style-type: none"> ● LOUISVILLE: There are MULTIPLE upcoming events and support groups are being held at Gilda's Club Louisville, from Wellness Groups to book clubs to support for caregivers. See attached flyer for topics, dates and times. ● 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 (8th 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

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

- **Date:** **October 30th**
- **Where:** KY Historical Society in Frankfort

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

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