

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **July 30, 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"> • Why Improving Access to Health Care Does not save Money: New York Times article • Tobacco Cessation Coverage Requirements before & after ACA :From our partners at the American Lung Association. • Webcast Archive: The National Cancer Institute (NCI) provides a “Research to Reality” Cyber-Seminar Series. Here are few archived sessions related to ACA: <ul style="list-style-type: none"> ○ Implementation & Implications: The Impact of the Affordable Care Act on Cancer Control: In September 2013, our very own Jennifer Redmond Knight co-hosted this seminar. ○ Effects of the Affordable Care Act Among Cancer Survivors: Expanded Insurance Options & Other Potential Impacts : June 2014
Cervical Cancer	<ul style="list-style-type: none"> • Cervical Cancer Prevention Program Saves Lives: The federal National Breast and Cervical Cancer Early Detection Program markedly reduced death and illness from cervical cancer in underserved, low-income women. The program’s impact has been reduced due to the fact that it so far has reached just 10 percent of likely eligible women.
Clinical Trials	<ul style="list-style-type: none"> • Education Network to Advance Cancer Clinical Trials (ENACCT): ENACCT is integrating its key products and services into the Association of Clinical Research Professionals (ACRP).
Colon Cancer	<ul style="list-style-type: none"> • Colon Cancer Grant Awarded: The University of Kentucky-Rural Cancer Prevention Research Center has received a \$3.75 million grant renewal from CDC that will focus on preventing colorectal cancer in Central Appalachia through screening promotion.

<p>Community Health Workers (CHWs)</p>	<ul style="list-style-type: none"> • Community Health Workers in the Midwest: Understanding and Developing the Workforce (June 2012): Provides findings from a study of Community Health Workers' role, professional development, and cancer information needs conducted by the American Cancer Society. • Affordable Care Act Opportunities for Community Health Workers: Report published by the Harvard Center for Health Law & Innovative Policy • Community Health Worker Credentialing- State Approaches: Report published by the Harvard Center for Health Law & Innovative Policy • Webinar: Community Health Workers: Part of the Solution for Advancing Health Equity; Perspectives and Initiatives from the New England Regional Health Equity Council: Hosted by New England Regional Health Equity Council and ASTHO <ul style="list-style-type: none"> ○ Date: August 5 ○ Time: 1:00pm-2:00pm (ET) ○ Click Here for more information & to Register!
<p>Data</p>	<ul style="list-style-type: none"> • Kentucky Health Issues Poll (KHIP) regional findings have been released. The data is broken down into five regions: Eastern Kentucky, Greater Lexington, Greater Louisville, Northern Kentucky, and Western Kentucky. 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.
<p>Health Care</p>	<ul style="list-style-type: none"> • Guide to Clinical Preventive Services, 2014: 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. <ul style="list-style-type: none"> ○ Included are recommendations for cancer screenings as well as tobacco cessation interventions • Webinar Recording: How State Health Agencies Can Use Community Health Assessments to Promote Health Equity: <i>in case you missed it...</i> Completing a Community Health Needs Assessment (CHNA) is a federal requirement for private, non-profit hospitals. Part of the Affordable Care Act, the CHNA is additional criteria for hospitals to maintain their tax-exempt, 501(c)(3) status. This requirement is an important opportunity to address the factors that have an impact on health disparities and health equity in a community.
<p>Health Equity/ Health Disparities</p>	<ul style="list-style-type: none"> • The Community Guide Task Force recommends education programs to promote health equity: The Community Guide released recommendations for high school completion programs and out-of-school-time academic programs to improve the health prospects of racial and ethnic minority students and students from low-income families. Disparities in education achievement have been well documented & have long-term consequences, with education being shown to be one of the most important determinants of both longevity and health. • Webinar Recording: REACH Priority Populations: The Community Commons recently provided a webinar focused on eliminating racial and ethnic

	disparities using the Target Intervention Area (TIA) Tool to visualize communities experiencing low education and high poverty.
HPV (Human Papillomaviruses)	<ul style="list-style-type: none"> • Journal article: Human Papillomavirus Vaccination Coverage Among Adolescents, 2007-2013, and Postlicensure Vaccine Safety Monitoring, 2006-2014- United States: Recent study reported in the <i>Morbidity and Mortality Weekly Report (MMWR)</i> <ul style="list-style-type: none"> ○ Press Release ○ Infographic
Leukemia & Lymphoma	<ul style="list-style-type: none"> • Support groups are listed under the “Events” section at the bottom of this email
Lung Cancer	<ul style="list-style-type: none"> • Journal Article: Public Attitudes about Lung Cancer: stigma, support and predictors of support: A new study published in the <i>Journal of Multidisciplinary Healthcare</i> looks at the stigma associated with lung cancer.
Palliative Care	<ul style="list-style-type: none"> • Understanding Palliative Care
Prostate Cancer	<ul style="list-style-type: none"> • Prostate cancer is the focus of two studies in JAMA Internal Medicine
Survivorship/ Patient Navigation	<ul style="list-style-type: none"> • WE NEED YOUR HELP! Our partner, the Susan G. Komen Lexington Affiliate, is currently conducting their 2015 Community Profile surveys-- an assessment process performed every two years in order to understand the state of breast cancer in the Eastern/Central region of Kentucky (To check if your county is covered, visit the Susan G. Komen Lexington website). The purpose of this profile is to establish focused priorities for granting, education needs, and to determine priority populations. Please take a few minutes to fill out this anonymous survey: 2015 Community Profile Population Survey: https://redcap.uky.edu/redcap/surveys/?s=MxG3w2dGKR <ul style="list-style-type: none"> ○ Who should take the survey: Community people, cancer professionals, ANYBODY And/or this 2015 Community Profile Breast Cancer Survivor Survey, https://redcap.uky.edu/redcap/surveys/?s=ceqAJsULpy <ul style="list-style-type: none"> ○ Who should take the survey: Breast Cancer Survivors • The Health Burden of Stress: What We Can Do About It: The Robert Wood Johnson Foundation partnered with NPR and the Harvard School of Public Health

	<p>to discuss the health impacts of stress & how it causes people to make poor health decisions. Stress also makes it harder to manage a chronic illness, such as cancer.</p>
<p>Tobacco Control</p>	<p>Tobacco-Free/ Smoke-Free Policy</p> <ul style="list-style-type: none"> • Smoke-Free Kentucky is hitting the road! 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 Monday, July 28 – Saturday, August 2. 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 http://www.kycancer.org : <ul style="list-style-type: none"> ○ Thursday, July 31 (11:00 a.m. EST)—Campbellsville, Big Dawg Country Radio, 101 East Main St. ○ Thursday, July 31 (2:00 p.m. CDT)—Bowling Green, Fountain Square Park ○ Friday, August 1 (10:00 a.m. CDT)—Owensboro, Riverfront, 199 West Veterans Blvd. ○ Friday, August 1 (12:30 p.m. CDT)—Madisonville, Baptist Health (Trover), 900 Hospital Dr. ○ Friday, August 1 (3:30 p.m. CDT)—Paducah, Baptist Health, 2501 Kentucky Ave. <p>For more information, contact Betsy Janes at 502-797-0638 or betsyjanes@ymail.com</p> <ul style="list-style-type: none"> • Two updated resources from the Tobacco Control Legal Consortium: <ul style="list-style-type: none"> ○ Regulating Tobacco Use Outdoors - Tips and Tools (2014) ○ Adopting Tobacco-free Policies on Campus • Journal Article: Socioeconomic disparities in secondhand smoke exposure among US never-smoking adults...(1988-2010): Individual SES was strongly associated with SHS exposure in a dose–response fashion; participants in the lowest SES group were 2–3 times more likely to be exposed to SHS compared with those in the highest SES group. <p>E-cigarettes:</p> <ul style="list-style-type: none"> ○ 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: <ul style="list-style-type: none"> ▪ 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](#)
- **Webinar: New Roots, Old Problem: Local Policy Approaches that Address Emerging Tobacco Trends:** 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 & local communities can do to regulate tobacco and nicotine delivery products by demonstrating promising practice strategies & sharing tools & resources. (see attached flyer)
 - **Date:** July 31, 2014
 - **Time:** 2:00-3:00pm EST
 - **Registration Link:** Register by July 30th, [Click here](#)
- **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](#)
- **[Helping Smokers Quit: Tobacco Cessation Coverage 2014 Report:](#)** The American Lung Association has provided a report on tobacco cessation coverage in Medicaid, state employee health insurance and other private insurance. The report also discusses recent changes in the healthcare system, specifically Affordable Care Act requirements and puts tobacco cessation coverage in the context of the changing landscape of healthcare.
 - [Press Release](#)
 - [Tobacco Cessation Coverage Requirements before & after ACA](#)
- **The FDA Center for Tobacco Products** has a helpful webpage titled [The Changing Landscape of Youth Tobacco Use](#). It describes the FDA's partnership with the CDC's Office on Smoking and Health on the National Youth Tobacco Survey. The site has an [excellent infographic](#) highlighting the results of the 2012 survey, as well as links to eleven new articles published last week in an American Journal of Preventive Medicine [supplement](#). Among other things, the survey findings highlight the growing public health concern around use of non-cigarette tobacco products by youth.
- **[Help Your Patients Quit Tobacco Use: An Implementation Guide for the Armed Forces:](#)** Partnership for Prevention has released a new guide. Although tobacco use has declined among service members in recent decades, rates remain

	<p>higher among people serving in the military than in the civilian population, with the highest rates being among Marines.</p>
<p>Worksite Wellness</p>	<ul style="list-style-type: none"> • Journal Essay: Cancer Prevention and Worksite Health Promotion: Time to Join Forces: Published in <i>Preventing Chronic Disease</i>, the essay draws attention to a wide variety of available CDC resources on workplace health promotion and protection and provides ideas for new efforts to advance primary cancer prevention among working adults.
<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. • LOUISVILLE: There is an ongoing monthly support group for Lymphoma Survivors & their caregivers (see attached flyer): <ul style="list-style-type: none"> ○ Date: Monthly, on 2nd 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): <ul style="list-style-type: none"> ○ Date: Monthly, on 2nd 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 <p>SAVE THE DATE:</p> <ul style="list-style-type: none"> • 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 (5th 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/) : <ul style="list-style-type: none"> ○ First Date: Monday, August 4th <ul style="list-style-type: none"> ▪ 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 5th <ul style="list-style-type: none"> ▪ 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 6th**

- 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:** Interested in getting some exercise for a great cause? The [Colon Cancer Prevention Project](#) is having its 9th Annual Walk Away from Colon Cancer & 5K Run on **Saturday, Aug. 23 at 9 a.m. in Louisville, Ky.** The event features a Healthy Village with dozens of booths, a KidZone with face painting, inflatables, and games, and a chip-timed 5K walk/run. More info and registration is available at www.ColonCancerPreventionProject.org. Early Bird registration ends Aug. 20!

- **SAVE THE DATE: Stand Up 2 Finish the Fight:** Stand Up to Cancer & Relay for Life/American Cancer Society is having a viewing party for families. Each guest will receive a co-branded event t-shirt, a commemorative luminaria, snacks and drinks.

- **Date:** **September 5, 2014** (**REGISTER** BY AUGUST 15th)
- **Time:** 7:00-9:00pm
- **Cost:** \$25.00 registration fee
- **Location:** 109 E. Broadway, Louisville 40202

- **SAVE THE DATE: 5th Annual Colon Cancer Community Forum:** Presented by the KY Colon Cancer Screening Program and hosted by Lexington-Fayette County HD & Jessamine County HD

- **Date:** **September 11, 2014** (**Pre-register by Aug. 28**)
- **Time:** 9:00am- 3:30pm, Light breakfast & lunch provided
- **Location:** Griffin Gate Marriott, 1800 Newtown Pike, Lexington, KY 40511
- **Registration Link:**
<https://www.surveymonkey.com/s/XPMZR97>
 - Or call **859-288-2446**
- CEUs pending
- See attached flyer for details

- **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

- **SAVE THE DATE: Cancer Action Network (CAN)-American Cancer Society: Patient Quality of Life Forum:** CAN with the American Cancer Society is hosting this forum to provide a policy discussion on quality of life and palliative care issues. This is a unique opportunity to hear from health care organizations & share your views/concerns on this important topic.

- **Date:** **October 16, 2014**
- **Time:** 10:00am-2:00pm, lunch included
- **Location:** Historic Berry Hill Mansion; 700 Louisville Road, Frankfort, KY 40601
- **See attached flyer for details**

- **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](#)