

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **July 31, 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">• Mammogram Recalls Higher at Hospitals Than Private Practices: Study - Repeat tests cause anxiety and additional costs for patients.
Colon Cancer	<ul style="list-style-type: none">• Colon cancer is on the rise in those under age 50. This week the Colon Cancer Alliance launched “Never Too Young”, a new campaign in partnership with Bowel Cancer UK and the Colon Cancer Prevention Project. Tune In: Watch their new #never2young PSA; Learn the Facts: Read interviews with world-renowned experts in the field and check out recent research; Hear the Stories: Gain advice through these brave young survivors who share their colon cancer experiences firsthand.• 5K Cancer Color Run/Walk on Sept. 21 in Prestonsburg. Attached is the registration form and sponsorship information.• 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 5K features chipped timing, a 1-mile non-timed walk, a KidZone, a Healthy Village, food, music, the Inflatable Colon, and more! Register and form your team today!
General	<ul style="list-style-type: none">• Experts Call for Redefinition of 'Cancer': Many growths are slow to progress and nonlethal, only leading to unnecessary treatment, panel says• Americans Living Longer, Healthier Lives: Study. Most seniors are doing well until the last year or two of life, researchers report.
Health Equity	<ul style="list-style-type: none">• Growing Up Poor May Raise Odds for Smoking: Study - Suggests kids in poor families may have less self-control when it comes to healthy behaviors.• How Did Cause of Death Contribute to Racial Differences in Life Expectancy in the United States in 2010?
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 at the Sloan Convention Ctr at the Holiday Inn University Plaza. They have reserved a number of rooms at a special discount rate : Use the discount code of "BIN" in the "Group Code" field. Or call

	270-745-0088 to make reservations. Nursing CEUs are available.
Healthcare Reform	<ul style="list-style-type: none"> • Health Insurance Exchanges and State Decisions. Exchanges must be ready to begin enrolling people by October 2013. How is each state preparing?
Hospice	<ul style="list-style-type: none"> • A Novel Way to Document End-of-Life Preferences • Incentives may encourage end-of-life discussions
HPV Vaccine	<ul style="list-style-type: none"> • HPV Vaccine Not Reaching Enough Girls, C.D.C. Says
Patient Navigation	<ul style="list-style-type: none"> • REMINDER: WEBINAR -- Are you interested in learning more about how to track your patient navigation services? Then SAVE THE DATE: August 6th from 10am – 11:30am EST. The Kentucky Cancer Consortium is hosting a webinar showcasing Kentucky Pink Connection's Microsoft Access database, created through a partnership of their on-the-job cancer patient navigators at KY Pink Connection and MicrosoftAccess database professionals from ExecuTrain. Webinar link: https://connect.uky.edu/access/ Call-in information: Conference Number: 1-877-394-0659, Participant Code: 7250592994#
Prevention, Genetics, Causes	<ul style="list-style-type: none"> • The Foundation for a Healthy Kentucky's annual Howard L. Bost Memorial Health Policy Forum addresses health issues of concern to Kentucky's civic and business leaders. This year's focus is on policy actions that communities, schools and corporations can take to help the current generation of Kentucky children grow up healthier than their parents. Save the date: Monday, September 16, 2013 8:00 AM - 5:00 PM, NKU METS Center in Erlanger, KY. • From Prevention to Survivorship: The Obesity-Cancer Challenge • Mapping Link Between Blood Cancer, Industrial Pollutant in Georgia: Benzene appears to raise risk of non-Hodgkin lymphoma, researchers say. • Family History of Cancer May Raise Risk for Other Types of Tumors. Large European study looked at people with close relatives who'd been affected.
Prostate Cancer	<ul style="list-style-type: none"> • Print, web aids help men decide on prostate cancer screening
Quality Improvement	<ul style="list-style-type: none"> • The KY Association of Healthcare Quality (KAHQ) is holding its Annual Educational Conference on August 9th from 8:15am to 4:15pm, at Saint Joseph Hospital in Lexington. KAHQ looks to promote the development and growth of healthcare professionals participating in performance improvement throughout the continuum of care. Nursing CEs will be provided. Registration includes continental breakfast and lunch. Register by 7/31 and save up to \$50. Registration info and flyer are attached.

Resources	<ul style="list-style-type: none"> • The Journal of the American Medical Association recently updated their patient page on chemotherapy, which now includes a helpful pictorial. • HHS Office on Women’s Health recently posted their state specific data factsheets on women’s health. Read facts on Kentucky women here.
Screening	<ul style="list-style-type: none"> • Cancer Screening in Dementia Patients: Not an Easy Mix
Smoke-Free	<ul style="list-style-type: none"> • This past week the Courier Journal published a letter to the editor by Ellen Hahn, Director with Kentucky Center for Smoke-free Policy about making Kentucky a Smoke-free State • REMINDER: Have you been impacted by secondhand smoke? The Smoke-free Kentucky Campaign wants to know about your <i>Firsthand Experience with Secondhand Smoke</i>. We can't breathe clean air until we convince our leaders that there are real people being impacted by secondhand smoke. Send your story to local American Heart Association staff Jamie Bloyd, jennisbloyd@gmail.com Include your name, address and email, and feel free to attach a photo. Distribute the flyer attached to your networks!
Survivorship	<ul style="list-style-type: none"> • REMINDER: Eastern Kentucky’s "LIGHT THE NIGHT AWARENESS WALK" will be held in the Pikeville City Park on September 12, 2013. The walk is the Leukemia & Lymphoma Society's evening walk held annually to celebrate and commemorate lives touched by blood cancers. Companies, civic groups, neighbors and friends raise funds and walk carrying illuminated balloons in honor of survivors and in memory of those lost to these cancers. “Light The Night Awareness Walk,” is a celebration with food, music and family-friendly activities. Money raised goes towards furthering the most promising blood cancer research available and seeing tangible results. To create a team or join a team, contact Scrapy Louis Barnes at 606-432-5279 or e-mail him at barnes_lls@hotmail.com . • 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. See attached flyer topics, dates and times.
Tobacco Control	<ul style="list-style-type: none"> • Smoking in pregnancy tied to kids' conduct problems • JOURNAL ARTICLE: Associations Between Health Literacy and Established Predictors of Smoking Cessation. J Public Health. 2013;103:e43–e49. Journal article attached to this email. • FDA backs low-nicotine cigarette research as it weighs new regulatory power • REMINDER: CDC is looking for people to feature in the <i>Tips from Former Smokers III</i> campaign! Once selected, participants will receive \$2,500 plus have their travel expenses covered. Their focus for the next campaign is ex-smokers who had or have colorectal cancer, periodontal disease, or HIV, or female ex-smokers who have had a heart attack or lung cancer, or who smoked while pregnant and suffered a complication. A CDC recruitment flyer provides more information. Deadline is Sept. 1st.

- **REMINDER: A free Cooper Clayton Method to Stop Smoking Facilitator Training will be held on Thursday, September 26, 8:30 AM – 3:30 PM EST** at National College in Louisville. Drs. Cooper and Clayton will lead the training. **Registration form is attached.** Questions? Contact Rachelle Seger, Program Coordinator with the Kentucky Cancer Program, at 502-852-5223.