

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **July 8, 2015** 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 Katie Bathje at katie@kycancerc.org

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
ACA Implementation	<ul style="list-style-type: none"> • Supreme Court upholds ObamaCare Subsidies • Gov. Beshear’s statement on Supreme Court ACA ruling
Advance Care Planning	<ul style="list-style-type: none"> • We Must Return To Patient-Centered Care- Compensate Physicians For End Of Life Conversations Bill Frist endorses reimbursement for physicians to counsel patients about end-of-life options.
Asbestos	<ul style="list-style-type: none"> • Asbestos Found in Kids' Crayons, Toy Kits: Report. Health experts, big retailer say they're concerned about findings on products from China.
Brain Cancer	<ul style="list-style-type: none"> • Patients with Low-Grade Brain Tumors Living Longer: Chemo improvements have likely played a role, researchers say
Breast Cancer	<ul style="list-style-type: none"> • Regular Mammograms Might Lead to 'Overdiagnosis' of Breast Cancer: Study found counties with higher screening, detection rates had no significant difference in deaths. • WEBINAR: Sharsheret, a Jewish non-profit primarily aiming to support breast cancer survivors and those at risk or newly diagnosed, is hosting a webinar entitled: Taking Charge: Cancer Screenings Updates Every Woman Needs to Know on July 8th, 8pm EST.
Cervical Cancer & HPV	<ul style="list-style-type: none"> • Fatalistic beliefs may prevent Appalachian women from completing the HPV vaccination series • Gardasil 9 effectively stops 90% of cancers caused by HPV in Girls and Boys • See the “Events” section below for info re: the Kentucky Immunization Conference to be held October 14-18 in Louisville, KY.
Childhood Cancers	<ul style="list-style-type: none"> • Camps and Retreats in Kentucky for children with cancer and their siblings: Kids Cancer Alliance. Indian Summer Oncology Camp: July 26-August 1, 2015. If you are interested in donating to help make these camps possible, click here.
Colon Cancer	<ul style="list-style-type: none"> • Colon Cancer Deaths Falling, Except in 3 U.S. Regions: Rates are stagnant in parts of the Mississippi delta, Appalachia and eastern Virginia, study finds. <ul style="list-style-type: none"> ○ Original journal article entitled: “<i>Where Can Colorectal Cancer Screening Interventions Have the Most Impact?</i>” in Cancer Epidemiology, Biomarkers and

	<p>Prevention, published first online July 8, 2015.</p> <ul style="list-style-type: none"> • Documentary Debut: The Colon Cancer Prevention Project is debuting their newest edition of “Catching a Killer”, a 30-minute documentary on the importance of colon cancer screening featuring Kentuckians, with sponsorship from KentuckyOne Health. Attend a FREE viewing at the Perry County Library, 289 Black Gold Blvd., Hazard, KY on July 20th; 6:00pm-8:00pm EST. Click here to RSVP. • FREE CME for Healthcare Providers on Colon Cancer Screening: ACS, CDC, & the National Colorectal Cancer Roundtable developed a new CE activity providing guidance and tools for clinicians to implement CRC screening towards the best patient outcomes. Two versions of the training are available on the Kentucky Department for Public Health’s TRAIN Kentucky website: <ul style="list-style-type: none"> ○ “Optimizing Quality for Primary Care Providers”; Course ID # 1056608 ; 3 part course provides: 2.25 CME, 2.0 CNE, or 0.2 CEU. ○ “Optimizing Quality for Endoscopists”; Course ID # 1056558 ; 2 part course provides 1.5 CME, 1.4 CNE, or 0.1 CEU. • Colon Cancer in Kentucky - PowerPoint: Kentucky Cancer Consortium & Kentucky Cancer Program have developed a PowerPoint presentation containing easy-to-understand colon cancer data, risk factor information and program resources. All partners are welcome to download these slides and tailor them to different audiences. Many thanks to contributing partners: Kentucky Cancer Registry, Kentucky BRFS Program, Colon Cancer Prevention Project, the Kentucky Colon Cancer Screening Program and the American Cancer Society!
Community Development	<ul style="list-style-type: none"> • CONFERENCE: Creativity and Culture: Community Development: Approaches for Strengthening Health, Environment, Economic Vibrancy, Social Justice and Democracy, hosted by the Community Development Society, July 19-22 at the Hilton Lexington Downtown.
Community Health Workers (CHWs)	<ul style="list-style-type: none"> • See the “Events” section below regarding a CHW conference in Grand Rapids, MI on August 19th.
Data	<ul style="list-style-type: none"> • Americans' Risk of Dying From Cancer Is Falling, CDC Finds: But, due to aging population, actual number of cancer deaths is rising
Funding Opportunity	<ul style="list-style-type: none"> • Healthy Eating Research: Building Evidence to Prevent Childhood Obesity-Round 9: Robert Wood Johnson Foundation; Deadline: August 12, 2015. • Local Food Local Places is a federal initiative providing direct technical support to local communities to help boost economic opportunities for local farmers and businesses; improve access to healthy local foods; and create walkable, healthy, and economically vibrant neighborhoods. Deadline: September 15, 2015.
Health Equity	<ul style="list-style-type: none"> • See the “Events” section below regarding a conference to be held October 5-6 in Bethesda, MD focused on tobacco use in vulnerable populations.

Health Literacy	<ul style="list-style-type: none"> • See the “Events” section below regarding a conference to be held October 7th in Shelbyville working for a healthier commonwealth through improved health literacy.
Health IT	<ul style="list-style-type: none"> • See the “Events” section below regarding the Kentucky eHealth Summit, to be held on September 30th in Bowling Green, KY.
Hepatitis	<ul style="list-style-type: none"> • Most U.S. Hepatitis C Infections May Be Missed: Study: In MA, only one from 183 diagnosed cases met reporting criteria for CDC • 2nd Annual Hepatitis Conference: Hepatitis: Preventing the Silent Epidemic in Kentucky July 28, 2015, Lexington; Register on TRAIN, using Course ID #1056815
Lung Cancer	<ul style="list-style-type: none"> • Educating on Lung Cancer Screening: The Lung Cancer Alliance has developed a PowerPoint, Supporting the Healthcare Community and Those Affected by Lung Cancer: What Lung Cancer Alliance Can do for You providing info on: Supporting Patients; Educating Referring Providers; Communicating with your community. • Terminate Lung Cancer: This University of Kentucky based website assists patients and providers in determining whether lung cancer screening is the right choice for them. • CREEEK Project Examines Risk Factors related to Respiratory Disease in Appalachia • 2015 Lung Cancer Screening Quick Poll: 148 Oncology Roundtable members with the U.S. Advisory Committee took this recent poll. One highlight: Primary Care Physicians drive the majority of lung cancer screening referrals and there is widespread uncertainty about registry reporting with CMS. • JOURNAL ARTICLE: Screening for Lung Cancer with Low-Dose CT- Translating Science into Medicare Coverage Policy: <i>New England Journal of Medicine</i> 2015; 372:2083-208.
Obesity	<ul style="list-style-type: none"> • Surging Food Supply Linked to Global Obesity Epidemic. Boost in available calories comes largely from ultra-processed, inexpensive foods, expert says.
Ovarian Cancer	<ul style="list-style-type: none"> • Less Chemo for Obese Ovarian Cancer Patients Linked to Worse Survival Rates: Study found getting what amounted to lower doses per pound of body weight meant poorer outcomes
Pancreatic Cancer	<ul style="list-style-type: none"> • Blood test may detect deadly pancreatic cancer in early stages
Patient Navigation	<ul style="list-style-type: none"> • CONFERENCE: Developing the Gold Standard: Patient Navigation Certification Conference: Hosted by the Patient-Centered Education & Research Institute on July 23, 2015; 8:45am-3:30pm at the Foundation for a Healthy Kentucky; 1640 Lyndon Farm Court, Suite 100; Louisville, KY 40223. Click here to register; or call 270-883-2775. • FREE Online Training for Oncology Patient Navigators GW Cancer Institute has developed the first free, online, comprehensive training that covers the fundamentals of oncology patient navigation in the U.S. This non-clinical, evidenced based training is funded by the CDC. 1) Visit George Washington (GW) Cancer Institute Online Academy

	<p>2) Login or register for an account; 3) Use enrollment code: PNTrain (case sensitive)</p> <ul style="list-style-type: none"> • See the “Events” section below regarding a CoC Accreditation Conference on September 11th in Baltimore, MD; as well as info about AONN+’s Annual Conference
Policy/Systems/ Environmental Changes	<ul style="list-style-type: none"> • See the “Events” section below regarding the Bost Health Policy Forum to be held in Bowling Green, KY on September 28th.
Prevention	<ul style="list-style-type: none"> • Docs Order Fewer Preventive Services For Medicaid Patients: Patients less likely to get breast exams or Pap tests • Stop Cancer Before It Starts! A Guide to Prevent Cancer: From the Prevent Cancer Foundation, this 27-page guide teaches how to reduce your risk for cancer. Eight preventable cancers are highlighted with detailed info. Available in English & Spanish. • Obesity Trends still on the rise, but intervention is possible, study finds
Prostate Cancer	<ul style="list-style-type: none"> • 'Watchful Waiting' Becoming More Common for Prostate Cancer Patients: Study finds men with low-risk disease often getting monitoring over surgery, radiation, hormone therapy.
Resources	<ul style="list-style-type: none"> • The American Cancer Society National Cancer Information Center (NCIC) is a trusted resource for cancer-related information, programs, and services, patient support, clinical trials matching services, health insurance assistance and more. ACS NCIC services are provided via phone, online chat, and email in English, Spanish, and more than 200 other languages via a translation service. Read more here.
Skin Cancer	<ul style="list-style-type: none"> • Indoor Tanning Rates Decline As Cancer Warnings Mount: Study finds Americans are staying away from unhealthy practice in growing numbers • RESOURCES: CDC has new tools to raise skin cancer awareness across four community groups: families, employers, schools, and outdoor recreational facilities. Read this snapshot of available resources.
Survivorship	<ul style="list-style-type: none"> • See the “Events” section below regarding information on the Friend for Life Support Network fundraising opportunity to be held on August 22nd in Louisville, KY. • Gilda’s Club has some new programming for cancer survivors over the summer. Here is a sampling of events: <ul style="list-style-type: none"> ○ Food as Medicine Movie Series: Fridays, July 10 and August 7; 6-8pm ○ Health & Wholeness Meditation: Tuesdays, July 14 and 21, 3-4pm ○ Gilda University for Ages 8-15: July 27th; 9-5pm ○ Girlz Just Wanna Have Fun XVI: Friday, August 28th, 6-9pm • Transportation Issues: The American Cancer Society (ACS)-Road to Recovery Program is looking for volunteers who can help drive or coordinate rides in their area. This is a volunteer run program and FREE for the patients. Please note, they are not in every county. Interested volunteers may contact ACS at 1-800-227-2345 or visit cancer.org/volunteer to learn more.

Tobacco Control

Tobacco Control Information (General)

- [State Tobacco Control Program Spending- United States, 2011](#): *MMWR*
- [Youth Activism Fellowship: The Legacy Foundation](#) is requesting applications for their Youth Fellowship: a 12-month leadership development & community activism program for 18-24 year olds. **Application Deadline:** July 31, 2015, 6:00pm EST. Questions? Contact yap@legacyforhealth.org.

Smoke-Free/Smoke-Free Policy

- **Funding Opportunity for Public Community Colleges:** Legacy is accepting applications to fund a second group of public community colleges for its [Smoke-Free & Tobacco-Free Community Grant Initiative](#). Deadline for applications: August 6th; 6:00pm

Electronic Cigarettes

- [FDA considering warning labels for liquid nicotine](#)
- [Flavored Cigarettes Still Popular Online Despite U.S. Ban: Continued interest surprises researchers](#)

Tobacco Cessation

- [Quit Now Kentucky](#): Beginning January 2015, uninsured callers to the Quit Now Kentucky who enroll in coaching and remain active in quitting can receive 8 weeks of FREE Nicotine Replacement Therapy. Bilingual service provided. Tobacco screening, assessment, support materials, and proactive counseling available through **1-800-QuitNow (1-800-784-8669 or 1-855-DéJeloYa)**; Web-based tobacco cessation at www.QuitNowKentucky.org; and tobacco cessation assistance through text and e-messaging.
- [The American Lung Association's Freedom from Smoking Facilitator Training](#): To find a class near you or to host a class please email or call Tami Cappelletti at Tami.Cappelletti@lung.org or **502-363-2652**.

Mass Media

- [CDC Tips from Former Smokers campaign](#) Kentucky was chosen by CDC to receive additional radio, billboards, bulletins, and TV ads to build awareness of the health damage caused by smoking as well as to encourage smokers to quit during a media campaign from June 15-August 16.
 - **What can you/your organization do to help?** Leverage the *Tips* campaign by using CDC-developed materials found here: <http://www.cdc.gov/tobacco/campaign/tips/> Post a button or video to your webpage; use ready-made social media postings.
 - The KDPH-Tobacco Prevention and Cessation Program wants to know how you've used these materials, and include examples! Email Bobbye Gray at bobbye.gray@ky.gov

Preventing Youth Initiation & Promoting Youth Cessation

	<ul style="list-style-type: none"> • Kids and Tobacco Use: Some Surprising Findings
Events	<p>Events in Lexington</p> <p>N/A</p> <p>Events in Louisville</p> <ul style="list-style-type: none"> • FUNDRAISER: An Evening with Friends: An event to support the work and mission of the Friend for Life Cancer Support Network on August 22nd at 5:30pm; Audobon Country Club in Louisville. Click here to register. • IMMUNIZATION Conference: Educate, Immunize, Protect- KY’s Immunization Trifecta: Kentucky Immunization Conference- Sponsored by the KY Rural Health Association and the KY Immunization Program on October 14-16th in Louisville, KY. Registration is \$50. Agenda to include educational sessions on HPV vaccination and adolescent vaccination strategies. Click here for conference sponsorship info. • Gilda’s Club of Louisville offers MULTIPLE events and support groups- check out their upcoming events in addition to their regularly scheduled support groups and activities (click on Gilda’s Club). <p>Events of Interest (in chronological order)</p> <ul style="list-style-type: none"> • LUNG CANCER Community Event: Frankly Speaking about Lung Cancer: Hosted by the University of Cincinnati Cancer Institute; August 22nd, 11-12:30pm. • COLORECTAL CANCER Community Event: Colorectal Cancer: From Diagnosis to Survivorship: Hosted by the University of Cincinnati Cancer Institute. August 24th, 6:00-7:30pm EST. • HEALTH EQUITY Symposium: The 2nd annual Geographic Health Equity Symposium- Where You Live Matters to Your Health. September 10-11th at Tulane University, School of Public Health & Tropical Medicine, New Orleans, LA. Attendance is free. • COMMISSION ON CANCER ACCREDITATION: Accreditation 101: Learning the Basics of CoC Accreditation and Standards. September 11, 2015 at the Baltimore Hilton, \$750 if registration before or on July 31st; \$850 if after July 31st. • LUNG CANCER Symposium: Lung Cancer in the 21st Century: An Educational Conference for Healthcare Professionals: Hosted by the University of Cincinnati Cancer Institute, to be held September 25, 2015. • HEALTH POLICY Forum: The 2015 Howard L. Bost Health Policy Forum on Monday, September 28th will offer new insights and opportunities from a range of civic sectors for a shared vision, policies, and actions for community health. Hosted by Foundation for a Healthy Kentucky in Bowling Green, KY at the Holiday Inn Sloan Convention Center.

- **HEALTH IT Summit:** [2015 Kentucky eHealth Summit](#) on **September 30, 2015**. Hosted by the Kentucky Health Information Exchange in Bowling Green, KY; Holiday Inn/Sloan Convention Center. [Sponsorship and registration information](#) is now available.
- **PATIENT NAVIGATION:** The [Academy of Oncology Nurse & Patient Navigators 6th Annual Navigation and Survivorship Conference](#) will be held **October 1-4th** in Atlanta, GA. Topics: evolving challenges of program improvement, the role of personalized medicine, and implementation of best practices in navigation, survivorship, and psychosocial care.
- **TOBACCO USE Conference:** [National Conference on Tackling Tobacco Use in Vulnerable Populations](#) on **October 5th & 6th** in Bethesda, MD. Various vulnerable and high-risk populations addressed include people with mental illness, substance use problems, youth, pregnant women, and people of low socioeconomic status, LGBT persons. [Abstracts](#) are requested.
- **HEALTH LITERACY:** 6th Annual [Health Literacy Kentucky](#) Summit “Kentucky Health Literacy Now”; **October 7, 2015** at the University of Louisville, Shelby Campus, Founders Union Building. Registration coming soon!