

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **August 14, 2013** issue of “Wednesday’s Word” (see table below), 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
Colon Cancer	<ul style="list-style-type: none">The Colon Cancer Prevention Project this month is launching a new program called The Fighters' Fund, and we'd love your help spreading the word. This is an exciting new program that provides financial assistance to patients fighting colon and rectal cancers who live in Kentucky and Southern Indiana. Applications will be considered based on need and available funding, and the assistance will come as a one-time grant of \$200. Grants are considered on a quarterly basis. The upcoming quarter ends on Oct. 1. Find applications and more information about the fund. Any facilities or organizations that are interested in having printed copies mailed to them can contact us at ashepherd@c2p2ky.org or (502) 290-0288.REMINDER: SAVE THE DATE: Kentucky’s 4th Annual Colon Cancer Forum will be held October 3rd, 10am – 2pm, at the Knicely Conference Ctr. in Bowling Green, KY. The Forum is sponsored by the Barren River District Health Dept., KY Colon Cancer Screening Program Advisory Committee, KY Cancer Program and KY Dept. for Public Health. Applications pending for nursing and CHES credits. Please distribute the attached flyer among your networks.
Health Data	<ul style="list-style-type: none">REGISTRATION OPEN: “Data! Fostering Health Innovation in Kentucky and Ohio” is scheduled for Tuesday, November 19, 2013 9:30 AM - 4:00 PM (EST). This conference will showcase novel and effective uses of health data in our region. Keynote speakers Dwayne Spradlin, CEO of the Health Data Consortium and Damon Davis, Director of the Health Data Initiative at HHS will update us on federal open data efforts and provide national context for innovation and entrepreneurial activity around health data.
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.
Health Reform	<ul style="list-style-type: none">Out-of-Pocket Cost Limit Delayed Until 2015The Affordable Care Act Explained (Healthcare Payer News, July 2013) The Affordable Care Act can be confusing; therefore, the Kaiser Family Foundation created the below video to make it easier to understand. Click here to view the video.
Hospice	<ul style="list-style-type: none">Doctor-assisted suicide laws pose hospice care dilemmas

Lung Cancer	<ul style="list-style-type: none"> • REMINDER: Lung Cancer Patient & Caregiver Survey: The American Lung Association (ALA) works hard to engage and empower lung cancer patients, caregivers, and advocates in the FDA's initiative to ensure that patient needs and considerations are taken into account as it reviews and approves diagnostics and treatments for lung cancer. As part of this process, the ALA has created an ANONYMOUS survey for lung cancer patients or their family members. The goal is to have 1,000 responses by TOMORROW, August 15. The data will be compiled and shared with FDA. Please share this information with anyone who works with lung cancer patients as well as any patients or family members that you know personally.
Palliative Care	<ul style="list-style-type: none"> • Top 10 Things Palliative Care Clinicians Wished Everyone Knew About Palliative Care
Patient Navigation	<ul style="list-style-type: none"> • Does Adding Laypersons to Primary Care Teams Improve Care for Chronic Diseases? After 1 year, patients with care guides had achieved more goals than those who received usual care. See attached PDF article. • REMINDER: Patient Navigation in Cancer Treatment Clinical Trials: Cancer centers and community oncology practices already involving patient navigators in cancer treatment trials may apply to participate in a 7-month pilot demonstration project. Three sites will be selected for participation – 2 in the U.S. and 1 in Canada. The goal of the pilot is to demonstrate the impact of patient navigation on increasing cancer clinical trial participation. Deadline for submission: August this Monday, 19th, 2013 by 5pm ET. Application package attached.
Prevention, Genetics, Causes	<ul style="list-style-type: none"> • Family Members of Kids With Cancer Also at Risk. Study found doubled odds for parents, siblings and children of young patients. • Autism's Unexpected Link to Cancer Gene • REMINDER: 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.
Prostate Cancer	<ul style="list-style-type: none"> • Metformin May Lower Risk of Prostate Cancer Death, Researchers Say. Diabetic men using the drug had higher survival rates in cancer study.

<p>Smoke-Free</p>	<ul style="list-style-type: none"> • Many Kids With Asthma Live With Secondhand Smoke: CDC. These children have worse symptoms and more outbreaks, experts warn. • • REMINDER: The Kentucky Center for Smoke-free Policy has a new tool: the Smoke-free Print Media Resource. This free-to-use tool provides evidence-based messages that can be customized to fit your unique needs. The designs are high-quality and are available in a variety of formats ranging from push cards to billboards. Questions? Email Holly Brown at hmbrow4@uky.edu. • 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!
<p>Survivorship</p>	<ul style="list-style-type: none"> • Norton Audubon joins hospitals nationwide embracing music therapy • REMINDER: There are MULTIPLE upcoming educational opportunities and support groups held this summer at Gilda's Club Louisville, from Wellness Groups to book clubs to support for caregivers. Flyer of programs is attached!
<p>Tobacco Control</p>	<ul style="list-style-type: none"> • Most youth who use smokeless tobacco are smokers, too • JOURNAL ARTICLE: Tobacco Cessation and Control a Decade Later: American Society of Clinical Oncology Policy Statement Update, Hanna et al., Journal of Clinical Oncology, 2013.48.8932; published online on July 29, 2013. Article attached. <ul style="list-style-type: none"> ○ ASCO encourages its members and all oncology professionals to do the following: <ul style="list-style-type: none"> ▪ Refrain from the use of all tobacco and nicotine delivery products. ▪ Treat tobacco dependence as aggressively and compassionately as cancer. ▪ Advocate for the wide availability of tobacco cessation services. ▪ Advocate for tobacco-free hospitals, universities, clinics, offices, and all other work and patient care settings. ▪ Support 100% tobacco-free environments at all levels. ▪ Refuse to collaborate with the tobacco industry in research, reviews, promotion, or any other activity. ▪ Refuse any support (financial or otherwise) from the tobacco industry. ▪ Support efforts to prohibit marketing of tobacco and nicotine products to children. • Smokers More Costly for Employers: Study • 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. Attached CDC recruitment flyer provides more information. Deadline is Sept. 1st.

	<ul style="list-style-type: none"> • 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 Rachele Seger, Program Coordinator with the Kentucky Cancer Program, at 502-852-5223.
Worksite Wellness	<ul style="list-style-type: none"> • Kentucky’s first state-wide web site dedicated solely to worksite wellness program implementation and support is now available. Worksite Wellness in Kentucky offers free educational webinars, the latest evidence-based strategic tools and resources, on-going expert technical assistance, and opportunities for peer benchmarking and sharing of best practices. The web site serves as home to the Kentucky Worksite Wellness Initiative, the Barren River Worksite Wellness pilot project, School Staff Health Promotion Resources (K-12), and the University Wellness Alliance of Kentucky (UWAK). Visit http://kentucky.stateofwellness.org/ to become a part of this exciting opportunity to improve your organization’s health and control health-related costs. • WEBINAR SERIES: A series of free webinars begins on September 3, 2:30 – 3:30 Central Time with “Worksite Wellness Overview: Getting Started” with Teresa Lovely MS CHES, Business Coordinator- Worksite Wellness. Although there is no "cookie cutter" or "one-size-fits-all" solution to an effective wellness program, there are key factors you need to know before beginning a program. This session is for great for those new to wellness programming or interested in a refresher of the basics. Register here.
Events	<ul style="list-style-type: none"> • Help Kentucky have the largest presence at the American Cancer Society Cancer Action Network (ACS CAN) Lights of Hope ceremony this September. Lights of Hope bags bearing the names of those touched by cancer from across the country will line the Capitol Reflecting Pool the evening of September 10, 2013, and we want the brightest light to shine from Kentucky!. This is a unique opportunity to honor your volunteers, family, friends, or colleagues and fight back against cancer at the Nation’s Capitol. Order your Lights of Hope by contacting James Sharp at james.sharp@cancer.org or Eric Evans at eric.evans@cancer.org. Or go online to www.acscan.org/lightsofhope to order by August 31st! Please share with your networks. • Health Coverage Information, Wellness Tips Available at State Fair; State agency invites public to interactive display on Aug. 15-25 • The Medical Center is sponsoring a “Weight of the Nation” Town Hall Meeting on Tuesday, August 20th at 5:30pm in the Bowling Green Junior High Auditorium, 900 Campbell Lane, Bowling Green, KY. This is a free event. RSVP: 270-745-1010 or 1-800-624-2318 (RSVP encouraged but not required). Anyone who is concerned about the national obesity epidemic is encouraged to attend. The meeting will include viewing of segments of the HBO documentary, “Weight of the Nation”, as well as a panel discussion with local experts. Participants can find out what is being done to fight obesity in our community and what each person can do to create healthier living in Southcentral Kentucky. For more information, contact Jenny Golden at 270-745-1541 (office) or goldja@chc.net • REDMINDER: The courage and determination of cancer survivors is an inspiration to all. On Cancer Survivors Day, Saturday, August 24th, 2013, Logan, WV will honor those in our community who are living with and beyond cancer and will also recognize those professionals who are helping to fight the battle against cancer. Come celebrate life at Logan Regional Cancer Center – 601 Holden Rd. Logan, WV on August 24th. Activities, including

food, prizes, live band and entertainment will begin at noon. For more information, call 304-239-CANCER.

- **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!
- **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. 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](tel:606-432-5279) or e-mail him at barnes_lls@hotmail.com.
- **REMINDER: [5K Cancer Color Run/Walk on Sept. 21 in Prestonsburg.](#)**