

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **August 28, 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](mailto:katie@kycancerc.org).

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
<b>Accreditation Readiness</b>	<p>The <a href="#">Kentucky and Appalachia Public Health Training Center (KAPHTC)</a> is available to support your agency and community through the Community Health Assessment and Community Health Improvement Plan process. The KAPHTC offers time efficient methods of gathering information and data for the Community Health Assessment and then helps your agency use the information to develop a Community Health Improvement Plan. The KAPHTC can customize a work plan around where your agency is in the process to meet your timeline and needs. KAPHTC staff can assist your agency with:</p> <ul style="list-style-type: none"> <li>• Consultation on stakeholder/partnership building and buy-in</li> <li>• Development of community surveys</li> <li>• Analysis of survey data</li> <li>• Facilitation of community forums and workgroups</li> <li>• Synthesis of the information gathered from the Community Health Assessment into a Community Health Improvement Plan document for distribution to community partners and use in the Accreditation process</li> </ul> <p>Contact the Kentucky and Appalachia Public Health Training Center at <a href="mailto:kaphtc@uky.edu">kaphtc@uky.edu</a> for more information.</p>
<b>Breast Cancer</b>	<ul style="list-style-type: none"> <li>• <a href="#">Lexington Women forced to find cancer screenings elsewhere because of HealthFirst policy, funding</a></li> <li>• <a href="#">“Let’s Talk About It” Video Series for Young Women</a>. <a href="#">Living Beyond Breast Cancer’s</a> new video series covers health topics relevant to young women. These unique videos combine the perspectives of young women affected by breast cancer and their healthcare providers. The first three videos in these series are entitled, “What Young Women Should Know About Bone Health”, “Hear Me: Communicating With Your Healthcare Team” and “Let’s Talk About Sex (And Breast Cancer).”</li> <li>• <a href="#">QuickStats: Percentage of Women Aged 50–64 Years Who Reported Receiving a Mammogram in the Past 2 Years, by Health Insurance Status</a>— National Health Interview Survey, United States, 1993–2010; MMWR August 16, 2013 / 62(32);651-651.</li> </ul>
<b>Cervical Cancer</b>	<ul style="list-style-type: none"> <li>• Researchers from the University of Kentucky Prevention Research Center (PRC) have been <a href="#">leading efforts to understand and address why women in Appalachian Kentucky have higher rates of cervical cancer and lower rates of HPV vaccination</a> when compared with women in the rest of the country. While the issues behind low HPV vaccination rates may be complex, a strategy may be as simple as showing a <a href="#">tailored 13-minute DVD</a> at a shopping center.</li> </ul>

<p><b>Colon Cancer</b></p>	<ul style="list-style-type: none"> <li>• KDPH and the Colon Cancer Prevention Project teamed up to create <a href="#">a short video that features stories from patients and physicians across Kentucky</a> who have been impacted by the Kentucky Colon Cancer Screening Program. KDPH staff scheduled and interviewed several dozen people for the video (more editions of the video will be created in the coming weeks). The video will be used to provide education to legislators, health departments across the state, and others on the impact of KCCSP and the importance of access to colon cancer screening for the low-income, uninsured populations in Kentucky.</li> <li>•</li> <li>• <b>REMINDER:</b> The <a href="#">Colon Cancer Prevention Project</a> this month is launching a new program called <a href="#">The Fighters' Fund</a>, 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. <a href="#">Find applications and more information about the fund</a>. Any facilities or organizations that are interested in having printed copies mailed to them can contact us at <a href="mailto:ashepherd@c2p2ky.org">ashepherd@c2p2ky.org</a> or <a href="tel:5022900288">(502) 290-0288</a>.</li> <li>• <b>REMINDER: SAVE THE DATE: Kentucky's 4th Annual Colon Cancer Forum</b> will be held <b>October 3<sup>rd</sup>, 10am – 2pm Central Time</b>, at the Knically 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 <a href="#">attached flyer</a> among your networks.</li> </ul>
<p><b>Financial Assistance</b></p>	<ul style="list-style-type: none"> <li>• The <b>Patient Advocate Foundation</b> is pleased to announce the launch of a new program within PAF's patient service programs. The <a href="#">Komen Treatment Assistance Program Financial Aid Fund now provides breast cancer patients access to financial support in the form of grants to offset treatment related expenses</a>. Financially and medically qualified patients may use the one-time grant of \$300 to cover expenses for lymphedema care and supplies, durable medical equipment, transportation costs associated with getting to and from treatment, prosthesis and wigs, or childcare and/or eldercare necessitated by treatment. To apply, patients should call the Financial Aid Fund division of PAF at <b>(855) 824-7941</b>.</li> <li>• <b>Patient Advocate Foundation Launches Financial Assistance Program for Patients Battling Prostate Cancer.</b> As of August 15th, prostate cancer patients now have access to financial support in the form of \$1,000 grants that contribute towards the co-pay expenses associated with prescribed radiation therapy during treatment. Patient Advocate Foundation's professional staff is available to assist applicants and distribute funds through the toll-free financial assistance line at (855) 824-7941. Live financial counselors are available Monday – Thursday 8:30 a.m.-5 p.m. and Friday 8:30 a.m. - 4 p.m. EST to assist patients through the grant application process.</li> </ul>
<p><b>General</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Jewish Hospital in Louisville joins program providing free surgery</a>. About a dozen patients received a colonoscopy.</li> <li>• <a href="#">Cancer-Surgery Complications Rise While Death Risk Drops</a>: Decade-long study covered 2.5 million U.S. patients.</li> </ul>
<p><b>Health Data</b></p>	<ul style="list-style-type: none"> <li>•</li> </ul>

Health IT	<ul style="list-style-type: none"> <li>• <b>REMINDER: Save the Date! 2013 <a href="#">Kentucky Health Information Exchange (KHIE)</a> eHealth Summit which will take place on <b>September 17, 2013</b> in Bowling Green at the Sloan Convention Ctr at the Holiday Inn University Plaza. They have <a href="#">reserved a number of rooms at a special discount rate</a> : Use the discount code of "BIN" in the "Group Code" field. Or call 270-745-0088 to make reservations. <a href="#">Nursing CEUs</a> are available.</b></li> </ul>
Health Literacy	<ul style="list-style-type: none"> <li>• <a href="#">Patients may need better info when leaving hospitals</a></li> </ul>
Health Reform	<ul style="list-style-type: none"> <li>• <b>WEBINAR: <a href="#">Implementation and Implications: The Impact of the Affordable Care Act on Cancer Control</a>. Tuesday, September 17th, 2013, 2:00 p.m. – 3:00 p.m. ET.</b> It has been three years since the Affordable Care Act (ACA) was signed into law. Most of the provisions will have been implemented by the start of 2014. The September <a href="#">National Cancer Institute (NCI) Research to Reality</a> cyber-seminar will explore the major provisions of the ACA and Medicaid changes and their implications for cancer control. We will also examine how cancer control coalitions and organizations are addressing these changes. Carter Steger from the American Cancer Society Cancer Action Network will join us to share an overview of the ACA implementation and the changes to Medicaid and the specific impacts on cancer control. <b>Dr. Jennifer Redmond from the University of Kentucky</b> will then share an example of how her state coalition has been working with multiple government offices and organizations to implement ACA and its impact on screening and prevention. She will share her perspective on the progress made and the lessons learned in Kentucky as well as those of her colleagues in other states. The final part of the webinar will be dedicated to Q&amp;A and discussion and will offer an opportunity to engage with the presenters, and also to share your own experiences and thoughts.</li> <li>• <a href="#">Kentucky Cabinet for Health and Family Services' Office of the Kentucky Health Benefit Exchange Awards kynector grants</a></li> <li>• <a href="#">Study: Young adults unaware of ObamaCare options</a></li> </ul>
Human Papilloma Virus	<ul style="list-style-type: none"> <li>• <a href="#">Poor Oral Hygiene Tied to Cancer-Linked Virus, Study Finds</a>. Avoiding HPV is yet another reason to take care of your teeth, gums, experts say.</li> </ul>
Kidney Cancer	<ul style="list-style-type: none"> <li>• <a href="#">Kidney Cancer Drugs Equal in Prolonging Survival: Study</a> - But pazopanib gives patients a better quality of life than sunitinib, researchers report.</li> </ul>
Palliative Care	<p><b>WEBINAR: Improving Quality of Life Through Innovative Pain and Symptom Management.</b> Thursday, October 10, 2013, from 1:00-2:00 PM ET. Speaker: Janet L. Abrahm, MD Division of Adult Palliative Care, Dana-Farber Cancer Institute. As innovative pain treatment solutions have increased, the need has emerged for advanced educational preparation to help clinicians deal with the needs of patients with serious, life-limiting illnesses. During this session, learn the challenges healthcare professionals face when managing pain in patients with life-limiting illnesses, and how to improve patient quality of life with effective pain and symptom management. 1 CME. <a href="#">Free registration.</a></p>

<p><b>Prevention, Genetics, Causes</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Obesity's Death Toll May Be Much Higher Than Thought</a>: Study shows 18 percent rate of related deaths in U.S. adults aged 40 and up, compared to earlier estimates of 5 percent. <b>Original Journal article is attached.</b></li> <li>• <a href="#">Aspirin tied to smaller lung and colon cancer tumors</a></li> <li>• <a href="#">Healthy Eating Might Ward Off Pancreatic Cancer: Study</a>. Researchers found a diet rich in fruits, vegetables and whole grains cut risk by 15 percent.</li> <li>• <b>REMINDER:</b> The Foundation for a Healthy Kentucky's annual <a href="#">Howard L. Bost Memorial Health Policy Forum</a> 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: <b>Monday, September 16, 2013 8:00 AM - 5:00 PM</b>, NKU METS Center in Erlanger, KY.</li> </ul>
<p><b>Prostate Cancer</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Doctors Who Profit From Radiation Prescribe It More Often for Prostate Cancer, Study Finds</a></li> </ul>
<p><b>Survivorship</b></p>	<ul style="list-style-type: none"> <li>• <b>REMINDER: There are MULTIPLE upcoming educational opportunities and support groups held this summer at <a href="#">Gilda's Club Louisville</a></b> , from Wellness Groups to book clubs to support for caregivers. <b>Flyer of programs is attached!</b></li> </ul>
<p><b>Tobacco Control</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Women Smokers Face Increased Risk of Lethal Stroke</a>: Review. Hemorrhagic, or bleeding, stroke odds 17 percent higher than for men who smoke.</li> <li>• <a href="#">Nicotine Addiction Level May Predict Weight Gain in Ex-Smokers</a>. On average, people in study put on less than 3 pounds in 3 months after quitting.</li> <li>• <a href="#">Quit-Smoking Programs Work for Psychiatric Patients</a>. Study found improved chances of quitting, lower re-hospitalization rates.</li> <li>• <b>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</b> at National College in Louisville. Drs. Cooper and Clayton will lead the training. <b>Registration form is attached.</b> Questions? Contact Rachelle Seger, Program Coordinator with the Kentucky Cancer Program, at 502-852-5223.</li> </ul>
<p><b>Worksite Wellness</b></p>	<ul style="list-style-type: none"> <li>• <b>REMINDER:</b> A series of free webinars begins on <b>September 3, 2:30 – 3:30 Central Time</b> with <b>"Worksite Wellness Overview: Getting Started"</b> 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. <a href="#">Register here.</a></li> </ul>
<p><b>Events</b></p>	<ul style="list-style-type: none"> <li>• <b>Women's Cancer Conference: "What's New in Women's Health", Sept. 17, 2013, 8:30 a.m. to 12 p.m.</b>, Florence Government Center, 8100 Ewing Blvd., Florence, Ky. Is an educational training offered by the <a href="#">Northern KY Women's Cancer Coalition</a>. This course is designed to provide updated medical information to educate nurses and other health care providers</li> </ul>

about the newest trends in women's health. We will discuss recent developments in gynecologic oncology including HPV vaccination, minimally invasive and robotic surgery, and targeted chemotherapy. [Registration flyer attached.](#)

- **Norton Healthcare Centers for Prevention & Wellness is hosting its annual Men's Health Event, on Sunday, September 29th** at the Kentucky Center for African American Heritage. It's an afternoon devoted to promoting men's health in our community. There will be free health screenings and seminars, including a special focus on prostate cancer. Door prizes, haircuts, and NFL football viewing & MORE. Call 629-1234 to register for this free event.
- **REMINDER:** 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](mailto:james.sharp@cancer.org) or Eric Evans at [eric.evans@cancer.org](mailto:eric.evans@cancer.org). Or go online to [www.acscan.org/lightsofhope](http://www.acscan.org/lightsofhope) to **order by August 31st!** Please share with your networks.
- **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](mailto:barnes_lls@hotmail.com).
- **REMINDER: [5K Cancer Color Run/Walk on Sept. 21 in Prestonsburg.](#)**