

Dear Kentucky Cancer Consortium Partners:

KCC is pleased to provide you with a link to the [August 29, 2012 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, in a brief, easy-to-read format. News topics in this issue include:

- Breast and Cervical Cancers
- Childhood Cancers
- Clinical Trials
- Colorectal Cancer
- General (webinars, forums and employment opportunity)
- Grant reminders
- **Health Disparities workshop**
- **Cancer Patient Navigators' forum**
- Policy
- Resources for your use
- Smoke-free
- Survivorship events – Gilda's Club, Lung Cancer Alliance and more
- Worksite Wellness

You may read archived editions on our [website](#). If your organization has a cancer-related item for Wednesday's Word, or you know of someone who may benefit from receiving this communication, feel free to contact Katie Bathje at kbathje@kycancerc.org.

Sincerely, Kentucky Cancer Consortium Staff

August 29, 2012

Breast and Cervical Cancers

- [UK Physician Dedicated to Preventing Cervical Cancer in Her Kentucky Home](#) (8/28/12, UK Now) University of Kentucky physician Baretta Casey, has a deep and abiding love for her Eastern Kentucky home that her ancestors help settle. As a seventh generation native of Pike County, she has spent the bulk of her career heavily involved in providing health care and education that has extended throughout the region and across the Commonwealth. Of special concern to Casey are the health disparities in Eastern Kentucky, particularly the alarmingly high rate of all cancers. In fact, cancer has been very prevalent in Casey's own family and it is for this reason that she has taken on the challenge of helping to reduce cancer rates in Kentucky, specifically cervical cancer and other Human Papillomavirus cancers. Among types of cancer, cervical cancer is highest in the rural and Appalachian regions of the state. As reported by the Kentucky Cancer Registry from 2005-2009, the state age-adjusted invasive cervical cancer rate was 8.95 per 100,000; Appalachian counties'

invasive cervical cancer rate was 9.85 and the non-Appalachian region's rate was 8.6. The age-adjusted deaths for cervical cancer in Kentucky from 2005-2008 was 2.73 per 100,000; Appalachian counties mortality rate was 3.48 and the non-Appalachian counties was 2.44. This is an average of 258 deaths per year. In 2010, Casey became the director of the Cervical Cancer-free Kentucky Initiative (CCFKI) housed at the [UK College of Public Health's Rural Cancer Prevention Center](#). The mission of the CCFKI is to reduce cervical cancer disparities in Kentucky by preventing the human papillomavirus (HPV) infection, increasing timely screening and diagnosis, and enhancing access to follow-up care and treatment. Casey makes connections with health departments, community organizations, and health advocacy groups all over the state that work with cervical cancer to provide education and funding for projects in the different regions.

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- [Excess Pounds Raise Risk of Breast Cancer Recurrence, Death: Study](#) (8/27/12, HealthDay News) Women who are overweight or obese when diagnosed with the most common form of breast cancer have a higher risk of recurrence than slimmer patients, according to a new analysis. "Patients who are obese are significantly more likely to have a breast cancer recurrence despite optimal therapy," said study leader Dr. Joseph Sparano, associate chairman of oncology at Montefiore Medical Center, in New York City. These overweight and obese women with hormone receptor-positive breast cancer -- which accounts for two-thirds of all cases worldwide -- are also at greater risk of dying compared to normal-weight women, he found. The comparison found the obese women had "about a 30 percent increased risk of recurrence and 50 percent increased risk of death," Sparano said. Hormone receptor-positive breast cancer requires estrogen to grow, and Sparano speculated that one possibility for the link might be increased production of estrogen in heavier women. While the new study findings, published online Aug. 27 in the journal *Cancer*, echo some earlier research, there are important differences, Sparano said. Other studies have been complicated by the fact that obese patients often have additional health problems, which may have prevented them from getting appropriate therapy, Sparano said. In the new analysis, he looked at a relatively healthy patients, 6,885 women in all, enrolled in U.S. National Cancer Institute clinical trials with stage 1 to 3 breast cancer (cancers that had not spread to distant sites). They could not participate if they had serious health problems, such as liver, heart or lung disease. The percentage considered obese (body mass index of 30 or higher) ranged from 25 to 37 percent in the three studies evaluated. Body mass index (BMI) is a calculation of fat content based on height and weight. As BMI rose, the risk of recurrence or death increased incrementally. Being overweight but not obese also increased risk.
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- (reminder) The [Kentucky Breast Cancer Coalition](#) and the [Kentucky Women's Cancer Screening Program](#) are joining to sponsor their annual Fall Conference "Build the Vision", highlighting breast and cervical cancer. The conference starts on Tuesday, September 18, with a Survivor's Reception at 5:30 pm at the Embassy Suites in Lexington. Survivors are admitted free with a \$10 charge for guests. There will be food and live music (Downtown Country Band). Former Secretary of State Elaine Walker, breast cancer survivor, will be our guest. Five breast cancer survivors will be honored. On Wednesday, September 19, the

conference begins at 9:00 am at the Embassy Suites in Lexington with Building the Vision of screening and treatment for all women of Kentucky. Our speakers include: Dolores Margo, Patient Advocate, Pennsylvania Breast Cancer Coalition, will discuss statewide coalition building. Ken Alexander, MD, University of Chicago, a pediatric infectious disease specialist who works for HPV vaccination for adolescents, will relate his expertise with school HPV vaccination programs. A panel discussion by the women and men who started the Kentucky legislation to cover breast and cervical cancer screening will review their history. Eleanor Jordan, Executive Director of the Kentucky Commission on Women, will educate us on the importance of women participating in the legislation of women's health. Wrap up is at 4:30 pm. Don't miss this informative conference! To register, visit: www.kybcc.org .

Childhood Cancer

- [Radiation for Childhood Cancer Might Raise Diabetes Risk](#) (8/24/12, HealthDay News)
Some childhood cancer survivors who underwent radiation therapy may have an increased risk of developing diabetes later in life, according to a new study that is the first to make a link between radiation and diabetes. Researchers looked at more than 2,500 people in France and the United Kingdom who had been treated for cancer in childhood between 1946 and 1985, and survived for at least 20 years after undergoing treatment. At age 45, diabetes had been diagnosed in 6.6 percent of the patients who had undergone radiation therapy and 2.3 percent of those who did not have radiation therapy, the study found. The researchers determined how the radiation would have been applied to patients and found that the likelihood of being diagnosed with diabetes was much higher when the tail of the pancreas had been exposed to radiation. However, radiation exposure to other parts of the pancreas did not affect diabetes risk. This difference may be due to the fact that the tail of the pancreas contains a type of cell involved in insulin production, the researchers suggested. The study also found that people who received higher doses of radiation to the tail of the pancreas were nearly 13 times more likely to be diagnosed with diabetes within 20 years than those who did not receive radiation therapy. The study was published online Aug. 23 in *The Lancet Oncology*.

Clinical Trials

- **Enhancing Access to Cancer Clinical Trials (ENACCT): What will it take?** ENACCT's Policy Webinar Series aims to raise awareness and enhance understanding of significant policy issues impacting cancer clinical trial accrual. Through this series, ENACCT will continue its advocacy for system changes to facilitate: a) all cancer patients being screened for available cancer clinical trials; b) all-trial eligible patients being approached by the oncologist, and c) all trial- eligible patients interested in participation being successfully enrolled-regardless of language, literacy level or trial-related costs. The next webinars in the series are scheduled for: September 10, 2012; 3:00pm ET; [How Institutional Billing Practices can Enhance or Hinder Clinical Trial Participation](#) and October 23, 2012; 1:00pm ET; [Using a Quality Improvement Framework to Increase Cancer Clinical Trial Accrual: Lessons Learned](#). **[REGISTRATION IS REQUIRED!](#)** Register early as space is limited

Colorectal Cancer

- [Battling colon cancer: U of L president wants his sister's life to help the community](#) (8/22/12, Louisville Courier Journal) At times, James Ramsey's voice is tinged with pain and sadness as he talks about his sister's ongoing battle with colon cancer. Most people know him as president of the University of Louisville, but at heart, he is Suzanne Peterson's little brother, and she is his hero. It was more than a year and a half ago that they learned she had an advanced case of colon cancer and might not have long to live. "It really hit me," said Ramsey, 63. Peterson, 66, had moved back to Louisville a few years earlier to help take care of their ailing father. The widower, John L. Ramsey, passed away Dec. 22, 2010, of old age and congestive heart failure. Less than a month after the funeral, Peterson was diagnosed, and the news sent shock waves through Ramsey, whose mother died in 2001. "It was Jan. 10 when (Suzanne) was diagnosed," said Ramsey, his voice crumbling. "You know, that's a lot. ... To learn that she had the cancer and then to learn that it was as advanced (as it was) and they sent her straight to the hospital. Yeah, it's all devastating." The brother-sister duo is turning the situation into something positive by sharing their story — publicly and privately — to help energize the community's fight against colon cancer and to spur people to get screened. Ramsey is the honorary chair of this year's 7th Annual Walk Away from Colon Cancer and 5K Run, a charity event Saturday at Iroquois Park, because of "Suzanne's fight" and the university's commitment to "try to help deal with this awful problem." When asked to serve, "I didn't hesitate," said Ramsey, whose sister also plans to attend. "I'll try to run if I can and be a part of it." The event is put on by the local Colon Cancer Prevention Project. "It's such an important cause because Kentucky is in the top five worst states for mortality and incidence for colon cancer, and colon cancer is highly preventable, so we know we can do something about it," said Andrea Shepherd, executive director. Saturday's run/walk is expected to have record participation, with 45 teams and more than 700 people signed up so far, Shepherd said. It is designed to raise awareness and funds for colon-cancer prevention, with all of the money staying in this region. The state has "too much cancer," Ramsey said. But screenings can make "all the difference in the world. ... You've got to be vigilant."
- *(reminder)* **WEBINAR: Bridging Research and Reality: Practice-based Evidence & Evidence-based Practice; Tuesday, September 11, 2012, 1:00 p.m. – 2:00 p.m. ET.** The National Cancer Institute's (NCI) Research to Reality (R2R) September cyber-seminar will explore the need for—and the advances in—practice-based evidence and discuss the opportunities and future directions for the field. Dr. Michael Potter will provide an overview of colorectal cancer screening programs, FLU-FOBT/FLU-FIT, which use approaches grounded in evidence but that are also applicable to real-world settings. The FLU-FIT and FLU-FOBT programs allow health care providers to increase access to colorectal cancer screening by offering home tests to patients at the time of their annual flu shots. Learn how you might use these principles in your own research or community-based setting to address the health needs of your population. Register today at <https://researchtoreality.cancer.gov/cyber-seminars>.
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- **Free CME/CE Opportunity for Physicians, Nurses and Pharmacists: NCCN Guidelines Update Webinar Series™: Colorectal Cancer** - a live webinar designed to communicate significant changes to the recently updated NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) for Colorectal Cancer. The 60-minute live webinar will be presented on four (4) different occasions, by NCCN Guidelines Panel Member, Leonard Saltz, MD, from *Memorial Sloan-Kettering Cancer Center*. A question and answer period for participants follows each webinar. Each webinar will discuss the issues that drove the updates to the NCCN Guidelines®, compare new data with existing standards of care, and review significant studies that support modification of the NCCN Guidelines Panel's recommendations. The webinar will update recent advances in the management of patient, and outline the implications of recent research and practice changes to the clinical algorithms for patients with Colorectal Cancer. [Register now for one of the following webinars:](#) Please note, each webinar within the series provides the same content. This activity has been approved for *AMA PRA Category 1 Credit(s)*
 - Wednesday, September 19, 2012 • 2:00 – 3:00 PM EDT
 - Monday, October 15, 2012 • 1:00 – 2:00 PM EDT
 - Thursday, October 25, 2012 • 2:00 – 3:00 PM EDT
 - Friday, October 31, 2012 • 12:30 – 1:30 PM EDT
- *(reminder)* **Kentucky Colon Cancer Screening Funding Opportunity Announcement (FY 13)** The [Kentucky Colon Cancer Screening Program \(KCCSP\)](#) is looking for Local Health Departments who are currently working with community partners and would be interested in accepting Colon Cancer Screening funds. This grant program is designed to invest in projects that provide [Colorectal Cancer Fecal Immunochemical Test](#) (CRC FIT) and colonoscopy screening to uninsured persons. It will be necessary for local health departments to partner with other organizations including but not limited to FQHC's, community health centers, Kentucky Cancer Program, etc. Contact your local health department if you would like to partner with them on this project or for more information, contact Janet Luttrell, KY Colon Cancer Screening Program Manager, at Janet.luttrell@ky.gov or 502-564-7996 x-4064. **Deadline for submissions is September 24, 2012.**

General

- Cancer reporting from eligible professionals (ambulatory providers) to state cancer registries has been included in the Centers for Medicaid and Medicare Services (CMS) final rule for Stage 2 Meaningful Use. The Meaningful Use process provides an incentive to providers who use an electronic health record (EHR) system for certain “meaningful uses.” For public health reporting starting in 2014, this will include reporting relevant cancer data to the central cancer registry. Including cancer registry reporting from non-hospital providers in Meaningful Use does not guarantee reporting, but motivates providers and software vendors to do so. The objective and measure for reporting to a cancer registry can be found on pages 634–635 of [the CMS final rule](#). [PDF] The cancer registry reporting

standards can be found on pages 439–440 of the [Office of the National Coordinator for Health Information Technology \(ONC\) final rule](#). [PDF] The [Implementation Guide for Ambulatory Healthcare Provider Reporting to Central Cancer Registries, August 2012](#) [PDF] is the standard EHR vendors will use to meet the CMS cancer reporting objective.

- *(reminder)* **UNITE CTG-Kentucky Team in collaboration with the Kentucky Department for Public Health is sponsoring five regional health forums.** These meetings will provide information and solicit input from attendees on strategies that will improve the health of Kentuckians. Everyone is invited to attend and participate. Locations:
 - Burlington, Boone County Library – Main Branch, Room A; 9/11/12, 5:00-7:30pm EST
 - Paducah, Lourdes Hospital Borders Conference Room, 9/13/12, 11:00-1:30pm CST
 - Bowling Green, Chaney’s Dairy Barn, 9/13/12, 5:00-7:30pm CST
 - Manchester, EKU – Manchester Campus, KY Room, 9/18/12, 5:00-7:30pm EST
 - Morehead, MSU – ADUC Commonwealth Room, 9/20/12, 5:00-7:30pm EST

Agenda: Overview of Changing This Generation – UNITE CTG-Kentucky; Kentucky’s Chronic Disease Burden/Coordinated State Plan – KY Dept for Public Health; Community Input/Feedback – Facilitator Dr. Jennifer Redmond-UK; **Please RSVP to Liz Herndon at lherndon@centertech.com by this Friday August 31st** *Boxed Meals Provided*; (State location and any dietary restrictions with your RSVP)

- [Medical Marijuana Bill Introduced In Kentucky](#) (8/27/12, Lex18.com) Senator Perry B. Clark (D-Louisville) has pre-filed legislation for the 2013 legislative session that would add Kentucky to the growing list of states that allow patients whose doctors have recommended it to use medical marijuana to treat multiple sclerosis, HIV/AIDS, cancer, and other serious medical conditions. The bill would also establish a network of state-regulated dispensaries where patients could purchase medical marijuana. Senator Clark promised the bill's introduction at a July press conference, noting he wanted to get an early start on generating support in the legislature. "This is not a conservative issue or a liberal issue; it's an issue of compassion," said Senator Clark. "Countless studies show that marijuana is effective at treating pain, nausea, loss of appetite, and other symptoms. If it was my family member, I would do anything to relieve their suffering." As for potential opposition to the bill from anti-drug legislators, Senator Clark emphasized that the bill would only apply to marijuana for medical purposes. "This is not about legalizing marijuana. It's about getting government out of healthcare, and putting science in."
- *(reminder)* **Program Specialist Position at Norton’s in Louisville** We are looking for a highly energetic and motivated person to join our committed team and support the Pillars of the **Norton Cancer Institute NCCCP** (National Cancer Institute Community Cancer Centers Program funded through 6/30/14.) NCCCP is a network of 21 hospitals across the country that aims to reduce cancer disparities through support of outreach, Clinical Trials, Bio-specimens, Quality, Survivorship & Palliative Care and Information Technology. The successful candidate will have excellent oral and written communication skills, will be very organized and will have an eye for detail. The specialist will be asked to develop materials,

coordinate events/ trainings/ workshops and conferences, track, analyze and report data. Individuals with an interest in working with underserved populations are encouraged to apply. Some evenings and weekend work may be required. Master's degree (MPH, MHA) required, minimum 1 year of public health work related experience. Proficiency in Microsoft Office (Word, Excel, PowerPoint) is required. Apply online at http://nortonhealthcare.hodesiq.com/job_start.asp and in the box labeled "Keywords/Requisition Number" use 214010. Any questions email Jim.steggeman@nortonhealthcare.org call/text questions to 812-620-5571.

- *(reminder)* **Save The Dates!** Please help us disseminate the information below concerning Webinars coordinated through HealthCare Excel (HCE). (A flyer is also attached) The Webinars are Learning and Action Network (LAN) events similar to the face-to-face meeting they held in March 2012, in Lexington. Registration information is forthcoming! If you would like more information on webinars such as these or other free tools and resources, please contact the HCE Population Health team at nsemrau@kygio.sdps.org or (502) 454-5112 x2242.
 - October 18th, 2012 at 12:30 - 1:00 PM ET. Creating a Welcoming Environment (Breast & Cervical Cancer Screening) - Kris Paul, Kentucky Cancer Program
 - October 24th, 2012 at 12:30 - 1:00 PM ET. The Health Effects of Smoking - Bobbye Gray, Kentucky Department for Public Health Tobacco Prevention and Cessation Program
 - November 15th, 2012 at 12:30 - 1:00 PM ET. The Dangers of Secondhand Smoke - Bobbye Gray, Kentucky Department for Public Health Tobacco Prevention and Cessation Program
- *(reminder)* **Registration Opens for Bost Forum Addressing Integrated Care for Better Health** Please join the Foundation for a Healthy Kentucky for the 2012 Annual Howard L. Bost Memorial Health Policy Forum, No Wrong Door: Integrating Care for Better Health, to be held on **Monday, September 17, 2012 from 9:00 am - 3:00 pm EDT** at the Embassy Suites in Lexington. **Register for the Forum online [here](#).** Who should attend? Civic leaders, medical health and behavioral health providers, public officials, public health professionals, business owners and executives, policymakers, faith-based leaders, researchers, and academics; individuals and community groups, coalitions, and advocates from across the Commonwealth. Join us for an exciting day of presentations and dialogue around a key health policy issue in Kentucky. Costs of the Forum are fully underwritten by the Foundation for a Healthy Kentucky - there is no charge to attend.

Grants

- The **National Cancer Institute (NCI)** is pleased to announce the release of a new funding opportunity, ***Examination of Survivorship Care Planning Efficacy and Impact*** [PA-12-275](#) (R01) and [PA-12-274](#) (R21). This funding initiative is intended to stimulate research evaluating the effects of care planning and organizational-level factors on physical and psychosocial health outcomes; self-management of late effects and adherence to screening

and health behavior guidelines; utilization of follow-up care; and associated costs. The application deadlines are February 5 (R01) and February 16 (R21). Please distribute widely. Please contact Carly Parry (carla.parry@nih.gov) with inquiries on this funding opportunity and research on survivorship care planning in the [Division of Cancer Control and Population Sciences](#) at NCI.

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- (reminder) Health Impact Project Releases Call for Proposals [Health Impact Project: Advancing Smarter Policies for Healthier Communities](#) Program Grants Brief Proposal **Deadline: September 14, 2012 3 p.m. PT.** Demonstration Project Grants Proposal Deadline: September 28, 2012 3 p.m. PT. Health Impact Project: Advancing Smarter Policies for Healthier Communities, a collaboration of the Robert Wood Johnson Foundation and The Pew Charitable Trusts, encourages the use of health impact assessments (HIA) to help decision-makers identify the potential health effects of proposed policies, projects, and programs, and make recommendations that enhance their health benefits and minimize their adverse effects and any associated costs. This call for proposals supports two types of initiatives: 1) HIA demonstration projects that inform a specific decision and help to build the case for the value of HIA; and 2) HIA program grants to enable organizations with previous HIA experience to conduct HIAs and develop sustainable, self-supporting HIA programs at the local, state, or tribal level. [More details and how to apply.](#)

Health Disparities

- **Kentucky Cancer Consortium to Host SESRCD's Professional Development Training Resource (PDTR) Workshop on **Wednesday, November 7, 2012**** from 9am – 4pm at Berry Hill Mansion in Frankfort, KY. Administered through the American Psychological Association, Office on Socioeconomic Status (OSES), The Socioeconomic Status Related Cancer Disparities (SESRCD) Program is a national initiative to build the capacity of community cancer-serving organizations to address health disparities in cancer through the adaptation and utilization of evidence-based cancer prevention and control efforts for socioeconomically disadvantaged populations. SESRCD maintains that irrespective of race, ethnicity, gender, age, disability or sexual orientation, socioeconomically disadvantaged communities are disproportionately affected by cancer and have lower survival rates than their more socioeconomically affluent counterparts. SESRCD's Professional Development Training Resource (PDTR) Workshop Titled, [Reducing Cancer Disparities and Promoting Health Equity among Socioeconomically Disadvantaged Populations](#), the full-day free SESRCD workshop provides participants with the information, tools and strategies required to act on, and advocate for, the initiation and/or improvement of cancer prevention and control efforts targeting socioeconomically disadvantaged populations. If a large proportion of your cancer services are to the socioeconomically disadvantaged (urban OR rural), please consider sending a representative from your organization to this important training! **Attendance is limited.** Registration is free, and lunch will be provided. To reserve your seat, contact Katie Bathje at kbathje@kycancerc.org

Patient Navigation

- **Inaugural Cancer Patient Navigators Fall Forum: Thursday, November 8th from 8:15am – 4pm at the University of Kentucky's Boone Center** in Lexington. Cancer patient navigators offer individualized assistance to cancer patients, their families, and caregivers to help overcome health care system barriers and facilitate timely access to quality medical and psychosocial care. Cancer patient navigation works with a patient from pre-diagnosis through all phases of the cancer experience. Patient navigation is provided by professionals or peers in a variety of settings, both within and outside of the healthcare system, yet always in close collaboration with providers and the community. Due to the multi-modal nature of cancer patient navigation, as well as the field's recent and rapid growth, there has yet to be established a unified network of professionals in Kentucky. The Kentucky Cancer Consortium is coordinating a **one-day cancer patient navigation forum to provide a neutral venue for cancer patient navigation professionals from a variety of settings to gather** to share best practices, highlight helpful resources, network with like-minded colleagues, and consider development of a network for future collaborations. The day will include sessions such as: "Facilitators and Barriers to Successful Patient Navigation In Kentucky" with Fran Feltner; a Panel (to include Norton Cancer Institute, KY Pink Connection, and others TBD) discussing the Multiple Roles of Cancer Patient Navigators; a large group discussion regarding "What's Working" for KY's cancer patient navigators facilitated by Dr. Jennifer Redmond; and more! See attached save-the-date flyer. There is no registration fee. **Attendance is limited.** To reserve your seat at the Forum, e-mail Katie Bathje at kbathje@kycancerc.org.

Policy

- [Dem proposes bill allowing some products to be labeled 'cancer-free'](#) (7/26/12, thehill.com) Rep. Ted Deutch (D-Fla.) on Wednesday proposed legislation that would allow companies to apply to the government to allow their products to bear a "cancer-free" label. "It's time to help consumers choose safer products for themselves and for their loved ones," Deutch said on the House floor Wednesday. "That's why today I'm introducing the Cancer Free Label Act. My bill will give companies the chance to market to consumers the fact that the products that they make are free of carcinogens." Under his bill, [H.R. 6191](#), the Food and Drug Administration, Environmental Protection Agency, Department of Agriculture and Consumer Product Safety Commission would set up rules for approving the use of "cancer-free" labels. It says approved labels would state, "This product does not contain known or likely carcinogens that increase your risk of cancer." To get approval, companies would have to send in a list of ingredients or substances used in the product. Agencies could approve the use of the label if it finds no carcinogens are used, and the company is making, storing and transporting the product in a way that does not pose a risk of cancer. The bill also requires agencies to conduct random testing of products to ensure they are in fact composed of substances listed in the application. And, it allows agencies to charge a "reasonable fee" to administer the program. Finally, the bill makes it illegal to label products as cancer-free without government approval, subject to a fine of no more than \$100,000.

Resources

- **CDC E-Cards:** Electronic greeting cards are an effective way to share health and prevention information with your family, friends, coworkers and organizational partners – with more of a personal touch. CDC has an extensive selection of Health-e-Cards on a variety of topics including healthy living, nutrition, parenting, and heart health. Sending a free eCard is easy. Simply choose from the over 100 colorful greetings available, type in an email address and name of the intended recipient and press send. See [CDC's E-Cards related to cancer topics](#).
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- **NCI Cancer Fact Sheets – Updated/Revised**
 - [Targeted Cancer Therapies](#) (Fact Sheet # 7.49) Describes targeted cancer therapies, which are drugs that block the growth and spread of cancer by interfering with specific molecules involved in carcinogenesis (the process by which normal cells are transformed into cancer cells) and tumor growth.
 - [Hormone Therapy for Breast Cancer](#) (Fact Sheet # 7.51) Describes hormone therapy and its role in preventing and treating breast cancer. Includes information about possible side effects and drugs that can interfere with hormone therapy.
 - [Prostate-Specific Antigen \(PSA\) Test](#) (Fact Sheet # 5.29) Describes the PSA screening test for prostate cancer and explains the benefits and limitations of the test.
 - [Mammograms](#) (Fact Sheet # 5.28) Defines screening and diagnostic mammograms. Discusses mammography screening guidelines and risk factors for breast cancer.

Smoke-free

- [U.S. Appeals Court Backs Ruling Against Graphic Images on Cigarette Packs](#) (8/24/12, HealthDay News) A U.S. appeals court on Friday upheld a lower court ruling that would block the federal government from requiring tobacco companies to put graphic anti-smoking images on cigarette packaging. The U.S. Court of Appeals in Washington, D.C., supported the lower court decision that the requirement violated the right to free speech under the First Amendment, the *Associated Press* reported. Friday's decision makes it likely that the issue will ultimately be decided by the U.S. Supreme Court. Some of the nation's largest tobacco companies filed lawsuits to invalidate the requirement for labels, which include warnings showing the dangers of smoking and encouraging smokers to quit. The companies contended that the proposed warnings went beyond factual information into anti-smoking advocacy, the *AP* reported. The labels are a part of the requirements of the Family Smoking Prevention and Tobacco Control Act, signed into law in 2009 by President Barack Obama. For the first time, the law gave the U.S. Food and Drug Administration significant control over tobacco products. The proposed label requirement from the FDA -- set to kick in this September -- would have emblazoned cigarette packaging with images of people dying from smoking-related disease, mouth and gum damage linked to smoking and other gruesome portrayals of the harms of smoking.
- (reminder) [Smoke-Free Kentucky](#) is a coalition of organizations and individuals who support making all public and work places 100% smoke-free in order to protect citizens and workers from the proven dangers of secondhand smoke. Periodically Smoke-free Kentucky hosts teleconference calls to update coalition partners (individuals, businesses, community organizations) about what is happening with the Smoke-free Kentucky Campaign. **Upcoming**

Smoke-free Kentucky Coalition call date: Thursday, November 08, 2012 12:00 PM-1:00 PM.
The call-in number is 877-366-0711 and participant passcode is 56658420.

Survivorship

- In 2006 and 2010, the **Lance Armstrong Foundation** launched surveys to assess the post-treatment needs of cancer survivors. From previous surveys, LAF developed programs like LIVESTRONG at the YMCA, LIVESTRONG at School, and cancer navigation services. The [2012 Cancer Survivor Survey](#) targets the practical needs of cancer patients and survivors facing everyday challenges like employment, debt, insurance, and school. To develop this survey, the Foundation coordinated with NCI, the Office of Behavioral and Social Sciences Research (OBSSR) at NIH, CDC, ACS, and AHRQ to include elements of the Experiences with Cancer Survivorship supplement of the Medical Expenditures Panel Survey (MEPS). This survey will help LAF identify and prioritize needed actions to better address patient and survivor needs. In addition, LAF intends to share the findings from the current survey to inform and shape national cancer priorities. The more people who take it, the better we can build and refine programs offering tangible support to address the needs of survivors every single day. See attached flyer for templates to spread the word, including: email invitation template, twitter and facebook post template, and newsletter template.
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- [Lance Armstrong statement](#) (8/23/12, Associated Press) Statement issued Thursday night by seven-time Tour de France winner Lance Armstrong: "There comes a point in every man's life when he has to say, "Enough is enough." For me, that time is now. I have been dealing with claims that I cheated and had an unfair advantage in winning my seven Tours since 1999. Over the past three years, I have been subjected to a two-year federal criminal investigation followed by Travis Tygart's unconstitutional witch hunt. The toll this has taken on my family, and my work for our foundation and on me leads me to where I am today - finished with this nonsense. I had hoped that a federal court would stop USADA's charade. Although the court was sympathetic to my concerns and recognized the many improprieties and deficiencies in USADA's motives, its conduct, and its process, the court ultimately decided that it could not intervene. If I thought for one moment that by participating in USADA's process, I could confront these allegations in a fair setting and - once and for all - put these charges to rest, I would jump at the chance. But I refuse to participate in a process that is so one-sided and unfair.....Today I turn the page. I will no longer address this issue, regardless of the circumstances. I will commit myself to the work I began before ever winning a single Tour de France title: serving people and families affected by cancer, especially those in underserved communities. This October, my Foundation will celebrate 15 years of service to cancer survivors and the milestone of raising nearly \$500 million. We have a lot of work to do and I'm looking forward to an end to this pointless distraction. I have a responsibility to all those who have stepped forward to devote their time and energy to the cancer cause. I will not stop fighting for that mission. Going forward, I am going to devote myself to raising my five beautiful (and energetic) kids, fighting cancer, and attempting to be the fittest 40-year old on the planet."
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- Kentucky / Southern Indiana [Lung Cancer Alliance](#) Advisory Board Meeting is **TONIGHT - Thursday, 8/30/12** at 5:30pm Gilda's Club. Special guest speaker- Jodi Mitchell from [Kentucky Voices For Health](#). She will be presenting on "Addressing the Changing Landscape of Healthcare in Kentucky".
- *(reminder)* [Gilda's Club Louisville](#) offers a networking/support group for anyone with a diagnosis of pancreatic cancer. The group meets at Gilda's Club, 633 Baxter Ave. every other Tuesday, from 1 to 2:30pm. The next meeting is Tuesday, September 11th. Everyone is welcome. You do not have to be a Gilda's Club member to participate. Need more information? Call the clubhouse at 583-0075.
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- Gilda's Club Louisville presents Rhythm on the River on Saturday, Sept. 8 at the Big Four Lawn on the Louisville Waterfront from 11 a.m. to 3 p.m. This family-friendly event celebrates the local cancer-care community - whether you're someone who has or had a cancer diagnosis, a caregiver or friend, or a professional who works with people on a cancer journey. There will art activities, food and games. There will be yoga from 11am to noon and Tai Chi from noon to 1pm. The drum circle -- featuring the Kyene Drum Ensemble and the St. Xavier High School Drummers - begins at 1p.m. Professionals, wear your company or agency logo-wear or you work nametag . . . this is FUN networking!
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- The Gilda Street Dance, "Takin' It to the Street," is Saturday, Sept. 29 from 5:30-8 p.m. There will be a live string band and a caller for the country dancing on Rogers Street between Baxter Avenue and Bishop Street. The hip-and-happenin' food trucks will be there and the community is invited! No worries if you've never done "contra" dancing. . . The "regulars" will provide on-the-spot instructions to anyone who wants them. Bring your family, friends and neighbors!
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- A meditation group starts at Gilda's Club Louisville on Thursday, September 6 from 6-7pm - combining the gentle techniques of mindfulness-based stress reduction with guided imagery. These programs offer a time of peace for anyone seeking a regular practice of health for mind, body and spirit. The group will meet on the first and third Thursdays of each month, from 6-7pm. Gilda's Club is located at 633 Baxter Ave., Louisville, KY 40204
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- Gilda's Club Louisville is looking for THE WRITE STUFF (because every story deserves to be heard). This in an essay contest for students in grades 6-12 who have a cancer connection. Essays will be judged in two categories: students who are cancer survivors and students who have a family member or friend who has or had cancer. Cash prizes up to \$500 will be given for winning entries, which must be postmarked by October 1, 2012. This year's theme, in keeping with the Gilda philosophy: "It's always something. This time it's cancer." Students must be a resident of Kentucky or of Clark, Floyd or Harrison counties in Indiana. For more information, contact Jennifer Beasley at Jennifer@gildasclublouisville.org or at 502-583-0075.

Worksite Wellness

- [Want to attract jobs? Get healthier says expert](#) (8/23/12, LYB.com) The Lehigh Valley needs to get healthier if it's going to retain and attract businesses, according to Dr. James S. Marks, senior vice president of the Robert Wood Johnson Foundation in Princeton, N.J. "Businesses look at the obesity rate in an area before they make the decision to move or expand," said Marks who addressed a crowd at Lehigh Valley Hospital-Cedar Crest today. Marks, a former staff member of the Centers for Disease Control, who also served as Assistant Surgeon General, noted that areas with lower obesity rates typically offer lower health care costs and higher productivity associated with its workers. Health-care costs are out of control, commented Jeff Etchason, chairman of community health studies and education with LVHN. He called one of the major current challenges to the health care system as the "unsustainable cost of health care." In his speech, Marks charged health care providers with serving as leaders in a new movement towards healthier communities, which will, in turn, result in lowered health care costs. "Leadership is one of the biggest issues and it won't be solved alone, actions need to be taken by private business, communities and transportation...It's not going to be easy, we need to look at a broader definition of health, not just the absence of disease," Marks said. Socio-economic factors, such as family income and proximity to high-crime areas, and a lack of safe parks in which to exercise, have a large impact on the overall health of individuals, Marks said. For instance, studies show that the life expectancy for those who live in inner cities are more likely to be obese and have a shorter lifespan than those who live in suburbs. Marks used the Washington, D.C. metro area as an example of this. He said that individuals within the city lived, on average, nine years less than those in the outlying suburban areas.