

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **August 2, 2017** issue of “Wednesday’s Word”, 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 & Cancer	<ul style="list-style-type: none">• What’s next for the Affordable Care Act now that repeal has failed?• Washington Post OP-ED: It’s not Obamacare anymore. It’s our national health-care system.• Some insurers asking for premium increases of 30 percent or higher: report
Breast Cancer	<ul style="list-style-type: none">• 'Nipple-Sparing' Mastectomies Don't Raise Odds of Cancer's Return: Study -- Research suggests that the cosmetically superior procedure comes with no added risk.• Young and Strong, A program for young women with breast cancer at Dana-Farber Cancer Institute, invites you to join a live webcast on Wednesday, September 20th from 12:00PM-1:00PM EST. Jennifer Ligibel, MD will discuss, “Integrative Therapies and Breast Cancer.” Online registration is now open, please click here to register.
Cancer Control	<ul style="list-style-type: none">• The Community Preventive Services Task Force recently posted on its website new information regarding recommendations for multicomponent interventions for three breast, cervical and colon cancers. Read the synopsis here.
Cervical Cancer	<ul style="list-style-type: none">• Increase Cervical Cancer Screening among Latinas with AMIGAS: AMIGAS is a bilingual educational outreach intervention designed to help <i>promotoras</i> (community health workers) and other lay health educators increase cervical cancer screening among Hispanics who have rarely or never had a Pap test. Updated materials are now available for download.
Colon Cancer	<ul style="list-style-type: none">• \$100 Sweetens the Pot for a Colonoscopy: Study found those who were offered cash to get cancer screening were twice as likely to do so.• JOURNAL ARTICLE: Patient Navigation for Colonoscopy Completion: Results of an RCT. DeGroff et al. American Journal of Preventive Medicine. July 1, 2017. Navigation significantly improved colonoscopy screening completion among a racially diverse, low-income population. Results contribute to mounting evidence demonstrating the efficacy of patient navigation in increasing colorectal cancer screening. Screening can be further enhanced when navigation is combined with other evidence-based practices implemented in healthcare systems and the community.

	<ul style="list-style-type: none"> • Obesity in Teen Years Tied to Colon Cancer Risk in Adulthood: Concerns are growing about weight's impact on development of chronic disease, researchers say.
Communication	<ul style="list-style-type: none"> • AHRQ's "Questions Are the Answer" public education initiative offers tools to promote patient involvement. A seven-minute DVD of patients and clinicians discussing the importance of asking questions and sharing information, which is ideal for a lobby or waiting room area. A brochure, titled "Be More Involved in Your Health Care: Tips for Patients," that offers helpful suggestions to follow before, during and after a medical visit. Notepads to help patients prioritize the top three questions they wish to ask during their medical appointment. • REMINDER: The George Washington University (GW) Cancer Center is accepting applications for the Together-Equitable-Accessible-Meaningful (TEAM) training. This no-cost training for health care organizations that provide cancer-related services aims to improve the productivity of patient-provider interactions to promote equitable, accessible and patient-centered cancer care. Find out more.
Community Health	<ul style="list-style-type: none"> • TRAINING: Community Health: Environment, Equity and Health in All Policies on Tuesday, August 15, 2017 from 9:30 am - 4 pm CDT at Dale Hollow State Park Resort, Burkesville, KY. Training objectives include: Why environmental, social and political conditions are connected to health; Ways to use state environmental tracking data to inform community efforts; how equity and the environment can be incorporated into the Health Impact Assessment Process. All public health professionals, organization partners and community leaders are encouraged to attend this free training.
Cost	<ul style="list-style-type: none"> • Insured, But Still Barred From Top-Tier Cancer Centers: Cheaper policies may not cover U.S. National Cancer Institute-affiliated doctors. • Treatment Costs Can Be Another Blow to Cancer Patients: Obamacare has improved access to therapies, but finances are still a big concern, researchers say. • Doctors' Group Offers Ideas for Easing Cancer Costs: New drugs routinely priced at \$100,000 a year, ASCO says. • GRAPH: 5 percent of the population accounts for nearly 50 percent of spending • REMINDER: WEBINAR -August 16, 2017 – When Health Insurance Says No: Understanding Appeals . This webinar will describe the appeals process for private health insurance, employer-sponsored health insurance, Medicare, and Medicaid, to help you get the medical care you need. *Free CEUs are available for nurses who attend the live webinars.
Data	<ul style="list-style-type: none"> • WEBINAR: August 10, 2017 from 2-3:00pm ET. NAACCR Cancer Surveillance Webinar Series presentation: Identifying Target Areas for Colorectal Cancer Screening in Louisiana through Geospatial Analysis. The Louisiana Tumor Registry (LTR), along with the Louisiana Colorectal Cancer Roundtable and geospatial experts from NCI, Westat, and Temple University, collaborated to map colorectal cancer in Louisiana to support the National Colorectal Cancer Roundtable's "80% by 2018" initiative. The overall goal of the project was to use multiple data sources and geospatial analyses in order to identify the places and high-risk populations who may benefit the most from screening interventions. Through this webinar, the LTR will share its experiences with address

	<p>cleaning and geospatial analyses, as well as present the resulting maps and implications for screening in Louisiana.</p>
<p>Environmental Carcinogens</p>	<ul style="list-style-type: none"> • Rush Hour Pollution May Be Worse Than Thought: Higher measurements seen using in-car sensors. • Climate Change May Trigger 60,000 More Premature Deaths by 2030: Worldwide outlook even more grim if nothing done to curb growing air pollution, researchers predict.
<p>Health Disparities</p>	<ul style="list-style-type: none"> • REMINDER: WEBINAR - Reducing Breast Cancer Disparities at the State Level: Successes and Lessons Learned from the ASTHO Breast Cancer Learning Community will be held on Tuesday, August 8th from 3 PM – 4:30 PM ET. In fall 2015, ASTHO gathered a Breast Cancer Disparities Learning Community with state health department breast and cervical cancer programs from Arizona, Tennessee, and West Virginia to identify and close breast cancer disparities. This webinar will feature presentations from all three state teams, as well as announce a new resource -- the ASTHO Breast Cancer Disparities Online Toolkit. • CDC Morbidity and Mortality Weekly Report (MMWR) for July 28, 2017: 66 (29); 769-772. CDC Grand Rounds: Addressing Health Disparities in Early Childhood. “Partners within public health can use data-informed approaches to prevent health disparities by facilitating service linkages across health, social, and educational systems. Timely referral and better integrated services might help children at low or moderate risk reach their full potential by returning to healthy developmental trajectories.”
<p>Hospice and Palliative Care</p>	<ul style="list-style-type: none"> • Many Terminal Cancer Patients Remain in Denial: Not facing reality raises other troublesome issues, researchers say. • JOURNAL ARTICLE: Integrating Palliative and Oncology Care for Patients with Advanced Cancer: A Quality Improvement Intervention. Hanson et al. Journal of Palliative Medicine. July 2017, ahead of print. https://doi.org/10.1089/jpm.2017.0100
<p>Lung Cancer</p>	<ul style="list-style-type: none"> • Breast cancer driver, HER2, in 3 percent of lung cancers, study finds • REMINDER: WEBINAR - "Lung Cancer Screening: How to Save 712 Kentuckians This Year!" is a free hour-long CME/CE program focusing on low-dose CT lung cancer screening, including patient eligibility and reimbursement considerations. It features presentations by Anthony Weaver, M.D. of the University of Kentucky College of Medicine, and Angela Criswell, MA of Lung Cancer Alliance. PLEASE FORWARD THIS PROMOTIONAL FLYER to your provider/navigator partners. The webinar is a program of the Kentucky LEADS Collaborative, a partnership of the University of Kentucky, University of Louisville, and Lung Cancer Alliance.
<p>Obesity, Nutrition and Physical Activity</p>	<ul style="list-style-type: none"> • Walking Rates Are Key to a Country's Obesity Levels: As steps declined, national waistlines expanded, global study shows. • Healthy Eating, Active Living Videos: The American Cancer Society has compiled a series of public education videos explaining how healthy choices can impact your risk of getting cancer, the truth behind cancer myths, and how to incorporate healthy behaviors into your busy life.

	<ul style="list-style-type: none"> • The Center on Science and Public Interest (CSPI) released a new study (funded by Robert Wood Johnson Foundation's Healthy Eating Research), "Soda on the Menu: Improvements Seen but More Change Needed for Beverages on Restaurant Children's Menus." The study shows that there have been improvements to the beverages sold with restaurant kids' meals, but we have more work to do.
Oral Health & Cancer	<ul style="list-style-type: none"> • Gum Disease May Be Linked to Cancer Risk in Older Women: Esophageal, breast and lung cancer, among others, seen in postmenopausal women in large study.
Ovarian Cancer	<ul style="list-style-type: none"> • Most Women Should Forgo Ovarian Cancer Screening: Panel -- Test isn't accurate enough to justify its use, experts say.
Pancreatic Cancer	<ul style="list-style-type: none"> • New Test May Help Spot Pancreatic Cancer Early: Low-cost blood screening could be key weapon against No. 4 cancer killer in U.S.
Pediatric & AYA Cancer	<ul style="list-style-type: none"> • For Kids With Cancer, Focusing on Quality of Life • Young Cancer Survivors Struggle to Resume Social Activities: Strains on finances, relationships and life plans take a toll, researchers find. • NCI-COG Pediatric MATCH trial to test targeted drugs in childhood cancers • REMINDER: Kosair Charities & Gilda's Club Louisville are hosting a Teen Writing & Visual Arts Contest entitled "The Write Stuff". Essays, poems, artwork and videos created by students in grades 6-12 who have a cancer connection are urged to apply. Cash prizes up to \$500 for winning entries. Entry deadline is September 29, 2017. Share with your networks, and find rules here.
Prostate Cancer	<ul style="list-style-type: none"> • 'Observation' Best Option for Most Low-Risk Prostate Cancer: 20-year study found little difference in death rates, more complications with surgery. • Are Big Men More Prone to Aggressive Prostate Cancer? Study found taller, heavier males were more likely to get it, die from it. • Little Evidence That Vasectomy Raises Prostate Cancer Risk: Most thorough analysis of the data so far finds only 'trivial' effect, which may be due to chance.
Rural Health	<ul style="list-style-type: none"> • Improving Cancer Control in Rural Communities
Social Determinants of Health	<ul style="list-style-type: none"> • Increasing Graduation Rates in Our Nation's Public High Schools
Survivorship	<ul style="list-style-type: none"> • McCain is considered a warrior. But is that the right metaphor for his struggle with cancer? • Social interaction affects cancer patients' response to treatment: Biological basis is unknown but may be related to stress response, NIH researchers say. • The Cancer Support Community (CSC) recently released a research report that found the scarcity of communication between patients and their care team about cost-of-care

resulted in financial toxicity for patients living with cancer. In addition, nearly half (47 percent) of patients are identified as at risk for clinically significant levels of depression.

Tobacco Control

- Read Monday's guest column in the Louisville Courier-Journal, written by Brown Cancer Center's Director, Dr. Jason Chesney: [Increase Kentucky cigarette tax \\$1.50](#). "Smoking costs the state more than \$6.14 for every pack sold. Research shows that significant increases in the price of tobacco will prevent children from becoming lifelong tobacco users."
- **Research shows that a significant increase in the tax on tobacco products will lead to lower smoking rates, improved health, and reduced health care costs.** ALA, AHA, Campaign for TFK and the ACS CAN are hosting regional forums in Kentucky to share the facts on this important topic, and give you the opportunity to ask questions. Remaining forums include: **Erlanger: Friday, August 4, 2017**, 8 a.m. to 10 a.m. (breakfast provided), St. Elizabeth Technology Education Center, 3861 Olympic Boulevard, Erlanger, KY. Register [here](#). **Jamestown: Friday, August 11, 2017**, 11 a.m. to 1 p.m. (lunch provided), Russell County Health Department, 211 Fruit of the Loom Drive, Jamestown, KY. Register [here](#).
- A new section of subtitle 17A of Kentucky Revised Statute Chapter 304 was created in 2016 to clearly define and reduce barriers to tobacco cessation. The statute **requires all health plans in Kentucky to provide coverage** for all US FDA approved tobacco cessation medications, as well as all forms of tobacco cessation services recommended by the U.S. Preventive Services Task Force. [Read QuitNow Kentucky's factsheet that outlines these recent changes](#).
- [FDA announces new regulatory plan for tobacco and nicotine](#): Agency to pursue lowering nicotine in cigarettes to "non-addictive levels" and create more predictability in tobacco regulation
 - **RESPONSE:** A Statement from Matthew L. Myers, President, Campaign for Tobacco-Free Kids -- [New FDA Agenda on Tobacco Has Great Potential to Save Lives, But Devil Is In the Details](#)
- Schedule a Freedom From Smoking® Facilitator Training! Contact Bobbye Gray at bobbye.gray@ky.gov or 502-564-9358 ext. 4017. In addition, Freedom From Smoking® Facilitator Recertification will be available via 90-minute webinars in the upcoming months. The recertification will extend certification for three years. Tami Cappelletti will contact those in need of being recertified.

Tobacco Control

Events of Interest (in chronological order)

- **LOUISVILLE:** There are [MULTIPLE upcoming events and support groups](#) are being held at [Gilda's Club Louisville](#) in June, from Wellness Groups to book clubs to support for caregivers.
- **PIKEVILLE:** The [4th Annual SOAR \(Shaping Our Appalachian Region\) Summit](#) will take place on **Friday, August 4th** from 8am – 5pm at the East Kentucky Expo Center in Pikeville, KY.

Events

- **ATLANTA:** The [2017 CDC National Cancer Conference](#) will be held on **August 14th through 16th** at the Crowne Plaza Atlanta Perimeter at Ravinia hotel in Atlanta, Georgia. Next year's conference theme: **"Visualizing the Future through Prevention, Innovation, and Communication."** The conference represents an opportunity to translate research into practice and improve public health through innovation and collaboration. [Register today.](#)
- **LEXINGTON:** The [Kentucky Association of Hospice and Palliative Care annual education symposium](#) is in Lexington on **August 17 & 18**. This year's conference will focus on the regulatory environment for hospice providers, spiritual and psychosocial issues, and clinical challenges such as treating patients with complex symptoms and a focus on palliative care as well. [Read the agenda and register.](#)
- **LEXINGTON:** The Colon Cancer Prevention Project is hosting the [2017 Kicking Butt 5k - Lexington](#) on **Saturday, August 19th** at the [Kentucky Horse Park](#) to raise awareness and funds to eliminate preventable colon cancer by increasing screening rates. The [Colon Cancer Prevention Project](#) is a 501(c)(3) that works to lessen the impact of colon cancer through advocacy, health systems improvement, and patient support.
- **LOUISVILLE:** The Colon Cancer Prevention Project is hosting the [12TH Annual 2017 Kicking Butt 5k](#) on **Saturday, August 26th** at the [Big Four Bridge in Waterfront Park](#) to raise awareness and funds to eliminate preventable colon cancer by increasing screening rates. The [Colon Cancer Prevention Project](#) is a 501(c)(3) that works to lessen the impact of colon cancer through advocacy, health systems improvement, and patient support.
- **LEXINGTON: CONFERENCE:** The [Patient-Centered Education & Research Institute](#) is hosting **"The Road to Better Healthcare: Patient Navigation & Certification Conference"** on **September 21st & 22nd, 2017** at the Four Points Hotel in Lexington, KY. This conference is for all health care professionals including physicians, PA's, NP's, patient navigators (RN/LPN/Lay), advocates, coaches, social workers, community health workers, and medical assistants working with patients and their families in a hospital setting or out-patient settings such as physician/medical practices, LTC (SNF's, assisted living, senior housing) and home health.
- **MORGANTOWN, WEST VIRGINIA:** [Triage Cancer](#) has developed a series of free conferences for cancer patients, survivors, caregivers, advocates, and oncology health care professionals. The next Triage Cancer Conference in our region will be held on **September 23, 2017 in Morgantown, West Virginia from 9:00 am – 4:30 pm** at the Waterfront Place Hotel. CEs will be available for nurses and social workers. Learn valuable information about navigating practical cancer survivorship issues wherever you may find yourself on your cancer survivorship journey. Triage Cancer Conferences include sessions on: Being an empowered patient and advocate; Understanding Your Health Insurance Options; Navigating Your Health Insurance Coverage; Clinical Trials; Estate Planning; Employment Issues: Working Through Treatment; Taking Time Off, & Returning to Work Navigating Finances After Cancer Accessing Financial Assistance Options. [Register for the conference here.](#)
- [2nd Annual Kentucky Community Health Worker Conference](#) will be held on **September 28th & 29th** at the Marriott Griffin Gate Resort and Spa in Lexington Ky. If you are a CHW or an organization interested in knowing the TREMENDOUS effects a CHW program can have on your cause or area of focus, we invite you to attend to learn more about supporting CHWs and increasing the utilization of the CHW model within the state of

Kentucky. [Register today.](#)

- **LOUISVILLE:** Komen Kentucky's [Louisville Race for the Cure](#) will be held **October 14, 2017** at Louisville Slugger Field.
- **LEXINGTON:** Komen Kentucky's [Lexington Race for the Cure](#) will be held **October 21, 2017** at Robert Stephens Courthouse Plaza.
- **BOWLING GREEN:** The [2017 Kentucky Rural Health Association Conference](#) will be held on **November 16-17, 2017** at the WKU Knicely Conference Center, Bowling Green Kentucky. [Register today.](#)
- **LEXINGTON:** The **2017 Kentucky Immunization Conference**, "[Kentucky's Immunization Trifecta -- Educate, Immunize, Protect](#)" will be held on **December 5-6, 2017** at the Embassy Suites, Newtown Pike, Lexington KY. [Register today](#); [Lodging](#) information; Or you may [utilize TRAIN to register](#) for the conference. Cost is \$100