

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **August 7, 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
Breast Cancer	<ul style="list-style-type: none">• Can Some Women Safely Skip Breast Surgery? Certain lesions probably won't progress to cancer, study finds
Colon Cancer	<ul style="list-style-type: none">• JOURNAL ARTICLE: Lessons Learned From the CDC’s Colorectal Cancer Screening Demonstration Program, Cancer 2013; 119 (15 suppl):2817-9. Article attached.• Mailed Invites May Boost Colon Cancer Screening Rates: Study. Offering a free colonoscopy or at-home test increased participation among uninsured.• SAVE THE DATE: Kentucky’s 4th Annual Colon Cancer Forum will be held October 3rd, 10am – 2pm, at the Knicely Conference Center in Bowling Green, KY. The Forum is sponsored by the Barren River District Health Department, Kentucky Colon Cancer Screening Program Advisory Committee, Kentucky Cancer Program and Kentucky Department for Public Health. Applications are pending for nursing and CHES credits. Please distribute the attached flyer among your networks.
Financial	<ul style="list-style-type: none">• Sustainable growth rate (SGR) formula Bill awaits a vote before the full House of Representatives
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.
Hospice	<ul style="list-style-type: none">• New form adds some teeth to end-of-life care preferences
Human Papilloma Virus	<ul style="list-style-type: none">• RESOURCE: CDC updates web-age resource encouraging parents to “Put ‘HPV Cancer Prevention’ on Your Back-to-School Checklist”

<p>Lung Cancer</p>	<ul style="list-style-type: none"> • The American Lung Association developed a multi media release on July 9 to promote its new video, “Navigating Lung Cancer: Stories of Support” that features stories of support from patients and caregivers who want to help others through the emotional and physical challenges of lung cancer. The video is the latest addition to ALA’s Facing Lung Cancer: Support from Day One online lung cancer resource. • Lung Cancer Patient & Caregiver Survey: The national American Lung Association (ALA) office is working 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 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. The input is anonymous but will mean a lot for the future of lung cancer treatment.
<p>Patient Navigation</p>	<ul style="list-style-type: none"> • 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 19th, 2013 by 5pm ET. Application package attached.
<p>Prevention, Genetics, Causes</p>	<ul style="list-style-type: none"> • Lymphoma Risk Varies for Celiac Disease Patients: Blood cancer more common for those with continuing intestinal damage, study found • CDC: First national sign of childhood obesity drop • Home distance from benzene sites linked to lymphoma risk • U.S. breastfeeding rates continue to rise • State Indicator Report on Fruits and Vegetables, 2013: Kentucky Action Guide. This Kentucky Action Guide accompanies the <i>State Indicator Report on Fruits and Vegetables, 2013</i> and provides potential actions that state leaders, public health professionals, coalitions, and community-based organizations can take to improve the food environment in support of individuals’ and families’ increased consumption of fruits and vegetables. For the full report visit http://www.cdc.gov/nutrition/professionals/data . • 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.

Quality Improvement	<ul style="list-style-type: none"> • REMINDER: The KY Association of Healthcare Quality (KAHQ) is holding its Annual Educational Conference on August 9th from 8:15am to 4:15pm, at Saint Joseph Hospital in Lexington. KAHQ looks to promote the development and growth of healthcare professionals participating in performance improvement throughout the continuum of care. Nursing CEs will be provided. Registration includes continental breakfast and lunch. Register by 7/31 and save up to \$50. Registration info and flyer are attached.
Screening	<ul style="list-style-type: none"> • New cancer screening recommendations raise concerns among Kentucky doctors
Skin Cancer	<ul style="list-style-type: none"> • Dermatologists urge the public to take non-melanoma skin cancer diagnosis seriously
Smoke-Free	<ul style="list-style-type: none"> • 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. Click on the above link and select a message template and ad format, and fill out the brief online request form. The print media template will be sent to you as an Adobe InDesign file. The files are free “as is,” and you can use Adobe InDesign to add your specific coalition information and logo. If you prefer to have the files customized for your community, UK Creative Graphics can edit the file to your specifications at a rate of \$75/hour (in most cases, customization is estimated at about an hour). 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!
Survivorship	<ul style="list-style-type: none"> • How to get healthy after the cancer treatments are done • 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. See attached flyer topics, dates and times.
Tobacco Control	<ul style="list-style-type: none"> • ASCO's patient booklet, Stopping Tobacco Use After a Cancer Diagnosis, offers people with cancer and their caregivers information on why and how to quit tobacco use. In addition, there is a companion booklet for health care providers , with practical tips on how to incorporate tobacco cessation into their practice. Both guides are available free online to download. • Last week the CDC Foundation published a report, <i>The Economic Impact of Smoke-Free Laws on Restaurant and Bars in 9 states</i>. This is the largest study to date that finds that smoke-free laws would not hurt restaurants and bar business. For the full report click here • Increasing cigarette price increases likelihood of individual quit attempt; raise “left digit” - Tobacco Control key findings: There is a clear relationship between increasing the price of cigarettes and attempts to quit smoking. Significant increases in quit attempts were also seen

	<p>when there was a change to the left digit of the price (e.g. a price increase from \$5.80 to \$6 per pack would be more impactful versus an increase from \$5.79 to \$5.99).</p> <ul style="list-style-type: none"> • E-Cigarette Sales to Hit \$1 Billion • A looped video of three Tips ads with the “Talk With Your Doctor” tag is now available for free download and use. You will find it on the Tips download center under the Healthcare tab at www.plowsharegroup.com/cdctips. The videos on the loop are Bill’s Diabetes Tip, Terrie’s Voice Tip and Jessica’s Asthma Tip in Spanish. We encourage you to download and coordinate placement of these videos in waiting rooms in state and local clinics, hospitals and doctor’s offices. • 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. • 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 Rachelle Seger, Program Coordinator with the Kentucky Cancer Program, at 502-852-5223.
<p>Walks, Races and other Events</p>	<ul style="list-style-type: none"> • 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. Companies, civic groups, neighbors and friends raise funds and walk carrying illuminated balloons in honor of survivors and in memory of those lost to these cancers. “Light The Night Awareness Walk,” is a celebration with food, music and family-friendly activities. 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 or e-mail him at barnes_lls@hotmail.com . • REMINDER: 5K Cancer Color Run/Walk on Sept. 21 in Prestonsburg.

