

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **September 10, 2014** issue of “Wednesday’s Word” (see table below), 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 Jessica Jones at [jjones@kycancerc.org](mailto:jjones@kycancerc.org).

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
Affordable Care Act Implementation & Insurance	<ul style="list-style-type: none"> <li>• <a href="#">Medicaid payouts for office visits may influence cancer screening: study</a> (find journal article abstract <a href="#">here</a>.) Increased reimbursement for office visits was consistently associated with an increased likelihood of being screened for cancer.</li> <li>• <a href="#">Little Evidence of the ACA increasing Part-Time Work So Far</a></li> </ul>
Breast Cancer	<ul style="list-style-type: none"> <li>• <a href="#">Complication Rates Low with Mastectomy, Breast Reconstruction: Study</a></li> <li>• <a href="#">Double Mastectomy Doesn’t Improve Survival, Study Finds</a></li> <li>• <a href="#">New Guidelines for Treating Form of Advanced Breast Cancer</a></li> <li>• <a href="#">Personal Reminders seem to Boost Mammography Rates</a></li> <li>• <b>BRA Day Event:</b> KY Cancer Link &amp; Baptist Health are hosting a Breast Cancer Survivors’ Event focused on emotional wellness, reconstruction and breast surgery comparisons. <b>October 16<sup>th</sup></b> from 4pm-9:30pm, Embassy Suites Lexington.</li> <li>• <b>SCREENING: Free Mammography Screening &amp; health education:</b> Hosted by <a href="#">KY Cancer Link</a> &amp; <a href="#">UK’s Markey Cancer Center</a> (See <a href="#">attached flyer</a>) on Saturday, <b>November 15<sup>th</sup></b> at UK’s Comprehensive Breast Care Center. Call 877-597-4655 to make an appointment; Transportation help may be available.</li> </ul>
Childhood Cancer	<ul style="list-style-type: none"> <li>• <b>Childhood Cancer Awareness Month opportunity:</b> September is Childhood Cancer Awareness month! A portion of the <b>September 17<sup>th</sup></b> 10:00am Kentucky Joint Interim State Legislative Health and Welfare Committee Meeting will be dedicated to raising awareness about pediatric cancer in the Commonwealth. See <a href="#">attached flyer</a> and join them in Louisville at the Foundation for a Healthy KY.</li> <li>• <b>SEMINAR: I Survived! Now What?</b> First ever Survivorship Seminar for pediatric cancer survivors and their families, hosted by <a href="#">Kentucky Children's Hospital</a>, Northwestern Mutual, and <a href="#">Kids Cancer Alliance</a>. <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> Saturday, <b>Sept. 13<sup>th</sup></b>, 10:00am – 5:00pm</li> <li>○ <b>Location:</b> Hilton Lexington Suites, 245 Lexington Green Circle</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ For information &amp; registration, contact Kara Gore at 859-323-5717 or visit this <a href="#">website</a></li> <li>● <b>Want more info on Childhood Cancer?</b> Check out the Kids Cancer Alliance Organization <a href="#">Facebook page</a> or visit their <a href="#">website</a> to join their mailing list.</li> </ul>
Colon Cancer	<ul style="list-style-type: none"> <li>● <a href="#">What Polyp Removal Says about Colon Cancer Risk</a></li> <li>● During October, the Colon Cancer Alliance is asking you to not only remember your breast health by thinking pink, but for you to consider your colon too by “going blue while thinking pink”! – read more about their <a href="#">“Screen This Too!” campaign</a>.</li> </ul>
Community Health Workers (CHWs)	<ul style="list-style-type: none"> <li>● <a href="#">What Doctors Can’t Do</a>: This <i>New York Times</i> opinion article discusses the critical role of community health workers.</li> </ul>
Data	<ul style="list-style-type: none"> <li>● <a href="#">Kentucky Cancer Registry</a> ‘s (KCR) website has been updated to make the site more user-friendly &amp; interactive. Find data related to incidence rates (new cases) and mortality rates (deaths) for many types of cancers.</li> <li>● <a href="#">U.S. Cancer Statistics 1999-2011 Report Released (CDC)</a>: Provides the Top 10 Cancers in KY, State Rankings for certain cancers and how KY compares to the US for many cancers.</li> </ul>
Environmental Health	<ul style="list-style-type: none"> <li>● <b>WEBINAR</b>: Healthy People 2020 is hosting <a href="#">“Who’s Leading the Health Indicators? Environmental Quality”</a> Learn how one organization is working to improve air quality in its community. Register now. <ul style="list-style-type: none"> <li>○ <b>Date/Time</b>: <b>Sept. 18<sup>th</sup></b>, 12:00pm -1:00pm EST</li> </ul> </li> </ul>
Genomics	<ul style="list-style-type: none"> <li>● <a href="#">Cancer leaves common fingerprint on DNA</a></li> <li>● <a href="#">Metastasis more likely to occur with clusters of circulating tumor cells rather than single cells</a></li> </ul>
Health Care	<ul style="list-style-type: none"> <li>● <a href="#">Comprehensive Primary Care Model Expands across Ohio</a>: Patient-Centered Medical Homes</li> </ul>
Health Equity/ Health Disparities	<ul style="list-style-type: none"> <li>● <b>REPORT</b>: <a href="#">Racial and Ethnic Disparities in Obesity</a>. An in-depth look at the inequities that contribute to higher obesity rates in Black and Latino communities. Developed by the Robert Wood Johnson Foundation.</li> <li>● <a href="#">Cancer Prevention and Control: Health Disparities in Cancer</a>: CDC updated webpage, Summer 2014.</li> </ul>

Health Messaging/ Communication	<ul style="list-style-type: none"> <li>• <a href="#">Mass Media Health Communication Campaigns Combined with Health-Related Product Distribution: A Community Guide Systematic Review</a></li> </ul>
Hospice	<ul style="list-style-type: none"> <li>• <a href="#">Coverage for End-of-Life Talks Gaining Ground</a></li> <li>• <a href="#">Encouraging End-of-Life Talks</a></li> </ul>
HPV (Human Papillomavirus )	<ul style="list-style-type: none"> <li>• <b>WEBINAR: Accelerating HPV Vaccine Uptake: What is Working and Why:</b> National Cancer Institute (NCI) Research to Reality Series <ul style="list-style-type: none"> <li>○ <b>Date/Time:</b> <b>Sept. 23<sup>rd</sup></b>; 2:00-4:00pm EDT. <a href="#">Register here.</a></li> </ul> </li> <li>• <a href="#">Human Papillomavirus Vaccination: Recommendations of the Advisory Committee on Immunization Practices (ACIP)</a></li> </ul>
Lung Cancer	<ul style="list-style-type: none"> <li>• <a href="#">Offering Lung Cancer Screening to High-Risk Medicare Beneficiaries Saves Lives and Is Cost-Effective: An Actuarial Analysis (Sept. 2014)</a></li> <li>• <a href="#">Cost-effectiveness of computed tomography screening for lung cancer in the United States (2011):</a> Cost-effectiveness of CT screening will likely be strongly linked to smoking cessation rates.</li> <li>• <b>PODCAST:</b> <a href="#">How to Implement a Successful Lung Cancer Screening Program</a></li> </ul>
Obesity	<ul style="list-style-type: none"> <li>• <a href="#">2013 Adult Obesity Prevalence Rates (CDC):</a> Utilizes 2013 BRFSS (Behavioral Risk Factor Surveillance System) data. KY ranks 5<sup>th</sup> in the nation for adult obesity rates, with 33.2% of Kentucky adults being obese.</li> <li>• <a href="#">Strategies and Solutions to Combat Obesity (CDC):</a> Provides information on what worksites, hospitals, schools, etc. can do to address obesity.</li> <li>• <a href="#">Defining the difference between Overweight and Obese (CDC)</a></li> <li>• <b>YOUTUBE VIDEO:</b> <a href="#">Working Across Sectors to Solve Obesity</a></li> <li>• Reconnect with the <b>Partnership for a Fit Kentucky</b> during their upcoming stakeholder meeting on <b>October 7<sup>th</sup></b>; 1:00-4:00pm in Louisville. <a href="#">RSVP Here.</a> Contact <a href="#">Elaine Russell</a> for more info.</li> </ul>
Palliative Care	<ul style="list-style-type: none"> <li>• <a href="#">When It's the Doctor Who Can't Let Go</a></li> <li>• <b>WEBINAR: Coalitions Tackling Pain Policy:</b> State Rankings, Burning Issues, &amp; what Coalitions can do to take Action. Friday, <b>Sept. 12<sup>th</sup></b>; 12:00pm-1:00pm EDT. <a href="#">Information &amp; Registration Link</a></li> </ul>

<b>Patient Navigation</b>	<ul style="list-style-type: none"> <li>• <a href="#">Have you registered yet?</a> The <a href="#">Kentucky Cancer Consortium</a> and their partners are hosting the <b>2nd Kentucky Cancer Patient Navigators' Fall Forum</b>, on <b>Thursday, October 30, 2014</b> in Frankfort at the Kentucky Historical Society. <a href="#">View the Draft Agenda</a>. Nursing, Social Work and CHES continuing ed credits will be available. Attendance is free. Contact <a href="mailto:katie@kycancer.org">katie@kycancer.org</a> with questions!</li> </ul>
<b>Policy (General)</b>	<ul style="list-style-type: none"> <li>• <a href="#">Community Health Advisor (Robert Wood Johnson)</a> is an online resource with detailed information about evidence-based policies and programs to reduce tobacco use and increase physical activity in communities.</li> </ul>
<b>Prostate Cancer</b>	<ul style="list-style-type: none"> <li>• <a href="#">Recommendations for prostate cancer active surveillance:</a> <i>Science Daily</i></li> <li>• <a href="#">What are the Risk Factors for Prostate Cancer?</a> Age, family history, &amp; certain racial and ethnic groups.</li> </ul>
<b>Survivorship/ Patient Navigation</b>	<ul style="list-style-type: none"> <li>• <a href="#">Susan G. Komen Lexington Affiliate</a>, is conducting their <b>2015 Community Profile survey</b>—a biennial assessment of community partners to better understand the state of breast cancer in the <b>Eastern/Central region of Kentucky</b>. Results will inform strategic planning, priorities for granting, education needs, and to determine priority populations. <a href="#">Breast cancer survivors are asked to complete this version of the survey</a>. Surveys close October 2014.</li> <li>• <a href="#">Patient Navigation in a Colorectal Cancer Screening Program:</a> Results suggest that PN activities may be instrumental in recruiting people into cancer screening &amp; ensuring completed screening and follow-up.</li> <li>• <b>WEBINAR:</b> <a href="#">Developing Competencies for Non-Clinically Licensed Patient Navigators:</a> The GW Institute to discuss a year-long process to create the first-ever consensus-based competencies for non-clinically licensed patient navigators. <b>September 24<sup>th</sup></b> at 12pm.</li> </ul>
<b>Tobacco Control</b>	<p><b>Tobacco-Free/ Smoke-Free Policy</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Prevalence of Smoke-Free Home Rules-US:</a> <i>MMWR recent release.</i></li> <li>• <a href="#">Health-board smoking bans that Supreme Court struck down are still being obeyed: 'Everybody loves it,' advocate says</a></li> </ul> <p><b>E-cigarettes</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Why E-Cigarettes might not be as safe as you think</a></li> <li>• <a href="#">American Heart Association: E-Cigarettes should be subject to strict federal regulation</a></li> </ul>

- [Intentions to smoke cigarettes among never-smoking U.S. middle & high school electronic cigarette users, National Youth Tobacco Survey, 2011-2013](#): E-cigarette use was associated with increased intentions to smoke cigarettes.

#### **Tobacco Cessation**

- **WEBINAR:** [Tobacco Cessation and Private Insurance Under ACA: New Opportunities for Public Health](#). Sept. 25<sup>th</sup>; 3:00-4:00pm EST
- [Cooper/Clayton Smoking Cessation classes](#) are starting throughout the fall. Check the Kentucky Cancer Program (KCP)'s [Cooper/Clayton schedule](#) & encourage smokers who are ready to quit to enroll today. For more information about classes in your area, contact your [KCP representative](#).
- [Kentucky Quitline](#): Fully integrated proactive counseling through a toll –free telephone, web-based, and text messaging to assist smokers in becoming nonsmokers. Quit Now Kentucky accepts smokers into their program regardless of insurance status.
  - **Smokers:** can call the Quitline at **1-800-QUIT NOW** or access the web at [www.QuitNowKentucky.org](http://www.QuitNowKentucky.org)
  - **Healthcare Providers:** can complete an electronic [Provider Referral Form](#) or call **1-800-QUIT NOW** to refer their motivated patients to the Quitline.
- American Lung Association's [Freedom From Smoking](#) program: Is a nationally recognized adult smoking cessation program offered in a group setting or [online](#) (Day or night, 7 days/week, FREE). For more information, contact [Tami Cappelletti](#)

#### **Tobacco Grant(s)/Funding Opportunities:**

- Smoking Cessation Leadership Center & Pfizer have issued a Request for Proposals (RFP). [Click here](#) for more information.

#### **Tobacco Research/Articles/Fact Sheets:**

- [No more tobacco behind the counter at CVS](#)
- [Tobacco Cessation as a Preventive Service: New Guidance Clarifies Affordable Care Act Provision](#) American Lung Association
- [Covering Tobacco Cessation as Preventive Service: Who is Making the Decisions?](#) American Lung Association

## Events

- **LOUISVILLE:** There are MULTIPLE upcoming events and support groups are being held at [Gilda's Club Louisville](#), from Wellness Groups to book clubs to support for caregivers. See attached flyer for topics, dates and times.
- **LOUISVILLE:** There is an ongoing monthly support group for **Lymphoma Survivors & their caregivers:**
  - **Date/Time:** Monthly, on 2<sup>nd</sup> Tuesday; 6:00-7:30 pm EST
  - **Location:** Baptist Health Cancer Resource Center; 4003 Kresge Way, First Floor, Louisville, KY 40207
  - **Contact:** Debby Phillips @ 1-800-955-2566 ext. 2393 for more information
- **LEXINGTON:** There is an ongoing monthly support group for **Myeloma Survivors & their caregivers:**
  - **Date/Time:** Monthly, on 2<sup>nd</sup> Tuesday; 6:30-8:00pm EST
  - **Location:** Centenary Methodist Church, 2800 Tate's Creek Road, Lexington, KY 40502
  - **Contact:** Debby Phillips @ 1-800-955-2566 ext. 2393 for more information

### SAVE THE DATE(s)...

- **WEBINAR:** [Steps for Increasing Colorectal Cancer Screening Rates: A Manual for Community Health Centers](#): Presented by National Colorectal Cancer Roundtable. Thursday, **September 11**, 2014; Noon-1:00pm EDT. See [attached flyer](#) for details
- **Forum:** [Doing Care Differently: Journey to a Healthier Kentucky: 2014 Howard L. Bost Policy Forum](#) will explore current & emerging policy opportunities & challenges.
  - **Date/Time:** Tuesday, **Sept. 16, 2014**; 8:30am – 4:30 (EST)
  - **Location:** Seelbach Hilton, 500 S. Fourth St., Louisville, KY 40202
  - **Hosted by:** Foundation for a Healthy Kentucky
- **EVENT:** [Registration is now open](#) for the [Southern Obesity Summit](#) (8<sup>th</sup> Annual)
  - **Date(s):** **October 5-7 at the** Louisville Marriott.
- **1<sup>st</sup> International Symposium to Advance TOTAL WORKER HEALTH:** This conference is hosted by the National Institute for Occupational Safety & Health (NIOSH), part of the US Centers for Disease Control & Prevention (CDC). **October 6-8, 2014** in Bethesda, MD.
- **Cancer Action Network (CAN)-American Cancer Society: Patient Quality of Life Forum** will provide a policy discussion on quality of life and palliative care issues on October 16<sup>th</sup>, 10am-2pm at Berry Hill Mansion in Frankfort. See [attached flyer](#).
- **American Public Health Association: Annual Meeting & Exposition**
  - Date: **Nov. 15-19** in New Orleans, LA.