

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **September 11, 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">• MRI May Not Improve Outcomes for Early Form of Breast Cancer. Study found that the costly scan didn't lead to less recurrence for ductal carcinoma in situ.• Most Breast Cancer Deaths Occur in Younger, Unscreened Women: Study• Screening mammograms available in Lexington: Susan G. Komen Lexington, Saint Elizabeth Healthcare and WKYT are joining forces to help Kentuckians get screened. Join us at WKYT (2851 Winchester Road, Lexington, 40509) on Monday, September 30th from 11am-7pm for a FREE mammogram in Saint Elizabeth’s mobile mammography unit. To ensure availability please call 859-655-7400 to get registered.
Colon Cancer	<ul style="list-style-type: none">• FDA Panel to Address CT Colon Screening• REMINDER: SAVE THE DATE: Kentucky’s 4th Annual Colon Cancer Forum will be held October 3rd, 10am – 2pm Central Time, at the Knicely 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 attached flyer among your networks.
Data	<ul style="list-style-type: none">• A Brand New Look for the American Joint Committee on Cancer. AJCC has introduced a new logo, website, and Twitter profile.
General	<ul style="list-style-type: none">• U.S. Faces Crisis in Cancer Care Because of Aging Population, Rising Costs, Complexity of Care, Says New Report; Shift Needed Toward Patient-Centered, Evidence-Based Care• American College of Surgeons and Commission on Cancer Release Lists of Commonly Used Tests and Treatment for Patients to Discuss with their Surgeons. Groups aim to encourage physician and patient conversations by identifying five tests or procedures to question, highlighting potentially unnecessary—sometimes harmful—care in surgery and surgical oncology.
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.
Health Reform	<ul style="list-style-type: none"> • Health Insurance Marketplace Premiums Will be Competitive: Studies. Government tax credits would lower the cost of a benchmark "silver" policy to about \$190 a month for a single person who earns about \$29,000 a year, regardless of their age, says a study by the nonprofit Kaiser Family Foundation. • Survey Of High-Risk Pool Enrollees Suggests That Targeted Transition Education And Outreach Should Begin Soon • How familiar are you with kynect, Kentucky's Healthcare Connection? kynect will provide individuals, families and small businesses with easy, one-stop shopping to find the healthcare coverage they need. Open enrollment begins October 1, 2013 and runs through March 31, 2014. Read the kynect factsheet. • REMINDER: WEBINAR Implementation and Implications: The Impact of the Affordable Care Act on Cancer Control. Tuesday, September 17th, 2013, 2:00 p.m. – 3:00 p.m. ET. This month's National Cancer Institute (NCI) Research to Reality cyber-seminar will explore the major provisions of the ACA and Medicaid changes and their implications for cancer control. Scheduled speakers include Carter Steger from the American Cancer Society Cancer Action Network, and Dr. Jennifer Redmond from the University of Kentucky. Q&A / discussion time will offer an opportunity to engage with presenters, and share your own experiences.
Hospice	<ul style="list-style-type: none"> • One in Four Cancer Patients Dies in a Hospital Bed: Even though most patients with advanced cancer prefer care that minimizes symptoms, many still receive intense treatment and are not admitted into hospice care until their last three days of life, according to research from the Dartmouth Atlas Project. Although hospice care for Medicare patients with advanced cancer is increasing, so are the rates of treatment in intensive care units. Since the last Dartmouth Atlas report, the trends in end-of-life cancer care across the country have been mixed. While patients are spending fewer days hospitalized in the last month of life, the number of days in ICUs has increased. Hospice days have also increased, but a growing proportion of patients begin receiving hospice services in the last three days of life, a time period often too short to provide patients the full benefit of hospice care.
Lung Cancer	<ul style="list-style-type: none"> • More Evidence Backs Routine CT Scans for Early Lung Cancer Detection. Yearly tests picked up malignant tumors sooner than X-rays, study found. • Probability of Cancer in Pulmonary Nodules Detected on First Screening CT: Watch a two-minute infographic video summarizing the findings of this September New England Journal of Medicine article.
Palliative Care	<ul style="list-style-type: none"> • Deciding When to Enter a Palliative Care Unit • REMINDER: WEBINAR - Improving Quality of Life Through Innovative Pain and Symptom Management. 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

	<p>managing pain in patients with life-limiting illnesses, and how to improve patient quality of life with effective pain and symptom management. 1 CME. Free registration.</p>
Prevention, Genetics, Causes	<ul style="list-style-type: none"> • Docs Rarely Discuss Sunscreens With Patients, Study Finds. That's true even when the patient has a prior history of skin cancer. • Nearly 60 Percent of Uterine Cancer Cases Preventable: Report. Women who exercise, maintain healthy weight and drink coffee daily may cut their risk. • 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.
Providers	<ul style="list-style-type: none"> • Gender income gaps persist among doctors: study. Female doctors earn an average of \$56,000 less each year than male doctors, according to a new study, which found that gap hasn't budged since the late 1980s. • Nurse Practitioners Try New Tack To Expand Foothold In Primary Care
Smoke-free	<ul style="list-style-type: none"> • REMINDER: NEW Kentucky fact sheet from the UK Center for Smoke-free Policy: Smoke-free Workplaces: Good for Business
Survivorship	<ul style="list-style-type: none"> • Survivorship care plans empower patients. A majority of cancer survivors gave the information provided through care plans a favorable rating, according to a new study that examined the online LIVESTRONG Care Plan. Providing patients who have completed cancer treatment with survivorship care plans was added to the criteria for Commission on Cancer accreditation of cancer centers, effective in 2015. • LIVESTRONG Care Plan, powered by University of Pennsylvania's Oncolink: The Institute of Medicine suggests that once a person has completed cancer therapy, he or she should be provided with a summary of the treatments received and a follow up "care plan". This care plan should summarize the potential late effects, their symptoms and treatment, recommendations for cancer screening; psychosocial effects, financial issues, recommendations for a healthy lifestyle, genetic counseling, effective prevention options, referrals for follow-up care and a list of support resources. While this plan is extremely important, the amount of time it would require makes it unachievable for most oncology practices. The LIVESTRONG Care Plan is a "survivorship care plan" that is individualized based on the answers survivors provide in a brief online questionnaire. click here to view an example of a completed care plan for a breast cancer survivor.
Tobacco Control	<ul style="list-style-type: none"> • E-cigarette use more than doubles among U.S. middle and high school students from 2011-2012. More than 75 percent of youth users smoke conventional cigarettes too. • E-cigarettes' peril — and opportunity (Washington Post Editorial)

	<ul style="list-style-type: none"> • 'Tips From Smokers' Campaign Beat Expectations. Real-life depictions of tobacco's devastating health consequences moved many Americans to quit, study found. • Menthol Cigarette Use Rising Among Young Smokers. Kids may mistakenly believe mentholated cigarettes are safer, researchers say. • Tobacco-free campuses help student smokers quit • WEBINAR: Thursday, October 3, 2013, from 4:00-7:00 p.m. EST, The Tobacco-Related Disease Research Program will offer a live webcast with expert researchers that will discuss the state of the science on electronic cigarettes, “E-Cigarettes: The Vapor This Time?” Click here for information and to register. • UPDATE: Tips from Former Smokers III campaign: Recruitment is still underway and has been extended through Oct. 21, 2013. 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. A CDC recruitment flyer provides more information. • 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>Events</p>	<ul style="list-style-type: none"> • Cancer Goes to School: What Every Parent Should Know (A free parent workshop with concurrent kid program) Monday, September 16, 6:30-8pm. Gilda's Club Louisville, 633 Baxter Avenue, Louisville, KY 40204. Description: When a family member is sick, cancer doesn't stay at home. It follows your child to school. Hear from school counselors and educators about how together you can help your child navigate the family's cancer journey. The interactive program will include everything from whom to talk to at school to establishing routine study habits at home to help your child cope. Kids ages 5-15 can attend a concurrent program, "Creepy Crawly Creatures!" Get up close and personal with enormous snakes, leaping lizards, hairy spiders and more with Ian Curtis from the Louisville Herpetological Society. To reserve your space or for more information, call Jennifer at 371-3035. • REMINDER: Women's Cancer Conference: "What's New in Women's Health", Sept. 17, 2013, 8:30 a.m. to 12 p.m., Florence Government Center, 8100 Ewing Blvd., Florence, Ky. Is an educational training offered by the Northern KY Women's Cancer Coalition. This course is designed to provide updated medical information to educate nurses and other health care providers 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. • Please join us to celebrate the 25th anniversary of Friend for Life Cancer Support Network: “An Evening with Friends”, on Friday, September 20, 2013. Doors open: 5:30 pm at the Audubon Country Club, 3265 Robin Road, Louisville, KY 40213. Buffet Dinner, Cash Bar, Silent

& Live Auctions, Live Band, Live Comedy, \$75 per person, [Reservations Required](#) . Established in 1988, Friend for Life is a network of cancer survivors and co-survivors (caregivers) who serve as trained volunteers, providing one-on-one emotional and psychosocial support to persons recently diagnosed with cancer, and their loved ones. Facing cancer with someone who has been through a similar experience helps restore a sense of stability during a tumultuous time and to navigate the path through diagnosis, treatment and recovery.

- **REMINDER: [5K Cancer Color Run/Walk on Sept. 21 in Prestonsburg.](#)**
- **REMINDER: 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 502-629-1234 to register for this free event.
- **Talking To Your Child About Cancer: What Every Parent Should Know** (A free parent workshop with concurrent kid program). **Monday, September 30, 6:30-8pm.** [Gilda's Club Louisville](#) 633 Baxter Avenue, Louisville, KY 40204. Description: When a parent, grandparent or sibling has cancer, many parents struggle with how to talk to their kids about it. How much information is enough? How much is too much? Is protecting kids from medical information a wise idea? Join Gilda's Club Louisville's Joe Ferry for a frank discussion on talking to your child when there is a cancer diagnosis in the family. Kids ages 5-15 can attend a concurrent craft program. To reserve your space or for more information, call Jennifer at 502-371-3035.
- **Nixon Lectureship: "Exploring the Impact of Genomics on Oncology"**. Monday, **September 30, 2013, 5:30 – 7:15 p.m.** At The Olmsted, 3701 Frankfort Avenue, Louisville, KY. Audience: Physicians, nurse practitioners and nurses in specialties of oncology, radiology, hematology, OB/GYN & primary care. Interested patients and community members are also welcome. Speaker: [Neil E. Lamb, Ph.D.](#); Director of Educational Outreach; HudsonAlpha Institute for Biotechnology; Huntsville, Ala.; Adjunct Assistant Professor, Human Genetics; Emory University School of Medicine, Atlanta, Ga.; Adjunct Associate Professor, Department of Genetics; University of Alabama at Birmingham. CNE: 1 hour; CME: 1 hour. Event is free on a first come, first serve basis. More detail on the [attached flyer](#). Register at [\(502\) 629-1234](#) option 2.
- As part of National Breast Cancer Awareness Month, [Frankfort Regional Medical Center will be hosting "Pink Out Frankfort" event, including the 2nd Annual Pink Poker Motorcycle Run.](#) There will be plenty of food, shopping, fun and support for a great cause – Breast Cancer Awareness. **Saturday, October 5, 2013, 9am – 4pm**, Frankfort Regional Medical Center, 299 King's Daughters Drive, Frankfort, KY 40601. Proceeds will benefit the Kentucky Pink Connection, an organization who provides support for breast cancer patients by reducing and/or eliminating barriers to screening, diagnosis and treatment. All events are weather permitting. Cancelled if rain. For more information, [download the flyer](#) or call Consult-A-Nurse® at 502-226-1655.
-
- **2013 Breast Cancer Insights and Updates Friday, October 11, 2013, 7:00 a.m. – 1:15 p.m.** At The Olmsted, 3701 Frankfort Avenue, Louisville, KY. Audience: Physicians and nurses in specialties of medical oncology, surgery, surgical oncology, plastic surgery, radiation oncology, radiology and OB/GYN. Topics: Altered Fractionation for Women With Early-stage Breast Cancer, Breast Reconstruction in the Multidisciplinary Settings, Cardio-

Oncology: Cardiac Toxicity and Survivorship in Breast Cancer, 3-D Mammography, Breast Cancer Worldwide. CNE: 4 hours; CME: 4 hours category 1. Event is free on a first come, first serve basis. More detail on the [attached flyer](#). Register at [\(502\) 629-1234](tel:5026291234) option 2.

- **REMINDER:** [Día de la Mujer Latina](#) 's mission is to motivate our vulnerable population to early detection screening via our signature health fiestas. Lexington's **Día de la Mujer Latina Resources Fair will be held Saturday, October 19, 2013 from 9:00 a.m. to 4:00** at Consolidated Baptist Church, 1625 Russell Cave Road. The fair will inform attendees about available resources; navigate them if they need follow up care via our patient navigation services, and educate in a culturally and linguistically proficient manner via our trained and certified Promotores de Salud/ Community Health Workers. [Read more about this program](#). [Exhibitor booth registration form is attached](#).
- **Garlove Lectureship: "Bone Marrow Transplantation: Arriving Early"**. Wednesday, **November 6, 2013, 5:30 – 7:15 p.m.** At The Olmsted, 3701 Frankfort Avenue, Louisville, KY. Audience: Physicians, nurse practitioners and nurses in specialties of oncology, radiology, hematology, OB/GYN & primary care. Interested patients and community members are also welcome. Speaker: [Hugo F. Fernandez, M.D.](#); Associate Chair, Clinical Director and Senior Member; Department of Blood and Marrow Transplant; Moffitt Cancer Center; Professor of Oncology; University of South Florida; Tampa, Fla. CNE: 1 hour; CME: 1 hour. Event is free on a first come, first serve basis. More detail [on the attached flyer](#). Register at [\(502\) 629-1234](tel:5026291234) option 2.
-
- Support the fight against lung cancer and give your lungs some exercise by participating in this year's Free to Breathe 5K Run/Walk! This annual event will take place on **Saturday November 16th at Commonwealth Stadium in Lexington, KY**. Free to Breathe Run/Walk kicks off UK's Tobacco-free Campus 4th anniversary week and the [Great American SmokeOut](#). Free to Breathe is sponsored by the National Lung Cancer Partnership and focuses on increasing lung cancer awareness and fundraising to support research, awareness, and change to prevent and treat lung cancer. Register at the Free to Breathe [website](#). If you want to show your support but are unable to participate, Free to Breathe offers several [suggestions](#) for alternative ways to get involved. One idea is to consider sponsoring the KCSP/Markey Cancer Center team: **Lung Cancer: Let's Not Be #1!**