

Dear **Kentucky Cancer Consortium** Partners:

KCC is pleased to provide you with the **September 25, 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">• VA increases breast screenings after initiative• Daily Tasks a Challenge for Many Older Breast Cancer Patients. Physical therapy could help these women, study authors say.• LEXINGTON: REMINDER: 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.
Coalition Work	<ul style="list-style-type: none">• NACCHO has just launched a web-based resource to help Local Health Departments (LHDs) and local stakeholders implement cancer prevention activities via partnerships with state and local stakeholders. The interactive toolkit, provides tips, tools, and resources for how LHDs and local stakeholders can build local coalitions that are organized to implement effective comprehensive cancer prevention and control strategies in their jurisdictions. Access the toolkit at www.lhdancer.org
Chronic Disease	<ul style="list-style-type: none">• LOUISVILLE: REMINDER: “Living Well Workshops: Chronic Disease Self-Management Program” are still open and enrolling throughout the fall in various Louisville locations. Living Well is a six-week series of workshops that meet for 2 ½ hours, once a week in community settings. People with different chronic health problems attend together, and workshops are co-facilitated by two people who may or may not be health professionals, one or both of whom have chronic diseases themselves. Workshop package includes 6 workshops and a resource book called <i>Living a Healthy Life with Chronic Conditions</i> and a relaxation CD. All participants have access to a FREE 8-week membership to the Greater Louisville YMCA. Must attend minimum of 4 out of the six workshops to qualify. Find a class near you in Louisville or call (502) 852-1804 or (502) 772-8588. Sponsors: U of L Dept. of Family & Geriatric Medicine, Family Health Centers, Louisville Primary Care Association, YMCA of Greater Louisville, KIPDA, American Recovery and Reinvestment Act (ARRA), Kentucky Dept. of Public Health – Chronic Disease Prevention Branch and Louisville Department of Public Health and Wellness.
Colon Cancer	<ul style="list-style-type: none">• Studies confirm colon cancer screening reduces deaths. "These studies don't break new ground, but they put us on more solid footing in recommending colorectal cancer screening by the current methods and, in general, at the current intervals."• 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

	<p>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.</p>
Educational Resources	<ul style="list-style-type: none"> • The National Cancer Institute has revised two fact sheets: Antioxidants and Cancer Prevention explains that antioxidants are substances that may protect cells from the damage caused by unstable molecules known as free radicals. Free radical damage may lead to cancer. Also updated: Helicobacter pylori and Cancer discusses the relationship between H. pylori infection and gastric cancer, gastric mucosa-associated lymphoid tissue (MALT) lymphoma, and other cancers. • October is Health Literacy Month. The American Cancer Society offer easy reading health information for those with low health literacy or limited English proficiency. Each document contains a health-related story to help readers make good decisions about their health. Examples include: who reads only English can identify the document and its contents. Get a Colon Test! (Colorectal cancer screening); Don't Quit Alone (Smoking cessation); No More Excuses (Breast cancer screening); It's a Simple Test (Cervical cancer screening); It's No Big Deal (Prostate cancer screening)
General	<ul style="list-style-type: none"> • Report: 86,000 deaths a year would be avoided if some states improved their health systems: KY ranks 46/50 in overall health system performance for low-income populations
Health IT	<ul style="list-style-type: none"> • Keeping Up with Progress in Mobile Medical Apps
Health Reform	<ul style="list-style-type: none"> • Report: Health-Reform Plans Seem to Have Lower-Than-Expected Premiums
Hospice	<ul style="list-style-type: none"> • Minorities Unlikely to Choose Hospice Care • Hospice usage up but not delivered soon enough, study finds
Lung Cancer Screening	<ul style="list-style-type: none"> • On September 10th, the Kenneth E. Warner Lecture Series hosted by Legacy offered insights from a distinguished panel of experts on the latest developments in lung cancer screening. Panelists provided the national public health community with accurate information about the efficacy and significance of lung cancer screenings – including how to educate members of the public of their risks and ensure that they have information about where to be screened responsibly; as well as identifying areas of common ground where the tobacco control community and proponents of lung cancer screening can work together to sharply reduce tobacco related deaths from lung cancer. Among others, panelists included Marcus Plescia, MD, MPH, Director of the Division of Cancer Prevention and Control at CDC, Georges Benjamin, MD, Executive Director, APHA; and Lung Cancer Alliance President & CEO, Laurie Fenton Ambrose. View the recorded webcast of the event
Palliative Care	<ul style="list-style-type: none"> • 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. Abraham, MD, Division of Adult Palliative Care, Dana-Farber Cancer Institute. As innovative pain

	<p>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 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>
<p>Patient Navigation</p>	<ul style="list-style-type: none"> • Two Key Questions May Reveal Depression in Cancer Patients • Communicating with Your Healthcare Provider: The American Heart Association has created video vignettes to help patients in communicating with health professionals.
<p>Prevention, Genetics, Causes</p>	<ul style="list-style-type: none"> • Researcher finds biological risk factor underlying obesity-related cancers • WEBINAR: “SUPER-SIZED: Cancer, the Obesity Epidemic, and the Role of State Cancer Coalitions”, Thursday, October 17, 2013, 4:00pm - 5:00pm ET. Please join C-Change and Legacy for a webinar focused on the role of obesity cancer prevention, treatment and survival. Webinar learning objectives include: Identify and discuss the role of obesity and physical activity in cancer etiology, prevention and survival. Discuss national and state specific overall obesity and obesity caused cancer rates, deaths, and costs from the Trust for America's Health <i>F as in Fat</i> report. Describe practical examples of policies and programs developed and implemented by comprehensive cancer control coalitions that promote prevention and combat obesity. Discuss what state-level coalitions can do to further their efforts to reduce obesity in their state. REGISTER FOR THIS WEBINAR • Chemotherapy Undertreatment Common in Obese Cancer Patients. Many obese cancer patients receive inadequate doses of chemotherapy and this is one reason why they have higher rates of cancer recurrence and death, experts say.
<p>Smoke-free</p>	<ul style="list-style-type: none"> • Did you know? The Kentucky Center for Smoke-free Policy has free print advertisement templates available to help educate your community about the dangers of secondhand smoke and the benefits of a smoke-free community. The advertisement templates feature: High quality design, Evidence-based media messages, The option to customize by adding your coalition information and logo, Various media formats (billboards, postcards, newspaper ads) to fit your specific needs.
<p>Survivorship</p>	<ul style="list-style-type: none"> • Married People May Be Likelier to Survive Cancer: Study. Social support could be powerful medicine, researchers say. • JOURNAL ARTICLE: “Economic Burden of Cancer Survivorship Among Adults in the United States”. <i>Sept 2013 Journal of Clinical Oncology</i>. Using the 2008 to 2010 Medical Expenditure Panel Survey data present nationally representative estimates of the impact of cancer survivorship on medical expenditures and lost productivity among adults in the United States. Original article attached.
<p>Thyroid Cancer</p>	<ul style="list-style-type: none"> • New strategy could eliminate most unnecessary thyroid biopsies

Tobacco Control	<ul style="list-style-type: none"> • FDA and NIH create first-of-kind Tobacco Centers of Regulatory Science: Research from new program to inform potential tobacco regulatory activities. • MMWR September 20, 2013 / 62(37); 763-767. Impact of a National Tobacco Education Campaign on Weekly Numbers of Quitline Calls and Website Visitors — United States, March 4–June 23, 2013 • Are E-Cigarettes a Boon or a Menace? • 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.
Worksite Wellness	<p>WEBINAR: “When Wellness Worlds Collide - Wellness Critics Respond To Attack”. October 2, 2013, 1:00 pm - 2:30 pm. This is the first webinar to contrast the current worksite wellness model — pressuring employees to fill out forms, poking them with needles and sending them to the doctor — with the emerging evidence based model of creating a culture of well-being. The current model sees employees as unruly children who need to be pressured, prodded and shamed into taking care of their health. In stark contrast, this emerging model treats employees like adults; asking what they need, creating a work environment that nurtures those needs and thereby setting the stage for improving personal and organizational health and productivity. Presenters will include: Vik Khanna, Al Lewis, Jon Robison, Ph.D., MS, and Rosie Ward, Ph.D. Each brings a wealth of experience and a unique and pointed view of the manifest shortcomings of conventional wellness approaches. When Wellness Worlds Collide will be “virtual open mic” -- any and all ongoing comments and criticisms will be viewable to all in real-time, un-moderated – a true open debate on the future of employee and organizational well-being. Register today.</p>
Events	<ul style="list-style-type: none"> • LOUISVILLE: REMINDER: There are MULTIPLE upcoming events and support groups to be held this fall at Gilda’s Club Louisville, from Wellness Groups to book clubs to support for caregivers. See attached flyer for topics, dates and times. • LOUISVILLE: 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. • LOUISVILLE: REMINDER: 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.

- **LOUISVILLE: REMINDER:** 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](tel:5026291234) option 2.
- **FRANKFORT: REMINDER:** 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.
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- **LOUISVILLE: REMINDER: 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.
- **LEXINGTON: 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](#).
- **LOUISVILLE: REMINDER:** 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 - first come, first serve. Register at [\(502\) 629-1234](tel:5026291234) option 2.
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- **LEXINGTON: REMINDER:** 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!**