

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **September 9, 2015** 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 Katie Bathje at katie@kycancerc.org

Sincerely, Kentucky Cancer Consortium Staff

CATEGORY	TITLE
ACA & Cancer Control	<ul style="list-style-type: none"> • Most Americans View Access to Health Care as a Moral Issue... But many still don't like Obamacare, five years after the law took effect, HealthDay/Harris Poll finds.
Alternative Medicine	<ul style="list-style-type: none"> • Many Seniors With Cancer Use Alternative Medicines: Study. And a majority of these patients don't tell their doctors about it.
Breast Cancer	<ul style="list-style-type: none"> • Black Women at Raised Risk of Carrying Breast Cancer Genes. In study of those under 50 with invasive form of disease, 12 percent had BRCA1, BRCA2 mutations. • More Men With Breast Cancer Having Second Breast Removed. Trend mirrors the one seen in women, researchers say.
Cervical Cancer	<ul style="list-style-type: none"> • WEBINAR: National AHEC Organization HPV Immunization Project: “You Are the Key to Cancer Prevention”, Tuesday, September 15, 2015, 12:30pm-1:30pm EST. Presenter: Rickey Wright, M.D., Physician and U.S. Air Force Veteran. Will discuss the prevalence of HPV infections, associated cancers, and the CDC Recommendations to administer the HPV Vaccinations to 11 and 12 year old males and females, as well as the “catch-up” vaccinations for adolescents and young adults. Free CEs available. Registration required. • WEBINAR: HPV Vaccination Quality Improvement Projects and Implementation Science: Working Together, For the Win! (#FTW), Friday, September 18, 2015, 11am-12pm EST. Click here to register: https://cc.readytalk.com/r/6j2gnrfysvp8&eom Join the CDC’s Adolescent Immunization Communications Team and Speakers, Dr. Brian Mittman, PhD; Dr. Alix Casler, MD, FAAP; and Kia Redwine, Clinical Management Consultant.
Childhood Cancer	<ul style="list-style-type: none"> • Childhood Cancer Survivors Who've Had One Stroke at Risk of Second. Rate is double that of people without cancer who've lived through one stroke, study finds. • September is Childhood Cancer Awareness Month. Explore various events to raise awareness this month in Kentucky on Kids Cancer Alliance’s website.
Chronic Disease	<ul style="list-style-type: none"> • Obamacare Likely to Spur Rise in Chronic Disease Diagnoses: Study. More with insurance may lead to better treatment of high blood pressure, high cholesterol and diabetes.
Colon Cancer	<ul style="list-style-type: none"> • Longer Colonoscopy Time May Cut Cancer Risk. Viewing time of less than 6 minutes linked to higher cancer rate, study finds.

	<ul style="list-style-type: none"> • WEBINARS: TOMORROW, Thursday, September 10th at 1:00pm EST –What Health Plans Can Do to Achieve 80% by 2018; and “Evaluating Systems Change focused on Colorectal Cancer Screening”, September 29, 2015, 1pm-2pm EST, hosted by the National Colorectal Cancer Roundtable. • Join us September 22, 2015 from 9am – 3:45pm in Somerset, Kentucky for the 6th Annual Kentucky Colon Cancer Community Forum: "Catching a Killer", at the Center for Rural Development in Somerset, KY. Featured speakers include Kentucky gastroenterologist and President/Founder of the Colon Cancer Prevention Project, Dr. Whitney Jones; the National Managing Director of Communication Strategy at the American Cancer Society, Colleen Fitzwater; and Lieutenant Governor, Crit Luallen. Register online or call 606.678.4761. Event is free and CEs are available.
Data	<ul style="list-style-type: none"> • U.S. Smoking Rate Falls to 15 Percent: CDC. Higher tobacco taxes, tough messages, and smoke-free laws appear to be dissuading even hard-core, heavily addicted smokers. • The 2014 National Healthcare Quality and Disparities Report from The Agency for Healthcare Research and Quality provides a snapshot of health care quality and disparities through trend analyses from 2000-2012. Look at Kentucky's quality measures compared to achievable benchmarks.
Gynecologic Cancers	<ul style="list-style-type: none"> • CDC's Inside Knowledge campaign raises awareness of the five main types of gynecologic cancer: cervical, ovarian, uterine, vaginal, and vulvar. New posters, television and radio public service announcements in English and Spanish feature actress Cote de Pablo, talking about her own cervical cancer scare, and sharing advice for other women.
Health Literacy	<ul style="list-style-type: none"> • Registration is now open for the 6th Annual Health Literacy Kentucky Summit “Health Literacy in the Age of the ACA”; October 7, 2015 at the University of Louisville, Shelby Campus, Founders Union Building. Cost is \$95. Multiple CEs are available.
Hospice and Palliative Care	<ul style="list-style-type: none"> • Doctors Rarely Discuss Religion With Critically Ill, Study Says. Researchers find a significant need goes unfulfilled.
Liver Cancer	<ul style="list-style-type: none"> • Liver Damage From Hepatitis C More Widespread Than Thought. If left undetected, it can lead to liver failure and even death, study authors note.
Lung Cancer	<ul style="list-style-type: none"> • The Lung Cancer Alliance's "How it Feels" campaign seeks to capture what survivors and caregivers may experience when faced with a diagnosis of lung cancer, turning cliched expressions into visuals that connect with viewers.
Multiple Myeloma	<ul style="list-style-type: none"> • Research Spots Link Between Agent Orange, Blood Cancer in Vietnam Vets. Exposed veterans have higher rates of precursor condition to multiple myeloma, study shows.
Obesity, Nutrition and Physical Activity	<ul style="list-style-type: none"> • US Surgeon General launches campaign with National Call to Action on Walking The US Surgeon General today issued a call to action to address major public health challenges such as heart disease and diabetes. Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities articulates the health benefits of walking while addressing the fact that many communities unacceptably lack safe and

	<p>convenient places for individuals to walk or wheelchair roll.</p> <ul style="list-style-type: none"> • WEBINAR: Call to Action on Walking and Walkable Communities: What Does It Mean for You and Your Organization? September 15th at 2pm EST. • Active Transportation Surveillance — United States, 1999–2012 MMWR Surveillance Summary 2015; 64 (No. SS-7). Active transportation, such as by walking or bicycling, is assessed nationally by five surveillance systems. Among these systems, active transportation was usually more common among men, younger respondents, and minority racial/ethnic groups; and the highest prevalence of active transportation was usually among the least or most educated groups, and more prevalent in densely populated, urban areas. • Healthier School Meals Offered Across U.S., Feds Find. Students get more fruits and veggies, less salt.
<p>Patient Navigation</p>	<ul style="list-style-type: none"> • JOURNAL ARTICLE: <i>Participants’ Barriers to Diagnostic Resolution and Factors Associated With Needing Patient Navigation</i>, Krok-Schoen et al, CANCER, Volume 121, Issue 16. “The results of this study may assist health care facilities with limited resources to develop PN programs...simple screening surveys could be...administered upon registration to collect information on the factors...correlate[ing] with reporting a barrier(s). Patients meeting criteria could then be assigned to PN. Thus, not all patients would pro-actively receive PN; this strategy would ensure compliance with the unfunded CoC mandate, conserve resources, and deliver timely, quality care to all patients.” • REMINDER, WEBINARS: Do your patients ask for guidance on working through treatment? Do you wish you had better answers? Non-profit org “Cancer and Careers” offers free, one-hour webinars for Healthcare Professionals covering the practical and legal issues concerning balancing work and cancer, including: Returning to Work — Thursday, October 22nd, 1pm-2pm and Health Insurance Options — Thursday, November 12th, 1pm-2pm. Register online. CEs for nursing and social work available.
<p>Resources</p>	<ul style="list-style-type: none"> • BRIEF SURVEY: The Kentucky Cancer Program’s “Pathfinder™” is an online resource to assist in locating a variety of cancer-related care providers and local cancer resources. KCP is asking partners to complete a 2-3 minute survey by Friday September 11. Please click here to take the survey. KCP staff value your input as they strive to make the Pathfinder™ better meet your needs!
<p>Skin Cancer</p>	<ul style="list-style-type: none"> • CDC’s inaugural Skin Cancer Prevention Progress Report highlights new data, developments, and success stories following the release of The Surgeon General’s Call to Action to Prevent Skin Cancer in July 2014. The report also outlines the indicators we will use to track our progress toward reducing skin cancer incidence and deaths over time, providing a clear roadmap for prevention in the US.
<p>Survivorship</p>	<ul style="list-style-type: none"> • Preventing Food Poisoning During and After Treatment (Infograph) • The University of Louisville Kent School of Social Work is conducting a research study about the impact that cancer treatment has on the economic well-being of cancer

	<p>survivors. Consider distributing this participant information among your survivor networks!</p>
<p>Tobacco Control</p>	<p>Tobacco – General</p> <ul style="list-style-type: none"> • FDA Issues Warning Letters to Three Tobacco Companies for Claims about Cigarettes • Has the traditional cigarette burned out? <p>Smoke-Free/Smoke-Free Policy</p> <ul style="list-style-type: none"> • Anti-Tobacco Policies Cut Youth Smoking Rates: Study. Cigarette tax increases also seem to keep teens from picking up the habit. • Secondhand Smoke in Pregnancy, Youth Tied to Irregular Heartbeat Years Later. Effect was strongest for those without other risk factors for atrial fibrillation, but more study needed. <p>Smokeless Tobacco</p> <ul style="list-style-type: none"> • Chewing Tobacco Kills More Than 250,000 People Each Year: Report. British study is first to assess international impact of smokeless tobacco on adults. • More High School Athletes Using 'Dip' and 'Chew,' CDC Finds. Experts think ban on smokeless tobacco among pro athletes might help curb use among kids. <p>Electronic Cigarettes</p> <ul style="list-style-type: none"> • Trying E-Cigarettes May Lead to Smoking, Study Suggests. Surveys of teens, young adults detect correlation. • Teens Using E-Cigarettes to 'Vape' Pot, Survey Finds. But researchers don't know how the kids are modifying the devices to get high. <p>Tobacco Cessation</p> <ul style="list-style-type: none"> • Quitting Smoking After MS Diagnosis May Delay Disease Progression. Accelerates about 5 percent for each additional year of smoking, study finds. • Obese Smokers Tend to Put on More Weight After Quitting. Study also found those who smoked the most gained the most weight after kicking the habit.
<p>Events</p>	<p>Events in Lexington</p> <ul style="list-style-type: none"> • REMINDER: LEXINGTON TRAINING OPPORTUNITY: Lexington-Fayette County Health Department will host a training for Freedom From Smoking facilitators in Lexington if the minimum number of 8 participants register. Participants from other counties are welcome and encouraged to participate! The date will be determine once the minimum number has been meet. You will be responsible for paying the \$100 fee. Please contact

Angela Brumley-Shelton at angela.brumley-shelton@ky.gov or 859-288-2457 if you are interested.

- **AMERICAN CANCER SOCIETY: Belles and Beaus Ball** - Best of the Bluegrass event, to be held at the Carrick House in Lexington on September 25, 2015. Includes dinner, drinks and entertainment by The Jimmy Church Band. More details at www.bellesandbeauslexington.org
- **KENTUCKY CANCER LINK & KENTUCKY CANCER FOUNDATION: “The Best is Yet to Come” Charity Gala, celebrating 100 years of Frank Sinatra.** An intimate evening of tasting, dinner, dancing and more on October 29th, 7pm at Hill ‘n Dale Farms in Lexington, featuring music by Frank Sinatra, Jr. Tickets can be purchased for this event by calling 859.309.1700 or via email to vickib@kycancerlink.org
- **AMERICAN CANCER SOCIETY All In to End Cancer Casino Night** at the Livery in Lexington on 11/20/15. Join us for an unforgettable evening of casino games featuring celebrity dealers, popular eats and libations, live music, a silent auction, and more! For more information, visit allintoendcancer.org or call 859-260-8350.

Events in Louisville

- **HEALTH LITERACY:** 6th Annual [Health Literacy Kentucky](#) Summit “Kentucky Health Literacy Now”; **October 7, 2015** at the University of Louisville, Shelby Campus, Founders Union Building. Register here: <http://www.cecentral.com/live/9828>
- **IMMUNIZATION Conference: [Educate, Immunize, Protect- KY’s Immunization Trifecta: Kentucky Immunization Conference](#)**- Sponsored by the KY Rural Health Association and the KY Immunization Program on **October 14-16th** in Louisville, KY. **Registration** is \$50. **Agenda** to include educational sessions on HPV vaccination and adolescent vaccination strategies. [Click here](#) for conference sponsorship info.
- Two **Freedom From Smoking facilitator trainings** are currently schedule for Louisville and Bowling Green: **November 11, 2015 in Louisville and February 17, 2016 in Bowling Green**, contact Tami Cappelletti for more information. The facilitator training and materials is \$100.00 per facilitator. For more information contact Tami Cappelletti with the American Lung Association at (502) 363-2652 or toll free at (877) 893-5864 or email at tami.cappelletti@lung.org .
- **Gilda’s Club of Louisville** offers **MULTIPLE events and support groups**- check out their upcoming events in addition to their regularly scheduled support groups and activities (click on [Gilda’s Club](#)).

Events of Interest (in chronological order)

- **LUNG CANCER Symposium: [Lung Cancer in the 21st Century: An Educational Conference for Healthcare Professionals](#)**: Hosted by the University of Cincinnati Cancer Institute, to be held **September 25, 2015**.
- **HEALTH POLICY Forum:** The [2015 Howard L. Bost Health Policy Forum](#) on Monday, **September 28th** will offer new insights and opportunities from a range of civic sectors

for a shared vision, policies, and actions for community health. Hosted by Foundation for a Healthy Kentucky in Bowling Green, KY at the Holiday Inn Sloan Convention Center.

- **HEALTH IT Summit:** [2015 Kentucky eHealth Summit](#) on **September 30, 2015**. Hosted by the Kentucky Health Information Exchange in Bowling Green, KY; Holiday Inn/Sloan Convention Center. [Sponsorship and registration information](#) is now available.
- **PATIENT NAVIGATION:** The [Academy of Oncology Nurse & Patient Navigators 6th Annual Navigation and Survivorship Conference](#) will be held **October 1-4th** in Atlanta, GA. Topics: evolving challenges of program improvement, the role of personalized medicine, and implementation of best practices in navigation, survivorship, and psychosocial care.
- **TOBACCO USE Conference:** [National Conference on Tackling Tobacco Use in Vulnerable Populations](#) on **October 5th & 6th** in Bethesda, MD. Various vulnerable and high-risk populations addressed include people with mental illness, substance use problems, youth, pregnant women, and people of low socioeconomic status, LGBT persons. [Abstracts](#) are requested.
- **AMERICAN CANCER SOCIETY** Inaugural Red vs. Blue Gala on October 17th at the Valhalla Golf Club in Louisville: includes a cocktail reception, dinner, competitive live auction, and after-party. Every sponsorship, ticket, auction bid, and hot air balloon ride will offer a chance to claim “points” for the red or blue team. Learn more at rivalrygala.org
- **DATA: “Data! Fostering Health Innovation in Kentucky and Ohio”** on Thursday, 10/29. Health data enthusiasts, nonprofit and philanthropic orgs, hospitals, health depts, community planners and researchers are encouraged to attend. [Register for the event](#) to be held **9:30 am to 4 pm EST at the NKU METS Center**, 3861 Olympic Blvd., Erlanger, KY 41018. Presented by Interact for Health and the Foundation for a Healthy Kentucky.
- **OBESITY:** [Southern Obesity Summit](#) in Jackson, Mississippi at the Jackson Marriott Downtown, on **November 15-17, 2015**. The Southern Obesity Summit (SOS) is the largest regional obesity prevention event in the United States, drawing hundreds of participants from 16 Southern States. [Registration is now open.](#)