

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **October 10, 2018** issue of “Wednesday’s Word”, 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	<ul style="list-style-type: none"> • Buyer Beware: New Cheaper Insurance Policies May Have Big Coverage Gaps • What You Need To Know About Open Enrollment • WEBINAR: Triage Cancer is hosting a webinar entitled, “10 Tips for Choosing and Using Health Insurance” this Tuesday, October 16th from 4pm-5pm EST. This webinar will cover the key things to look for when comparing plans and how to choose a plan that works for you, whether it be through an employer, by buying a policy directly from an insurance company, or through a governmental plan (i.e., Medicare, Medicaid, etc.).
Alcohol	<ul style="list-style-type: none"> • NCI recently updated their factsheet entitled, “Alcohol and Cancer Risk”, which reviews what is known about alcohol drinking and cancer risk. Learn about the types of cancers that are related to alcohol drinking, how alcohol may increase cancer risk, and the role that genes play.
Breast Cancer	<ul style="list-style-type: none"> • First large study details cognitive outcomes among older breast cancer patients • The National Comprehensive Cancer Network is hosting a free patient webinar entitled, “Know What Your Doctors Know: Metastatic Breast Cancer” on Monday, 10/22 from 4:30pm – 5:45pm EST and again on Monday, 10/29 from 11am – 12:15pm EST. Join experts as they discuss treatment options, goals, and decisions for metastatic breast cancer. Each webinar will also include a Q & A session. You may submit questions in advance or during the webinar. Register today! • Metastatic breast cancer patients report high level of financial impact • Researchers identify potential new treatment for subset of women with triple-negative breast cancer • REMINDER: The GW Cancer Center has updated and released its “Breast Cancer Awareness Month Social Media Toolkit 2018”. This toolkit is designed to help

	<p>stakeholders implement evidence-based practices when communicating about Breast Cancer Awareness Month.</p>
Cervical Cancer	<ul style="list-style-type: none"> • In Australia, Cervical Cancer Could Soon Be Eliminated
Colorectal Cancer	<ul style="list-style-type: none"> • 2017 UDS Rates for CRC Screening are Now Available: The 2017 national average for CRC screening in HRSA-funded health centers was released last month and is at 42%, which increased from 39.9% in 2015, meaning an additional 223,100 patients screened in the last year alone and an additional 467,500 patients screened in the last 2 years. That’s almost half a million people! Visit the HRSA website for an additional understanding of the rates. • JOURNAL ARTICLE: Effectiveness of a Mailed Colorectal Cancer Screening Outreach Program in Community Health Clinics: The STOP CRC Cluster Randomized Clinical Trial. Coronado et al. JAMA Intern Med. 2018 Sep 1; 178(9): 1174-1181. • Explore this new National Colorectal Cancer Roundtable Report: A Strategic Look at Cancer Centers and Colorectal Cancer Screening. The report explores cancer center barriers to focusing on CRC screening as a priority issue; identifies strategies to overcome barriers so that cancer centers can leverage their role in the community to achieve higher CRC screening rates; and begins the process of developing a strategic plan to spur cancer center action in this area. The report also includes case studies of NCI-designated Cancer Centers that excel in advancing CRC screening efforts.
Cost	<ul style="list-style-type: none"> • High-Deductible Health Plans Fall From Grace In Employer-Based Coverage • No More Secrets: Congress Bans Pharmacist ‘Gag Orders’ On Drug Prices
Environmental Carcinogens	<ul style="list-style-type: none"> • FDA Bans Use of 7 Synthetic Food Additives After Environmental Groups Sue
General	<ul style="list-style-type: none"> • Kentucky loses a health champion who advocated for health equity and community-based solutions; Dr. Gil Friedell was 91 • The 2018 Nobel Prize in Medicine Awarded to 2 Cancer Immunotherapy Researchers • Presentations from the August 2018 Kentucky Cancer Summit in Louisville are now available on the Kentucky Cancer Consortium website. • Norton Cancer Institute is inviting all community partners to attend an Open House at Norton Healthcare’s new cancer care and research center in Brownsboro. Join us this Wednesday, Oct. 24, 2018, from 2pm – 5pm on the Norton Brownsboro Hospital campus, 4955 Norton Healthcare Blvd. Read more about this new facility here.
Genomics	<ul style="list-style-type: none"> • REMINDER: WEBINAR - Genomics and the Future of Cancer Treatment -- Join CancerCare to discuss the groundbreaking field of genomics and its impact on cancer treatments on October 15th from 1:30 - 2:30 p.m. (ET). This free

	<p>workshop will include the perspectives of experts from Laura & Isaac Perlmutter Cancer Center, NYU Langone Health, the Mayo Clinic Cancer Center and Memorial Sloan Kettering Cancer Center. Register today!</p>
Health Disparities	<ul style="list-style-type: none"> • Why Are Black Women Less Likely To Stick With A Breast Cancer Follow-Up Treatment? • Cancer death disparities linked to poverty, lifestyle factors nationwide • Childhood Trauma And Its Lifelong Health Effects More Prevalent Among Minorities • Health literacy key to rural population health, access: Improving patient health literacy and reducing out-of-pocket health care costs can support improved rural population health, according to a recent report from the National Quality Forum (NQF).
Human Papilloma Virus Vaccine	<ul style="list-style-type: none"> • FDA approves HPV Vaccine Expansion for People Ages 27 to 45
Liver Cancer	<ul style="list-style-type: none"> • October is Liver Cancer Awareness Month. The CDC’s National Comprehensive Cancer Control Program is hosting a webinar called “Putting Liver Cancer Prevention Strategies into Action” on Tuesday, October 16th from 1pm – 2:30pm EST. Join us!
Lung Cancer	<ul style="list-style-type: none"> • Lung cancer deaths are 28 percent lower in California: State's long-term, aggressive tobacco control programs cited as primary reason • Using Artificial Intelligence to Classify Lung Cancer Types, Predict Mutations • For Small Cell Lung Cancer, Immunotherapy Drug Finally Brings Improved Survival
Medicaid	<ul style="list-style-type: none"> • Share of uninsured Kentuckians in rural areas and small towns dropped to 13 percent from 40 percent after Medicaid expansion • What percentage of people are currently covered by Medicaid/CHIP in Kentucky? Explore this new factsheet from the Kaiser Family Foundation.
Medicare	<ul style="list-style-type: none"> • The National Council on Cancer Survivorship Joins with Cancer Leadership Council to Outline Concerns Regarding New “Step Therapy” Plan, which requires physicians to prescribe preferred drugs first, only progressing to more costly therapies if necessary. • Trump pens rare op-ed attacking Democratic support for "Medicare for All" • Trump’s Claims on ‘Medicare for All’ – Fact Check
Pain Management	<ul style="list-style-type: none"> • Panel at Kentucky health policy forum cites alternatives to opioids for pain, and the need for a culture shift on the topic

	<ul style="list-style-type: none"> • U.S. Medicaid boss defends work rules and other 'community engagement' requirements, says they will thwart dependency
Pediatric & AYA Cancer	<ul style="list-style-type: none"> • New research examines long-term anxiety in pediatric brain tumor survivors • New Childhood Cancer Infographic from NCI: As of 2015, at least 429,000 cancer survivors in the United States were first diagnosed when they were under the age of 20. Interest is growing in the long-term health of these survivors.
Policy	<ul style="list-style-type: none"> • WEBINAR: Did you know Kentucky law preempts local regulation of the distribution, sales and regulation of tobacco products? This means that cities and counties in Kentucky cannot pass ordinances that raise the legal age to purchase tobacco products or ban tobacco flavors that appeal to youth, even when local citizens and elected officials strongly support them. The Foundation for a Health Kentucky is offering a free webinar entitled, “<i>Preemption and Health Advocacy</i>” on Wednesday, November 28th, from 1pm – 2pm (ET). All participants must register here. Presenters include: Tonya Chang, Vice President for Advocacy, American Heart Association Great Rivers Affiliate; Dr. Ellen J. Hahn, Professor, University of Kentucky Colleges of Nursing and Public Health; Traci Kennedy, Consultant to Americans for Nonsmokers' Rights; and Mark Pertschuk, Director, Grassroots Change: Connecting for Better Health. • McCreary and Wayne counties win Health Policy Champion award from Foundation for a Healthy Ky. for being 'bright spots'
Primary Care	<ul style="list-style-type: none"> • Spurred By Convenience, Millennials Often Spurn The ‘Family Doctor’ Model
Prostate Cancer	<ul style="list-style-type: none"> • In black men, baseline screening in midlife strongly predicts aggressive prostate cancer
Survivorship	<ul style="list-style-type: none"> • What Cancer Patients, Survivors, and Caregivers Should Know About the Flu • The Risk of Alternative Cancer Treatments: Avoiding evidence-based treatments in favor of untested ones can contribute to higher death rates, a Yale study found. • REDMINER: WEBINAR for metastatic breast cancer survivors: “Know What Your Doctors Know: Metastatic Breast Cancer” will be offered by the National Comprehensive Cancer Network. There are two chances to attend: Monday, October 22nd from 4:30pm – 5:45 pm ET; or Monday October 29th from 11am – 12:15pm. Join experts as they discuss treatment options, goals, and decisions for metastatic breast cancer. Topics will include: Types of breast cancer, New research, and Life goals. Each webinar will also include a Question & Answer session. You may submit questions in advance or during the webinar. Find out more and register.
Tobacco Control	Tobacco Control

- **REMINDER:** CDC is airing a new round of hard-hitting ads from the [Tips From Former Smokers® \(Tips®\) campaign](#) on national television, in magazines, and online, and will run for 25 weeks, **through October 14th**, in every media market in the country. Visit the [Tips website](#) to explore extensive campaign resources for you use in Kentucky.

Smoke-free

- The [Coalition for a Smoke-free Tomorrow](#) will lobby for state law to ban tobacco products and e-cigs from all school property and activities.
- [One more reason Walgreens should stop selling tobacco](#)
- [Kentucky doctor speaks at smoke-free event in Maysville](#)
- **WEBINAR: Tuesday, October 16th at 12:00 pm (EDT), “LGBTQ Youth & Tobacco: A Dangerous Liaison”.** In 2017, the Human Rights Campaign and the University of Connecticut conducted a survey of 12,000 LGBTQ youth from across the country, revealing alarming realities around the tobacco consumption of LGBTQ youth. Sponsored by the Truth Initiative, Scout, Ph.D. will share critical information about the smoking rate for LGBTQ youth and leading risk factors for LGBTQ youth smoking. Participants will gain comprehensive strategies for countering this trend among the youth in their own communities.

Tobacco Treatment

- Upcoming [Freedom From Smoking \(FFS\) Facilitator trainings](#) in Kentucky include the dates below. For more information, contact ALA’s Tami Cappelletti at Tami.Cappelletti@lung.org
 - January 20 , 2019 in Louisville, KY

Vaping

- [Vaping Pods Produce High Nicotine Levels in Young Users](#)
- [Teenagers who use e-cigarettes more likely to start smoking, study finds](#)

Events

Events of Interest (in chronological order)

- **CHILDREN’S ENVIRONMENTAL HEALTH:** The [Third Annual Children’s Environmental Health Summit \(CEHS\)](#) will be held on **Thursday, October 11, 2018** (National Children’s Environmental Health Day) in Georgetown, Kentucky at the Georgetown College Convention Center. Topics that will be covered include adverse childhood events, JUUL and other POD systems, lead, child safety, pesticides, environmental exposure, preparedness, nutrition, prenatal exposure, asthma, rural health, healthy homes, built environment, green and healthy schools and childcare centers, community engagement, health equity, and more!
- **POLICY:** [Kentucky Voices for Health will host their Annual Meeting](#) on Friday, **October 19th** at the Embassy Suites in Lexington, KY. **“Breaking Down Barriers to**

Health Equity for All Kentuckians” will bring together health advocates, healthcare providers, faith leaders, researchers, insurers, and policymakers from across the Commonwealth to discuss the ripple effects of barriers to care, which extend far beyond our health to impact our economy and our democracy. Speakers will discuss the disparate ways barriers to care impact the lives of Kentuckians and present opportunities for creating a healthcare system that promotes health equity, economic prosperity, and civic engagement for all. Read the [agenda](#), and [register today](#).

- **OBESITY:** The [12th Annual Southern Obesity Summit](#) will be held **October 22-24, 2018** at the Charleston Civic Center in Charleston, WV. The event is hosted by the Texas Health Institute & the West Virginia Bureau for Public Health. Attendees will include policymakers, leaders from community based organizations, federal and state government officials, health care providers, youth and members from national and state associations. The three-day conference offers networking opportunities, fast paced breakout sessions, workgroup meetings, and plenary sessions that will focus on cross-state collaboration, best practices and youth leadership in obesity prevention.
- **FUNDRAISER:** [Surgery on Sunday Louisville \(SOSL\)](#) is hosting a Fundraising Breakfast on **Tuesday, October 23, 2018, 8:00am** at Churchill Downs. The event will begin at 8:00am sharp and be over by 9:00am. There will be networking from 7:30am until the event begins. Parking & maps will be emailed with reminders. Come and learn more about SOSL’s mission! Contact patty@soslouisville.org to reserve your seat.
- **LUNG CANCER:** [Registration is now open](#) for [Lung Cancer Alliance’s 4th Annual National Screening and Care Conference](#), to be held **Thursday, November 29 through Friday, November 30, 2018**, in Washington, DC. If you are a medical professional working in the lung cancer screening and care space, join us to learn from experts in the field, troubleshoot problems and identify continued areas of need in lung cancer screening programs.
- **LUNG HEALTH:** The [American Lung Association](#) is hosting the [Lung Force Expo](#) on **Friday, December 7th, 2018** at the Jenny Wiley State Resort Park in Prestonsburg, KY. LUNG FORCE Expos are a great opportunity to learn more about the latest trends, resources and research surrounding lung cancer, COPD, asthma, pulmonary fibrosis and other lung diseases. With different tracks for patients and caregivers and healthcare professionals, this one-day event features experts from a variety of lung health-related fields presenting on current research and hot topics, an exhibitor showcase and a chance for patients, caregivers and the local medical community to connect. [Register today](#).
- **“ENDS”:** **SAVE THE DATE - Next Generation Tobacco: The Impact of E-Cigarettes on Kentucky’s Future Health. On December 10th** at the [Foundation for a Healthy Kentucky](#) offices in Louisville, the [Coalition for a Smoke-Free Tomorrow](#) will host a half-day conference to share with policymakers, health advocates, and influencers the latest information about e-cigarettes, vapes and other Electronic Nicotine Delivery System (ENDS) devices. The conference will zero in on usage of ENDS products in Kentucky, their impact on health, and policy recommendations for Frankfort. Live-watch events will be held in two to

three additional Kentucky cities to maximize attendance. Attendance is FREE, but registration will be REQUIRED. **Check back for a link to register!**

- **TOBACCO: 2019 Tobacco Control Spring Conference is scheduled for April 16-17, 2019** at the Embassy Suites in Lexington. For the first time, the Kentucky Center for Smoke-free Policy and the Kentucky Department for Public Health's Tobacco Prevention & Cessation Program have partnered to host a joint, two-day conference. Check back for registration details!