

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **October 24, 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"> • Average premiums on most popular Obamacare plan in U.S. will drop 1.5% in 2019; go up 9% in Ky.; state still lower than average • Marketplace Subsidies May Be Option In 2020 For Plans That Skirt Obamacare • Cancer + Careers is hosting an educational webinar for health professionals entitled, “Health Insurance Options” on Thursday, November 15th at 12pm ET. This webinar will provide up-to-date information on existing health insurance options and consumer protections, as well as any recent activity related to federal healthcare legislation and how it might affect the cancer community. You’ll learn key considerations when choosing a new plan, where individual states are in terms of implementing changes, and more. Register today!
Alcohol	<ul style="list-style-type: none"> • The Overlooked Link Between Alcohol and Breast Cancer
Breast Cancer	<ul style="list-style-type: none"> • First large study details cognitive outcomes among older breast cancer patients • REMINDER: The National Comprehensive Cancer Network is hosting a free patient webinar entitled, “Know What Your Doctors Know: Metastatic Breast Cancer” 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!
Cervical Cancer	<ul style="list-style-type: none"> • For HPV-Positive Women, Test Can Guide Cervical Cancer Screening Follow-Up
Colorectal Cancer	<ul style="list-style-type: none"> • Bug Behind Stomach Cancer Also Linked to Colon Cancer • JOURNAL ARTICLE: Decision Support and Navigation to Increase Colorectal Cancer Screening among Hispanic Patients. Myers et al. Cancer Epidemiology Biomarkers Prev. 2018 Oct 17. pii: cebp.0260.2018. doi: 10.1158/1055-9965.EPI-18-0260. [Epub ahead of print] • JOURNAL ARTICLE: Evaluation of Interventions Intended to Increase Colorectal Cancer Screening Rates in the United States: A Systematic Review and Meta-

	<p>analysis. JAMA Intern Med. 2018 Oct 15. doi: 10.1001/jamainternmed.2018.4637. [Epub ahead of print] Patient navigation and fecal test outreach had the strongest evidence supporting a significant increase in completion of initial screening; combining interventions (eg, navigation with test outreach) was associated with further increases in screening.</p> <ul style="list-style-type: none"> • Obesity Doubles Odds for Colon Cancer in Younger Women
Community Health Workers	<ul style="list-style-type: none"> • Big Sandy Health Care, Inc., and the Appalachian Kentucky Health Care Access Network (AKHCAN) will provide a free Chronic Disease Self-Management Program Lay Leader Training course on Oct. 29-30 (Marriott Griffin Gate Resort in Lexington) and Nov. 7-8 (Montgomery County Health Department in Mt. Sterling). Participants MUST attend all four days of training in order to be certified as a CDSMP Lay Leader. All training materials are provided and breakfast and lunch will be provided each day. Register today!
Cost	<ul style="list-style-type: none"> • 1,495 Americans Describe the Financial Reality of Being Really Sick • From the National Coalition of Cancer Survivorship: HHS Proposes Rule Requiring Drug Pricing in TV Ads: The proposed rule would require that direct-to-consumer television advertisements for prescription drugs include pricing information. In addition, drugs paid for by Medicare or Medicaid must include the list price of the drug if it costs more than \$35 for a month's supply or the usual course of therapy. Kaiser Health News reports that while this proposal is being endorsed by some groups for attempting to improve transparency, it is criticized by many others for not doing anything to drive down the actual cost of drugs. Many cancer patient advocates fear the new requirements could be confusing for patients due to vast differences in patients' insurance plans and pharmacy benefits and may inflict sticker shock to cancer patients, resulting in them avoiding a certain treatment all together.
Environmental Carcinogens	<ul style="list-style-type: none"> • The National Library of Medicine has redesigned their Tox Town website, which provides consumer-level information on everyday locations and situations where toxic chemical exposure might occur. New Tox Town features include: New Community Action Tools Page with guidance for community engagement and resources for finding local data; Newly added <i>Reduce Your Risk</i> information with practical steps to avoid and address exposure; New content organization into Sources of Exposure and Chemicals and Contaminants rather than previously used neighborhoods.
General	<ul style="list-style-type: none"> • Parent firm of KentuckyOne Health gets conditional approval from Catholic Church to merge with San Francisco's Dignity Health • The UK Markey Cancer Center is pleased to share a job posting for a community outreach coordinator that would serve western Kentucky. • Each fiscal year (July through June) the Kentucky Cancer Consortium staff work with grantor Centers for Disease Control and Prevention to determine an appropriate and relevant workplan for our staff . So what is KCC up to in 2018-2019? Read the summary of this year's Workplan.

Health IT	<ul style="list-style-type: none"> • Jackson County, Kentucky teams with co-op to bring telemedicine to veterans
Human Papilloma Virus Vaccine	<ul style="list-style-type: none"> • Preteens' HPV Shot Won't Encourage Early Sex, Study Says • National AHEC Organization is hosting a webinar entitled, "Since You Asked: Persuading Parents that HPV Vaccine is Safe and Effective in Practice," on Thursday, Nov. 1, 2018, 3-4 p.m. ET. Dr. Kristin Oliver (Mount Sinai, New York) and Dr. Sharon Humiston (Children's Mercy, Missouri) will talk about practical approaches to persuading parents that HPV vaccine is safe and effective in a busy clinical setting. These two pediatricians will highlight tools to get your whole office team giving not just strong, but effective recommendations. Target audience: health professionals who provide and/or promote immunizations including physicians, physician assistants, nurse practitioners, registered nurses, as well as health professions students. Register today!
Immunotherapy	<ul style="list-style-type: none"> • Nobel Prize in medicine goes to cancer immunotherapy researchers
Liver Cancer	<ul style="list-style-type: none"> • UK gets \$15 million grant to treat 900 drug users with hepatitis C in Hazard area to examine concept of 'treatment as prevention'
Lung Cancer	<ul style="list-style-type: none"> • JOURNAL ARTICLE: Preempting Racial Inequities in Lung Cancer Screening. Richmond et al. Am J Prev Med. 2018 Oct 18. pii: S0749-3797(18)32156-1. doi: 10.1016/j.amepre.2018.07.023. [Epub ahead of print] • Geographic Availability of Low-Dose Computed Tomography for Lung Cancer Screening in the United States, 2017 • More people in Kentucky die from lung cancer than any other type of cancer. November is Lung Cancer Awareness Month – consider incorporating these GW Cancer Center social media tools into your organization's awareness efforts. • Trial Results Highlight Changing Lung Cancer Treatment Landscape • The National Lung Cancer Roundtable (NLCRT) is a collaborative partnership with more than 80 member organizations across the nation, committed to taking action in the prevention, screening, and early detection of lung cancer. NLCRT has launched its website, www.nlcrt.org, which includes an overview of the Steering Committee and the 10 Task Groups that carry out the Roundtable's work, serves as a clearinghouse for both NLCRT and Member resources (toolkits, presentations, guides, etc.), and showcases the Lung Cancer Atlas, a geospatial mapping tool that aids in describing the county- and state-level epidemiology of lung cancer and availability of lung cancer screening resources.
Medicaid	<ul style="list-style-type: none"> • Analysts tell Kentucky health advocates that Medicaid budget 'shortfall' described by state officials is premature
Medicare	<ul style="list-style-type: none"> • Medicare open enrollment runs through Dec. 7; here's more advice, including a book by a former Kentucky business editor

	<ul style="list-style-type: none"> • JOURNAL ARTICLE: The Effects of Medicare Accountable Organizations on Inpatient Mortality Rates. Cutler et al. Inquiry. 2018. Jan-Dec; 55 0046958018800092. Published online 2018 Sep 24.
Nutrition	<ul style="list-style-type: none"> • Can organic food help you reduce your risk of cancer? A new study suggests the answer may be yes • CDC MMWR QuickStats: Percentage of Youths Aged 2–19 Years Consuming Any Fast Food on a Given Day, by Race and Hispanic Origin — National Health and Nutrition Examination Survey, 2013–2016. 36.0% of youths aged 2–19 consumed fast food on a given day.
Pain Management	<ul style="list-style-type: none"> • The Kentucky Cancer Consortium is hosting a webinar on Monday, November 19th from 12:30pm - 1:30pm EST, entitled, "Cancer Pain & the Opioid Epidemic" with guest speaker Lori Earnshaw, MD, FAAHPM. Dr. Earnshaw is the Senior Hospice and Palliative Medicine Physician at Hosparus Health in Louisville, Kentucky, and an Associate Clinical Professor at the University of Louisville. Dr. Earnshaw will discuss the current climate in the field of palliative cancer care in Kentucky, and ways that we can help achieve a balance between the need for adequate pain control and concerns about possible opioid misuse. Register today!
Pediatric & AYA Cancer	<ul style="list-style-type: none"> • The Role of Immunotherapy in Childhood Cancer Treatment: The National Cancer Institute will host a Facebook Live event on the role of immunotherapy in childhood cancers TOMORROW, Thursday, October 25, 2018 at 2:30 p.m. ET. NCI's Dr. Nirali Shah will be joined by Carlos Sandi, St. Baldrick's Foundation advocate and childhood cancer parent. Together they will discuss how research and advocacy play a role in advancing treatment for childhood cancer. Tune in this Thursday! • States Act To Safeguard Young Cancer Patients' Chances To Have Children
Policy	<ul style="list-style-type: none"> • REMINDER: 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, "Preemption and Health Advocacy" 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.
Survivorship	<ul style="list-style-type: none"> • Provider Education Training to Improve Mental Health Care of Cancer Survivors CDC and the NACDD have partnered to create this free, web-based interactive training to support health care providers improve knowledge about cancer survivors' mental health care, and promote recommended distress screening.

	<ul style="list-style-type: none"> • Common drug shows promise against lymphedema
Tobacco Control	<p>Tobacco Control</p> <ul style="list-style-type: none"> • The National Cancer Institute HINTS Briefs provide a snapshot of noteworthy, data-driven research findings of interest. The latest HINTS Biref, titled “Beliefs About Nicotine and Cigarettes Advertised as ‘Low Nicotine,’” examines the public’s understanding of nicotine and its role in addiction and tobacco-related disease. <p>Smoke-free</p> <ul style="list-style-type: none"> • REMINDER: 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. <p>Tobacco Treatment</p> <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> ○ January 20, 2019 in Louisville, KY <p>Vaping</p> <ul style="list-style-type: none"> • E-cigarette maker Juul boosts lobbying more than 400 percent amid scrutiny • Teens use Juul e-cigarettes much more often than other vaping products • The Kentucky Cancer Program has developed a one-page handout/small poster on the risks associated with vaping. Check it out! • E-cig conference in Louisville Dec. 10; FDA says crackdown on teen sales may impede usage by adults who want to quit smoking
Events	<p>Events of Interest (in chronological order)</p> <ul style="list-style-type: none"> • 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”: 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 is REQUIRED. [Register today!](#)
- **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!
- The [2019 National Conference on Tobacco or Health](#) will be held **August 27-29, 2019** in Minneapolis, Minnesota. (NCTOH) is one of the largest, long-standing gatherings for top United States tobacco control professionals. The convening attracts a diversity of public health professionals committed to best practices and policies to reduce tobacco use—the leading preventable cause of disease and death in the United States. e notified of the latest updates. Register before December 31, 2018 to receive the early bird rate. [Click here](#) to register.