

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **February 14, 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
Alcohol & Cancer	<ul style="list-style-type: none"> American Institute for Cancer Research: Alcohol and Cancer - What's the Risk?
Breast Cancer	<ul style="list-style-type: none"> Higher Biopsy Rates for Women Undergoing Screening Breast MRI: Lower cancer yield compared to mammography alone for women with, without personal history of cancer Breast Cancer Treatment and Heart Disease — What You Need to Know
Colorectal Cancer	<ul style="list-style-type: none"> March is National Colon Cancer Awareness Month and Friday, and March 2nd is Dress in Blue Day! The Kentucky Cancer Program hopes you will join the annual nationwide campaign to raise awareness about this preventable disease and to increase colon cancer screening. Check out this flyer for additional information and pass it on. For free colon cancer awareness and promotional materials, fill out this order form and access their online Colon Cancer Resource Toolkit to download sample emails, letters, press releases, articles, etc. to use within your organizations. To participate in their Dress in Blue Facebook Photo contest, read more here. GW Cancer Center has release of an updated Colorectal Cancer Awareness Month Social Media Toolkit for 2018, and includes new suggestions for using Pinterest, Snapchat and Reddit to promote the cause. This CDC-funded resource was developed to help comprehensive cancer control programs, coalitions and other stakeholders strengthen their communication efforts around CRC screening. RESOURCE: ACS Clinician’s Reference -- Stool-Based Tests for Colorectal Cancer Screening. Guidelines from the ACS, the USPSTF, and others recommend Fecal Immunochemical Tests (FIT), High-Sensitivity Guaiac-Based Fecal Occult Blood Tests (HS-gFOBT) and FIT-DNA tests as options for colorectal cancer (CRC) screening in men and women at average risk for developing colorectal cancer. This document provides state-of-the-science information about these tests. NCCRT Webinar, Tuesday, February 20th at 3:00pm ET: Innovative Ways to Increase CRC Screening among the Underserved, is actually a repeat of one of NCCRT’s most highly rated workshops from the NCCRT meeting last December,

	<p>and aims to move beyond describing the challenges of reaching the underserved to showcasing innovative solutions, including using systems change to increase CRC screening in a multi-ethnic community; how local HDs can team up with academics on community engagement; and partnering with emergency departments to reach rural residents who don't have a PCP. Speakers include: Joseph Ravenell, MD, MS, NYU School of Medicine; Karen E. Kim, MD, University of Chicago Medicine Comprehensive Cancer Center, Jenna Hatcher, RN, PhD, MPH, University of Kentucky, College of Nursing.</p>
Cost	<ul style="list-style-type: none"> • Why a \$13,000 ER bill in Kentucky is bad for patients everywhere • The Uniquely American Problem Of High Prescription Drug Costs
Health Disparities	<ul style="list-style-type: none"> • Why Are Black People Less Likely to Get Melanoma But More Likely to Die From It?
Lung Cancer	<ul style="list-style-type: none"> • Black Lung Study Finds Biggest Cluster Ever Of Fatal Coal Miners' Disease • LUNgevity Foundation Announces Initiative to Save Lives Through Increased Adherence to Lung Cancer Screening: Collaborative program to ensure more patients benefit from early detection tool. • Pre-Op Exercise in Lung Cancer Patients Halves Complications: Post-op outcomes for other cancer types indeterminable due to low quality of evidence.
Medicaid	<ul style="list-style-type: none"> • Medicaid expansion in Kentucky improves breast cancer care for women 20 to 64 years old • Kentucky Hopes Website Will Track Medicaid Work Requirements • Friends and foes of Kentucky's new Medicaid plan agree it will cut program's rolls, but they disagree on why and how, and if that's good • Kentucky Rushes to Remake Medicaid as Other States Prepare to Follow • Work-For-Medicaid Lifts Off In Indiana, But Even Fans Fret About Red Tape
Melanoma	<ul style="list-style-type: none"> • 2005 to 2014 Saw Increase in Melanoma Incidence: For males and females combined, incidence fell for those aged 15 to 44, increased for those ≥55
Obesity	<ul style="list-style-type: none"> • Expenditures Rising for Treating Obesity-Related Illness in U.S.: Proportion of medical expenditures for obesity-related illness varies widely by state • Check out the National Cancer Institute's new infographic about the cancers associated with being overweight or obese. • The State of Obesity in Kentucky: This state profile includes data on adult obesity, childhood obesity, and obesity-related health issues in Kentucky. • Obesity Tied to Survival in Men With Melanoma

Ovarian Cancer	<ul style="list-style-type: none"> • USPSTF Final Recommendation Statement on Screening for Ovarian Cancer: Receives D grade: The U.S. Preventive Services Task Force released today a final recommendation statement on screening for ovarian cancer. The Task Force found the harms of screening to outweigh the benefits and recommends against screening for ovarian cancer in women without signs or symptoms. The final recommendation statement can also be found in the February 13 online issue of JAMA.
Policy	<ul style="list-style-type: none"> • In a state thick with cancer, Kentucky leaders of screening and research organizations targeted for cuts make cases for state money • Kentucky Health Advocates Continue Their Push for Cigarette Tax Increase • Overview: How the President’s Proposed FFY 2019 Budget Impacts Critical State Health Programs
Social Media	<ul style="list-style-type: none"> • WEBINAR: “Health for a Change: No Time, No Money, No Problem #socialmedia”, will be held on Wednesday, March 8th from 1pm – 2pm EST. This free Foundation for a Healthy Kentucky webinar will be led by social media expert and author Jason Falls and aims to help nonprofits better use social media to further their missions.
Survivorship	<ul style="list-style-type: none"> • ASCO’s “Managing Cancer-Related Pain” Booklet: In this booklet, patients and their caregivers will learn about the importance of pain relief, as well as the causes of pain, how it is diagnosed, and pain-relief strategies. The booklet covers pain medications extensively and also includes a pain tracking sheet to help patients record how pain affects them. Download a printable PDF. • Managing the Side Effects of Immunotherapy: ASCO and the National Comprehensive Cancer Network (NCCN) have published new recommendations for managing the side effects of immunotherapy. Learn more about potential side effects caused by immune checkpoint inhibitors and what to watch for. • WEBINAR SERIES: Now in its 10th year, Cancer & Careers’ accredited Educational Series for Healthcare Professionals kicks off Thursday, March 29th! All sessions take place at 12:00 PM ET, run 60 min, and are free to attend. Join us for the first of five sessions as we explore Where to Start the work and cancer conversation with patients and survivors. Key topics include: "To Work or Not to Work" during treatment?; The Americans with Disabilities Act (ADA); Managing privacy at work & online. Register today!
Telemedicine	<ul style="list-style-type: none"> • Medicare Advantage plans, ACOs, and physicians offering telehealth services stand to benefit from provisions set forth in the omnibus package.
Tobacco Control	<p>Tobacco Control</p> <ul style="list-style-type: none"> • Support for Tobacco-Free Schools in Kentucky Climbs to 87 Percent: Only 39 percent of Kentucky school districts have tobacco-free policies • People with behavioral-health issues smoke at high rate; raising cigarette tax by \$1 a pack would help them quit, advocates say

- [CDC MMWR: Cigarette Brand Preference and Pro-Tobacco Advertising Among Middle and High School Students — United States, 2012–2016](#). Reducing youth-oriented tobacco marketing, as part of a comprehensive approach in concert with other evidence-based strategies –such as comprehensive smoke-free policies, increasing the price of tobacco products, and raising the minimum age of purchase for tobacco products to 21 years – could help reduce the acceptability, affordability, and use of tobacco products among youth. To identify usual cigarette brands smoked among U.S. middle- and high-school students who were current (past 30 days) cigarette smokers, CDC analyzed data from the 2012–2016 National Youth Tobacco Survey.
- [How To Drive Down Smoking In Groups That Still Light Up](#)
- **RESOURCE REMINDER:** The 2018 [American Lung Association "State of Tobacco Control" report](#) evaluates states and the federal government on the proven-effective tobacco control laws and policies necessary to save lives. [Read the report's key findings here](#). While Kentucky received an “F” grade in most categories – we did move up to a “C” in ‘Access to Cessation Services’ thanks to the passage of Senate Bill 89, which ensures that all FDA-approved tobacco cessation products and U.S. Preventive Service Task Force recommended interventions are to be covered under Medicaid and private insurance with no barriers. Read specifics about how [Kentucky measured up here](#).

Vaping

- [How to Talk With Teenagers About Vaping](#)

Tobacco Treatment

- Several [Freedom from Smoking Facilitator Trainings](#) are scheduled throughout the state this year. Contact Tami Cappelletti to register: Tami.Cappelletti@lung.org
 - **February 28, 2018**, Graves Co. Health Dept., Mayfield, KY
 - April 11, 2018, Louisville, KY
- Schedule a [Freedom From Smoking® Facilitator Training](#) in your region! Contact Bobbye Gray at bobbye.gray@ky.gov or [502-564-9358](tel:502-564-9358) ext. 4017. In addition, Freedom From Smoking® Facilitator Recertification is available via 90-minute webinars. The recertification will extend certification for three years. Tami Cappelletti will contact those in need of being recertified.

Treatment	<ul style="list-style-type: none"> • New Cancer Treatment Approach Targets Circadian Clock
Events	<p>Events of Interest (in chronological order)</p> <ul style="list-style-type: none"> • A pediatric cancer awareness event will be held on International Childhood Cancer Awareness Day, February 15, 2018 in the Capitol Rotunda in Frankfort from 12pm - 1pm. • American Cancer Society Cancer Action Network is hosting their “Day at the Capitol” on Wednesday, February 21, 2018 in Frankfort, KY. Join us for a day of engaging our state lawmakers to ensure that they make cancer a top state priority! To volunteer for ACS CAN: email kristy.young@cancer.org or Call 859-

260-8289. Find us on Facebook at www.facebook.com/acscankentucky

- [American Lung Association's Day at the Capitol](#) is **Tuesday, February 27th** from 9am – 2pm at the Kentucky State Capitol's Capitol Annex Building, Room 131. Join ALA for a day of engaging state lawmakers to ensure that they make lung health a top state priority. Register today by visiting Lung.org and scrolling down to Current Initiatives. Questions? Contact heather.wehrheim@lung.org or call 502-759-2889
- The [Indiana Cancer Consortium](#) invites you to the [2018 Colorectal Cancer Summit](#) in Jeffersonville, IN on March 21, 2018 from 9am – 2:30pm at Clark Memorial Hospital. This free event will bring together healthcare professionals to educate and collaborate on addressing barriers and successes to colorectal cancer screenings and treatment. **Join us as we focus on how the Indiana and Kentucky cancer communities** can address the pressing challenges we currently face and will provide a vision where collective action can make a difference.
- Join [Cancer and Careers](#) on **March 23, 2018** in Chicago for the [5th Midwest Conference on Work & Cancer](#)! This free event explores the complexities of balancing treatment and recovery with employment and is open to patients, survivors, caregivers, healthcare professionals* and anyone else touched by cancer.
- **LEXINGTON:** Mark your calendar for **KCSP's 2018 Spring Conference, *Sharing the Smoke-free Story***. The conference will be held in Lexington Convention Center, Elkhorn Room, Lexington, KY on **Wednesday April 11th** and will feature **a preconference on the afternoon of Tuesday April 10th** hosted by the Kentucky Department for Public Health's Kentucky Tobacco Prevention & Cessation Program. Stay tuned for further details, and share the date with community leaders, policymakers, and citizen advocates who might be interested.
- The [Dialogue for Action® on Cancer Screening and Prevention](#) meeting will be held on April 11-13, 2018 at the Hilton McLean Tysons Corner in McLean, Va. DFA brings together key stakeholders from clinical practice and public health programs to share effective strategies to improve cancer prevention and early detection. [Register by](#) Wednesday, February 28 for early bird savings.
- Fourth Annual [Appalachian Research Day](#) will be held on **Wednesday, April 18, 2018** at the UK Center of Excellence in Rural Health in Hazard. [Conference registration](#) is open. A [call for poster abstracts](#) will be open until 2/23.
- [KPCA Integrated Behavioral Health Conference](#) will be held on **April 20, 2018**, in Louisville, KY at the Holiday Inn – Louisville East. [Registration is open!](#)
- **Save the Date!** [Accelerating Rural Cancer Control \(ARCC\) Research Meeting Planned for May 30-31, 2018](#). Bethesda, Maryland (NIH Main Campus). This ARCC Meeting aims to identify gaps in rural cancer control research and practice, to build partnerships across various stakeholder groups to address challenges and disseminate solutions, and to highlight and identify approaches to address shared and competing priorities of providers, health systems, researchers, patients, and communities.

- [Registration is now open for the 2018 Southeastern Colorectal Cancer Consortium](#), which will be held in New Orleans, June 27th through June 29th. The meeting will tackle best practices, lessons learned, and how to move forward in our work surrounding colorectal cancer.
- The [Fifth HINTS Data Users Conference](#), sponsored by The National Cancer Institute, will be held **on September 13-14th** at the Natcher Conference Center in Bethesda, MD. Please join us as we present and discuss research using Health Information National Trends Survey (HINTS) data and highlight the role of HINTS research in public health and clinical care. [Register today](#), and [submit an abstract](#)!