

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **March 7, 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](mailto:katie@kycancerc.org)

Sincerely, Kentucky Cancer Consortium Staff



CATEGORY	TITLE
ACA & Cancer	<ul style="list-style-type: none"><li>• <b>JOURNAL ARTICLE:</b> <a href="#">Changes in Health Insurance Coverage Associated With the Affordable Care Act Among Adults With and Without a Cancer History:</a> Population-based National Estimates.</li></ul>
Breast Cancer	<ul style="list-style-type: none"><li>• <a href="#">Most breast cancer patients' experiences with radiation therapy are better than expected</a></li><li>• NCI recently revised and updated their fact sheet entitled “<b>Dense Breasts: Answers to Commonly Asked Questions</b>”. <a href="#">Read it here.</a></li></ul>
Cancer Control	<ul style="list-style-type: none"><li>• The <a href="#">National Cancer Institute’s Cancer Trends Progress Report</a> summarizes our nation's advances against cancer in relation to Healthy People targets set forth by HHS. The report, intended for policy makers, researchers, and public health professionals, includes key measures of progress along the cancer control continuum and uses national trend data to illustrate where improvements have been made.</li></ul>
Colorectal Cancer	<ul style="list-style-type: none"><li>• Governor Matt Bevin recorded a PSA reminding Kentuckians that <a href="#">March is Colorectal Cancer Awareness Month</a>, and urging them to be screened. Kudos to the <a href="#">Colon Cancer Prevention Project</a> for their advocacy efforts with Kentucky’s leaders, and to Governor Bevin for bringing attention to this important issue. <a href="#">Watch the 2-minute video on YouTube here!</a></li><li>• The Kentucky Cancer Consortium has developed a <a href="#">two-page factsheet about Colorectal Cancer in Kentucky</a> – with the latest cancer data, policy progress, and collaborative opportunities for continued success. Share among your professional networks!</li><li>• The CDC has new <a href="#">Screen for Life PSAs</a> for 2018, using animation to encourage men and women 50+ to get screened for colorectal cancer. Titled “Community Garden,” the PSAs are available in English and Spanish. Check out <a href="#">their website</a> to view these very informative PSAs.</li><li>• In partnership with the national organization <a href="#">Stand Up To Cancer</a>, Katie Couric has released a new <a href="#">Colon Cancer screening PSA.</a></li></ul>

	<ul style="list-style-type: none"> <li>• <a href="#">Nitrate in drinking water increases the risk of colorectal cancer</a></li> <li>• <b>REMINDER: GW Cancer Center</b> has release of an updated <a href="#">Colorectal Cancer Awareness Month Social Media Toolkit</a> 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.</li> </ul>
Grants	<ul style="list-style-type: none"> <li>• The Prevent Cancer Foundation's <a href="#">community grants program</a> funds vital community-level projects in cancer prevention and early detection across the United States. Applicants must demonstrate the potential of their programs to make a positive impact, with special consideration given to those making a difference in underserved communities. Apply today for the 2018 community grants cycle. The Foundation expects to fund up to 10 one-year awards for \$25,000 each. <a href="#">Review the guidelines and submission instructions</a>. Application Deadline: <b>April 6</b>, 2018, 6 p.m. ET</li> </ul>
Health Disparities	<ul style="list-style-type: none"> <li>• <a href="#">Almost all adolescents in an economically disadvantaged urban population exposed to tobacco smoke</a>: Exposure to secondhand smoke was highest among African-Americans.</li> </ul>
Health Equity	<ul style="list-style-type: none"> <li>• <b>New Course on LGBTQ-Affirming Care</b>: The George Washington University (GW) Cancer Center recently released a new online training, <a href="#">Addressing the Need for LGBTQ-Affirming Care: A Focus on Sexual and Gender Minority Prostate Cancer Survivors</a>. The training, sponsored by a grant from the Association of Oncology Social Work, aims to help social workers and other health care professionals better support sexual and gender minority cancer patients, with a specific focus on the needs of sexual and gender minority prostate cancer survivors. Sign up for the training or learn more from the <a href="#">Online Academy</a>.</li> </ul>
Leukemia	<ul style="list-style-type: none"> <li>• <a href="#">Research could change how doctors treat leukemia and other cancers fed by fat</a></li> </ul>
Lung Cancer	<ul style="list-style-type: none"> <li>• <a href="#">Lung Cancer Screening Most Beneficial for Those at Highest Risk, Analysis Suggests</a></li> </ul>
Medicaid	<ul style="list-style-type: none"> <li>• <a href="#">State will hold monthly public meetings, starting tomorrow, March 8th, to explain changes in Medicaid program</a></li> <li>• <a href="#">In county with 75% on Medicaid and 12.4% unemployed, Salyersville mayor ponders Medicaid's new work rules</a></li> </ul>
Obesity	<ul style="list-style-type: none"> <li>• <a href="#">No Downturn In Obesity Among U.S. Kids, Report Finds</a></li> </ul>
Palliative Care	<ul style="list-style-type: none"> <li>• <a href="#">House receives bill encouraging palliative care</a></li> </ul>
Pediatric & AYA Cancer	<ul style="list-style-type: none"> <li>• <a href="#">Testing an Interactive Approach to Promote Exercise in Young Cancer Survivors</a></li> </ul>

Physical Activity	<ul style="list-style-type: none"> <li>Getting involved with local parks is a great way to <a href="#">Step It Up, Kentucky!</a> As the weather starts to warm up, here are two opportunities that help get kids and families outside and promote healthy, active exploration: <a href="#">Park Rx Day on Sunday April 29</a> is a national celebration promoting the growing movement of prescribing parks and nature to patients. This community health initiative uses our natural land to prevent and treat chronic disease and promote wellness. Check out the <a href="#">Park Rx website</a> for more information and resources. <a href="#">Kids to Parks Day 2018 on Saturday, May 19</a> is a national day of outdoor play that connects kids and families with their local, state, and national parks. There are several ways to participate. <a href="#">Find an event near you</a> or consider <a href="#">hosting an event</a> in your favorite park. Before you go, download these <a href="#">family resources</a> to take with you. Visit the <a href="#">Kids to Parks Day website</a> for more information. Join the conversation by tagging the <a href="#">Partnership for a Fit Kentucky</a> in your posts (@pfitky), use the hashtag #stepitupky to boost our message and invite your friends/partners to follow us on <a href="#">Facebook</a> or <a href="#">Twitter!</a></li> </ul>
Policy	<ul style="list-style-type: none"> <li><a href="#">Some of 70 programs cut in Gov. Bevin's budget spared by House; some not</a></li> <li><a href="#">House OKs 50-cent hike in cigarette tax; health advocates say \$1 needed to have any health benefit; fate in Senate is uncertain</a></li> <li><a href="#">OP-ED in Louisville Courier-Journal: 50-cent cigarette tax hike a political milestone but doesn't go far enough to fight cancer</a></li> <li><a href="#">\$100,000 advertising campaign for cigarette-tax hike will remind Kentuckians of the damage done to them by smoking</a></li> <li><a href="#">With Kentucky's legislative session more than half over, most health-related bills are still on the table; here's a roundup</a></li> <li><a href="#">Advocates urge lawmakers to raise cigarette tax to raise revenue, cut cancer rates; 1/3 of Ky. cancer cases are caused by smoking</a></li> </ul>
Prostate Cancer	<ul style="list-style-type: none"> <li><a href="#">Molecular Switch Links High-Fat Diet to Prostate Cancer Metastasis</a></li> </ul>
Social Determinants of Health	<ul style="list-style-type: none"> <li><b>WEBINAR:</b> <a href="#">The Green &amp; Healthy Homes Initiative (GHHI): Successful Cross-Sector Collaboration</a> on <b>Friday, March 23, 2018</b> from 12 – 1:30 PM. This webinar explores the successful cross-sector collaboration model of a national program dedicated to breaking the link between unhealthy housing and unhealthy children. The GHHI model replaces stand-alone housing intervention programs with an integrated, whole-house approach. Learn how they have improved health, economic and social outcomes for families and communities across the country. <b>Target audience:</b> Environmental health staff, housing specialists, public health nurses, community health workers, public health and other local officials and all Healthy Homes partners.</li> </ul>
Social Media	<ul style="list-style-type: none"> <li><b>WEBINAR:</b> <a href="#">“Health for a Change: No Time, No Money, No Problem #socialmedia”</a>, will be held on <b>Wednesday, March 8<sup>th</sup></b> from 1pm – 2pm EST. This free <a href="#">Foundation for a Healthy Kentucky webinar</a> will be led by social media expert and author Jason Falls and aims to help nonprofits better use social media to further their missions.</li> </ul>

<p><b>Survivorship</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines Equip Patients to Understand Immunotherapy Side Effects</a></li> <li>• <b>REMINDER -- WEBINAR SERIES: Now in its 10th year, <a href="#">Cancer &amp; Careers'</a> accredited <a href="#">Educational Series for Healthcare Professionals</a> kicks off Thursday, <b>March 29th!</b> 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 <a href="#">Where to Start</a> 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 &amp; online. <a href="#">Register today!</a></b></li> <li>• <a href="#">Exercise Benefits Cancer Patients Even 4 Years Later</a></li> </ul>
<p><b>Telemedicine</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Medicare Advantage plans, ACOs, and physicians offering telehealth services stand to benefit from provisions set forth in the omnibus package.</a></li> </ul>
<p><b>Tobacco Control</b></p>	<p><b>Tobacco Control</b></p> <ul style="list-style-type: none"> <li>• The <a href="#">UK College of Nursing's BREATHE team</a> is participating in the <a href="#">17<sup>th</sup> World conference on Tobacco or Health (WCTOH)</a> in Capetown, South Africa this week and shared a televised program with attendees about their major tobacco control and health activities with (1) research (2) community engagement and empowerment (3) advocacy at the local and state level and (4) access to health services. We are very excited for BREATHE, the UK CON, and UK to have this global visibility and chance to tell our story. <a href="#">Take a look</a> at this video, and congratulate <a href="#">the BREATHE team!</a></li> <li>• <a href="#">Kentucky is the Cancer Capital of the Country with More Than 1/3 of the Commonwealth's Cancer Deaths Tied to Tobacco Use</a></li> <li>• <a href="#">Cigars and pipes tied to same risks as cigarettes.</a></li> </ul> <p><b>Vaping</b></p> <ul style="list-style-type: none"> <li>• <a href="#">States with strong tobacco control measures have fewer e-cigarette users</a></li> </ul> <p><b>Tobacco Treatment</b></p> <ul style="list-style-type: none"> <li>• Several <a href="#">Freedom from Smoking Facilitator Trainings</a> are scheduled throughout the state this year. Contact Tami Cappelletti to register: <a href="mailto:Tami.Cappelletti@lung.org">Tami.Cappelletti@lung.org</a> <ul style="list-style-type: none"> <li>○ <b>March 13<sup>th</sup>, 2018</b>, Ashland, KY, at the <a href="#">Ashland-Boyd County Health Department</a></li> <li>○ March 28<sup>th</sup>, 2018, Lexington, KY, at the <a href="#">Bluegrass Area District Area Development Building</a></li> <li>○ April 11, 2018, Louisville, KY, ALA offices, 10168 Linn Station Rd.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Schedule a <a href="#">Freedom From Smoking® Facilitator Training</a> in your region! Contact Bobbye Gray at <a href="mailto:bobbye.gray@ky.gov">bobbye.gray@ky.gov</a> or 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.</li> <li>• The Lexington-Fayette County Health Department is leading several Freedom From Smoking classes for the community in the Lexington area. <a href="#">Find dates and locations on this flyer.</a></li> </ul>
Treatment	<ul style="list-style-type: none"> <li>• <a href="#">New Cancer Treatment Approach Targets Circadian Clock</a></li> </ul>
Events	<p><b>Events of Interest (in chronological order)</b></p> <ul style="list-style-type: none"> <li>• The <a href="#">Indiana Cancer Consortium</a> invites you to the <a href="#">2018 Colorectal Cancer Summit</a> in Jeffersonville, IN on <b>March 21, 2018</b> 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. <b>Join us as we focus on how the Indiana and Kentucky cancer communities</b> can address the pressing challenges we currently face and will provide a vision where collective action can make a difference.</li> <li>• Join <a href="#">Cancer and Careers</a> on <b>March 23, 2018</b> in Chicago for the <a href="#">5th Midwest Conference on Work &amp; Cancer!</a> 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.</li> <li>• Join us for a screening of the documentary <a href="#">“Someone You Love: The HPV Epidemic”</a> on <b>April 10<sup>th</sup>, 2018</b> from 5:30pm – 8:00pm at the New Albany-Floyd County Library Auditorium in New Albany, IN, just over the river from Louisville. This is a powerful documentary covering the journeys of 5 women who have faced HPV related cervical cancer. After the film there will be an interactive panel discussion with local leaders, a cancer doctor and survivors.</li> <li>• <a href="#">Register today</a> for <b>KCSP’s 2018 Spring Conference, <i>Sharing the Smoke-free Story</i></b> at the Lexington Convention Center, Elkhorn Room, Lexington, KY on <b>Wednesday April 11<sup>th</sup></b> and will feature a <b>preconference on the afternoon of Tuesday April 10<sup>th</sup></b> hosted by the Kentucky Department for Public Health’s Kentucky Tobacco Prevention &amp; Cessation Program. Share the date with community leaders, policymakers, and citizen advocates who might be interested. Read the <a href="#">agenda</a> and preconference <a href="#">flyer</a> for details about the conference sessions. CE credits will be offered through CHES and KBN.</li> <li>• The <a href="#">Dialogue for Action® on Cancer Screening and Prevention</a> 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. <a href="#">Register by</a> Wednesday, February 28 for early bird savings.</li> </ul>

- The Kentucky Conference on Health Communication, [“21<sup>st</sup> Century Cures Act: The Role of Communication and Information Science”](#), will be held April 12-14 at the Hyatt Regency in Lexington, KY. [Register today!](#)
- 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!](#)
- The [Kentucky Office of Rural Health](#) and the [Northeast Kentucky AHEC](#) are hosting [“The Cost of Poverty Experience”](#) on **May 4<sup>th</sup> from 9:30am – 12pm** at the Morehead Conference Center, 111 East 1<sup>st</sup> Street in Morehead, KY. This poverty simulation is designed for health care providers and staff, health professions students, and community agencies who work with impoverished populations. To register, go to [www.neahec.org/cope](#)
- **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.
- [Register today for the 2018 Southeastern Colorectal Cancer Consortium](#), which will be held in New Orleans, **June 27<sup>th</sup> through June 29<sup>th</sup>**. 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 13-14<sup>th</sup>** 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!](#)