

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **September 19, 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">• Four years into Obamacare, Kentucky's uninsured rate leveled out, and probably rose. Why? It depends on whom you ask• The ACA’s Pre-Existing Condition Protections Remain Popular with the Public, including Republicans, As Legal Challenge Looms• For first time since 2010, America’s progress on health insurance stalls• In Trump’s First Year, Nation’s Uninsured Rate Unchanged
Breast Cancer	<ul style="list-style-type: none">• WEBINAR: Tomorrow -- Thursday, September 20 12:00 pm (ET), Living Beyond Breast Cancer’s Young Women’s Initiative will present a webinar entitled, “Critical Conversations: How to Talk About Sex with Your Breast Cancer Patients”. The discussion will review the common sexual challenges women affected by breast cancer face; recommend best practices to open up the conversation about sex and intimacy issues with your patients; and highlight the importance of addressing sex and intimacy issues in the oncology setting. Don Dixon, MD, FACP, clinical co-director of gynecologic oncology at the Massachusetts General Hospital Cancer Center and director of The Oncology Sexual Health Clinic, will be the featured speakers.• The GW Cancer Center has updated and released its “Breast Cancer Awareness Month Social Media Toolkit 2018”. This toolkit is designed to help stakeholders implement evidence-based practices when communicating about Breast Cancer Awareness Month. It can also help you plan, implement and evaluate your social media strategy and make the case for why it’s important.• For women with genetic risk, twice-a-year MRI beats mammograms• New Approach to Breast Reconstruction May Reduce Pain and Weakness for Some: The technique places implants on top of muscle, instead of under it.• For Elderly Women With Breast Cancer, Surgery May Not Be the Best Option: Nursing home patients may be frail or have other diseases, leading some doctors to advise hormone therapy rather than operations.

Colorectal Cancer	<ul style="list-style-type: none"> The University of Virginia Health System is hosting a webinar entitled, "Getting to the Bottom of Colorectal Cancer Screening" on Friday, October 5th, 12pm-1pm ET. Register here to attend online. Speakers will be Cindy Yoshida, MD, a nationally recognized, board-certified gastroenterologist and Andrew Wolf, MD, American Cancer Society new guidelines lead. Learning Objectives include: New American Cancer Society screening guidelines; Pros and cons of screening modalities; Best practices for shared decision making; Answers to commonly asked questions about successful screening programs.
Community Health Workers	<ul style="list-style-type: none"> I Hired a Community Health Worker and Now We Work Miracles
Cost	<ul style="list-style-type: none"> The \$109K Heart Attack Bill Is Down To \$332. What About Other Surprise Bills? State Legislators Take Action to Protect Consumers from Surprise Billing Merger of Cigna and Express Scripts Gets Approval From Justice Dept.
EHRs	<ul style="list-style-type: none"> Making the EHR Work: Rural Kentucky Healthcare Organization Uses Data Extraction to Improve Patient Care
End-of-life	<ul style="list-style-type: none"> A health care policy that puts the ending first: The best way to keep Medicare alive may be to improve how patients die.
General	<ul style="list-style-type: none"> The Kentucky Cancer Program and Gilda's Club Kentuckiana is hosting the Biden Cancer Community Summit on Friday, September 21 at Gilda's Club, 633 Baxter Ave., 11:00 am- 2:00 pm. This Summit is focusing on what we can do to deliver what patients deserve in cancer research and care systems. Cancer care providers, cancer centers, cancer support networks, and other groups are invited to display information on local cancer resources. RSVP to the Kentucky Cancer Program 502-852-6318 or Gilda's Club Kentuckiana 502-583-0075. Much Touted For Cancer, 'Precision Medicine' Often Misses The Target NIH Director's Blog: Putting Bone Metastasis in the Spotlight Read NCI's Annual Plan & Budget Proposal For FY 2020 "At a Glance". This 4-page summary outlines investments in major areas of research needed to advance progress for adults and children with cancer and for those at risk of the disease.
Genomics	<ul style="list-style-type: none"> WEBINAR: Genomics and the Future of Cancer Treatment -- Join CancerCare, and other leading experts, as we discuss the groundbreaking field of genomics and its impact on cancer treatments on October 15 from 1:30 - 2:30 p.m. (ET). This free CancerCare Connect® Education 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!
Health Disparities	<ul style="list-style-type: none"> CDC MMWR Weekly for August 31, 2018 / 67 (34); 952-957. Racial/Ethnic Disparities in Tobacco Product Use Among Middle and High School Students — United States, 2014–2017

Lung Cancer	<ul style="list-style-type: none"> • CDC MMWR Weekly for September 14, 2018 / 67(36);1022. QuickStats: Age-Adjusted Death Rates for Lung Cancer, by Urbanization of County of Residence — National Vital Statistics System, United States, 2006 and 2016 • Survey Shows That Despite Gains, Lung Cancer Stigma Remains a Problem
Medicaid	<ul style="list-style-type: none"> • Facing Shortfall, Kentucky Mulls Ending Medicaid Expansion: Republican Gov. Matt Bevin's administration could eliminate Kentucky's expanded Medicaid program to avoid a \$300 million shortfall. • Arkansas drops thousands from Medicaid for non-compliance with work requirements; Ky. official says 'Kentucky is not Arkansas'
Obesity	<ul style="list-style-type: none"> • Kentucky's high-school obesity rate goes up; hope is in pre-school numbers, which have dropped; adult obesity rate is 8th in U.S • CDC released new data on self-reported adult obesity prevalence for all 50 states, the District of Columbia, Guam, and Puerto Rico. The 2017 Adult Obesity Prevalence Maps show that adult obesity prevalence across the country remains high and differs by race, ethnicity, and education. Obesity prevalence ranged from a low of 22.6 percent in Colorado to a high of 38.1 percent in West Virginia. Obesity decreased by level of education. Adults without a high school degree or equivalent had the highest self-reported obesity (35.6%), followed by high school graduates (32.9%), adults with some college (31.9%) and college graduates (22.7%). • The U.S. Preventive Services Task Force released today a final recommendation statement on behavioral weight loss interventions to prevent obesity-related morbidity and mortality in adults. The Task Force found that intensive behavioral interventions are beneficial for patients with obesity. View the recommendation and the evidence on which it is based. The final recommendation statement can also be found in the September 18 online issue of JAMA.
Patient Navigation	<ul style="list-style-type: none"> • REMINDER: The Patient-Centered Education & Research Institute's 2018 Navigation Summit is fast approaching! The conference, entitled, “Nurse, Lay & Advocate Creating a Successful Continuum of Care” will be held at the Norton Healthcare Learning Center on 9500 Ormsby Station Road, Suite 200, Hurstbourne Green in Louisville on October 4th and 5th, 2018. Register today!
Pediatric & AYA Cancer	<ul style="list-style-type: none"> • Gov. Matt Bevin proclaims September 'Childhood Cancer Awareness Month': Bevin and the legislature have approved \$5 million to fund childhood cancer research by both UK and U of L • Developmental stage for No. 1 eye tumor in children • NIH's “Palliative Care Conversations Matter” website has been redesigned and updated. This National Institute of Nursing Research campaign seeks to increase the use of palliative care for children and teens living with serious illnesses. Check it out!

	<ul style="list-style-type: none"> • REMINDER: There is still over a week left in Childhood Cancer Awareness Month, putting a spotlight on the types of cancer that largely affect children, survivorship issues, and – importantly – to help raise funds for research and family support. Find out how your organizations can <u>still</u> be a part of this nationwide movement at the American Childhood Cancer Organization's awareness month webpage. • CancerCare has developed a fact sheet: "Caring Advice for Caregivers: Caring for Yourself When Your Child Has Cancer"
Public Health	<ul style="list-style-type: none"> • State's new health commissioner, Dr. Jeffrey Howard, is called 'a breath of fresh air' by a local director who's seen six of them
Screening	<ul style="list-style-type: none"> • New blood test detects early stage pancreatic cancer
Survivorship	<ul style="list-style-type: none"> • 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. • How to Protect Yourself From the Flu During Cancer Treatment • 6 Ways Relatives and Friends Can Help When You Have Cancer • NCI's Treatment-Related Nausea and Vomiting (PDQ®)–Health Professional Version has recently been comprehensively reviewed and extensively revised.
Tobacco Control	<p>Tobacco Control</p> <ul style="list-style-type: none"> • Kentucky Public Health tobacco program launches second phase of Quit Now Kentucky information campaign

- The Junior Casey Youth Council created this awesome video about secondhand smoke. Watch the video [here](#).
- The city of Stanford in Lincoln County passed a comprehensive smoke-free ordinance. A list of smoke-free ordinances in Kentucky can be found [here](#).
- [Big Tobacco Accused of Using Social Media 'Influencers' to Target Youth Campaigns in 40 countries – including the U.S.](#)
- The [Stanford Tobacco Prevention Toolkit](#) is a new, theory-based and evidence-informed educational resource created by educators and researchers aimed at preventing middle and high school students' use of cigarettes, cigars/cigarillos, chew, hookah, and electronic cigarettes. This Toolkit contains a set of modules focused on e-cigarettes and vapes, messages on nicotine addiction, information and resources concerning positive youth development, and school policies that provide information about school tobacco policies and tobacco control efforts. Follow this great resource on Facebook [here](#) and on Twitter [here](#).
- **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.

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
 - **Thursday, September 20, 2018** in Salem, KY
 - Wednesday, October 3, 2018 in Louisville, KY
 - January 20, 2019 in Louisville, KY

Vaping

- [Study shows Kentucky ranks fifth for daily electronic cigarette use, which translates to about 80,000 daily vapers in the state](#)
- [Kentucky OP ED: E-cig pods new route to tobacco addiction](#)
- [FDA Vows to Battle Teen E-Cig Use: Gottlieb announces "largest tobacco compliance effort" ever](#)
- [Calling teen vaping 'epidemic,' officials weigh flavor ban](#)

Events

Events of Interest (in chronological order)

- **CANCER CONTROL:** The Kentucky Cancer Program and Gilda's Club Kentuckiana is hosting the [Biden Cancer Community Summit](#) on **Friday, September 21** at Gilda's Club, 633 Baxter Ave., 11:00 am- 2:00 pm. This Summit is focusing on what we can do to deliver what patients deserve in cancer research and care systems. Cancer care providers, cancer centers, cancer support networks, and other groups are invited to display information on local cancer resources. RSVP to the Kentucky Cancer Program 502-852-6318 or Gilda's Club Kentuckiana 502-583-0075.
- **SURVIVORS:** [Gilda's Club Louisville](#) is hosting a "[Belle of Louisville Cruise](#)" on **Sunday, September 23rd, 2018** from 5:30pm – 7:30pm. Local cancer support groups and their members are invited to cruise the Ohio! Soft drinks and cake will be provided and additional food available for purchase. Space is limited and individuals currently living with cancer and their families will be given priority. **RSVP is required by Monday, September 17th**, by calling: 502-5823-0075.
- **POLICY:** The [Howard L. Bost Memorial Health Policy Forum](#) will be held on **September 24th** from 9am – 4:30pm at the Marriott Griffin Gate Resort Hotel in Lexington, KY. This [Foundation for a Healthy Kentucky forum](#) will explore addiction, focusing first on where we stand as a state and on the national stage, then delving into a more detailed examination of the underlying causes of the epidemic and how we might begin to heal our residents. [Register today](#) for this free one-day forum.
- **GYNECOLOGIC CANCERS:** The Norton Cancer Institute is hosting the **17th Annual Nixon Lectureship** on **Monday, September 24th** at 5:30pm at The Olmsted on 3701 Frankfort Avenue in Louisville. The lecture, entitled, "**Prevention and Early Detection of Gynecologic Malignancies**", will be given by Joan L. Walker, M.D. from the Stephenson Cancer Center at the University of Oklahoma Health Sciences Center. To register call 502-629-1234 Option 2.
- **SMOKE-FREE:** "[Smoke-free Campaigns: Making Your Community a Better Place to BREATHE](#)" will be held on **Thursday, September 27th** from 9am – 12pm at the Northern Kentucky Health Department on 8001 Veterans Memorial Drive in Florence, KY. **Is your community ready for a smoke-free law?** Discover policy change strategies that work, through discussion of the population health benefits of 100% smoke-free laws, a tested policy advocacy model to take action for smoke-free laws, and common opportunities and challenges to smoke-free policy advocacy.
- **CHWs:** [2018 3rd Annual Kentucky Association of Community Health Workers Conference](#) will be held on **Thursday, September 27th, 2018** from 8am – 4:30pm at the Crowne Plaza Louisville Airport Expo Center.
- **PATIENT NAVIGATORS:** The [Patient-Centered Education & Research Institute](#) is hosting the "[2018 Navigation Summit: Nurse, Lay & Advocate Creating a Successful Continuum of Care](#)" at the Norton Healthcare Learning Center on 9500 Ormsby Station Road, Suite 200, Hurstbourne Green in Louisville on **October 4th and 5th, 2018**. [Register today!](#)

- **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. [Early Bird registration is \\$425](#) through September 23rd.
- **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!**
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