

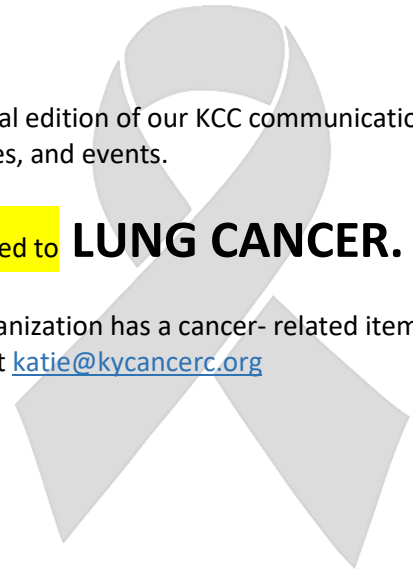
Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with a special edition of our KCC communication newsletter relaying recent state and national cancer control articles, resources, and events.

In honor of Lung Cancer Awareness Month, this edition is completely dedicated to **LUNG CANCER.**

You may read archived editions of this newsletter on [our website](#). If your organization has a cancer- related item for the regular edition 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>• <a href="#">Open enrollment on Healthcare.gov is open until Dec. 15; subsidies make rates about the same as last year</a></li><li>• <a href="#">Cancer + Careers</a> is hosting an educational webinar for health professionals entitled, "<a href="#">Health Insurance Options</a>" <b>this Thursday, November 15<sup>th</sup></b> 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. <a href="#">It's not too late to register!</a></li></ul>
African Americans	<ul style="list-style-type: none"><li>• The CDC has created <a href="#">shareable graphics to reach African American men</a> with lung cancer prevention and control messaging.</li></ul>
Comprehensive Cancer Control	<ul style="list-style-type: none"><li>• The <a href="#">Kentucky Cancer Action Plan</a> is the state's comprehensive cancer control plan to reduce our burden of cancer. The Plan includes several objectives <b>addressing lung cancer</b> prevention (tobacco cessation, smoke-free ordinances, tobacco tax, radon) and lung cancer screening shared decision making. Check it out!</li><li>• <b>REMINDER:</b> 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 . See what we are working on in regards to Lung Cancer in 2018-2019 in a <a href="#">summary of this year's Workplan.</a></li></ul>

<p><b>Data</b></p>	<ul style="list-style-type: none"> <li>• <b>CDC’s Morbidity and Mortality Weekly Report (MMWR)</b> Vol. 65 No. 12 for November 2, 2018 was entitled, “<a href="#">Surveillance for Cancers Associated with Tobacco Use — United States, 2010–2014</a>”. The brief provides a comprehensive assessment of recent tobacco-associated cancer incidence for each cancer type by sex, age, race/ethnicity, metropolitan county classification, tumor characteristics, U.S. census region, and state.</li> <li>• CDC Behavioral Risk Factor Surveillance System (BRFSS) program has released the <a href="#">2017 data on its website</a>. For 2017, Kentucky’s age-adjusted prevalence rate of adults who are current smokers is 25.2%, second only to West Virginia at 28%. The Kentucky Behavioral Risk Factor Survey will provide Area Development District (ADD) ADD profile data that is not available on CDC’s website very soon. Stay Tuned!</li> <li>• The Kentucky Cancer Consortium has created factsheets highlighting the <b>number of cancer deaths from cancers that could have been prevented or found early through screening</b>. There is one factsheet for every Kentucky Area Development District, for use on the local level. <b>In every ADD – lung cancer is the biggest killer.</b> <a href="#">On this webpage, scroll down to the “Data” section, and click on your ADD to find out more.</a></li> </ul>
<p><b>E-cigarettes</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">FDA says it may limit sale of flavored e-cigarette products to vaping stores to combat 'epidemic' use of products by teens</a></li> <li>• <a href="#">UK students say they're becoming addicted to Juul electronic cigarettes; expert says company has perfected nicotine delivery</a></li> <li>• <a href="#">I Started Vaping to Quit Smoking, and It Was a Huge Mistake</a></li> </ul>
<p><b>General</b></p>	<ul style="list-style-type: none"> <li>• The Hope Light Foundation <a href="#">recently created an infographic</a> designed to be shared on Facebook, Pinterest, Twitter and websites. It illustrates key facts, statistics, risk factors, symptoms and more to make information about lung cancer easier to understand and easier to share.</li> <li>• Watch this <a href="#">5-minute video from the National Cancer Institute</a> on lung cancer, one of several in their “Did You Know?” cancer series. This informative video gives a general overview of types of lung cancer, risk factors for developing lung cancer, and statistics on lung cancer diagnoses and 5-year survival.</li> </ul>
<p><b>Health Disparities</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Eight Factors May Link Disparities in Cancer Death Rates and Income</a>. List includes smoking rates; existence of smoke-free policies.</li> <li>• <b>JOURNAL ARTICLE:</b> Li et al. <a href="#">Racial disparities in eligibility for low-dose computed tomography lung cancer screening among older adults with a history of smoking</a>. Cancer Causes and Control. 2018 Oct 30. <ul style="list-style-type: none"> <li>○ <b>Take away:</b> African American (AA) smokers were less likely to meet established lung cancer screening eligibility criteria compared to Whites. Current lung cancer screening criteria may not adequately capture AAs at risk and may widen the health disparities in AAs.</li> </ul> </li> </ul>

Health Equity	<ul style="list-style-type: none"> <li>• <b>JOURNAL ARTICLE:</b> Richmond et al. <b>Preempting Racial Inequities in Lung Cancer Screening.</b> American Journal of Preventive Medicine. 2018 Oct 18. pii: S0749-3797(18)32156-1. <ul style="list-style-type: none"> <li>○ <b>Recommendations include:</b> Include race/ethnicity as a required LCSR variable; enhance outreach to referring providers; expand shared decision making capacity; Work with Local Communities to Engage Diverse Populations.</li> </ul> </li> </ul>
Palliative Care	<ul style="list-style-type: none"> <li>• <b>JOURNAL ARTICLE:</b> Nguyen et al. <a href="#">Translation and Evaluation of a Lung Cancer, Palliative Care Intervention for Community Practice.</a> J Pain Symptom Management. 2018 Nov; 56 (5): 709-718. <ul style="list-style-type: none"> <li>○ <b>Take away:</b> Patients in the nurse-led palliative care intervention had significant improvements in three (physical, emotional, and functional well-being) of the five QOL domains at one month that were sustained through three months.</li> </ul> </li> </ul>
Patient Navigation	<ul style="list-style-type: none"> <li>• <b>JOURNAL ARTICLE:</b> Shih et al. <a href="#">Cost-Effectiveness Analysis of a Capitated Patient Navigation Program for Medicare Beneficiaries with Lung Cancer.</a> Health Services Research. 2016;51(2):746-767. doi:10.1111/1475-6773.12333. <ul style="list-style-type: none"> <li>○ <b>Take away:</b> Compared to usual care, PN services incurred higher costs but also yielded better outcomes. Instituting a capitated PN program is cost-effective for lung cancer patients in Medicare.</li> </ul> </li> </ul>
Primary Care	<ul style="list-style-type: none"> <li>• <b>JOURNAL ARTICLE:</b> O’Brien et al. <a href="#">Primary care providers’ views on a future lung cancer screening program,</a> <i>Family Practice.</i> 2018 Nov 5. <ul style="list-style-type: none"> <li>○ <b>Take aways:</b> PCP informational needs included evidence of potential benefits and harms of screening. Lung cancer screening was viewed as a new opportunity to counsel patients about smoking cessation.</li> </ul> </li> </ul>
Rurality	<ul style="list-style-type: none"> <li>• <b>JOURNAL ARTICLE:</b> Callaghan et al. <a href="#">Cancer Mortality in Rural America 1999-2016.</a> Southwest Rural Health Research Center Policy Brief. November 2018. <ul style="list-style-type: none"> <li>○ <b>Take away:</b> Lung cancer mortality is 16.2 points higher per 100,000 residents in the rural South as compared to the urban South and only 3.7 points higher in the rural West as compared to the urban West.</li> </ul> </li> </ul>
Policy	<ul style="list-style-type: none"> <li>• <b>REMINDER: WEBINAR - Did you know Kentucky law preempts local regulation of the distribution, sales and regulation of tobacco products?</b> 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. <a href="#">The Foundation for a Health Kentucky</a> is offering a free webinar entitled, <b>“Preemption and Health Advocacy”</b> on <b>Wednesday, November 28th</b>, from 1pm – 2pm (ET). All participants must register <a href="#">here</a>. .</li> </ul>
Radon	<ul style="list-style-type: none"> <li>• The <a href="#">University of Kentucky BREATHE program created a continuing education program</a> that provides health professionals with up-to-date, relevant information about the negative health consequences of exposure to radon as well as the synergistic effects of radon and tobacco smoke.</li> <li>• The CDC has a <a href="#">4-page brief outlining policies and practices</a> for reducing household radon.</li> </ul>
Screening	<ul style="list-style-type: none"> <li>• The <a href="#">Lung Cancer Alliance</a> has launched a new consumer campaign called, <b>“What About Your Lungs?”</b> which speaks directly to individuals who may be at risk for</li> </ul>

lung cancer with striking imagery and messaging that normalizes the need for screening, making it a consideration similar to that of obtaining a mammogram, colonoscopy or other early detection measures already cemented in the public consciousness. Lung Cancer Alliance’s new campaign “What About Your Lungs?” supports local screening center awareness campaigns with easy-to-use and understand educational materials found on the [“Let’s Talk Screening”](#) web page. Members of LCA’s Screening Centers of Excellence network also have exclusive use of [customizable educational materials, including awareness posters, a screening guide book and email infographics](#), that allow placement of a health facility/system logo, name and address on the materials you provide to the local at-risk population.

- The [American Thoracic Society](#) and the [American Lung Association](#) joined forces to develop a [guide for implementation of lung cancer screening \(LCS\) programs](#). The aim of this document is to provide a pragmatic guide and toolkit of how to design, implement, and conduct an LCS program based on a survey of experts in LCS representing a diversity of institutions throughout the United States.
- **JOURNAL ARTICLE:** Sharma et al. [Using a Smoking Cessation Quitline to Promote Lung Cancer Screening](#). American Journal of Health Behavior. 2018 Nov 1; 42 (6) 85-100.
  - **Take away:** The educational brochure may be an effective and low-cost way to deliver information about LCS.
- The Agency for Healthcare Research and Quality (AHRQ) has developed [tools which work together to facilitate discussions between health care professionals and their patients](#) about lung cancer screening with low-dose computed tomography.
- CDC Preventing Chronic Disease GIS Snapshot: [Geographic Availability of Low-Dose Computed Tomography for Lung Cancer Screening in the United States, 2017](#)

**Smoke-free**

- The Kentucky Center for Smoke-free Policy [updated their smoke-free ordinance maps and listings](#) in October 2018. Check them out!
- [Kentucky 100% Tobacco Free Schools](#) prohibit tobacco use, including vapor products and alternative nicotine products, by staff, students, and visitors twenty-four hours a day, seven days a week, inside Board-owned buildings or vehicles, on school owned property, and during school-sponsored trips and activities. The Coalition for a Smoke-free Tomorrow has made 100% Tobacco-Free Schools a [top legislative priority in the 2019 session](#).
  - Do you know what percentage of Kentucky students are protected from secondhand smoke at school? [Check out this map](#) to see the answer.
- How can you support your public housing partners in being smoke-free? Read this PDF by the American Nonsmokers Rights Foundation entitled, [“Supporting Implementation of HUD’s Smoke-free Public Housing Rule: Recommendations for Health Departments and Public Health Partners”](#).

<p><b>Social Media</b></p>	<ul style="list-style-type: none"> <li>• The <b>Kentucky Cancer Consortium Lung Cancer Network</b> has a social media guide intended to help public health professionals navigate social media and other communication channels (e.g., text, email) with targeted messaging related to tobacco treatment, smoke-free protection, radon testing, and lung cancer screening. <a href="#">Check it out!</a></li> <li>• The GW Cancer Center’s <a href="#">Lung Cancer Social Media Toolkit 2018</a> is updated with the latest evidence-informed communication strategies. New additions to this year’s toolkit include new and exciting suggestions for using Pinterest, Snapchat and Reddit to promote your cause.</li> </ul>
<p><b>Stigma</b></p>	<ul style="list-style-type: none"> <li>• There are several informative resources available which address <b>lung cancer stigma</b>. Block time on your calendar to acquaint yourself with one or more of the following, to bolster your knowledge on this important topic in Kentucky! <ul style="list-style-type: none"> <li>○ American Lung Association has a 9-page guide called “<a href="#">Addressing the Stigma of Lung Cancer</a>”</li> <li>○ The Lung Cancer Alliance has a brochure for patients called, “<a href="#">Lung Cancer Stigma: How to Cope</a>”.</li> <li>○ <b>JOURNAL ARTICLE:</b> Hamann et al. <a href="#">Multilevel Opportunities to Address Lung Cancer Stigma across the Cancer Control Continuum</a>. Journal of Thoracic Oncology Volume 13, Issue 8, August 2018, Pages 1062-1075.</li> <li>○ The Kentucky Cancer Consortium has a <b>two-part webinar</b> on lung cancer stigma archived on their website from 2017. Dr. Jamie Studts and Angela Criswell presented two sessions: <a href="#">Part one</a>, focused on recognizing the impact of stigma on lung cancer survivors and their loved ones and discussing some strategies for dealing with stigma and <a href="#">Part two</a>, focused on specific methods and techniques that can be used to avoid stigmatizing language.</li> </ul> </li> </ul>
<p><b>Survivorship</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Survivorship: Part of the Lung Cancer Care Continuum</a> -- As people live longer with the disease, the lung cancer community prepares to serve their long-term needs</li> <li>• <b>Did you know there is a Lung Cancer Support Group at Gilda's club in Louisville?</b> (633 Baxter Ave. Louisville, KY) The group meets once/month on the 4th Wednesday of the month. Patients and Caregivers are welcome. Dinner at 6 and group at 6:30. For more information, contact Nancy Alvey at <a href="mailto:crescenthillgallery@gmail.com">crescenthillgallery@gmail.com</a></li> <li>• <a href="#">The Kentucky LEADS Collaborative</a> was recently featured in a webinar hosted by KCC. Find out the successes, resources, and future plans of this groundbreaking lung cancer survivorship initiative by tuning in to this <a href="#">October 2018 archived webinar</a>.</li> </ul>
<p><b>Tobacco</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">The Tobacco Atlas</a> is a partnership between the American Cancer Society and Vital Strategies, a free online resource and companion book that map the nature and magnitude of the tobacco epidemic and chart a course toward clear, proven solutions. The Atlas has been providing global data into compelling and easy-to-understand graphics for over 20 years, now in its Sixth (6<sup>th</sup>) edition. Explore the <a href="#">Atlas’s website</a> as well.</li> </ul>

<p><b>Tobacco Treatment</b></p>	<ul style="list-style-type: none"> <li>• The <a href="#">American Cancer Society Great American Smokeout</a> is this <b>Thursday, November 15<sup>th</sup></b>! ACS has <a href="#">multiple ready-to-go resources</a> for use in workplaces, health systems, and other places in your community.</li> <li>• The <a href="#">BREATHE Online Tobacco Treatment Specialist (TTS) training</a> is designed to equip participants with evidence-based skills to treat tobacco dependence across a range of settings. The BREATHE TTS course is accredited by the Council for Tobacco Treatment Training Programs (CTTTP). The course includes twenty-seven hours of self-paced training, assignments and evaluation. Expected course completion time is eight weeks. For more specific information and a general course outline click <a href="#">here</a>. After finishing the course, participants earn a training certificate, which is the first step in <a href="#">obtaining TTS Certification</a>. <b>To register for the course starting March 6, 2019, May 1, 2019, July 10, 2019, August 28, 2019, and October 9, 2019, please click <a href="#">here</a>.</b></li> <li>• Upcoming <a href="#">Freedom From Smoking (FFS) Facilitator trainings</a> in Kentucky include the dates below. For more information, contact ALA's Tami Cappelletti at <a href="mailto:Tami.Cappelletti@lung.org">Tami.Cappelletti@lung.org</a> <ul style="list-style-type: none"> <li>○ <b>January 20, 2019</b> in Louisville, KY</li> </ul> </li> </ul>
<p><b>Treatment</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Trial Results Highlight Changing Lung Cancer Treatment Landscape</a></li> </ul>
<p><b>Women</b></p>	<ul style="list-style-type: none"> <li>• The American Lung Association, in partnership with Cancer Treatment Centers of America®, has launched a new digital campaign called <a href="#">Lung Cancer: Not What You Think</a>. The campaign focuses on raising awareness of lung cancer in women.</li> <li>• <a href="#">Americans Unaware of Women's Top Cancer Killer</a></li> </ul>
<p><b>Worksite Wellness</b></p>	<ul style="list-style-type: none"> <li>• The Kentucky-focused Lung Cancer Prevention and Survivorship is Good Business has been working with Kentucky businesses to provide education and support on topics related to lung cancer. <a href="#">Read more about their efforts in this October 2018 update.</a></li> </ul>
<p><b>Events</b></p>	<p><b>Events of Interest (in chronological order)</b></p> <ul style="list-style-type: none"> <li>• The <a href="#">Central Kentucky Free to Breathe Walk</a> will be held in Coldstream Park in Lexington this Sunday, November 11<sup>th</sup>. Check-in at 12:30, Walk at 2 pm. <a href="#">Click here if you'd like to join the KY LEADS team or donate.</a></li> <li>• <b>St. Elizabeth Healthcare is hosting a Shine a Light event</b> this Thursday, <b>November 15, 2018</b> from 6:00 – 8:00 PM at the St. Elizabeth Training and Education Center, 3861 Olympic Blvd, Erlanger, KY 41018. Contact Laura Sipple at <a href="mailto:laura.sipple@stelizabeth.com">laura.sipple@stelizabeth.com</a> for more information.</li> <li>• <b>ARH Cancer Center is hosting a Shine a Light event</b> this Thursday, <b>November 15, 2018</b> from 3pm – 5pm at Floyd County Central, 651 Ky Rt 680 W., Floyd, Kentucky, 41622. Please RSVP by Monday 11/12 to Patricia Williams at 606-377-3401.</li> </ul>

- [Registration is now open](#) for [Lung Cancer Alliance's 4<sup>th</sup> 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.
- The [American Lung Association](#) is hosting the [Lung Force Expo](#) on **Friday, December 7<sup>th</sup>, 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 10<sup>th</sup>** 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.
  - **UPDATE AS OF 11/8/18:** Registration is full at Louisville location, and a waiting list is in place. Remote viewing locations will be at the **Bowling Green Chamber of Commerce**, 710 College St.; **Baptist Health Paducah**, Barnes Auditorium in the Carson-Myre Heart Center, 2501 Kentucky Ave.; and the **University of Kentucky Center of Excellence in Rural Health**, Room 214, 750 Morton Blvd. in Hazard (which asks that you use the free parking and shuttle service on Roy Campbell Drive [\(see map\)](#)). [Click here](#) to register for the remote viewing locations.
- **Save the Date!** Join [ACS CAN](#) for a day of engaging our state lawmakers to ensure that they make cancer a top state priority! [ACS CAN's Day at the Capitol](#) will be held on February 21<sup>st</sup>, 2019 from 8:30 a.m. – 2:30 p.m. at the Kentucky State Capitol.
- **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.