

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **February 27, 2019** issue of “Wednesday’s Word”, a KCC communication resource 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 or someone wants to be added to Wednesday’s Word, feel free to contact Jennifer Knight at jredknight@kycancerc.org

Sincerely, Kentucky Cancer Consortium Staff



CATEGORY	TITLE
<p>Colon Cancer</p>	<ul style="list-style-type: none"> • KCC HAS WON AN AWARD FROM THE NATIONAL COLORECTAL CANCER ROUNDTABLE- WATCH THE March 7th NCCRT Broadcast of new “80% in Every Community” campaign and materials to see Kentucky highlighted! Learn more and register to attend in person or watch the live broadcast • New “80% in Every Community” materials here including; FAQ, Campaign Logo, screening data and statistics, new materials, press materials and more. • Kentucky Cancer Program 2019 Facebook <i>Dress In Blue</i> Photo Contest. Submit entries by April 1, 2019 to Wynona Padgett, wpadgett@kcp.uky.edu. See <i>attachment for entry form and flyer</i>. • Updated George Washington University Colorectal Cancer Awareness Month Social Media Toolkit • This University of Texas article highlights the use of FIT to increase colon cancer screening • Replay of “Colorectal Cancer Screening 101: What Community Health Workers Need to Know” here
<p>Community Health Workers</p>	<ul style="list-style-type: none"> • March 30th 8:30am-3pm (CST) Community Health Worker Training at Owensboro Health Park. See attached flyer and for more information contact Lovoria Williams at 859-323-5579 or lovia.williams@uky.edu OR Maria Gomez at 859-323-6105 or maria.gomez@uky.edu
<p>Health Education</p>	<ul style="list-style-type: none"> • Click here for an 8 minute training video about the use of positive person-focused language in health education
<p>Financial Barriers</p>	<ul style="list-style-type: none"> • The <i>American Journal of Public Health</i> recently published a study on medical bankruptcy finding 58.5% of bankruptcies were caused by medical bills between 2013-2016. Read the full article here • Maestro Health recently surveyed 1,000 employed consumers. Among their findings: 33% of respondents don’t understand their medical bills; just 33% of respondents say they completely understand their employer-sponsored health insurance; and 44% of respondents say their employer doesn’t offer anything besides health insurance for employees to meet their health goals. Notes Rob Butler, CEO of Maestro Health, "Understanding what people want when it comes to healthcare and benefits and arming consumers with the tools to

	<p>enhance their literacy will help us optimize the industry and improve consumers' individual health outcomes."</p>
HPV	<ul style="list-style-type: none"> • March 1 7:30am-12 (CST) Nashville- Vanderbilt Symposium on HPV Infections and Associated Cancers for more information and registration please visit here • George Washington University HPV materials available: HPV Vaccine Myth Busting for Health Care Providers Social Media Toolkit or HPV Cancer Prevention Profiles
Liver Cancer	<ul style="list-style-type: none"> • George Washington University resources include Viral Hepatitis and Liver Cancer Prevention Profiles (and associated resources) which can help improve policy-makers and cancer control professionals' awareness of the link between viral hepatitis and liver cancer, Viral Hepatitis and Liver Cancer Social Media Toolkit covers communication strategies for talking about this important link
Nutrition	<p>March is <u>National Nutrition Month</u></p> <p>About 2 out of 3 Americans are overweight or obese. Many are also less physically active than they should be. While it is not clear exactly how excess body fat, consuming too many calories, and lack of physical activity raise cancer risk, there is no question that they are linked to an increased risk of many types of cancer.</p> <p>In fact, the World Cancer Research Fund estimates that about 20% of all cancers diagnosed in the US are related to body fatness, physical inactivity, excess alcohol consumption, and/or poor nutrition, and thus could also be prevented.</p> <p>Resources: Check out the American Cancer Society guidelines for nutrition and physical activity.</p>
Skin Cancer	<ul style="list-style-type: none"> • This article examines "Skin Cancer Prevention Behaviors Among Agricultural and Construction Workers in the United States, 2015"
Support Programs	<ul style="list-style-type: none"> • Gilda's Club has three free CEU spring programs in Louisville- click on the links to learn more about each program and to register <ul style="list-style-type: none"> • March 1, 12-1 How do I ask about THAT? Cancer and Sexuality • April 26, 9am-11 Demystifying Reiki Therapy • May 10, 9am-11 Insights into Introversi • Friend for Life Cancer Support Network seeks cancer survivors and caregivers willing to provide emotional support to others facing cancer. Training is required and is provided both live and online. Our next live training will be held Saturday, March 23, 2019, 9 am to 5 pm in Louisville. Breakfast and lunch are included. Training is free, but registration is required. For more information, or to register, please contact Judy, Nicole or Amy: (502) 893-0643 / staff@friend4life.org / https://www.friend4life.org/volunteers/become-volunteer/

Symptom Management	<ul style="list-style-type: none">• MD Anderson is part of an international project to evaluate the effectiveness of an mHealth app that helps those living with cancer to manage fatigue symptoms at home and collaborate with their care team. Full Story
Tobacco & E-Cigarettes	<ul style="list-style-type: none">• SAVE THE DATE: Tobacco Control Spring Conference April 16-17th at the Embassy Suites in Lexington hosted by the Kentucky Center for Smoke-free Policy