

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **August 28th, 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 Elaine Russell at Elaine.Russell@uky.edu

Sincerely, Kentucky Cancer Consortium Staff



CATEGORY	TITLE
Breast Cancer	<ul style="list-style-type: none"> Doctors may have found a way to test and also predict breast cancer recurrence. More testing is needed. Click here to read more about it. New USPSTF Updates Recommendations for Breast Cancer Gene Testing may help clarify who can benefit most from a risk assessment test. Breastfeeding lowers risk of breast cancer and ovarian cancer.
Children’s Health	<ul style="list-style-type: none"> Register for the 4th Annual Children’s Environmental Health Summit held on Thursday, October 10, 2019 from 8:30 am – 4:00 pm EST at the Center for Rural Development in Somerset, KY. <i>See attached flyers</i> for Summit information as well as sponsorship opportunities. Contact Shelly Canada if you have any questions or would like to provide sponsorship support. shelly.canada@ky.gov
Colon Cancer	<ul style="list-style-type: none"> The new guidebook from the National Colorectal Cancer Roundtable (NCCRT) provides recommendations on how to improve colorectal screening rates to 80% in every community. Messaging The Unscreened New National Colorectal Cancer Roundtable (NCCRT) blog on working with community health centers to increase colorectal cancer screening in rural and underserved communities in South Carolina. The Kentucky Cancer Consortium’s Colon Cancer Committee is hosting a planning retreat on Thursday, September 26, 2019. Register here. For more information, contact Elaine Russell, Elaine.Russell@uky.edu .
Coalition Building	<ul style="list-style-type: none"> The Comprehensive Cancer Control National Partnership has just released the second edition of the Nine Habits of Successful Comprehensive Cancer Control Coalitions.
Community Health Workers	<ul style="list-style-type: none"> Save the Date, Kentucky Association of Community Health Workers Conference on Thursday, September 19, 2019. Click here for the flyer.
Continuing Education Opportunities	<ul style="list-style-type: none"> The GW Cancer Center has several online training and education opportunities. Click here for more information.
Data	<ul style="list-style-type: none"> How Many Americans Die Prematurely From Treatable Causes?

	<p>People die from treatable conditions at different rates across the country; rates tend to be higher in the south and in Great Lakes states.</p> <ul style="list-style-type: none"> • <i>Cancer Data in the Commonwealth: Spotlight on Lung Cancer</i>. Notes and resources are available here!
Evidence-Based Resources	<ul style="list-style-type: none"> • County Health Rankings What-works-for-health resource. New updated strategies.
Grant Opportunity	<ul style="list-style-type: none"> • Robert Wood Johnson Funding Opportunities 2019 focus on health and health equity that support a culture of health. Proposals opened August 15, 2019 and close on November 6, 2019. Click here for more information.
Health Departments	<ul style="list-style-type: none"> • Health Departments and their employees making difficult decisions based on newest pension bill. Click here for the article.
Health Communications	<ul style="list-style-type: none"> • Robin C. Vanderpool, DrPH named chief of the Health Communication and Informatics Research Branch at the National Cancer Institute (NCI). She will lead the development of health communication research initiatives in areas such as patient-provider communication, cancer risk communication, health literacy, social/new media, and connected health. • This new guidebook from the National Colorectal Cancer Roundtable (NCCRT) provides recommendations on how to improve colorectal screening rates to 80% in every community. Messaging The Unscreened • Health for change webinar, September 18th from 1-2 pm EST on social media and strategies for your organization's key messages from the Foundation for a Healthy Kentucky. Click here to register. • GW Cancer Center Communication Training for Cancer Control Professionals. Continuing education opportunity.
Health Equity	<ul style="list-style-type: none"> • Where we live can affect how long and how well we live. And sometimes, income effects where you are available to stay. Click here for more information. • Children of parents facing racism have an increased likelihood of substance abuse and obesity. Read more about these studies here. • Housing impacts health blog from Robert Wood Johnson Foundation. • Robert Wood Johnson Funding Opportunities 2019 focus on health and health equity that support a culture of health. Proposals opened August 15, 2019 and close on November 6, 2019. Click here for more information. • New National Health and Nutrition Examination Study shows that children who live in poverty are more likely to be exposed to secondhand smoke than children in high-income households. • How Many Americans Die Prematurely From Treatable Causes? People die from treatable conditions at different rates across the country; rates tend to be higher in the south and in Great Lakes states. • RWJF Blog on Turning up the Heat on Tobacco Products. Highlighting that they disproportionately harm people with lower incomes and less education; people with mental illness and substance use disorders;

	<p>people who identify as lesbian, gay, bisexual, and/or transgender (LGBT); and racial and ethnic minorities.</p>
Health Professionals	<ul style="list-style-type: none"> • GW Cancer Center continuing education training to improve productivity of patient-provider interactions through individual and systems-level approaches. The training seeks to provide health care professionals with knowledge and strategies to support patient-provider communication and employ culturally competent practices. Use enrollment code TEAMcare (case sensitive) to enroll in the course. • LuCa National Training Network at UofL announced the launch of its new free online CME/CE course: Lung Cancer and the Primary Care Provider
Health Systems	<ul style="list-style-type: none"> • New National Colorectal Cancer Roundtable (NCCRT) blog on working with community health centers to increase colorectal cancer screening in rural and underserved communities in South Carolina.
HPV	<ul style="list-style-type: none"> • HPV Vaccination Rates impacted by a doctor’s recommendation. • If you want to be part of a regional HPV coalition in Louisville, contact Elizabeth Holtsclaw at elizabeth.holtsclaw@cancer.org • New MMWR Report on HPV-Attributable Cancers An average of 34,800 cancers reported annually in the United States during 2012–2016 were attributable to HPV. Of these, 32,100 (92%) cancers were attributable to HPV types targeted by the 9-valent HPV vaccine, ranging by state from 40 to 3,270. • Save the Date - Bowling Green Roundtable October 16th, Hazard and Morehead Roundtables TBD. Join us and spread the word for these events! The target audience includes: physicians, community members, administrators, and other stakeholders as we discuss strategies to collectively increase HPV vaccination rates in Western Kentucky. <i>Keynote speaker will be Dr. Tammy Beckham HHS Acting Director of Infectious Disease and Immunization.</i> For more information, please contact Elizabeth Holtsclaw at elizabeth.holtsclaw@cancer.org
Job Opportunities	<ul style="list-style-type: none"> • Cancer Family Care, Inc. serves cancer patients, families and children in Campbell, Kenton and Boone counties of NKY and the greater Cincinnati area, www.cancerfamilycare.org. They are currently hiring for a full time position with benefits for a KY licensed Clinical Social Worker (LCSW) or Counselor (LPCC). Job Description Cancer Family Care, Inc.
KY Cancer Summit	<ul style="list-style-type: none"> • Join us on Wednesday, September 25th at the Lyric Theater in Lexington for the next Kentucky Cancer Summit hosted by the American Cancer Society Cancer Action Network and presented by the Kentucky Cancer Consortium. Click here to register by Friday, September 20th.
LGBT	<ul style="list-style-type: none"> • Addressing the need for LGBT affirming care for prostate cancer survivors continuing education opportunity: This training 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. Click here for

	<p>the course. Use enrollment code SGMCARE (case sensitive) to enroll in this course.</p> <ul style="list-style-type: none"> • RWJF Blog on Turning up the Heat on Tobacco Products. Highlighting information on how tobacco products disproportionately harm people who identify as lesbian, gay, bisexual, and/or transgender (LGBT).
Lung Cancer	<ul style="list-style-type: none"> • The GO2 Foundation for lung cancer website is updated: https://go2foundation.org/ • 5th Annual Screening and Care Conference: Collaborating for Excellence hosted by GO₂ Foundation for Lung Cancer (formerly Lung Cancer Alliance) Washington, DC, November 14-15. • LuCa National Training Network at UofL announced the launch of its new free online CME/CE course: Lung Cancer and the Primary Care Provider • Check out the Breath of Hope Kentucky website and information about their fundraising event on November 1st, 2019, UNITE to FIGHT Lung Cancer in Kentucky where all proceeds will go to support efforts in Kentucky. Contact Lindi Campbell, President of Breath of Hope Kentucky at breathofhopeky@gmail.com for more information. • The first ever Millennial Lung Health Study Grant provided to the American Lung Association. Read about it here.
Motivational Interviewing	<ul style="list-style-type: none"> • Cancer Prevention Using Motivational Interviewing for Health Behavior Change Training, September 25, 2019 8:00 am – 10am, Baptist Health Louisville, Charles & Mimi Osborn Cancer Center Conference Room. Target Audience: Physicians, Advanced Care Providers, Nurses, Social Workers.
Ovarian Cancer	<ul style="list-style-type: none"> • Breastfeeding lowers risk of breast cancer and ovarian cancer.
Patient Navigation	<ul style="list-style-type: none"> • GW Cancer Center Education Training on Navigation and Survivorship Continuing Education Opportunity • GW Cancer Center Oncology Patient Navigator Training: The Fundamentals. Continuing Education Opportunity.
Patient Resource	<ul style="list-style-type: none"> • 11 symptoms you should not ignore American Cancer Society resource for patients.
Policy	<ul style="list-style-type: none"> • Foundation for a Healthy Kentucky Howard L. Bost Memorial Health Policy Forum. <i>Medical Marijuana Fact and Fiction: Practical Public Health Considerations for Kentucky</i>. Monday, September 23rd 9 am – 4:15 pm, Marriott Griffin Gate, Lexington. Click here to register. • Join us on Wednesday, September 25th at the Lyric Theater in Lexington for the next Kentucky Cancer Summit hosted by the American Cancer Society Cancer Action Network and presented by the Kentucky Cancer Consortium. Click here to register by Friday, September 20th.

	<p>GW Cancer Center Action for Policy, Systems and Environmental (SE) Change continuing education opportunity. Click here. This course explores PSE change from its evidence base to a full-length case study. Credits: CHES/MCHES Enrollment Code: PSETrain (case sensitive)</p> <p>Learning objectives include:</p> <ul style="list-style-type: none"> • Describe the process of PSE change as an evidence-based approach to improve health • Distinguish between PSE change initiatives and conventional public health interventions • Explain the importance of sustainability in PSE change interventions to stakeholders
<p>Prostate Cancer</p>	<ul style="list-style-type: none"> • September is Prostate Cancer Awareness Month. This toolkit is designed to help stakeholders implement evidence-based practices when communicating about prostate cancer; It can also help you plan, implement and evaluate your social media strategy and make the case for why it's important. Social Media Tool Kit • Addressing the need for LGBT affirming care for prostate cancer survivors continuing education opportunity from GW Cancer Center: This training 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. Click here for the course. Use enrollment code SGMCARE (case sensitive) to enroll in this course.
<p>Radon</p>	<ul style="list-style-type: none"> • Click here for CDC resource that highlights Kentucky's work and success in radon prevention! • Learn how to talk to your patients about radon prevention. The University of Kentucky BREATHE team have developed a continuing education opportunity for 3 credit hours. Click here to learn how to access the training.
<p>Secondhand Smoke</p>	<ul style="list-style-type: none"> • New National Health and Nutrition Examination Study shows that children who live in poverty are more likely to be exposed to secondhand smoke than children in high-income households.
<p>Skin Cancer Prevention</p>	<ul style="list-style-type: none"> • Melanoma and Skin Cancer Awareness Social Media Toolkit from the GW Cancer Center.
<p>Survivorship</p>	<ul style="list-style-type: none"> • Fastest Age group, Poor Research Did you know adults aged 85 years and older are the fastest-growing age group in the United States? More research is needed to improve outcomes and anticipate health care needs. • Cancer Survivorship E-Learning Series for Primary Care Providers. • Provider Education Training to Improve Mental Health Care of Cancer Survivors. • Addressing the need for LGBT affirming care for prostate cancer survivors continuing education opportunity: This training 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. Click [here](#) for the course. Use enrollment code **SGMCARE** (case sensitive) to enroll in this course.

Tobacco & E-Cigarettes

- [Annual Kentucky Prevention Conference Registration](#) The KPN conference will be held on September 24-25, 2019 in Louisville. Dr. Robert DuPont will be speaking and covering topics about youth drug trends and battling addiction. Registration is available [here](#).
- **American Lung Association conversation guide for parents** to talk with their children about vaping. [If You Don't Protect Your Kids From Vaping, Who Will?](#)
- **American Heart Association** has new [infographic](#) *Youth and Tobacco: A New Crisis*.
- **State representatives** have announced a **bill that would add an excise tax on e-cigarettes sold in Kentucky**. [News Article Draft Of Bill](#)
- [FDA Reveals Proposed Graphic Warnings for Cigarette Packs and Ads](#)
The proposed rule requires tobacco companies to place new graphic health warnings on cigarette packages and in advertisements.
- **Nearly 3/4 Kentucky School Districts Now Tobacco Free** The [Tobacco Free for Students](#) map will continue to be updated as school districts adopt the [model policy](#).
- **Free tobacco-free campus and vehicle signage** are available for Kentucky school districts that adopt tobacco-free campus policies under a new 2019 law, thanks to a partnership among the Foundation for a Healthy KY, the KY Medical Association and the KY Foundation for Medical Care. School districts may visit www.tobaccofreestudents.org for the order form; contact Alexa Kerley, akerley@healthy-ky.org, 877-326-2583, with questions.
- **Foundation for a Healthy KY has an e-cigarette/vaping media campaign with PSAs**. All the PSAs are found at www.ijustdidntknow.org. Broadcast quality copies of the PSAs are available by contacting Alexa Kerley at 877-326-2583, akerley@healthy-ky.org.