

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **October 9, 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
Adolescent & Young Adult Cancer	<ul style="list-style-type: none"> • Adolescent & Young Adult Cancer Awareness Social Media Toolkit. Click here
Breast Cancer	<ul style="list-style-type: none"> • Breast Cancer Symptoms: What You Need to Know. Click here • Updated Breast Cancer Awareness Month Social Media Toolkit. Click here • Making Strides of Louisville. The American Cancer Society started Making Strides Against Breast Cancer walks to unite communities in the fight against this deadly disease. When: Sunday, October 27, 2019 Check-In at 12:30 pm, Walk Starts at 1:30-4 pm Where: Cardinal Stadium 2800 S Floyd Street, Louisville, KY Register here • Komen is pleased to announce a Training Researchers to Eliminate Disparities (TREND) grant opportunity. The application instructions and application system will open on August 27, 2019. Submission deadline is October 17, 2019. Find out more here • Can We Make Precision Medicine for Breast Cancer?
Childhood Cancer	<ul style="list-style-type: none"> • Grant opportunity: Alex's Lemonade Stand announces two funding opportunities. Young Investigator Grant - review the full 2020 Grant Application Guidelines online. Epidemiology Grant review the full 2020 Grant Application Guidelines online <i>Application Deadline:</i> December 16, 2019 (11:59 PM ET) • Jamie Ennis Bloyd of Lexington, advocate for work on childhood cancer, is named latest Healthy Kentucky Policy Champion. Click here • Kids Cancer Alliance offers a variety of camp and recreational activities year-around for children with cancer and their families. We are dedicated to providing once-in-a-lifetime experiences where children

	<p>with cancer and their families can grow, learn, build friendships, and most importantly....have FUN just being kids! Click here</p> <ul style="list-style-type: none"> • The American Cancer Society is deeply committed to finding new answers that will help every child and family affected by cancer. Click here. • Kentucky Cancer Registry Report: Childhood Cancer in Kentucky 2007-2016. Click here
<p>Children’s Health</p>	<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
<p>Colon Cancer</p>	<ul style="list-style-type: none"> • 2019 80% By 2018 National Achievement Award Winner: Kentucky Cancer Consortium Click here for interview. • New data analysis colorectal cancer incidence is increasing exclusively in young adults in nine high-income countries. • Colorectal Cancer Screening Rates in FQHCs each 44.1% in 2018. Click here. • Screening update FDA approved its noninvasive colorectal cancer screening test, Cologuard, for eligible average-risk individuals ages 45 and older, expanding on its previous indication for ages 50 and older. Click here • Communication: • 2019 Colorectal Cancer Screening Messaging Guidebook: Recommended Messaging to Reach the Unscreened • Also use the NCCRT’s Hispanics/Latinos and Colorectal Cancer Companion Guide to find tested English and Spanish messages and for guidance on how to tailor your messages to reach this priority population in a culturally competent way. • Spanish-version Colorectal Cancer Screening Flyer developed by the Colon Cancer Prevention Project. Contact kpilkington@kickingbutt.org to insert your logo.
<p>Coalition Building</p>	<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.
<p>Continuing Education Opportunities</p>	<ul style="list-style-type: none"> • The GW Cancer Center has several online training and education opportunities. Click here for more information.
<p>Data</p>	<ul style="list-style-type: none"> • Viral Hepatitis and Liver Cancer Prevention Profiles. To find out about your states statistics, click here • Kentuckians rank 5th in nation in obesity; Older kids rank 3rd. Click here • Release of 2018 National Healthcare Quality and Disparities Report. Click here. • New Data on How We’re Measuring a Culture of Health. Click here.

	<ul style="list-style-type: none"> • With Interactive Cancer Data Visualizations (InCaViz), you can visualize and compare selected cancer-related datasets to assist program staff, cancer coalition members, researchers, as well as policy and communications colleagues. Check out this new website here. • Heart disease is the number one global killer, making up for 40% of deaths. But when middle- and lower-income countries were subtracted from the calculation, 55% of deaths were credited to cancer. To learn more about this, click here.
Environmental Health	<ul style="list-style-type: none"> • How Communities are Promoting Health and Responding to Climate Change. Click 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"> • Komen is pleased to announce a Training Researchers to Eliminate Disparities (TREND) grant opportunity. The Application instructions and application system will open on August 27, 2019. Submission deadline is October 17, 2019. Find out more here • 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.
Gynecological Cancers	<ul style="list-style-type: none"> • Gynecologic Cancer Awareness: Learn the Signs. Listen to Your Body. Women experience many health changes during the course of their lifetime. Knowing what is and is not normal for your body can go a long way in helping a woman maintain her gynecologic health. A Media toolkit is available here.
Health Care Reform	<ul style="list-style-type: none"> • Progress on Health Coverage in Kentucky Has Begun To Erode, According to New Data. Click here.
Health Communications	<ul style="list-style-type: none"> • Chronic Lymphocytic Leukemia Workshop This free workshop offers information on Chronic Lymphocytic Leukemia, such as treatment options, the cost of care, and navigating life with this disease. When: Monday, October 28, 2019 at 6-7 pm Where: Facebook live To RSVP, click here or call (502) 583 - 0075 • Revised Cancer Survivorship Awareness Social Media Toolkit Available. Click here. • Health for a Change Workshop: Infographics for Social Change: A Graphic Ally Hackathon. Become a graphic ally. Click here to register. • GW Cancer Center Communication Training for Cancer Control Professionals. Continuing education opportunity.
Health Equity	<ul style="list-style-type: none"> • Most providers don't screen for social determinants of health. Click here • Release of 2018 National Healthcare Quality and Disparities Report. Click here. • What's the Connection Between Residential Segregation and Health? Click here.

	<ul style="list-style-type: none"> • New Data on How We're Measuring a Culture of Health. Click here.
Health Systems	<ul style="list-style-type: none"> • New Blog Post Interview with Sanford Health, 2019 80% By 2018 National Achievement Award Winner. Click here. • Colorectal Cancer Screening Rates Reach 44.1% In FQHCs in 2018. Click here.
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
Hispanic	<ul style="list-style-type: none"> • NCCRT Use the NCCRT's Hispanics/Latinos and Colorectal Cancer Companion Guide to find tested English and Spanish messages and for guidance on how to tailor your messages to reach this priority population in a culturally competent way. • Fostering Civic Engagement Webinar In a thriving community, residents volunteer, are active in schools, and talk to neighbors. This webinar will provide examples of fostering civic engagement along with a dose of inspiration. When: Thursday, October 10, 2019 at 1-2 pm Register here Learn more at www.healthyamericaswebinars.org • Cross-Sector Collaboration Webinar As Woody sings to Buzz, "You've got a friend in me." Learn about innovative models of cross-sector collaboration and tools that have fostered community health and yes, new friends. When: Tuesday, October 15, 2019 at 1-2 pm Register here Learn more at www.healthyamericaswebinars.org
Hospitals	<ul style="list-style-type: none"> • Call For Participants! Policies for a Healthier Beverage Environment: A Hospital Learning Lab Click here • Rural hospitals, already cut by Medicare, are about to get their Medicaid payments reduced, too; here's a partial Kentucky list. Click here
HPV	<ul style="list-style-type: none"> • Resources National HPV Vaccination Roundtable: State Coalition / Workgroup Resources State Coalitions & Roundtables Guide and National HPV Vaccination Roundtable Guide • Student Video Challenge – Win Prizes!! Click here WHO Can Participate? - Students grades 9 – 12 as well as college undergrad students in the USA DEADLINE for Video Submission? January 19, 2020 by 11:59pm

	<p>WHERE to Get More Information? Here</p> <p>WHAT Can You Win? Pre-paid Visa Gift Card (separate prizes for High School and College Undergrad Entrants)</p> <p>1st Place = \$500 2nd Place = \$300 3rd Place = \$200</p> <ul style="list-style-type: none"> • New Hampshire and Vermont Barriers and Facilitators to HPV Vaccination. Click here • Please join us for a meeting of physicians, researchers, administrators, and other stakeholders as we discuss strategies to collectively increase HPV vaccination rates in Bowling Green Kentucky Area: When: Wednesday, October 16, 2019 Where: The Medical Center - WKU Health Sciences Complex East 1st Ave., Bowling Green, KY Registration: 9:30 am CST Program: 10 am – 1:30 pm CST with Lunch at 12 pm Click here to register. • Study Points to Herd Immunity Against HPV in Unvaccinated U.S. Adults. Vaccination rates among boys and girls are steadily rising, according to the U.S. Centers for Disease Control and Prevention. Click here. • Most Adults Unaware of Link Between HPV and Oral, Penile, and Anal Cancers. Click here. • 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
<p>Insurance Coverage</p>	<ul style="list-style-type: none"> • Still Lacking Coverage? An estimated 30.4 million people were uninsured, up from a low of 28.6 million in 2016. Coverage gains have stalled in most states and have even eroded in some.³ In addition, more people have reported problems getting health care because of cost.
<p>LGBT</p>	<ul style="list-style-type: none"> • What Goes Unsaid, a film produced due to fears of discrimination, many trans and GNC people hide their gender identity from their providers, even when the information is pertinent. • 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.

Liver Cancer	<ul style="list-style-type: none"> • Viral Hepatitis and Liver Cancer Prevention Profiles. To find out about your states statistics, click here • Screen Adults For Hepatitis C Infection All adults are at risk for the Hepatitis C infection and should get screened immediately.
Leukemia & Lymphoma	<ul style="list-style-type: none"> • Free Webinars supported by the Leukemia & Lymphoma Society • Acute myeloid leukemia (aml): diagnosis, treatment, and side effects management • Chronic myeloid leukemia (cml): diagnosis, treatment, and side effects management • Acute lymphoblastic leukemia (all): diagnosis, treatment, and side effects management
Lung Cancer	<ul style="list-style-type: none"> • Continuing education: • Lung Force Expo - This is a program designed for patients, caregivers and healthcare providers to learn more about the latest trends, resources and research surrounding lung cancer, COPD, and other chronic lung diseases. When: Friday, November 22, 2019 at 8:30 am Where: Appalachian Wireless Arena (formerly known as the East Kentucky Expo Center) in Pikeville, KY Register here Email Questions: Tami.Cappelletti@lung.org Call: 502-363-2652 • 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 • Fundraising event for Breath of Hope Kentucky 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. • Research The first ever Millennial Lung Health Study Grant provided to the American Lung Association. Read about it here.
Medicaid	<ul style="list-style-type: none"> • Uber And Lyft Ride-Sharing Services Hitch Onto Medicaid. Click here
Obesity	<ul style="list-style-type: none"> • A Hospital Learning Lab - Policies for a Healthier Beverage Environment Call For Participants! Click here Deadline extended 10/15 • Kids in Poor Neighborhoods Face Higher Odds for Obesity as Adults Click here • Experts say children should not consume sugary drinks, but parents can't do it by themselves. Click here • Kentuckians ranks 5th in nation in obesity; Older kids rank 3rd. Click here
Palliative Care	<ul style="list-style-type: none"> • Palliative Care Awareness Social Media Toolkits. Click here

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.
Physical Activity	<ul style="list-style-type: none"> • For a Longer Life, Get Moving. Even a Little. Staying active reduces the risk of dying prematurely, click here to read how. • Exercise May Make Tumors Less Aggressive. Click here
Policy	<ul style="list-style-type: none"> • New Report Highlights Big Tobacco’s Dangerous Attempts to Co-opt Promising Public Health Policies to Serve Their Own Agenda. Click here • 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)
Prostate Cancer	<ul style="list-style-type: none"> • Prostate Cancer Risk Higher in Men Receiving Fertility Treatment. Click here • Prostate Cancer Awareness: Understanding Screening and Making the Right Choice for You. Click here • 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.
Radon	<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.
Spanish-language Resources	<ul style="list-style-type: none"> • New Blog Post Highlights Resources for Spanish-Speaking Cancer Patients and Caregivers. Click here.
Skin Cancer	<ul style="list-style-type: none"> • CDC Releases Surgeon General’s Call to Action to Prevent Skin Cancer. CDC released its fifth annual Skin Cancer Prevention Progress Report. Click here.
Survivorship	<ul style="list-style-type: none"> • Revised Cancer Survivorship Awareness Social Media Toolkit Available. Click here. • There's a new general cancer support group starting up in Bullitt Co. Spread the word! Date: October 17, 2019 Time: 6:30 pm – 7:30 pm Location: Hillview Community Center 298 Prairie Drive Louisville, KY 40229

	<p>RSVP is required as space is limited. RSVP at this link or by calling the Bullitt County Health Department at (502) 543-2415.</p> <ul style="list-style-type: none"> • Cancer Survivorship E-Learning Series for Primary Care Providers. • Provider Education Training to Improve Mental Health Care of Cancer Survivors.
<p>Tobacco & E-Cigarettes</p>	<ul style="list-style-type: none"> • American Heart Association has new infographic <i>Youth and Tobacco: A New Crisis</i>. <p>E-cigarettes and Vaping</p> <ul style="list-style-type: none"> • To keep up with the latest information on lung disease and vaping, check out CDC's site here and Kentucky Department for Public Health's site here • Kentucky To Begin Tracking Mysterious Lung Illness Linked To Vaping. Click here to read more about it • Madison County government and school leaders issued a joint proclamation to “educate citizens about the dangers of e-cigarettes and vaping.” Madison County Proclamation • FHK Health for a Change Webinar: Presentations for Youth and Adults on the Dangers of Youth E-Cigarette Use When: Monday, October 14, 2019; 4-5 p.m. (ET) Register here • KY Tobacco Coordinator Call: In Depth - Alternative to Suspension for Vaping. Join us for a webinar on Nov 12, 2019 at 9:30 AM EST. Register here • CDC Hosts National Update Call Series on Lung Disease Associated with E-Cigarette, or Vaping. Click here • CDC Activates Its Emergency Operations Center (EOC) in Response to Lung Injury Associated with Vaping. Click here. • Trump moves to ban most flavored electronic cigarettes. Click here. • 56 Organizations Back Trump Administration Plan to Remove Flavored E-Cigarettes from the Market. Click here • The vaping powerhouse Juul Labs replaced its chief executive with a veteran of Big Tobacco on Wednesday. Click here • Juul CEO issues stark warning to nonsmokers as he admits long-term effects of vaping are unknown. Dont Vape You can also read about his reasoning behind his message here. • Recent Health Controversies Caused by Juul and Vaping Since moving towards a more discrete, USB-sized vaporizer, e-cigarette usage has increased over the last few years. Some experience seizures due to vaping. Constant dispute between Juul labs and FDA arise. • Michigan is the first state to ban flavored e-cigarettes. Read about it 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?](#)
- **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.

Tobacco-free

- **New law encourages more schools to go tobacco-free.** Click [here](#)
- **Most area school districts comply with Kentucky's new smoke-free measure.** Click [here](#)
- **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.

Cessation

- **Interested in purchasing nicotine replacement therapy (NRT), [NRT Direct Purchase Program](#)** Kentucky). Contact **GlaxoSmithKline** provider for Quit Now michael.c.conahan@gsk.com or 908-625-8731
- **August Quitline [Report](#)** If you have any questions about it, please contact Heather Shaw at Heather.Shaw@ky.gov
- **Quit Now Kentucky posters, business cards, brochures, magnets, and other materials to promote are available to our partners at no cost!** If you would like to order materials, please fill out the [Quit Now Kentucky Promotional Request](#) form and email it to ky.tobaccofree@ky.gov or Heather.Shaw@ky.gov.
- **Tobacco Cessation and Cancer Survivors Webinar Series**
 - **How the issue can be addressed both personally and corporately.** Jamie Ostroff, Memorial Sloan Kettering Cancer Center Register for the 1pm EST, October 30th webinar: <https://zoom.us/meeting/register/d90916c84c362c82c5b9141539e44ee6>
 - **The Impact of Stigma,** Jamie Studts, UK, Register for the 1pm EST, November 20th webinar: <https://zoom.us/meeting/register/9dae4806a7a331f4c5b9141539e44ee6>

	<ul style="list-style-type: none">• Youth Cessation Program- the Perfect Complement to INDEPTH As a natural complement to INDEPTH, schools seeking to implement teen tobacco cessation programs can sign up for our Not On Tobacco (N-O-T) program.<ul style="list-style-type: none">- Not On Tobacco (N-O-T) is a voluntary teen-centered cessation program inclusive in addressing all tobacco product use, including e-cigarettes.- These education programs are available for any school or community to establish to help our teens make healthier choices and training is available.Learn more about American Lung Association’s Youth Cessation Program Facilitator Training here
Transportation	<ul style="list-style-type: none">• ISSUE BRIEF Non-Emergency Medical Transportation – examines the broader landscape of transportation-related service and their impact on access to care.• Uber And Lyft Ride-Sharing Services Hitch Onto Medicaid. Click here