

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **January 8, 2020** 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
JANUARY AWARENESS MONTH	
Cervical Cancer	<ul style="list-style-type: none">• Cervical cancer is highly preventable and treatable. Cervical cancer is the most common cancer linked to HPV in women. Nearly all cervical cancers are caused by HPV. To learn more about Cervical Cancer Awareness month including prevention, screening options, treatments and living as a survivor visit the American Cancer Society
Radon Action Prevention	<ul style="list-style-type: none">• Radon is the second-leading cause of lung cancer in the United States, which results in 20,000 deaths annually. Risk for lung cancer is especially high for smokers exposed to high radon levels. Radon is a radioactive gas that comes from the natural decay of uranium found in most soils. It typically moves up through the ground to the air and enters your home through cracks and other holes in the foundation. Testing is the only way to know if you and your family are at risk. Visit Environmental Protection Agency for Radon Awareness Month.
“Tunnel Week” Cancer Awareness in Kentucky - February	<ul style="list-style-type: none">• Submit cancer stories from survivors, caregivers and anyone who has lost a loved one to cancer. The American Cancer Society Cancer Action Network in Kentucky is organizing their annual “Tunnel Week”- a demonstration seeking to help raise awareness of all cancer related issues in the state. Cancer stories will be turned into a poster which will be displayed in the Capitol tunnel from February 17-21 to show how many people in the state are impacted by cancer. Stories can be 2-10 sentences and include any level of detail. Submit stories at

	<p>www.fightcancer.org/your-ky-story. Email Olivia.sievert@cancer.org with questions.</p>
<p>PARTNER SPOTLIGHT</p>	
<p>UK Center For Health Equity</p>	<ul style="list-style-type: none"> <p>Center for Health Equity Transformation Seeks to Improve Health of All Kentuckians “The center’s mission is to address health disparities in Kentucky with a focus on making sure all populations are able to enjoy the benefits of evidence-based prevention, early detection and optimal treatment.” -Nancy Schoenberg, Center for Health Equity Transformation (CHET) director</p>
<p>DATA</p>	
<p>Cancer Facts and Figures</p>	<ul style="list-style-type: none"> <p>Cancer Facts & Figures 2020 A few highlights from the report:</p> <ul style="list-style-type: none"> ○ The cancer death rate declined by 29% from 1991 to 2017, including a 2.2% drop from 2016 to 2017, the largest single-year drop in cancer mortality ever reported. ○ The death rate dropped for: <ul style="list-style-type: none"> ▪ breast cancer by 40% from 1989 to 2017 ▪ prostate cancer by 52% from 1993 to 2017 ▪ colorectal cancer by 53% from 1980 to 2017 among males ▪ colorectal cancer by 57% from 1969 to 2017 among females ○ Cervical cancer caused ten premature deaths per week in women ages 20-39 in 2017. ○ 1,806,590 new cancer cases and 606,520 cancer deaths are projected to occur in the United States in 2020.
<p>POLICY – 2019 Progress</p>	
<p>Health Insurance</p>	<ul style="list-style-type: none"> <p>InsureKY Campaign Reacts to Governor Beshear’s Decision on Kentucky HEALTH “More than 400,000 Kentuckians can breathe easier today, knowing that they won’t be at risk of losing access to the healthcare services they need to maintain their health, can go to work without worrying about an illness or injury, and can take care of their families.” said Emily Beauregard, executive director for Kentucky Voices for Health.</p>
<p>Tobacco Free Schools</p>	<ul style="list-style-type: none"> <p>The tobacco-free schools law passed in 2019. Of Kentucky's 172 school districts, 164 have adopted policies to prohibit the use of any tobacco products by all persons at all times on campus and in school vehicles. Check our partners websites that includes information on signage, maps and other resources: www.tobaccofreeschoolsky.org & www.tobaccofreestudents.org</p>
<p>Radon Awareness in Real Estate Transaction</p>	<ul style="list-style-type: none"> <p>KY Real Estate Commission’s Seller’s Disclosure Form was updated in 2019 to include information on radon and lung cancer risks and adds questions asking if mitigation was installed and is it properly functioning. This disclosure is required at the time the offer is presented. Other states that include this on</p>

	disclosure forms see an increase in radon testing and an opportunity to increase consumer education.
HEALTH EQUITY	
Inclusive Communities For People With Disabilities	<ul style="list-style-type: none"> • Webinar: How To Promote Inclusive Communities For People With Disabilities Recognize health disparities and importance of inclusion of individuals with disabilities in health promotion efforts, specific to cancer and to the state of KY January 23, 2020 1:00 – 2:00 pm EST Register Here Presenters: Danielle Augustin and Lindsey Mullis, Inclusive Health and Wellness Program, UK HDI
PREVENTION	
HPV VACCINES	<ul style="list-style-type: none"> • Webinar: Strategies and Best Practices for Increasing Adolescent Immunizations Rates - This session aims to help increase awareness and completion rates of vaccine rates in adolescents. Jan 13, 2020 2:00 pm EST Register Here Webinar Speakers: Jeff Vella Health Systems Manager, State & Primary Care Systems, ACS Special Guest: Julia Richerson MD, FAAP, Family Health Centers
NUTRITION	<ul style="list-style-type: none"> • Kentucky farmers donated enough produce for 5 million meals in 2019 • 685,830 Kentuckians are considered food insecure. Hunger can affect people from all walks of life. Many Kentuckians are one job loss or medical crisis away from food insecurity – but some people, including children and seniors, may be at greater risk of hunger than others.
OBESITY	<ul style="list-style-type: none"> • In 10 Years, Almost Half of All Americans Will Have Obesity This research showed that obesity is rising in every state and some states are going to be at a very high level. The model also predicts that, nationally, severe obesity will become the most common body mass index (BMI) category for women, non-Hispanic blacks, and low-income adults (those with household income below \$50,000/year).
PHYSICAL ACTIVITY	<ul style="list-style-type: none"> • NEW REPORT: State-level physical activity planning in the United States: A Report to National Physical Activity Plan Alliance The National Physical Activity Plan Alliance (NPAPA) describes the scope in which physical activity is incorporated in state-level public health plans in the United States, with an emphasis on alignment with the Physical Activity Guidelines for Americans and the National Physical Activity Plan. (KCC is listed!) Also includes recommendations for actions to the NPAP Alliance.

RADON	<ul style="list-style-type: none"> • January is Radon Awareness Month
TOBACCO	<ul style="list-style-type: none"> • The FDA has announced a limited flavor-ban on e-cigarettes. This ban exempts menthol and traditional tobacco flavors and will only apply to cartridge-based systems (e.g. JUUL, myBLI, SMOK, Suorin, etc.). Tank-based systems, where users often mix their own e-liquids, are exempt. This partial-flavor ban is much less strict than what the Trump Administration originally promised in September 2019. Tobacco-control advocates like the Campaign for Tobacco-Free Kids have expressed disappointment with this version of the ban. • This is Quitting is a free, text-based service for youth ages 13 to 24 who want to quit vaping. Young people can enroll by texting KENTUCKY to 88709. KDPH Tobacco Prevention and Control Program is working with the Truth Initiative to offer this service. • Broken Promises to Our Children: A State-by-State Look at the 1998 Tobacco Settlement Agreement. This annual report from the Campaign for Tobacco-Free Kids shows Kentucky ranked 38th in the nation for funding of tobacco prevention programs.
SCREENING AND EARLY DETECTION	
BREAST	<ul style="list-style-type: none"> • AI beats human breast cancer diagnosis A computer programme can identify breast cancer from routine scans with greater accuracy than human experts, researchers said in what they hoped could prove a breakthrough in the fight against the global killer. But interpreting the scans leaves room for error, and a small percentage of all mammograms either return a false positive—misdiagnosing a healthy patient as having cancer—or false negative—missing the disease as it spreads. To learn more, click the link above.
CERVICAL	<ul style="list-style-type: none"> • January is Cervical Cancer Awareness Month
COLON	<ul style="list-style-type: none"> • 80% Colorectal Cancer Screening Rates in Every Community is the National Colon Cancer Round Table’s new initiative that continues the progress and commitment from 80% by 2018 Campaign. • Webinar: Colorectal Cancer Screening Data Trends presented by NCCRT - This webinar will provide a look at the latest data that informs how we are doing as a nation with our efforts to reach an 80% colorectal cancer screening rate. Thursday, January 30 12:00 pm EST Register Here
LUNG	<ul style="list-style-type: none"> • Kentucky Health Collaborative Hospitals Join Forces to Decrease Lung Cancer Mortality Rates in Kentucky The KHC first collaborative effort is focused on a Lung Cancer Screening, Detection and Treatment Initiative with objectives to diagnose more lung cancer cases in earlier stages of disease, improve access and coordination of treatment and decrease Kentucky’s lung cancer mortality

	<p>rates. Key components of this initiative consist of screening and early detection, treatment and retention, improving areas of health care policy, data gathering and prevention and awareness.</p>
<p>SURVIVORSHIP</p>	
<p>SURVIVORSHIP Continuing Education</p>	<ul style="list-style-type: none"> • GW Cancer Center’s Cancer Survivorship E-Learning Series is a free continuing education program that provides a forum to educate primary care providers (PCPs) (e.g., general medicine physicians, geriatricians, gynecologists, physician assistants, nurse practitioners, nurses) who may have patients who are cancer survivors about how to better understand and care for survivors in the primary care setting.