

Dear **Kentucky Cancer Consortium** Partners:

The Kentucky Cancer Consortium (KCC) is pleased to provide you with the **February 5, 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



Save the Date - March 19, 2020 - Berry Hill, Frankfort, KY

10:00 am – noon KCC Lung Cancer Network
Noon – 1:00 pm Lunch
1:00 pm – 3:30 pm KCC Quarterly Meeting
Registration and agenda coming soon!

CATEGORY	TITLE
FEBRUARY AWARENESS MONTH	
World Cancer Day	<ul style="list-style-type: none">• World Cancer Day was on February 4th. KCC would like to thank all of our partners for your efforts to raise awareness about cancer prevention, detection, treatment and survivorship.
DATA	
CDC report: Death rates in cancer decrease	<ul style="list-style-type: none">• From 2017 to 2018, age-adjusted death rates decreased for 6 of 10 leading causes of death according to CDC Report. The death rates decreased:<ul style="list-style-type: none">○ 0.8% for heart disease (from 165.0 in 2017 to 163.6 in 2018),○ 2.2% for cancer (152.5 to 149.1),○ 2.8% for unintentional injuries (49.4 to 48.0),○ 2.9% for chronic lower respiratory diseases (40.9 to 39.7),○ 1.3% for stroke (37.6 to 37.1), and○ 1.6% for Alzheimer disease (31.0 to 30.5).The death rates increased:<ul style="list-style-type: none">○ 4.2% for influenza and pneumonia (14.3 to 14.9) and○ 1.4% for suicide (14.0 to 14.2).

	Rates for diabetes and kidney disease did not change significantly.
HEALTH EQUITY	
Inclusive Communities For People With Disabilities	<ul style="list-style-type: none"> • RECORDED 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 Presenters: Danielle Augustin and Lindsey Mullis, Inclusive Health and Wellness Program, UK HDI January 23, 2020 Recording
Learning “HOW” to Apply Racial Equity to Policies	<ul style="list-style-type: none"> • Upcoming Webinar: Learning “HOW” to Apply Racial Equity to Policies, Advocacy, Programs, and Service Provision to End Hunger Wednesday, February 5, 2020 1:00 – 2:30 PM EDT Register Here
Addressing social determinants of health in partnership	<ul style="list-style-type: none"> • Upstream With A Small Paddle: How ACOs Are Working Against The Current To Meet Patients’ Social Needs Policies that could facilitate the integration of social determinants include providing sustainable funding, implementing local and regional networking initiatives to facilitate partnership development, and developing standardized data on community-based organizations’ services and quality to aid providers that seek partners. Read more
PREVENTION	
NUTRITION	<ul style="list-style-type: none"> • Transferring Racial/Ethnic Marketing Strategies From Tobacco to Food Corporations: Philip Morris and Kraft General Foods This article investigates the transfer of marketing knowledge and infrastructure for targeting racial/ethnic minorities from the tobacco to the food and beverage industry in the United States.
TOBACCO	<ul style="list-style-type: none"> • 2020 Surgeon General’s Report on Smoking Cessation Smoking remains the leading preventable cause of death and disease in the U.S. This report makes it clear that one of the most important actions people can take to improve their health is to quit smoking. This is true regardless of their age or how long they’ve smoked. Access report and fact sheets • Electronic Cigarettes Should Be Included In Smoke-Free Laws Learn more from the Campaign for Tobacco Free Kids fact sheet. Congratulations to Corbin City Commission, Frankfort City Council, and Franklin County Fiscal Court for adding e-cigarettes to their comprehensive (Corbin) or partial (Frankfort and Franklin Co.) smoke-free ordinances in December. • Save the Date: the Annual Kentucky Tobacco Control Conference will be April 14 and 15, 2020 in Lexington at the Embassy Suites UK Coldstream. Nominations for Smoke-free Advocate of the Year are due this Thursday,

February 6th! You may [nominate](#) any individual who has experience working on secondhand-smoke education and/or smoke-free policy.

SCREENING AND EARLY DETECTION

CONFERENCE & CALL FOR ABSTRACTS

- **2020 Prevent Cancer Dialogue: Prevention, Screening, and Action Conference** April 15-17, 2020 | Hilton Crystal City at Washington Reagan National Airport Arlington, VA - The 2020 poster session theme is *Innovations in Building Sustainability for Community-level Cancer Screening and Prevention*. Poster Abstract Submission Deadline: Friday, February 7, 2020, at 5 PM ET [More information](#)

CERVICAL

- **Nuestras Voces Network and the SelfMade Health Network** developed a bilingual infographic to highlight the disparities in the burden of cervical cancer among racial/ethnic populations, to support our programs’ efforts to raise awareness, and bring attention to the importance of screening for prevention. <https://www.nuestrasvoces.org/>

COLON

- **Colon Cancer Hits Poor, City Dwellers Hardest: [Study](#)** - This study analyzed information from nearly 27,000 U.S. patients from a national database, aged 40 and younger, who were diagnosed with colon cancer between 2004 and 2016.
- **RECORDED Webinar: Kentucky law on genetic testing effective, January 1, 2020!** – Hosted by the Colon Cancer Prevention Program. Understand the new law (KRS 304. 17A-259) and its impacts on the cancer burden in Kentucky **Recorded on Jan 27, 2020** [Recording](#)
- **RECORDED 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. [NCCRT Resource Center](#)

LUNG

- **Reduced Lung-Cancer Mortality with Volume CT Screening in a Randomized Trial** [Read more](#) Editorial note: With the NELSON results, the efficacy of low dose CT screening for lung cancer is confirmed. Our job is no longer to assess whether low-dose CT screening for lung cancer works: it does. Our job is to identify the target population in which it will be acceptable and cost-effective.

SURVIVORSHIP

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- **Interactive Cancer Education Tools for Patients and Survivors** The National Association of Chronic Disease Directors (NACDD) and the Centers for Disease Control and Prevention (CDC) have developed engaging, interactive coaching conversations with computer animated virtual humans that will answer your questions and guide you to a life of continued health. To learn more about these tools visit, conversationsaboutcancer.org.

