

# Welcome!

## Kentucky Cancer Consortium Meeting

### June 9, 2022

What is something that life is teaching you right now?



To change your name while a meeting is running:

→ Click the Participants or Manage Participants icon at the bottom of the meeting

→ Find your name in the Participants list

→ Hover your mouse over your name

→ Click on More

→ Select Rename

→ Enter your desired name in the popup and click Rename

Please enter your name and organization



What is something that life is  
teaching you right now?



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To answer, go to  
<https://www.menti.com>  
and enter code 4638 7914

Or scan the QR code





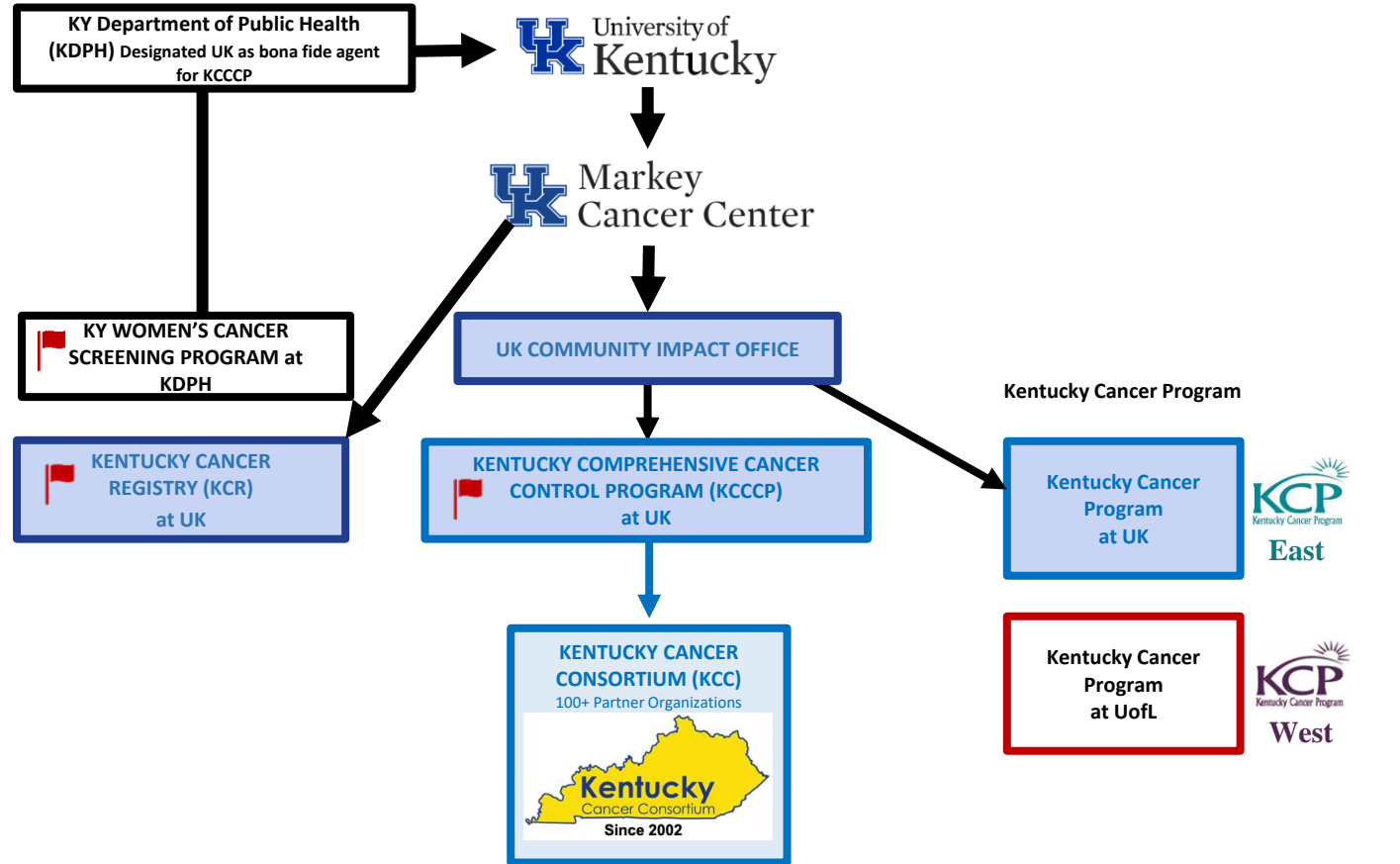
# Who partners with KCC?





**KENTUCKY  
COMPREHENSIVE CANCER  
CONTROL PROGRAM  
(KCCCP)**

**Organizational Chart**



CDC Cancer Prevention and Control Programs (RFA -DP22-2022)  
Flagship Programs





# Kentucky Cancer Consortium Partners



## **National with KY Representation**

American Cancer Society  
American Heart Association  
American Lung Association  
Go2 Foundation for Lung Cancer  
Leukemia & Lymphoma Society

## **Advocacy**

ACS CAN  
Campaign for Tobacco Free Kids  
Kentucky Society of Clinical Oncology  
Kentucky Voices for Health  
Kentucky Youth Advocates  
Limestone Group

## **Association**

KY Association of Family Practice Physicians  
Kentucky Association of Hospice and Palliative Care  
Kentucky Association of Radon Professionals  
Kentucky Health Department Association  
Kentucky Hospital Association  
Kentucky Medical Association  
Kentucky Primary Care Association  
Kentucky Rural Health Association  
Kentucky Chamber of Commerce  
Kentucky Alliance of YMCAs  
Kid's Cancer Alliance  
Kentucky LEADS Collaborative (Lung Cancer)  
Kentuckiana Health Collaborative (Employers)  
Kentucky Health Collaborative (Hospitals)

## **Non-Profits**

Breathe of Hope, KY  
Colon Cancer Prevention Project  
Faith Moves Mountains  
Friend for Life Cancer Support Network  
Gilda's Club Louisville  
Health Literacy KY (KVVH)  
Kentucky African Americans Against Cancer (KAAAC)  
Kentucky Cancer Link  
Komen Kentucky  
Operation UNITE (Substance Abuse)  
Surgery on Sunday

## **Foundations**

Foundation for a Healthy Kentucky  
Hope Light Foundation  
Kentucky Cancer Foundation

## **Communication**

KET, RunSwitch PR

## **Academic**

UK, UofL, EKV, Sullivan

## **Hospitals**

## **Insurance**

## **Industry**

Pharmaceutical, Medical Equipment

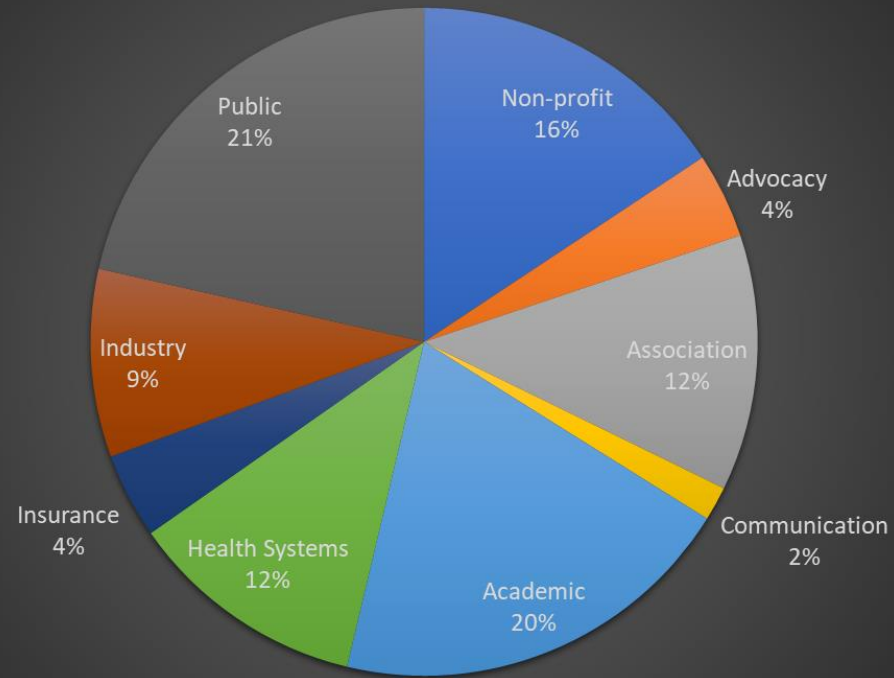
## **State Government Agencies**

Dept. for Public Health, Medicaid, Dept. of Insurance, Retirement





## KCC Partners



■ Non-profit ■ Advocacy ■ Association ■ Communication ■ Academic ■ Health Systems ■ Insurance ■ Industry ■ Public

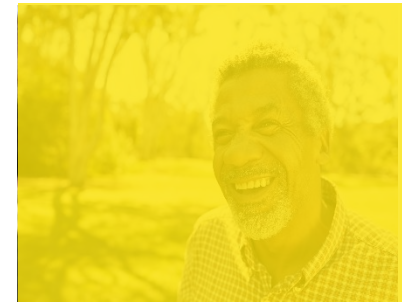


# KCC Partner Survey Results





# KCC Cancer Action Plan Partner Survey and Interview Results





# KCC Cancer Action Plan (CAP) Survey and Interviews

- 62 survey respondents
- 20 interviews

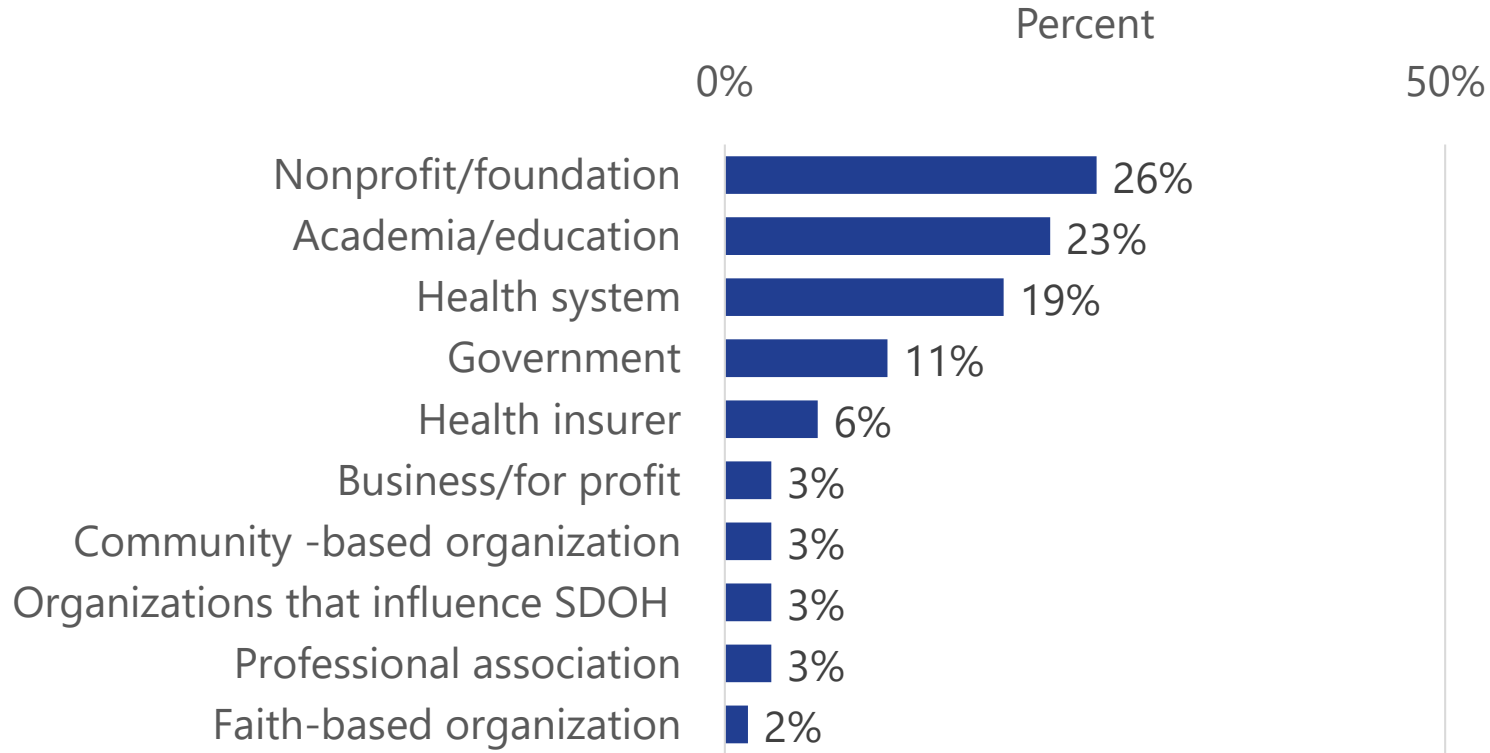


# Organizations that participated in the Survey and Interviews

American Cancer Society	Humana	Kentucky Medical Association	UK Center for Health Equity Transformation
American Lung Association	KDPH (Kentucky Department for Public Health)	Kentucky Radon Professionals, Assn of Radon Scientists of America	UK College of Nursing BREATHE
Anthem	KDPH Colon Cancer Screening and Prevention Program	Kentucky Voices for Health	UK Family & Consumer Sciences Extension
Baptist Health	KDPH Epidemiology & Immunization	Licking Valley Community Action Program /Fleming County Senior Center	UK Internal Medicine
BREATHE UK College of Nursing	KDPH Health Promotion	Limestone Group, CCpp	UK Markey Cancer Center
Cabinet for Health and Family Services	KDPH/PQI/Chronic Disease Branch	Markey Cancer Center Affiliate Network	UK Markey Cancer Center Research Network
Cancer Fighters United	Kentuckiana Health Collaborative	Markey Cancer Center at the University of Kentucky	UK Pharmacy Services
Colon Cancer Prevention Project	Kentucky Cancer Foundation	Morehead State University	UK Regional Extension Center
Community Action Kentucky	Kentucky Cancer Program	Norton Healthcare	University of Colorado Cancer Center
Dept of Employee Insurance	Kentucky Cancer Program Volunteer	Owensboro Health	University of Kentucky
Friend for Life Cancer Support Network	Kentucky CancerLink	Saint Joseph Hospital	UofL Health-Brown Cancer Center
Genentech	Kentucky Commission on Cancer	St. Elizabeth Healthcare	Vanderbilt University Medical Center
Gilda's Club Kentuckiana	Kentucky Health Collaborative	Sullivan University	WellCare Health Plans
Go2 Foundation for Lung Cancer	Kentucky Hospital Association	Survivor	West Kentucky Allied Services, Inc.
Hope Light Foundation	Kentucky LEADS	The Leukemia & Lymphoma Society	

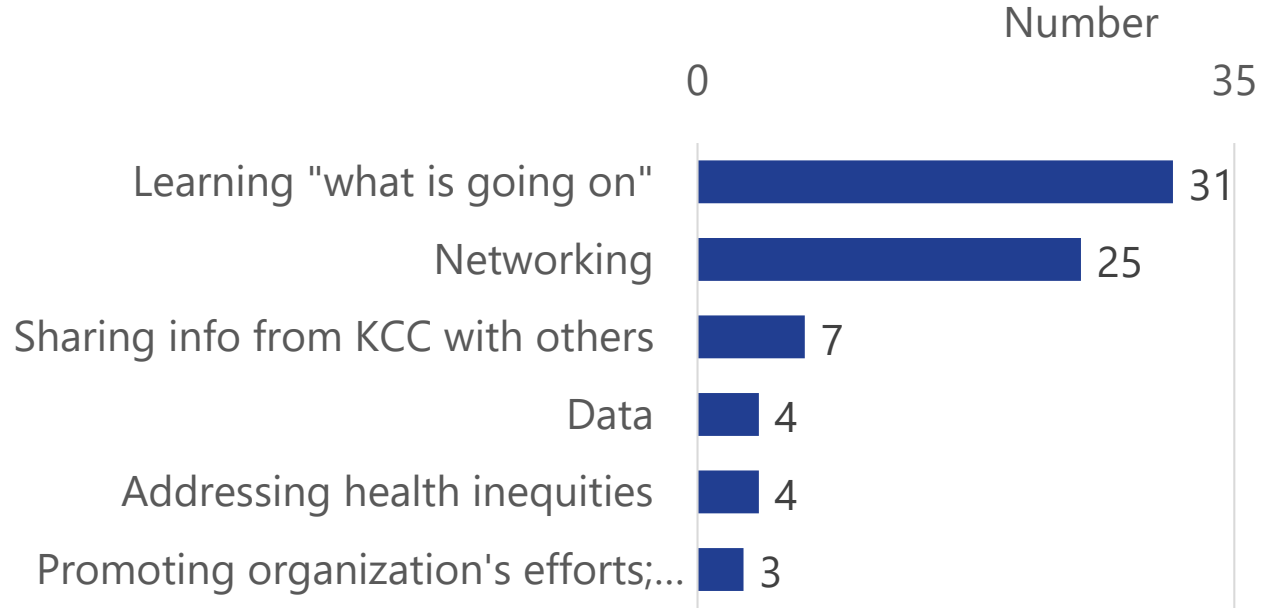


# Survey- Organization Type



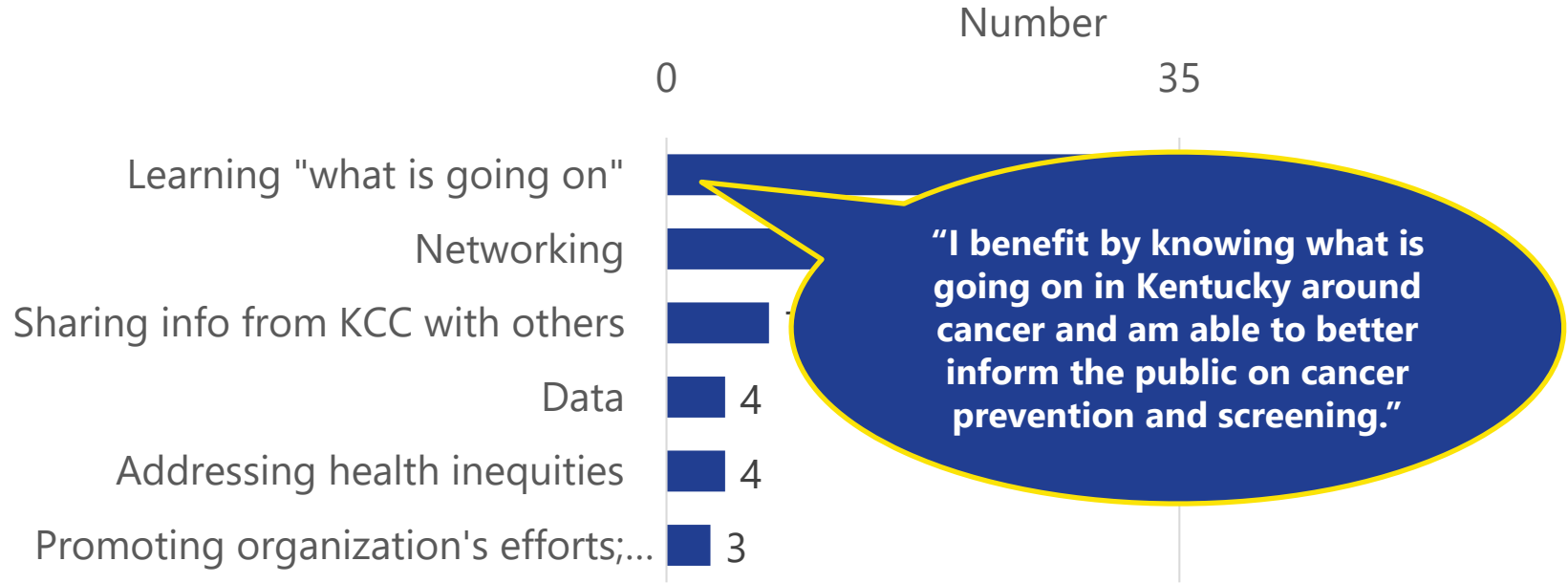


# Survey-Benefits of KCC



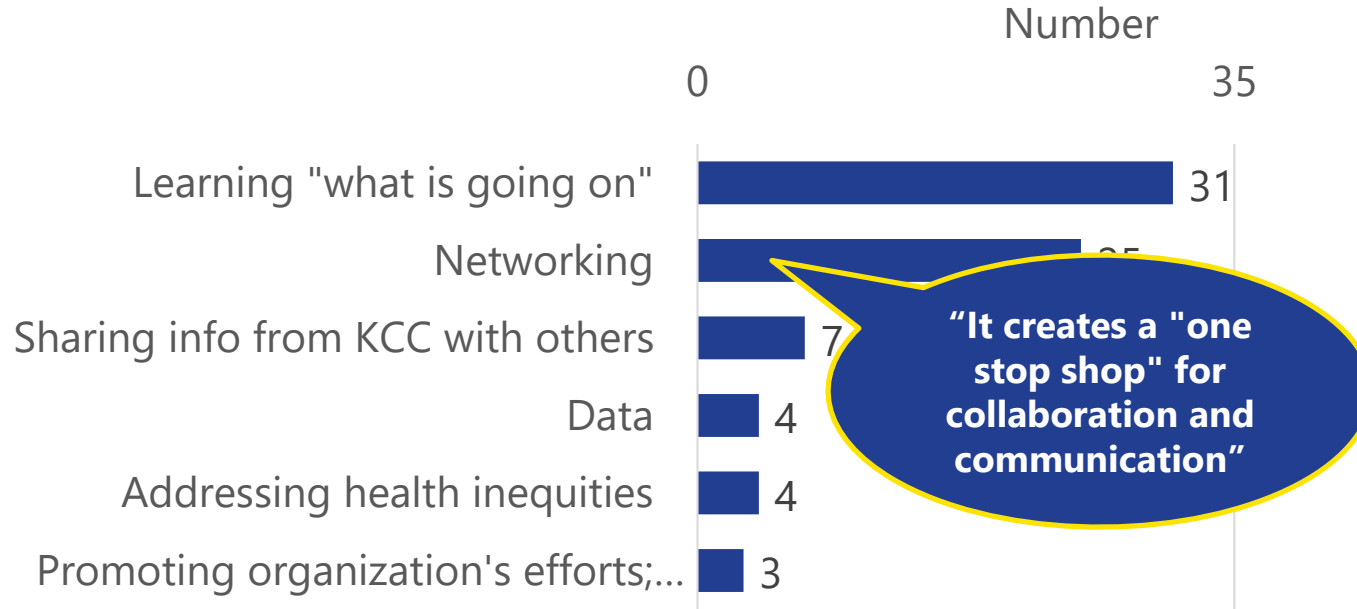


# Survey-Benefits of KCC





# Survey-Benefits of KCC





# Survey- Goal Area Priorities

S&ED: Lung Cancer, 29

P: Promoting Tobacco Cessation, 26

S&ED: Colon Cancer, 26

T&C: Promote access to quality cancer services, 18

S&ED: Breast Cancer, 16

S&ED: Cervical Cancer, 12

P: Nutrition, Physical Activity, and/or Obesity, 10

P: Human Papillomavirus (HPV) Vaccine, 9

P: Environmental Carcinogens, including Radon, 8

P: Eliminating Exposure to SHS, 7

Overarching Support for CAP, 7

P: Preventing Youth Tobacco , 6

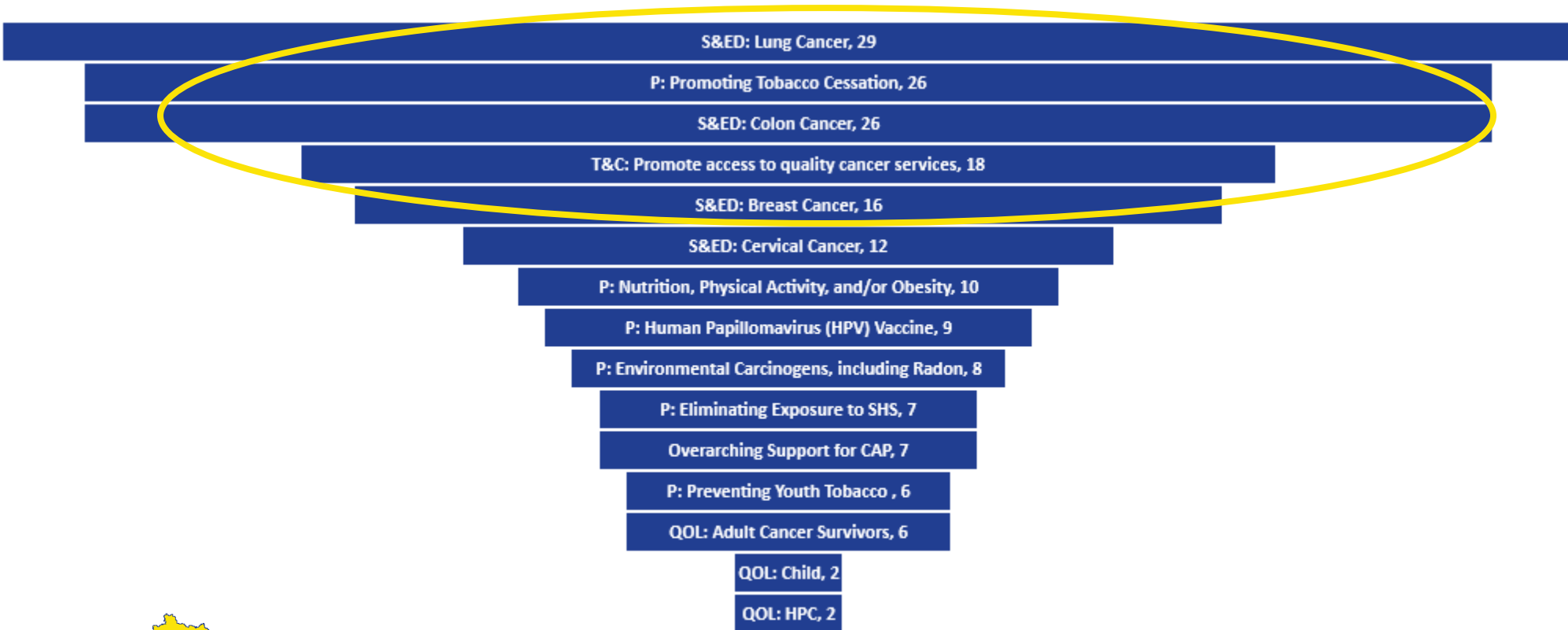
QOL: Adult Cancer Survivors, 6

QOL: Child, 2

QOL: HPC, 2



# Survey- Goal Area Priorities





# Survey- Goal Areas (Priorities- top 1/3)

**S&ED: Lung Cancer, 29**

**P: Promoting Tobacco Cessation, 26**

**S&ED: Colon Cancer, 26**

**T&C: Promote access to quality cancer services, 18**

**S&ED: Breast Cancer, 16**



# Survey- Goal Area Priorities

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Overarching Support for CAP, 7

P: Preventing Youth Tobacco , 6

QOL: Adult Cancer Survivors, 6

QOL: Child, 2

QOL: HPC, 2



# Survey- Goal Areas (Priorities- middle 1/3)

**S&ED: Cervical Cancer, 12**

**P: Nutrition, Physical Activity, and/or Obesity, 10**

**P: Human Papillomavirus (HPV) Vaccine, 9**

**P: Environmental Carcinogens, including Radon, 8**

**P: Eliminating Exposure to SHS, 7**



# Survey- Goal Area Priorities

S&ED: Lung Cancer, 29

P: Promoting Tobacco Cessation, 26

S&ED: Colon Cancer, 26

T&C: Promote access to quality cancer services, 18

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Overarching Support for CAP, 7

P: Preventing Youth Tobacco , 6

QOL: Adult Cancer Survivors, 6

QOL: Child, 2

QOL: HPC, 2



# Survey- Goal Areas (Priorities- last 1/3)

**Overarching Support for CAP, 7**

**P: Preventing Youth Initiation of Tobacco , 6**

**QOL: Adult Cancer Survivors, 6**

**QOL: Childhood Cancer, 2**

**QOL: Hospice & Palliative Care, 2**



# Survey- Goal Areas (Priorities- last 1/3)

**Overarching Support for CAP, 7**

**P: Preventing Youth Initiation of Tobacco , 6**

**QOL: Adult Cancer Survivors, 6**

**QOL: Childhood Cancer, 2**

**QOL: Hospice & Palliative Care, 2**

**P: Alcohol, 0**



# Survey- Strategy Areas

## Support implementation of current policies

Promote/train/educate on established policies  
Implement policies

## Advocate for new policies

## Promote/ implement Health Systems changes

Provide TA/Training/Funding to HS  
Employee/Leader at HS that implemented changes  
Increased workforce, access

## Health Professional Education and Outreach

Media strategies & public awareness  
One-on-One education  
Group education

## Community Clinical Linkages

Projects that connect clinical and community services  
Participate or lead a local multi-sector coalition  
Recruit and engage local partners connected to populations

## Health Equity

Reduce structural barriers  
Educate on health inequities  
Educational materials are culturally appropriate  
Collect and analyze data with a health equity lens

## Data and Research

Identify gaps  
Research issues  
Monitor performance measures  
Collection, analysis, & dissemination

## Promote/ implement worksite changes



# Survey- Goals and Strategies

Strategies	Prevent Youth Init. (P)	Promote Tobacco Cessation (P)	Eliminate SHS (P)	NPAO (P)	Envir Carcin (P)	HPV (P)	Breast Cancer (S&ED)	Cervical Cancer (S&ED)	Colon Cancer (S&ED)	Lung Cancer (S&ED)	Treat & Care	Adult Surviv. (QOL)	Child Cancer (QOL)	Hospice & PC (QOL)	Over-arching
Support implementation of current policies	33%	54%	57%	30%	38%	33%	19%	17%	31%	52%	22%	17%	50%	0%	57%
Advocate for new policies	33%	31%	43%	10%	38%	22%	13%	8%	23%	38%	28%	17%	50%	0%	29%
Promote/implement Health Systems changes	17%	35%	14%	20%	25%	33%	19%	8%	27%	48%	28%	33%	50%	0%	43%
Health Professional Education and Outreach	50%	50%	57%	40%	63%	44%	19%	8%	38%	52%	44%	83%	100%	50%	29%
Community Outreach and Education	100%	58%	86%	60%	100%	67%	56%	58%	54%	59%	39%	83%	100%	100%	29%
Community Clinical Linkages	0%	27%	0%	0%	13%	11%	25%	17%	19%	28%	17%	50%	50%	50%	29%
Health Equity	33%	23%	29%	40%	25%	11%	25%	42%	38%	45%	39%	67%	50%	50%	43%
Data and Research	33%	42%	43%	20%	38%	44%	31%	33%	27%	52%	39%	33%	50%	0%	43%
Promote/ implement worksite changes	17%	19%	29%	10%	25%	0%	6%	8%	12%	28%	22%	0%	50%	0%	14%



# Interviews- KCC involvement

- Partners have been involved for many years
- Many participate in committees/networks
- Role: Many are happy with their current role



# Interviews- Benefits



**Networking**



**Collaborating**



**Getting  
updates**



**Reducing  
duplication**



**"Giving back"**



**Policy  
changes**



**Common  
goal**



## Interviews- on participating in a committee or network

"Working together with these other organizations makes it easier for all of us... we also can lean on each other and learn from each other."

"We all have that common goal of reaching tobacco users in some capacity, whether if be working on smoke-free policy or focusing on lung cancer, we all have a common goal. So I think those partnerships are crucial to making the work be efficient and work well. It keeps the communication lines open."

"Collaboration, policy efforts; when we take something to Frankfort that we want to focus on, we've always had support through KCC... It's something that has a great amount of value to us in our industry."



# Interviews- how can KCC expand?

## Groups that serve

- LGBTQI populations
- Immigrant populations
- Minority populations
- People with disabilities
- People with low SES

## Groups/people that are

- Community organizations
- Community leaders
- Physicians, incl. pediatricians
- Non-profit organizations (e.g., Breath of Hope KY)
- Diabetes Prevention Program
- Non-traditional partners (manufacturers/ vendors) that have health plans

## People that are

- Survivors
- Survivors affected by radon
- Current cancer patients
- People that use tobacco



## Interviews- Health inequities





# Interviews- Health inequity themes

**Advocacy &  
Policy Change**

**Awareness &  
education**

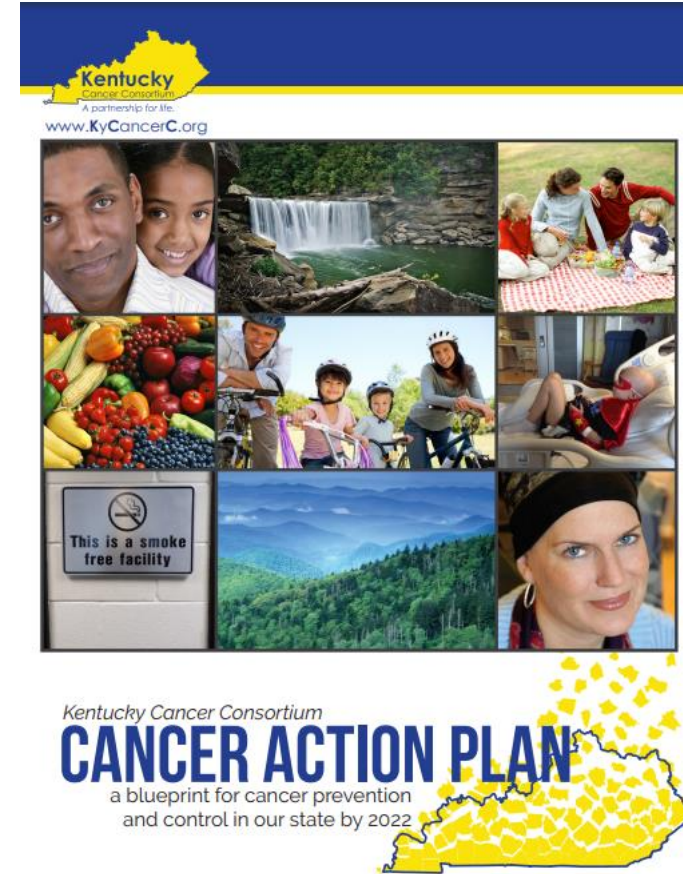
**Data**

**Logistics**



# Interviews- CAP

- Comprehensive
- Goal-level suggestions
- Strategy-level suggestions
- Awareness of CAP







“(KCC) is absolutely the gold standard for what other states should be working toward.”

“(KCC) really does keep us in the loop of things and gets us motivated to do more.”

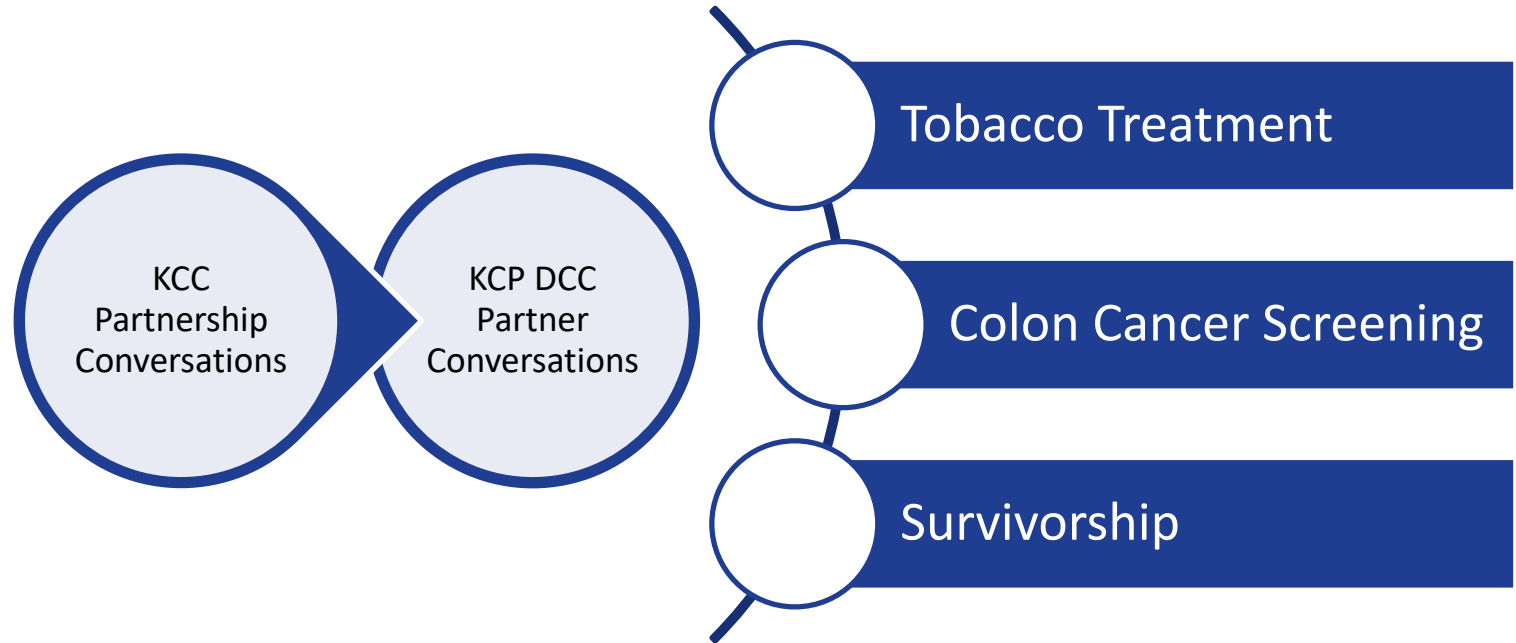


# KCC Accomplishments





# Stakeholder Input





# Partnership Conversations

## Partnerships

- Who is doing what
- Connections to non-traditional partners
- Health system, clinical, provider participation and buy-in

## Process

- Improve coordination
- Consistent messaging
- Promote what works

## Products

- Develop clear direction
- Increase connectivity
- Increase activities that address health inequities, health systems and communities



# KCC Cancer Survivorship

CDC Survivorship  
Supplemental Grant

Established KCC Cancer  
Survivorship Networking

KCC Cancer  
Survivorship Series

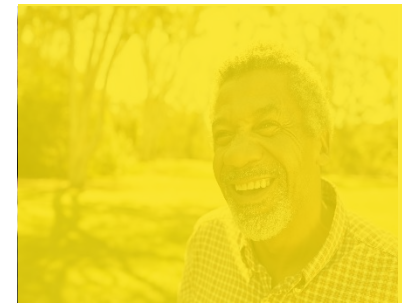
KY Cancer Survivorship  
Nutrition and Physical  
Activity Team

ACS, KCP, KDPH, KCC

Making the Connection:  
Meeting the Needs of KY  
Cancer Survivors

Patient Navigation  
Symposium

KY Cancer Survivor  
Digital Story Telling





# KCC Prevention and Risk Reduction

## KCC Supported Partner Trainings

Tobacco Treatment Specialist  
Training Scholarships

KY Tobacco Summit 2020

CHW Conferences

CHW Training on Cancer,  
Nutrition and Physical Activity  
Resources

## Health Equity Trainings

Health Inequities – Moving  
Beyond the Data to Solutions,  
Dr. Lavoria Williams, UK

Health Equity in Cancer  
Prevention: Radon in KY (CHLPI)

Health Equity and the Cancer  
Care Continuum: Access to Food  
and Nutrition in KY (CHLPI)

## Policy Implementation: Billing and Coding

Preventative services  
incorrectly coded and  
billed



# Colon Cancer Screening Highlights

## OUR COLLABORATION TEAM

COORDINATING PARTNERS	ROLE
American Cancer Society	<ul style="list-style-type: none"> <li>Developed, recorded and designed the audio card</li> <li>Provided strategic direction</li> <li>Convened the partners</li> </ul>
Kentucky Cancer Consortium	<ul style="list-style-type: none"> <li>Provided coordination, facilitation and funding</li> <li>Lead evaluation</li> </ul>
IMPLEMENTATION PARTNERS	ROLE
Kentucky Cancer Program at the University of Kentucky and the University of Louisville	<ul style="list-style-type: none"> <li>Community-clinical linkage outreach screening and awareness events</li> </ul>
University of Kentucky's Markey Cancer Center	<ul style="list-style-type: none"> <li>Community-clinical linkage screening and awareness events at hospitals and clinics</li> <li>Provided FIT tests</li> </ul>
Kentucky Cancer Link	<ul style="list-style-type: none"> <li>Patient navigation</li> <li>Assisted with some screening and outreach events</li> </ul>



## AUDIO CARD

This resource commonly referred to as the "audio card," is similar to an audio birthday card where a person opens the card and receives a message. In this case, the message is from a local Kentuckian who is a colon cancer survivor encouraging them and guiding them on how to complete their FIT test for colon cancer screening.

## Audio Talking Card



## Colorectal Cancer Screening, Prevention, and Coding Update

Kentucky leads the nation in colorectal cancer (CRC) incidence BOTH over and under age 50.\* But did you know Kentucky has the strongest, most unique insurance coverage for CRC screening and prevention? Here are 4 critical coverage facts **you** need to **follow** to increase screenings and prevent CRC in your practice or network. **The following apply to most fully-funded commercial plans regulated by the Kentucky Department of Insurance AND Medicaid. Call your insurance company for details.**

**They DO NOT APPLY to Medicare products.** \*[ky.cdc.gov/Cancer/ASCS/Screening.htm](https://cancer.ky.gov/Cancer/ASCS/Screening.htm)

### SCREENING FOR ALL (KRS 214.540-214.544)

The Kentucky Colon Cancer Screening Program (KCCSP) is a statewide program for the uninsured and underinsured to provide **no or low cost** colonoscopies for: A) those who qualify as high risk; or B) normal risk persons with a positive FIT or Stool DNA test.

**Your patient can call (877) 597-4655 toll-free for details and to see if they qualify.**

**Uninsured and underinsured patients - including those who may be undocumented - may contact Surgery on Sunday Louisville for screening opportunities. (502) 242 2089**

### UPDATED SCREENING AGE (KRS 304.17A-257)

The **NEW** age to start preventative screening for CRC has been lowered from age 50 to age 45, based on the newest American Cancer Society guidelines, which Kentucky follows.

### SCREENING COLONOSCOPY (KRS 304.17A-257)

A screening colonoscopy is to be coded as such **regardless** of what is found (polyps, tumors, mucosal abnormalities) and regardless of what intervention is performed as a result. The code of screening remains the base code regardless of additional added codes/interventions.

**ALSO**, all colonoscopies which are performed to complete screening for a positive noninvasive fecal test (FIT or stool DNA) should be coded as a screening colonoscopy, not coded as a diagnostic.

### GENETIC TESTING FOR CANCER RISK (KRS 304.17A-259)

Beginning in January 2020, testing for hereditary cancers (colon, pancreatic, gastric, breast, ovarian, endometrial, prostate, melanoma, others) for persons who meet national guidelines for testing (NCCN) will be completely covered by private insurance in Kentucky as a preventative service.

Need more information?

Colon Cancer Prevention Project  
KickingButt.org  
502.272.2397

in partnership with:



kyccsp@program.org  
(502) 852-4318



kyccn@kyccn.org  
859.525.5554



kycancerlink.org  
(877) 597.4655

## CRC Screening Policies



# KCC Lung Cancer Network

## The Kentucky Cancer Consortium Lung Cancer Network: A Collaboration Success Story



2013

Reviewed data  
Momentum from colon cancer screening success  
Approved national guidelines for lung cancer screening  
Passionate leaders in lung cancer = KCC Lung Cancer Network Launch

2014

Added lung cancer screening (through reduction in late-stage diagnosis) to Kentucky Cancer Action Plan.  
Bristol Myers Squibb Foundation Awarded the KY LEADS Collaborative - provider education, survivorship, and quality implementation of lung cancer screening.

2015

The KCC Lung Cancer Network designated as the Community Advisory Board for the KY LEADS Collaborative quality implementation of lung cancer screening component.

2022

Kentucky General Assembly passed legislation to establish a lung cancer screening program. Continued and expanded efforts also through:  
KY Cancer Consortium  
KY LEADS Collaborative  
KY Health Collaborative



# KY Women's Cancer Screening Program Advisory Committee

## Goal

- Build partnership & collaboration

## Issues to Address:

- Increase access; reduce barriers

## Challenges to Address:

- Treatment coverage for undocumented persons

## Populations of Focus:

- Black and Hispanic persons

## Top issues:

- Identify treatment options for persons that are undocumented
- Increase provider access in Jefferson & Fayette counties
- Create an HPV screening campaign



# Breakouts



# Breakouts

## Breakout 1 – Highlight your successes over the past 2-3 years (past)

## Breakout 2 – Share your plans (future)

- What are you excited about?
- Where do you need partnerships or resources?

### Primary Prevention & Risk Reduction

- Tobacco
- Nutrition
- Physical Activity
- Obesity
- Radon
- HPV

### Early Detection and Treatment

- Breast
- Cervical
- Colon
- Lung

### Survivorship and Caregivers

- Treatment and Care
- Quality of Life
  - Public Health Needs of Adult Cancer Survivors
- Childhood Cancer
- Hospice and Palliative Care



# KCC Policy Network





# Policy Poll

## Awareness Resolutions

- HR74/SR 112: National Colorectal Cancer Awareness Month and March 4, 2022, as Dress in Blue Day
- SR 210: Bring awareness to Oral Cancer

## Tobacco and Radon Bills

- HB 199: AN ACT prohibiting smoking in public places and places of employment.
- SB 166: AN ACT relating to the regulation of tobacco products and vapor products.
- HB 400: AN ACT relating to employment discrimination based on smoking.
- HB 190: Cigarette surtax increase, floor stock tax imposition
- HB 201: Vaping; Excise tax, imposition
- HB 77: AN ACT relating to radon safety.

## Cancer Related Bills

- HB 219: Lung Cancer Screening Program
- SB 140: AN ACT relating to step therapy protocols
- HB 584: Coverage for medical services related to testicular or other urological cancer; standard fertility preservation services

## Other Public Health Bills

- HR 104: Funding safe smoking kits, encouraging prohibition against (substance abuse/harm reduction)
- HB 525: AN ACT relating to community health workers.
- HB 7: Limiting Public Assistance
- SB 36: AN ACT relating to health disparity impacts

