



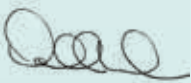
Discover  
what we  
are doing  
for you...



Biennial Report  
2012-2014



For over three decades, KCP has been a successful partnership between the Brown Cancer Center, University of Louisville, and the Markey Cancer Center, University of Kentucky.



**Dr. Donald M. Miller**  
Director, Brown Cancer Center

*“Cancer is a very important public health problem for citizens of the Commonwealth. The Kentucky Cancer Program (KCP) is a unique state funded cancer education and prevention program whose goal is to reduce the disproportionate burden of cancer pain and suffering borne by Kentuckians. During the 2012-2014 biennium, KCP has continued to develop novel approaches to encourage Kentuckians to make the changes necessary to lower their cancer risk. They have also played an important role in physician education, having a major impact on practice patterns throughout the Commonwealth. KCP has contributed to the rapid growth of the James Graham Brown Cancer Center (BBC) over the past decade. The translational research program of the BBC is focused on developing treatments and methods of early diagnosis that will make a difference for cancer patients, in the “short term”. BBC scientists have two cancer drugs in early phase clinical trials, two cancer vaccines nearing human testing and two methods of early cancer diagnosis that are currently being tested in Kentuckians. KCP programs designed to educate Kentuckians about the important role of clinical trials in cancer care have allowed BBC scientists and physicians to provide state of the art care to many more citizens of the state than they would have, otherwise. Together, KCP and the BBC, along with our partners at the Markey Cancer Center are making remarkable progress against cancer in Kentucky.”*

*“The 2012-2014 period has been a remarkable time for the University of Kentucky Markey Cancer Center, and the Kentucky Cancer Program (KCP) has played an important role. Building upon several years of dedicated effort, an application for National Cancer Institute (NCI) designation was submitted in September 2012. After a successful site visit in January 2013, we were proud to announce in July that our bid had been successful. This important distinction affirms our institution’s excellence in both patient care and research and is a direct reflection of the devotion of our talented faculty and staff. Initiatives led by KCP, such as efforts to increase cancer education and screenings in the eastern part of Kentucky, were key elements of our success. However, with cancer rates in Kentucky among the highest in the nation, much work remains. NCI designation brings many benefits to these efforts, including patient access to the latest cancer clinical trials available anywhere in the nation and special funding opportunities. Becoming the only NCI-designation in the state allows us, in collaboration with KCP, to make important strides toward conquering cancer in the Commonwealth of Kentucky.”*



**Dr. Mark Evers**  
Director, Markey Cancer Center

## The **MISSION** of the Kentucky Cancer Program is to reduce cancer incidence and mortality in the Commonwealth through education, research and service.

Nationally unique, KCP is the state mandated cancer control program established in 1982 by a visionary Kentucky General Assembly to address the high cancer rates in the Commonwealth. Under the direction of the state's academic cancer centers at the University of Kentucky and the University of

Louisville, KCP translates the latest research findings into cancer prevention and early detection programs for the public; patient and family support services; and continuing education and training programs for healthcare providers.

## SERVING ALL 120 KENTUCKY COUNTIES

Kentucky has the **highest cancer mortality rate in the nation**—inspiring KCP's cancer control specialists to work tirelessly to change the statistics.



Sixteen cancer control specialists in a network of 13 regional offices mobilize communities through coalitions and partnerships to serve all 15 Area Development Districts. Initiatives are based on the latest science, driven by data including statistics from the Kentucky Cancer Registry, and guided by District Cancer Councils. KCP led the development of the Cancer Action Plan for Kentucky and continues to support implementation with the Kentucky Cancer Consortium. Representatives also serve on Governor appointed groups to guide state programs: the Kentucky Breast Cancer Advisory Committee, the Kentucky Colon Cancer Advisory Committee, and the Kentucky Breast Cancer Research and Education Trust Fund Board.



## Dress in Blue Day for Colon Cancer Awareness

When KRS 214.540 was passed by the Kentucky General Assembly in 2008, KCP was charged with providing education and outreach to increase colon cancer screening in the Commonwealth. KCP's response to the unfunded mandate was the Targeted Colon Cancer Screening Program, (TCCOP), an evidence based model focused on a broad range of community and provider interventions including educational programs, dissemination of materials, and promotional information for Dress in Blue Day and March Colorectal Cancer Awareness Month activities.

Since then partners across the state have provided in-kind contributions and support to implement colon cancer education and outreach strategies. In 2012 a three year report detailing the programs activities and successes was presented to District Cancer Councils, the Kentucky Colon Cancer Advisory Committee, and the Kentucky Cancer Consortium,

which all endorsed KCP's continuation of the program statewide.

KCP has continued to lead the statewide initiative for the national campaign, Dress in Blue Day. Held the first Friday in March, Colon Cancer Awareness Month, the event was created to promote colon cancer screening by encouraging individuals, businesses, schools, the media, communities, and everyone to show their support by wearing blue. Madeline Abramson, First Lady of Louisville, agreed to be the Honorary Chair and continued in that role as the wife of Lieutenant Governor Abramson.

From UofL Cardinals going blue for a day to churches having "Blue Sundays" and schools, banks, and hospitals having special blue assemblies and contests, Dress in Blue Day has proven to be an exciting AND educational campaign!



During the biennium, over **670** organizations, businesses, schools, health departments, churches & health care providers participated, distributing over **196,300** educational & promotional materials in all **120** counties.

Approximately **9,010** individuals were educated through group presentations and one-on-one interventions.

Over **238** free media spots/public service announcements in local television & radio stations; newspaper & newsletter articles. More than **344,000** educational email messages were shared.

**670**  
**196,300**  
**120**

**9,010**

**238**  
**344,000**

### 2013–2014 INCREDIBLE COLON TOUR OF KENTUCKY

Over **12,300** people walked through the colon and more than **2,167** educational surveys were completed!

Ashland	Flemingsburg	Grayson	Louisa	Morehead	Somerset
Butler	Frankfort	Hazard	Louisville	Nicholasville	Whitesburg
Campbellsville	Georgetown	Lexington	Manchester	Pikeville	

**12,300**  
**2,167**



More than **112,000** people toured the Incredible Colon during the 2013 & 2014 Kentucky State Fair.



Sixteen area Gallopalooza Horses in Metro Louisville went blue for the month of March!



# Leading Colon Cancer Initiatives in Kentucky

## CANCER PREVENTION IS GOOD BUSINESS

Colon cancer is a preventable cancer. With screening, colon polyps can be found and removed before they become malignant. To deliver this lifesaving message, KCP developed a worksite wellness program promoting colon cancer screening.

Education and awareness activities were conducted during the biennium at 18 worksites serving more than 6,000 employees across Kentucky. Activities included Dress in Blue Day presentations focused on colon cancer screening, distribution of educational messages and incentives, and informational displays including posters, Faces of Colon Cancer exhibit and the Incredible Colon Tour.



## KENTUCKY COLON CANCER SCREENING PROGRAM



KCP received funding in 2012 from the Kentucky Colon Cancer Screening Program to develop education and outreach materials, as well as promotional media material for 10 local health departments who were awarded grant funding to initiate a colon cancer screening program for low income Kentuckians.

A colorectal resources toolkit is on the KCP website to provide community partners with promotional materials and messages, educational materials and power point presentations, media resources, colon cancer data, and examples of successful awareness activities to help them with planning and implementing colon cancer awareness activities.

[www.kycancerprogram.org](http://www.kycancerprogram.org)

## Community Clinical Linkages for Colon Cancer Screening

A statewide partnership between the Kentucky Cancer Consortium and KCP continued during the biennium to increase colon cancer screening. Community clinical linkages were forged with community organizations, clinical providers, and public health agencies to identify and address colon cancer screening barriers for low income and low literate populations across the state.

In FY12-13, KCP worked with the District Cancer Councils to conduct an assessment of screening resources within the 15 Area Development Districts to establish a directory of services as part of the KCP Pathfinder, facilitate referral to screening, and identify gaps in services. In FY 13-14 the cancer control specialists conducted key informant interviews among people representing organizations who work with the target population to review screening resources, identify barriers to screening among the low income and low literate populations, and prioritize them for each district.

This partnership to facilitate community clinical linkages will continue into the next biennium to develop strategies and interventions to address the identified barriers to colon cancer screening. The project is funded by the Kentucky Cancer Consortium and the Centers for Disease Control and Prevention.

## Faces of Colon Cancer

KCP's Faces of Colon Cancer Photography Exhibit was displayed at 33 events along with the Incredible Colon to reach 8,300 Kentuckians.

Mildred Grasty, colon cancer survivor, (pictured at right) at the Trigg County Senior Center reception. All photos were displayed and survivors spoke about their experience.

Several hundred women also had the opportunity to view the Faces of Cancer exhibit at the Western KY Women's Show in Hopkinsville.



PLAN TO BE TOBACCO FREE®

KCP has developed a new educational program to assist thousands of Kentuckians who are interested in overcoming tobacco use and dependence. Tobacco Treatment Navigators are conducting free classes at community locations across Kentucky for individuals who use tobacco, their friends and families. The program is based on the U.S. Public Health Service's Clinical Practice Guideline, Treating Tobacco Use and Dependence.

For more information about Plan to Be Tobacco Free or to enroll in a class, contact your local KCP office.

Cooper/Clayton Method to Stop Smoking



Proud graduates from the Cooper Clayton Method to Stop Smoking.

In 2001, KCP forged a partnership with Dr. Richard Clayton and Dr. Thomas Cooper to address Kentucky's high smoking prevalence rates. For the past 13 years, the community-based infrastructure has been the foundation of the Cooper Clayton Method to Stop Smoking, a comprehensive program combining education and behavior modification with nicotine replacement therapy in a series of 12 weekly classes. KCP developed a facilitator toolkit and coordinates facilitator trainings, promotes class expansion within communities, supports the development of facilitator networks, maintains a facilitator directory, distributes class materials, as well as provides information and referral for classes and trainings.



**42%-44%**  
remain non-smokers

Program evaluation conducted in collaboration with the Kentucky Cancer Consortium during the biennium, reported **42%-44%** of participants remain non-smokers at completion.

KCP entered into a partnership with M. D. Anderson Cancer Center in 2009 to offer ASPIRE, A Smoking Prevention Interactive Experience, to Kentucky youth. A computer-based intervention, ASPIRE is a tobacco prevention and smoking cessation program implemented through middle and high schools. Early evaluations indicated an impact on the rate of smoking among students on school property.



Further research in the 2012-2014 biennium was conducted among **606** students in seven schools in Appalachia. The purpose of the study was to determine if levels of tobacco prevention and cessation knowledge, quit attempts and smoking cessation rates were

comparable to experimental schools in the previous study. Technical improvements were made to the ASPIRE website, assistance offered for integration into the school curriculum, and student incentives provided for participation. Focus groups and surveys were also conducted among teachers and students to assess cultural appropriateness. KCP will continue to work with M.D. Anderson to compile and report results and to offer ASPIRE in Kentucky schools into the next biennium.



KCP partnered with ARH Cancer Center for an anti-smoking door decorating contest called "Kick Butts" with Roy G. Eversole Elementary in Hazard.

## KCP Hosts Lung Cancer Screening Forums Across State



The U.S. Preventive Services Task Force (USPSTF) now recommends annual lung cancer screening for individuals at high risk based on smoking history and age. KCP and their District Cancer Councils hosted community forums in 2013 across the state to discuss the pending recommendation. Expert panel members from hospitals and cancer centers throughout the state discussed lung cancer incidence and mortality data,

lung cancer screening guidelines and services, insurance coverage and costs of screening, the impact of the Affordable Care Act on lung cancer screening and tobacco cessation resources. The forums were held at various locations around the state and featured local expert panelists listed below. Jamie Studts, PhD, along with representatives from the Kentucky Cancer Consortium and the Kentucky Cancer Registry including Katie Bathje, MA, Jessica Jones, MSW, Kristian Wagner, MS, RD, LD, and Jaclynn Nee, MPH, Epidemiologist also spoke at the forums.



### **ASHLAND**

Mary Adams, MSN, RN

### **BARDSTOWN**

Bobbi Harned, BSN  
Monte Martin, MD  
Joseph Lanzillo, MD

### **BOWLING GREEN**

Douglas B. Thompson, MD, MPH  
Sean Willgruber, MD  
Dwight Sutton, MD

### **FLORENCE**

Gary Schmitt, MD  
Michelle Ottersbach, MS,  
MSN, RCEP, RN, CNL, CSCS

### **HAZARD**

Raymond Elsoueidi, MD  
Mahender Pampati, MD

### **LONDON**

Mayor Troy Rudder

### **LOUISVILLE**

Mark Esterle, MD  
Goetz Kloecker, MD, MBA,  
MSPH, FACP  
Tanya Wiese, DO

### **MADISONVILLE**

Diana Jackson, MSM-HCSM,  
RN, OCN  
Ali Kanbar, MD

### **MAYSVILLE**

G. Leroy Gallenstein III, MD  
Gena King, RT (R), BUS

### **MOREHEAD**

Lee Ann O'Bryan, MBA, RT  
(R) (M) (CT)

### **PADUCAH**

K. Ken Ung, MD  
Carl Johnson, MD  
Nicholas Lopez, MD  
Bonnie Schrock

### **PIKEVILLE**

Becky Simpson

### **SOMERSET**

Mayor Eddie Girdler  
Amtullah Khan, MD

## Faces of Lung Cancer

Lung cancer is *personal*—you can see it on the faces of lung cancer patients and their families. KCP's new photography exhibit—**FACES of LUNG CANCER**—powerfully illustrates the faith, determination and loss of nine lung cancer patients, families who lost loved ones to the disease or successfully became nonsmokers through the Cooper Clayton Method. Professional photographer Tim Webb donated his time and talent to make the exhibit possible, traveling to communities throughout Kentucky to personally photograph each subject.

The **FACES of LUNG CANCER** portraits may be scheduled for exhibition by contacting one's local KCP regional office.





## CANCER SCREENINGS AT THE KENTUCKY STATE FAIR

With over 500,000 visitors annually, the Kentucky State Fair presents one of the best opportunities during the

year to offer cancer prevention and screening services to men and women across the state. Many who travel to Louisville each summer are uninsured and reside in rural, medically underserved communities. They are eager to obtain the information and take advantage of the free tests.

The 11-day skin cancer screening is one of the largest in the nation. Over the last two years, KCP, Anthem Blue Cross and Blue Shield, and the KY Dermatological Association have served over **3,000** people.

The University of Louisville School of Dentistry is also one of KCP's signature partners for the Kentucky State Fair, offering free head & neck assessments to fair goers for the last 20 years. Approximately **350** people received screenings during the last biennium.

KCP has collaborated with the Kentucky Prostate Cancer Coalition, First Urology, KentuckyOne Health, the Lexington Cancer Foundation, and Dendreon to provide free prostate cancer screenings to men at the Kentucky State Fair.

The last two years, more than **1,080** men were screened.



*Governor Steve Beshear, Dr. Stephen and Heather Henry, Dr. Donald Miller and Dr. Pat Alagia appear at a press conference to kick-off the cancer screenings at the Kentucky State Fair. Governor Beshear and Dr. Henry are both prostate cancer survivors.*

## LOUISVILLE & JEFFERSON COUNTY PARTNERSHIP IN CANCER CONTROL

The Louisville & Jefferson County Partnership in Cancer Control is a successful public health model. This coalition of community partners led by KCP was established in 1994 to address cancer in Metro Louisville. Initially focusing on breast and cervical cancer, the Partnership has been screening up to **4,000** women annually, particularly African American in West Louisville. Twenty years later in 2014, the coalition has now expanded the focus to also include colon cancer screening as well as tobacco cessation, aligning the mission with local, state, and national goals. Priority remains on mobilizing resources to reach disparate populations to reduce cancer incidence and mortality in Metro Louisville. The Partnership is continuing to monitor cancer data; identify gaps and barriers; coordinate cancer screenings; navigate residents to services; and develop integrated systems to deliver cancer prevention and detection services.

## OTHER CANCER SCREENINGS ACROSS THE STATE:

### LINCOLN TRAIL DISTRICT:

Breast Cancer Screenings: **80**  
Skin Cancer Screenings: **246**  
Prostate Cancer Screenings: **23**

*Partners: Flagnet Cancer Center and Hardin Memorial Hospital*

### GREEN RIVER DISTRICT:

Prostate Cancer Screenings: **173**

*Partners: Owensboro Health Mitchell Memorial Cancer Center and Owensboro Community College Radiology students*

### PENNYRILE DISTRICT:

Colon Cancer Screenings: **81**  
Prostate Cancer Screenings: **89**

*Partners: Baptist Health Madisonville, the Merle M. Mahr Cancer Center, Jennie Stuart Medical Center, E.C. Green Cancer Center, and Pennyrile Urology*

### BARREN RIVER DISTRICT:

Prostate Cancer Screening: **55**

*Partner: Greenview Regional Hospital*

### PURCHASE DISTRICT:

Skin Cancer Screening: **153**

*Partners: Baptist Health Paducah, Lourdes, Wellsprings Dermatology, and Paducah Dermatology*





## HORSES AND HOPE

For more than two decades, Kentucky First Ladies have led breast cancer initiatives for women in the Commonwealth. When coming to Frankfort in 2008, Jane Beshear embraced the legacy and created **Horses & Hope<sup>SM</sup>** in partnership with the Kentucky Cancer Program to serve women in the horse industry, breast cancer survivors, and equine enthusiasts.

The mission is to increase breast cancer awareness, education, screening, and treatment referral among Kentucky's horse industry workers and their families, many of whom are uninsured and medically underserved. Special events are also held throughout the year in collaboration with equestrian organizations to honor breast cancer survivors and to raise funds for **Horses & Hope<sup>SM</sup>**.

More than a million race fans and equine enthusiasts have been touched by **Horses & Hope<sup>SM</sup>**, nearly **12,000** breast cancer survivors have attended events in their honor at Kentucky's five thoroughbred tracks, more than **16,000** horse industry works have been educated, and **700** women screened for breast cancer! The Kentucky Cancer Program was awarded grants from the Kentucky Breast Cancer Research and Education Trust Fund to support the initiative.

*First Lady Jane Beshear introduces Rose Murphy who shared her heart felt journey with breast cancer at the 2014 Horses and Hope Race Day at Churchill Downs. She is the proud mother of Minnesota Vikings' Teddy Bridgewater, a former star quarterback with the University of Louisville.*



*The 2014 Horses and Hope Race Day at Keeneland featured noted female jockeys from across the country who have retired from racing. Donna Barton signs autographs for breast cancer survivors in the paddock along with fellow celebrity guests.*



*Mary McEwan, a backside worker, was touched by Horses and Hope several times at Kentucky tracks and finally signed up for a mammogram at Churchill Downs. She was diagnosed with breast cancer and received treatment. Mary now serves as a volunteer for Horses and Hope, encouraging other women she knows on the backside to take advantage of the screening service.*



*Special Horses and Hope Teas are held across the state for breast cancer awareness and education. Survivors also share their stories and words of encouragement. Pictured are members of the Fleming County Coalition and supporters.*

*Mobile mammography units travel throughout the year to Kentucky's thoroughbred racetracks to provide breast cancer screening to horse industry workers, many of whom are uninsured. KCP bilingual outreach staff provide education and coordinate services.*



*Neisa Wulfenstein, a KCP community health educator, or promotora, discusses cancer screenings with a participant at the annual Keeneland employee health fair.*

**THE KENTUCKY AFRICAN AMERICANS AGAINST CANCER**



The Kentucky African Americans Against Cancer (KAAAC) celebrated 23 years of service to the community in October 2013 at the KentuckyOne Health Rudd Heart and Lung Conference Center. The celebration, “Joining Hands to Fight Cancer Volunteers-Survivors-Community” was emceed by WAVE 3’s Dawne Gee and included dinner, entertainment and a special presentation by Dr. Jason Chesney from the James Graham Brown Cancer Center. Dr.

Chesney spoke on the importance of African Americans in clinical trials. Special tributes were also made to KAAAC volunteers, survivors, churches and community partners.

Asia Ludlow inspired the audience by sharing the story of her diagnosis and recurrence of breast cancer. The NPFR (National Physician and Family Referral Project) and 50 Hoops joined KAAAC as sponsors for the National African Americans in Clinical Trials AACT I Lecture Series.

*KAAAC, sponsored by the Kentucky Cancer Program at the University of Louisville/James Graham Brown Cancer Center is a group of concerned citizens, healthcare providers, and cancer survivors seeking to reduce cancer health disparities in the African American population through education, outreach, patient support, and advocacy. The coalition was established in 1990 as part of the National Cancer Institute’s National Black Leadership Initiative on Cancer.*

**THE HARRIETT B. PORTER CULINARY INSTITUTE**



Forty-one African American churches in Metro Louisville have participated in the Harriett B. Porter Culinary Institute. This initiative, in partnership with Sullivan University was established to encourage church leaders to create a healthier cooking culture for their congregation. It is based on *Body and Soul*, a National Cancer Institute science-based program for African American churches.



**CULTIVANDO LA SALUD**



As new immigrants began to relocate in Kentucky to work in the state’s industries, KCP started a breast and cervical outreach program, Cultivando la Salud, to reach out to Hispanic women. With the support of grants from Susan G. Komen for the Cure, bilingual outreach workers, Promotoras provided culturally appropriate education and screening during the biennium in the Falls and Green River Districts to over **1,965** individuals.

**NATIONAL COLORECTAL CANCER RESEARCH PROJECT**

KAAAC was invited to participate in a five-year research project with Morehouse and Georgia Regents Universities. The goal of the Education Program to Increase Colorectal Cancer Screening (EPICS) is to identify the best approach to disseminate evidence-based interventions for promoting colorectal cancer screening in African Americans and to identify factors associated with effectiveness. KAAAC is participating along with other coalitions across the country that were established in 1990 by the National Cancer Institute’s National Black Leadership Initiative on Cancer.



KAAAC staff and volunteers have presented programs to 235 African American men and women at 17 sites in Metro Louisville. Residents are reaping the benefits of the vital information and referral to local colon cancer screening services. The research endeavor will continue through 2017.

## KCP CONTINUES TO OFFER CME PROGRAMS FOR KENTUCKY PROVIDERS

KCP works with the Kentucky Women's Cancer Screening Program (KWCSPP) to offer free web-based continuing education and training programs for healthcare providers to help ensure the delivery of high quality screenings through local health departments. In addition, KCP trains registered nurses delivering KWCSPP services through the KDPH's quarterly Training Academy in Richmond. More than **2,800** providers, supervisors and support staff have completed breast and cervical cancer training utilizing the seven KY.TRAIN courses.



### FIT TEST CME FOR HEALTHCARE PROVIDERS

In the Spring of 2014, Markey Cancer Center at the University of Kentucky, Kentucky Cancer Program, Colon Cancer Prevention Project, and the Kentucky Colon Cancer Screening Program collaborated on the development of a free CME for physicians and nurses focused on colon cancer screening and the benefits of using Fecal Immunochemical Tests. James Allison MD, FACP, AGAF, Clinical Professor of Medicine Emeritus, University of California San Francisco, Kaiser Division, reviews colon cancer test options recommended by the National Cancer Institute and Centers for Disease Control. Factors that increase risk for colon cancer, evidence for current colorectal cancer screening test recommendations, and the difference between Guaiac Fecal Occult Tests (FOBT) and Fecal Immunochemical Tests (FIT) for hemoglobin are also covered. The CE "There is No One Best Screening Test for Colon Cancer: The Proof and Benefits of Getting FIT" is available through the University of Kentucky Continuing Education Office, [www.cecentral.com/live](http://www.cecentral.com/live).

### TOBACCO TREATMENT TRAININGS AT KENTUCKY'S UNIVERSITIES

KCP continued to provide Treating Tobacco Use and Dependence trainings to students at Sullivan University College of Pharmacy and the University of Louisville School of Dentistry. During the biennium, **320** pharmacy students were trained along with **360** dental students, and **90** dental hygiene students. Instruction included practice sessions with standardized patients to prepare these health care providers for patient interventions before and after graduation.

**320** Pharmacy Students  
**360** Dental Students  
**90** Dental Hygiene Students

Treating Tobacco Use and Dependence in Kentucky Hospitals has moved to a new web platform.

<http://bit.ly/KCPTobaccoTx>

This 2nd Edition provides continuing education credit to physicians, nurses, respiratory therapists, and pharmacists who treat patients in the hospital setting. The 1st Edition concluded with **1776** participants!

**1776**  
Participants

### HELPING PREGNANT WOMEN OVERCOME NICOTINE ADDICTION

Kentucky has double the national average of pregnant women who smoke, leading the Centers for Disease Control and Prevention to provide funding for the Pregnancy and Postpartum Protocol to the Kentucky Quit Line. Women who smoke during or after pregnancy receive special assistance and incentives to stop tobacco use. KCP received funding from the Kentucky Tobacco Prevention and Cessation program to train provider groups across the state who interface with the target population including the Kentucky Coalition of Nurse Practitioners and Nurse Midwives, University of Louisville Department of Obstetrics and Gynecology, Kentucky Medical Association, Kentucky Academy of Family Physicians, Walgreens, KentuckyOne Health, and Passport Health Plans. As part of the education endeavor, KCP developed a provider intervention demonstration video, *Helping New Moms to Quit Smoking & Stay Quit*, which was posted on YouTube.



## SURVIVOR CELEBRATIONS



Cancer survivors always look forward to KCP's annual celebrations in their honor. The 2013 and 2014 events with the Brown Cancer Center, KentuckyOne Health in Louisville attracted over **1,400** survivors and guests along with national television and movie stars in town for the Kentucky Derby.

Governor and Mrs. Steve Beshear, President James Ramsey, Louisville Mayor Greg Fischer, along with other dignitaries walked the red carpet with the likes of Fred Willard, Kelly Coutrone, Doris Roberts and Star Jones. Other special guests included J.D. Shelburne, Gunnar Deatherage of *Project Runway*, Olivia Henken from *The Voice*, Ashley Holt of TLC's *Next Great Baker*, and Miss America (2000) Heather French Henry.

## ADVENTURE WEEKENDS

First Lady Jane Beshear and KCP teamed up to sponsor new Adventure Weekends for women with cancer. Participants were invited to meet in the great outdoors at one of Kentucky's beautiful State Parks. The fun filled weekends offered memorable bonding experiences, inspiration to live life anew, opportunities to try a new sport for physical health, cooking tips for healthy eating, meditation exercises, and relaxation in a tranquil setting.



Elaine Walker, the Commissioner of the Kentucky Parks, was excited to host the weekends at Lake Barkley and Pennyrile State Parks in Western Kentucky and Jenny Wiley State Park in Eastern Kentucky. A breast cancer survivor, Commissioner Walker understands the cancer journey and wanted to offer new adventures to women embracing life after cancer. The weekends are sponsored by *Horses and Hope*.

## JOY OF LIVING CELEBRATION



Flaget Cancer Center, KentuckyOne Health, and KCP in Bardstown celebrate National Cancer Survivors' Day each year with the *Joy of Living Celebration*. The event, which attracted almost **400** guests during the biennium featured food by the Cattlemen's Association, music by Joyful Noise, and an annual balloon launch where guests send messages in memory and in honor of loved ones.

## ANNUAL RACE FOR THE CURE KICKOFF DINNER

KCP is proud to host the Annual Kickoff Dinner for the Komen Louisville Race for the Cure every October in partnership with Buckhead Mountain Grill. The last two events have drawn over **1,500** breast cancer survivors. The 2012 event was themed "An Evening of Fashion" and featured Heather French Henry and an array of evening gowns modeled by breast cancer survivors. The 2013 event was a 70's theme event coined "Survivors Greatest Hits" and survivors danced the night away to disco tunes.



## KAAAC SUPPORT GROUP



About 30 women and men gather each month for KAAAC's African Americans Living Beyond Cancer, a culturally rooted mind, body, and spirit experience. The interactive sessions are designed to help cancer patients cope with diagnosis and treatment and lead them into recovery as survivors and advocates to support others.



## INDIAN SUMMER CAMP EXPANDS TO KIDS CANCER ALLIANCE

Indian Summer Camp inspired the creation of the Kids Cancer Alliance to enhance the quality of life for children and their families through camp and recreational programs. Activities have expanded beyond a one week residential kids oncology camp experience to include a Teen Weekender, a Sibling Camp, a Family Camp, as well as quarterly events.

Indian Summer Camp is a week long camp that lets kids with cancer build friendships and focus on the important things in life— arts & crafts, swimming, hiking, and s'mores. During the camp session of 2013, **108** campers participated in the Big Top Adventure Camp and in 2014, **117** kids played and tested their wits through the week at different board games.



## New for KCP in 2014–2016

### \$7 MILLION LUNG CANCER GRANT TO UK AND UofL

Cancer prevention and control partners at the University of Kentucky and the University of Louisville including the James Graham Brown Cancer Center, the Lucille Parker Markey Cancer Center, and KCP have been awarded **\$7 million** for a three year project to improve lung cancer care in Kentucky.

The teams will implement three projects: “Best Practices” for the management of lung cancer patients to be disseminated to healthcare providers across the state; “Survivorship Care” to develop and evaluate a lung cancer-specific survivorship program for patients and caregivers; and “Prevention and Early Detection” to increase quality lung cancer screening in Kentucky.

The projects are funded by the Bristol-Myers Squibb Foundation, with grantees expected to raise additional funds to bring the combined total to more than **\$8 million**. In addition to awards to UofL and UK, **\$430,000** was granted to the Lung Cancer Alliance, which along with the Kentucky Cancer Consortium, will serve as a partner and resource for the projects.

### LAUNCH OF THE PATHFINDER WEBSITE (GOING ONLINE IN 2015)



The Pathfinder, KCP's popular resource guide is going online in early 2015. First developed by KCP over 25 years ago, the guide provides links to local, regional, national and state resources for patients, families, providers, navigators and the public. The Pathfinder connects to a broad range of services for cancer prevention, screening, treatment and support such as screening tests/tobacco use, navigation and referral, patient assistance, medical care and survivorship. Soon these resources will be easier to locate with the new online edition that may be searched by each county.

KCP is proud to partner with organizations and individuals throughout the Commonwealth to deliver cancer control programs customized to address the needs of residents. Long standing relationships have been developed and sustained with the Kentucky Department for Public Health, the American Cancer Society, the Kentucky Medical Association, the Kentucky Hospital Association, Susan G. Komen for the Cure, the Kentucky Cooperative Extension, Area Health Education Centers and many others.



District Cancer Councils are in place in each of the fifteen Area Development Districts to offer vital support for strategic planning to address local cancer problems and to implement statewide initiatives in every region. Representatives from county/district health departments, hospitals, government agencies, healthcare providers, universities, businesses, labor unions, schools, tobacco coalitions, and others including cancer survivors serve on the Councils. Working in collaboration with these partners, KCP is able to leverage resources and to mobilize communities to action.

**BARREN RIVER**

Susie Bishop, RN  
John Bonaguro, PhD  
Georgina Brackett, RHIA, LCSW, FACHE  
Re Jeana Coleman, RRA  
David Dunn, MPH, DSc  
Edna Hawkins  
Wayne Higgins, PhD  
Stephen House, MD, FAAFP  
Lisa Houchin, MSPH  
Valerie Hudson  
Janet Johnson, BS, MAE  
Lucy Juett, MS  
Anne Leonard, RN, BC, BSN, MBA  
Debbie McCarty, BSW, MA  
Vicky McFall, RN  
Chris Nagy, PhD  
Thomas Nicholson, PhD  
Beverly Siegrist, PhD, RN  
Mary Jo Sims

**BIG SANDY**

Nell Bedwell, BS, RN  
Sharon Branham, RN  
Abbie Conley, BSW  
Garnett Fairchild  
Leisa Hopkins, CTR  
Connie Meek, MA  
Thursa Sloan, RN, MSN  
Oretha Stanley  
Rachel Willoughby, BS/CPS

**BLUEGRASS EAST**

Evgenia Adamidi  
Kimberly Adams Leger  
Courtney Barnes  
Vicki Blevins  
Angela Brumley-Shelton, MA, MPH, CTTS  
Carol Carson  
Cheryl Case  
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Stacy Crase, MS, RD, LD  
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